



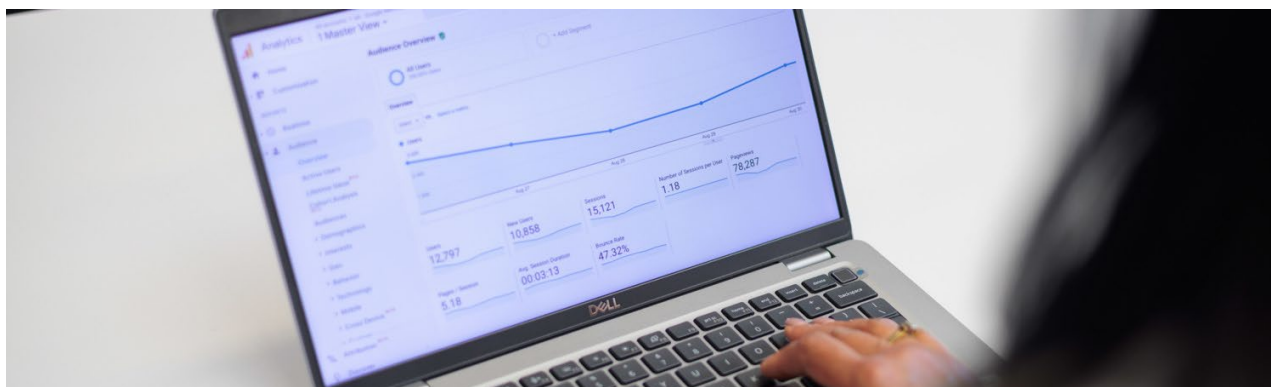
THE UNIVERSITY OF
SYDNEY

Google Ads Campaign Management with AI Course

*Centre for
Continuing Education*



Google Ads Campaign Management with AI Course



Google Ads (AdWords) is one of the most targeted methods of online advertising, where you can place your search results in front of potential customers at the very moment that they're searching for the products or services you offer. Today, successful pay-per-click (PPC) advertising relies heavily on Google's built-in AI tools, automated bidding strategies and machine learning models. However, to get the best return from your budget, you need strong foundational management and human oversight.

Whether you are considering using Google Ads for the first time, or are already running an account, this course will show you how to combine AI-powered campaign features with proven best practices, great tools and the data insights you need to understand how your advertising is working and what could be improved. Learn how to set up and run a successful Google Ads campaign and get the greatest return from your budget in this interactive short course.



Course duration

1 session, 8 hours total
or
2 sessions, 7 hours total



Time

9am - 5pm
or
9am - 12:30pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

Suitable for business owners, marketing, advertising & business development professionals or webmasters who want to promote their business to people searching online.

Prerequisites

Some familiarity with Google Ads (AdWords) is recommended, but not essential.



Upon completion

Every participant receives a University of Sydney statement of completion.



Aims

This course aims to give you a step-by-step guide to setting up high-performing ad campaigns, leveraging Google's AI and machine learning tools, and using performance data to optimise your account for the maximum return on investment.



Outcomes

By the end of this course, you should be able to:

- setup and efficiently manage your Google Ads (AdWords) campaigns using smart automation and manual controls
- increase targeted traffic and leads through your websites
- understand all the key metrics to review your ad spend
- improve the performance of your existing Google Ads campaigns
- write powerful ad content with the help of AI tools
- increase conversions for leads and ecommerce goals
- use automated bid strategies to reduce your current Google Ads customer acquisition costs.



Content

- The pros and cons of using Google Ads
- Key features & terminology used
- The Google Ads Account Hierarchy
- Planning and creating effective campaigns
- The role of AdGroups
- Researching and using keywords & match types
- Creating great adverts & landing pages
- Conversion tracking methods
- Integrating Google Analytics with Google Ads
- Using AI-driven strategies
- Reviewing & understanding data reports
- Optimising your campaigns
- Keyword performance & quality score
- Measuring & testing Ads
- Using the Google Display Network (inc Remarketing)
- Overview of Google Ads Editor.



“Lots of great information and practical information to improve my Google Ads.”

Belinda Cooper



“The course was well structured and very informative. Well worth the time.”

Benjamin Moloney



“Great course and lots to learn. I have been using Google Ads for a while now, but I still found new things that I should be using!”

Sanidhya Agarwal



Materials

Course materials are provided electronically.

What you need to do before the course

To participate in this course, you will need your own **Google Ads** account. Please bring your account login details with you to class.

Face-to-face classes

Please bring your laptop with the required accounts set up in advance.

Online classes

For the best experience, we recommend using a computer with a large monitor or dual screens/devices. Small laptop screens can make it difficult to follow the facilitator's display while working in the software.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

Centre for Continuing Education
+61 2 7255 1577

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