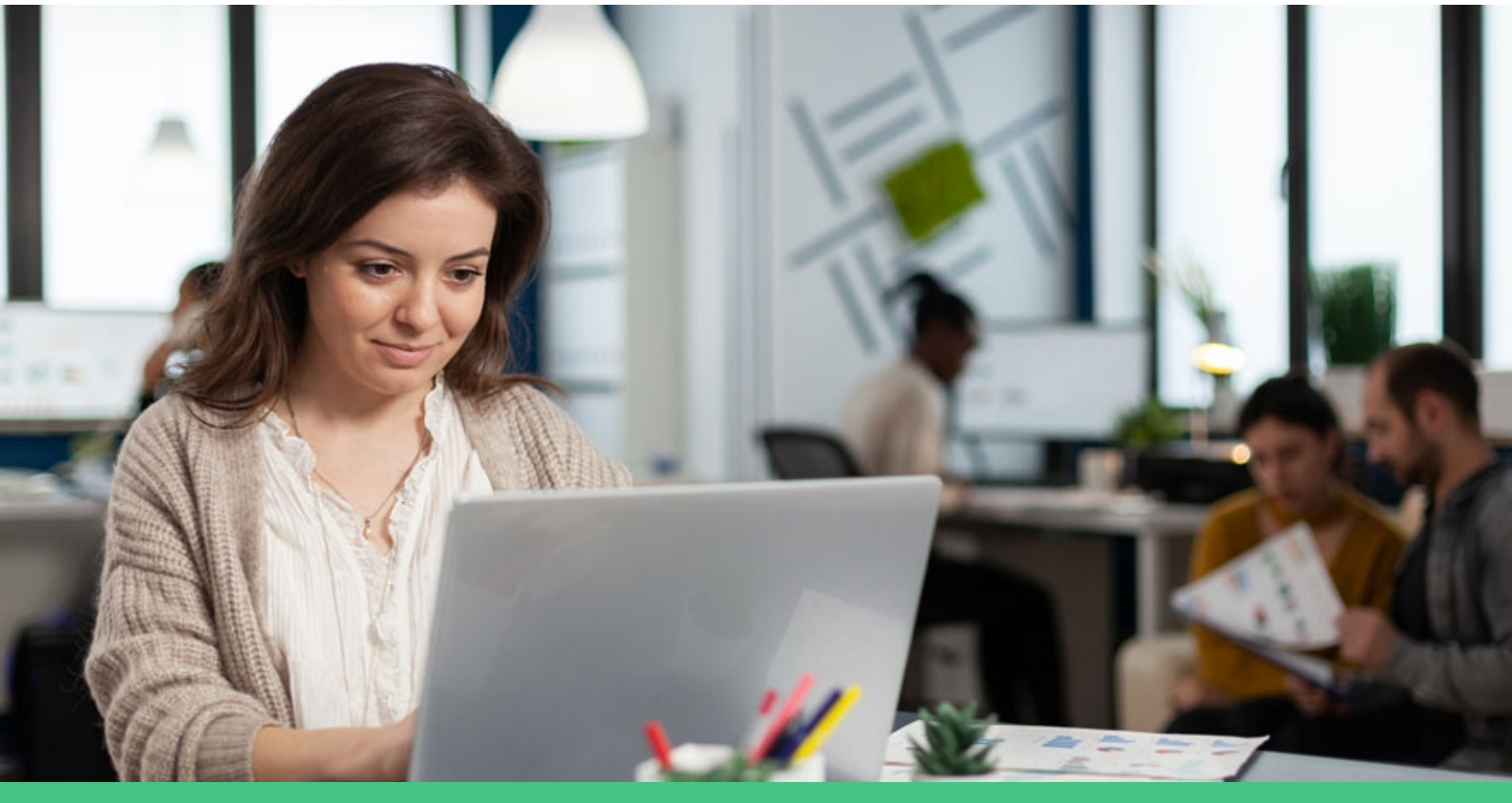
The Online Business Academy

Dominate Online Advertising

with Google Ads

Study the **Certificate in Google Ads** with
The Online Business Academy

- Gain in-demand, future-proof skills that employers value
- Study at your own pace, on your own schedule
- Learn from industry experts and experienced educators
- Real-world outcomes that lead to career advancement



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About Us

Welcome To The Online Business Academy

94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.

Advancing Online Education

A New Way To Learn

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.

#42

We provide 42 high-quality courses curated by leading industry professionals.

Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.

Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.

Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.

Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.

Digital Marketing Courses

Certificate in Google Ads

Our Google Ads course is designed to get you up and running with successful, profitable ads in no time. Through expert-led instruction and hands-on practice, you'll gain a deep understanding of Google Ads and learn how to create and optimize winning ad campaigns for any business or industry. From developing effective ad copy to selecting the right keywords and targeting the right audience, our course will give you the skills and expertise needed to achieve outstanding results.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Create effective Google Ads campaigns that generate high-quality leads and sales.
- Understand the key metrics and data that drive successful Google Ads campaigns.
- Use keyword research and targeting strategies to reach your ideal audience.
- Develop compelling ad copy and landing pages that convert clicks into customers.
- Utilize advanced features of Google Ads, including ad extensions and remarketing campaigns.
- Analyze campaign data to identify areas for improvement and implement changes accordingly.

Module 01 Introduction to Google Ads

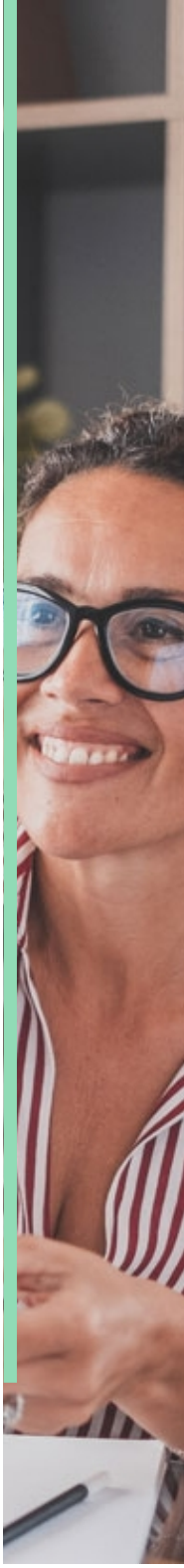
The Introduction to Google Ads module is the starting point for students who want to understand the basics of Google Ads. The module covers the various types of Google Ads and their functionalities, such as Search, Display, Video, and Shopping Ads. Students will also be introduced to the Google Ads formula calculator, which helps create successful ad campaigns by calculating key metrics like click-through rate (CTR), cost per click (CPC), and conversion rate (CR). By the end of the module, students will have a solid understanding of how Google Ads works and how to create a successful ad campaign.

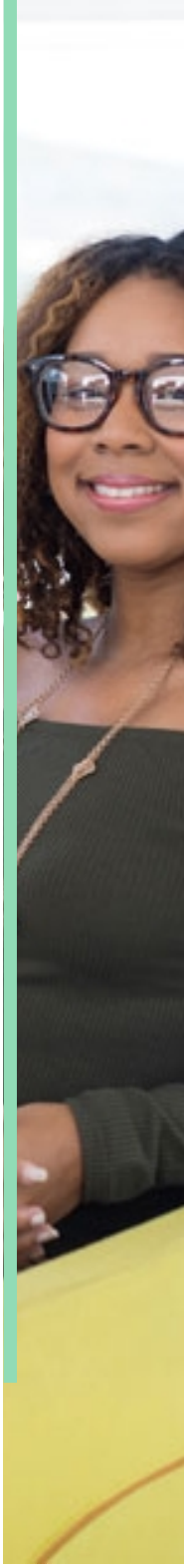
Module 02 Setting Up Google Ads Campaign

In the Setting Up Google Ads Campaign module, students will dive into the technical aspects of setting up their first Google Ads account. This includes understanding the hierarchy of Google Ads accounts and how to structure their website and target locations effectively. Students will also learn about budgeting and bidding strategies, such as cost-per-click (CPC) and cost-per-impression (CPM), and how to use ad extensions and ad rotation settings to maximize their ad performance. By the end of this module, students will have the foundational knowledge needed to create a successful Google Ads campaign.

Module 03 Ad Groups

The Ad Groups module is an essential component of the Google Ads certification course, and it focuses on helping students understand how to create and organize Ad Groups effectively. Ad Groups play a crucial role in optimizing your ad campaigns and ensuring that they target the right audience. This module covers the basics of Ad Group structure, organization, and creating the first Ad Group. You will learn about the different types of Ad Groups, how to group your keywords effectively, and how to create ad copy that aligns with your Ad Group's theme. Additionally, you will explore various strategies for organizing your Ad Groups to ensure that they align with your overall campaign goals and maximize your return on investment. By the end of this module, students will have a solid understanding of Ad Group creation and optimization, which is essential to achieving success with Google Ads.





Module 04 How To Write Google Ads

The How to Write Google Ads module is a crucial part of the Google Ads course as it provides students with the fundamentals of creating effective text ads. The module starts by introducing the structure of a Google text ad, including the headline, description, and display URL. It then covers compliance guidelines that advertisers must follow to avoid their ads being disapproved. The module also provides best practices for successful ad creation, including tips on writing ad copy, using keywords, and targeting specific audiences. Students will be able to see how effective text ads are created in real-life case studies, and they will have the opportunity to practice their skills by taking a quiz. By the end of this module, students will be able to write compelling text ads that can help them achieve their marketing goals on Google Ads.

Module 05 Setting Up Billing

The Setting Up Billing module in the Certificate in Google Advertising course teaches students how to set up billing for Google Ads campaigns. It provides step-by-step instructions on how to set up billing details, including configuring payment methods and understanding billing cycles. The module covers topics such as setting up automatic payments, manual payments, and payment thresholds. Additionally, learners will understand how to use invoicing and manage their billing settings in Google Ads. By the end of this module, students will have the knowledge and skills needed to manage their billing settings and payments effectively and efficiently.

Module 06 Keywords

The module on Keywords in the Certificate in Google Advertising course focuses on teaching learners about the basics of keyword research, planning, and organization for successful ad campaigns. The module also covers the concept of keyword match types, negative keyword lists, and traffic sculpting using OPTMYZR. Additionally, students will be introduced to various research tools such as Google Keyword Planner and SEM Rush to get volume and cost estimates and keyword ideas from competitors.

Module 07 Account Structure

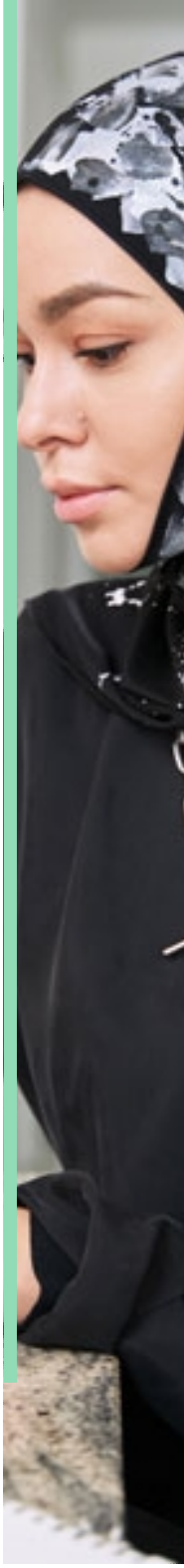
The Account Structure module in the Certificate in Google Advertising course provides a comprehensive understanding of how to structure a Google Ads account for maximum efficiency and performance. Students will be introduced to the hierarchy of Google Ads accounts and learn how to create and organize campaigns, ad groups, keywords, and ads. The module covers the basics of campaign settings, such as selecting a campaign type, setting a daily budget, and selecting geographic locations. The module also delves into the process of creating ad groups and importing keyword lists from Excel, as well as how to create multiple relevant ads for each ad group to increase the chances of ad relevance and engagement. Furthermore, learners will understand how to navigate between ad groups, keywords, and ads within a campaign to effectively monitor and optimize their Google Ads account.

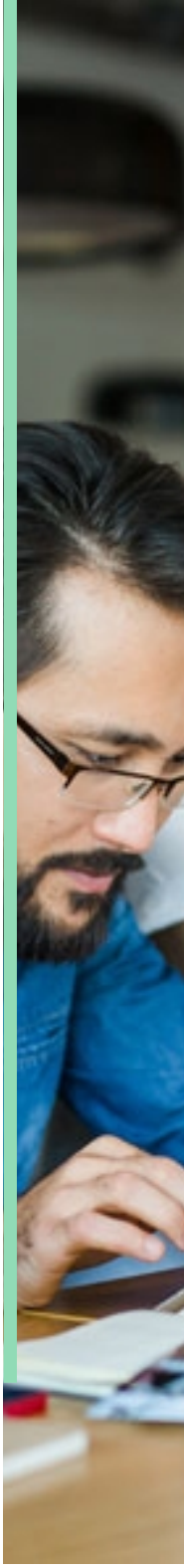
Module 08 Google Ads Auction

The Google Ads Auction module in the Certificate in Google Advertising course covers the auction system that determines where and when your ads will appear in Google search results. The module provides an overview of how Google determines the position of your ad on the search engine results page (SERP) using the Quality Score and Ad Rank metrics. Students will learn how to optimize their ads for a better Quality Score and how to use bid adjustments to improve their Ad Rank. Additionally, the module covers the basics of ad targeting and how to use different bidding strategies, such as cost-per-click (CPC) and cost-per-impression (CPM), to get the most out of your advertising budget.

Module 09 Refining Your Campaigns

The module Refining Your Campaigns in the Certificate in Google Advertising course is an essential component of the course designed to help learners maximize their Google Ads campaigns' effectiveness. The module covers various aspects of campaign optimization, such as navigating the Ads dashboard, editing and refining campaigns, and utilizing the website to enhance campaign performance. The students will learn how to analyze the campaign performance reports and implement effective optimization techniques such as bid adjustments and custom schedules. The module also covers advanced optimization strategies such as ad scheduling, location targeting, and device targeting.





Module 10 Negative Keywords

Negative keywords play a crucial role in optimizing Google Ads campaigns by preventing irrelevant or unwanted search queries from triggering your ads. This module will provide learners with an in-depth understanding of negative keywords and their importance in improving ad relevancy, click-through rates, and overall campaign performance. You will learn how to identify negative keywords through various keyword research tools and techniques and how to add them to your campaigns at the ad group or campaign level. The module will cover different match types for negative keywords, including broad, phrase, and exact match, and how to choose the right match type for your campaign goals. Additionally, students will be taught how to create and manage negative keyword lists and how to remove negative keywords that are not performing well.

Module 11 Ad Extensions

The Ad Extensions module in the Certificate in Google Advertising course is a comprehensive guide that teaches learners about the various types of ad extensions available in Google Ads and how to use them to improve ad performance. The module covers Sitelink extensions, Callout extensions, Location extensions, Affiliate location extensions, Price extensions, Promotion extensions, App extensions, and Message extensions, explaining the features and benefits of each one. Students will also learn how to configure and set up ad extensions, along with best practices for ensuring that they are optimized for maximum visibility and click-through rates. The module includes practical exercises and real-life case studies to help learners understand the importance of ad extensions and how to use them to achieve better ad performance.

Module 12 Remarketing

The Remarketing module in the Certificate in Google Advertising course teaches students the basics of remarketing and its importance in reaching potential customers who have previously interacted with your website or app. The module covers the five primary forms of remarketing, including website, app, search, video, and email remarketing, and explains how to create and add your remarketing tag, how to create your first remarketing audience, and how to configure your remarketing campaign settings.

Module 13 Conversion Tracking

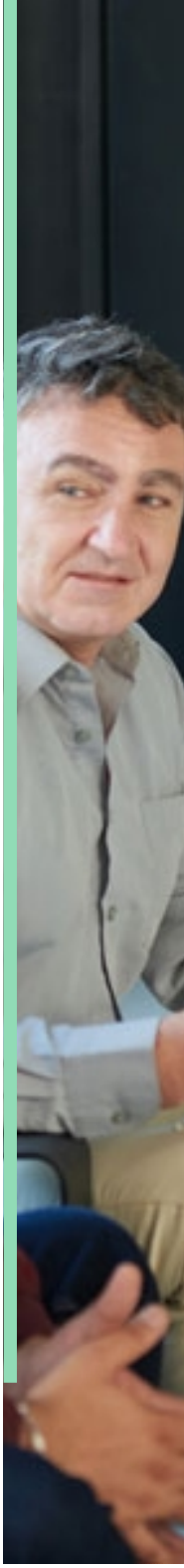
The module on conversion tracking is a crucial component of understanding the success of your Google Ads campaigns. This module provides an in-depth guide to setting up conversion tracking and analyzing conversion data. You will learn how to track various types of conversion actions, such as form submissions and phone calls, and how to use that data to optimize your campaigns. The module also covers the importance of tracking the customer journey from ad click to conversion and provides insights on how to improve your landing pages to increase conversions. Overall, this module equips students with the knowledge and tools to measure the success of their Google Ads campaigns and make data-driven decisions to improve campaign performance.

Module 14 Bidding Strategies

The Bidding Strategies module in the Certificate in Google Advertising course covers the different bidding strategies available to advertisers in Google Ads and how to choose the optimal bidding strategy for your goals. The module will teach you how to calculate the optimal bids for your keywords using tools like the Keyword Planner and how to measure the performance of your ads using metrics such as return on investment (ROI) and return on ad spend (ROAS). You will learn how to adjust your bids to maximize your ROI and ROAS and how to use automated bidding strategies like Target CPA and Target ROAS to streamline your bidding process. The module will also cover bid adjustments for location, device, and time of day and how to use them to further optimize your bidding strategy.

Module 15 Google Ads Scripts

The Google Ads Scripts module provides an overview of how to use JavaScript code snippets to automate and optimize different aspects of your Google Ads campaigns. In this module, you will learn how to use scripts to create custom rules for bid management, generate reports, and automate routine tasks. You will also learn how to create and run your first script, as well as how to test and troubleshoot scripts. The module includes examples of useful scripts for different purposes, such as monitoring ad performance and optimizing bids based on data from Google Analytics. By the end of the module, you will have a good understanding of how to use Google Ads Scripts to improve the efficiency and effectiveness of your campaigns.

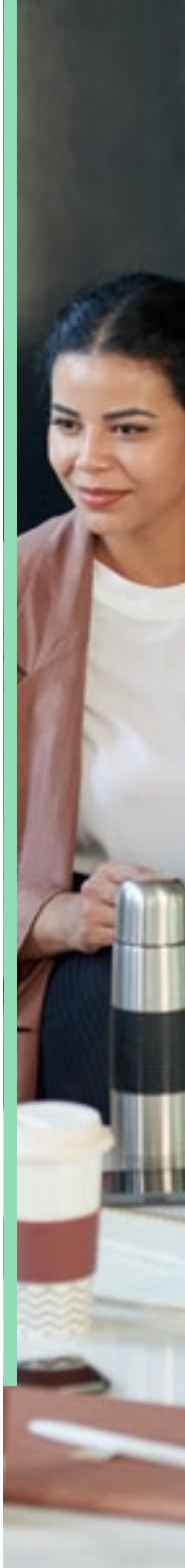


Module 16 Google Ads Editor

The Google Ads Editor module in the Certificate in Google Advertising course covers the fundamental concepts of using the Google Ads Editor. This free application can be downloaded and used offline to manage Google Ads campaigns and make bulk changes to accounts. The module will take students through the process of creating a new campaign, making updates to existing campaigns, and uploading changes to their account. You will also learn how to navigate the Editor's interface and use its features to perform a variety of tasks, such as importing and exporting campaigns, copying and pasting items between campaigns, and performing advanced searches and edits. Additionally, you will learn how to use the powerful find and replace function to make updates across multiple campaigns and ad groups at once. Overall, this module will equip students with the skills and knowledge necessary to efficiently manage their Google Ads campaigns using the Google Ads Editor.

Module 17 Starting a Google Ads Agency

The Starting a Google Ads Agency module in the Certificate in Google Advertising course is designed for those interested in starting their own Google Ads agency. This module covers the essential components of setting up and operating an agency, including the organizational structure, client acquisition strategies, client onboarding procedures, pricing models, and client reporting. The module emphasizes the importance of understanding client needs and creating customized solutions to help clients achieve their goals. It provides insights into lead generation, sales processes, and client retention strategies. This module is suitable for entrepreneurs, business owners, and marketing professionals interested in starting their own Google Ads agency or offering Google Ads services as part of their business.



Career Centre

We'll Help You Find a Job

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

Receive a Free CV Review From The Experts at Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

What You'll Get With Our Career Centre

- Access to professional CV templates to update your current CV
- Complimentary personalized CV review with feedback to make your CV stand out
- Job tips and resources, including a clear five-step job success process
- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.

★★★★★

Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

Julie N.
Certificate in Xero

Student Stories

What Our Students Say

Google Reviews ★★★★★

We pride ourselves in delivering an excellent education experience. See what our students have to say:

★★★★★

Maria R.
Certificate in Adobe Photoshop

Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.

★★★★★

Sarah T.
Certificate in Microsoft Word

Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.

★★★★★

Mark J.
Digital Marketing Bootcamp

Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.

Start Upskilling Today!

Follow our easy 4-step enrolment process - it only takes a few minutes to get started today!

1. Click on ‘Get Started Now’

2. Proceed to payment

3. Receive login details

4. Start Learning!

Get Started Now, Click Here →