



Google Search Mastery (SEO & SEM)



Focus: Ranking #1 without
paying for clicks.



Day 1: SEO & Content Strategy (The Organic Foundation)

Module 1: The 2026 Search Landscape

- SGE (Search Generative Experience): How AI-generated answers are changing SEO.
- The "Helpful Content" Framework: Aligning with Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trust).
- Keywords in the AI Era: Moving from single words to "User Intent" and conversational queries.

Module 2: On-Page & Technical SEO

- Technical Health: Core Web Vitals (Speed, Mobile-Friendliness, Security).
- Content Optimization: Proper use of H1-H3 tags, Meta descriptions, and URL structures.
- AI Writing for SEO: Using ChatGPT/Gemini to generate high-ranking outlines without being penalized by Google.

Module 3: Off-Page SEO & Local Authority

- The Power of Backlinks: Quality over quantity in 2026.
- Google Business Profile (GBP): Dominating the "Local Map Pack" for brick-and-mortar businesses.
- Activity: A live audit of each participant's website using free SEO diagnostic tools.



Day 2: SEM & Google Ads (The Paid Accelerator)



Module 4: Google Ads Fundamentals

- The Auction System: Why the highest bidder doesn't always win (Quality Score vs. Ad Rank).
- Account Structure: Organizing Campaigns, Ad Groups, and Keywords for maximum clarity.
- Objective Selection: Sales, Leads, or Website Traffic.

Module 5: Advanced Search Campaigns & AI Automation

- Performance Max (PMax): Leveraging Google's AI to show ads across Search, YouTube, Display, and Gmail.
- Smart Bidding: Using "Maximize Conversions" vs. "Target ROAS."
- Ad Copywriting: Creating "Responsive Search Ads" (RSA) that adapt to user behavior.

Module 6: Conversion Tracking & Scaling

- Google Tag Manager (GTM): Setting up conversion tracking so you know exactly which keyword made you money.
- Negative Keywords: The secret to stopping "budget leakage" on irrelevant clicks.
- Scaling Strategy: When to increase budget and how to interpret the "Search Lost IS (Budget)" metric.

Learning Outcomes

- **The Keyword War:** A competition using the Google Keyword Planner to find the "cheapest but most profitable" keywords for their industry.
- **The Ad-Copy Lab:** Writing a set of Responsive Search Ads for their business, followed by a peer-review "Hot Seat."
- **The Diagnostic:** Looking at their current website speed and mobile-responsiveness to see if it's "Ad-ready."

Investment:

Individual

RM2,299

Early Bird

RM1,840

**BUNDLE
(MIN.3 PAX)**

RM1,380



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