

Paid Search (PPC) Training

Service Definition

1. Service overview

Paid Search (PPC) Training is a structured training and knowledge transfer service designed to build capability within teams responsible for managing paid search activity. It supports public sector organisations that need practical understanding of account structure, governance, compliance and performance measurement to manage PPC activity in-house.

2. How the service works

The service is delivered through planned training sessions aligned to agreed objectives and team roles.

Typical delivery activities include:

- Onboarding to confirm training scope, objectives and attendees
- Review of current team knowledge and responsibilities
- Design of role-appropriate training sessions
- Delivery of paid search and PPC fundamentals
- Overview of common paid search platforms and terminology
- Training on account, campaign and ad group structures
- Guidance on keywords, bidding and targeting principles
- Budget management, spend controls and governance overview
- Introduction to measurement, conversion tracking and reporting
- Practical exercises, examples and discussion
- Provision of supporting training materials

Training is typically delivered remotely and scheduled to suit buyer availability.



HM Government
G-Cloud
Supplier

SPINDOGS

3. Skills and experience

The service is delivered by practitioners with experience in paid search delivery, governance and performance measurement.

Roles typically involved include:

- Delivery or training lead
- Paid search or PPC specialist
- Digital analyst or performance specialist

The team applies established training approaches suitable for public sector teams and operational contexts.

4. Relevant experience

The supplier has the ability to deliver paid search training and knowledge transfer for public sector and regulated organisations.

Typical examples include:

- Training programmes to build in-house PPC capability
- Governance and compliance-focused training for paid media teams
- Measurement and reporting training to support informed optimisation

These engagements result in improved confidence and consistency in managing paid search activity.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm training objectives, scope, attendees and scheduling. The buyer provides information on team roles, responsibilities and current knowledge levels.

Offboarding

At completion, all training materials and agreed outputs are provided to the buyer. A close-out session may be held to review learning outcomes and confirm any follow-up actions.

6. Service constraints

The service provides training and knowledge transfer only and does not include campaign setup, management or optimisation. Training effectiveness depends on attendee participation and existing skill levels. Sessions are time-boxed and typically delivered remotely. Content reflects current platform features, policies and guidance and may require updating as platforms or regulations change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, scheduling and communication. Progress is reviewed during delivery to ensure training objectives are met. Ongoing support after training delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to collaboration tools for remote training and any relevant example accounts or documentation. No specialist buyer-provided technical infrastructure is required.

9. Hosting, data and security

The service does not include hosting or operation of systems. Any buyer-provided information is used solely for training purposes and handled in line with agreed confidentiality requirements. No long-term data storage is required.

10. Exit, data return and deletion

At the end of the service, all buyer-owned materials and training outputs are returned. Any copies held for delivery purposes are deleted in line with agreed confidentiality arrangements. No ongoing access or transition support is provided beyond close-out activities.



HM Government
G-Cloud
Supplier

SPINDOGS