

THE PERFECT GOOGLE SEARCH AD

Final URL ?

Headline 1 ?

0 / 30

Headline 2 ?

0 / 30

Headline 3 NEW ?

0 / 30

Display path ?

www.example.com / Path 1 / Path 2
0 / 15 0 / 15

Description 1 ?

0 / 90

Description 2 NEW ?

0 / 90

URL: Add a URL to where you want your audience to land. This should preferably be a landing page specific to the ad you're creating..

HEADLINE 1: Get your audience thinking by asking them a personal question with your headline. Use high-volume keywords from your ad group to kick off the ad.

HEADLINE 2: Keep your prospects intent in mind. Highlight how your product/service will help your prospects. Include your brand name with a CTA (Call To Action) to capture further attention.

HEADLINE 3: (Which may not always show on all devices.) This shouldn't include any crucial information just in case a users screen is too small to display all characters of the ad.

DISPLAY PATH: Add a unique combination of keywords to reinforce that the page your users will click on is highly relevant to them.

DESCRIPTION 1: Highlight your USP and why you're better than your competitors. Really sell your brand here.

DESCRIPTION 2: Include an enticing CTA again. "Remember, take advantage of our free trial for a limited time only."

AD EXTENSIONS

Google Search Ad Extensions give you the opportunity to include additional information about your product/service. This is highly useful due to the character limit when creating search ads. Extensions give you a better chance at standing out and bringing about engagement with your ad.

BENEFITS OF EXTENSIONS

Add sitelink extension

Add to

Ad group ▼ | Ad group 1

Sitelink 1

Sitelink text

0 / 25

Final URL



▼ Add descriptive text

Sitelink extensions: These provide hyperlinks to particular pages in your website.

Call extensions: This gives you the ability to place a direct call button allowing prospects to call you straight from the ad.

Location extensions: Provide your address so that prospects know exactly where to go.

Offer extensions: Inform prospects of current special offers to entice them to convert.

App extensions: Provide easy access to your business app (if you have one) through a clickable link.