

WRITING 'GOOD' GOOGLE ADS



Creative and Relevant

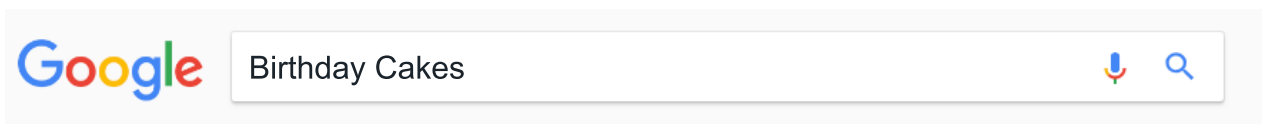
Before you write your ad think about who your target customers are; basically your ads should be both creative and relevant.

As you compose your ad insert keywords into text, this is to grab your viewers attention by displaying ads that incorporate their search inquiry words. Naturally if they notice their own search words in your ad then they will undoubtedly click on your ad.

To draft a new text ad, simply place your keyword either into the headline (blue text) or first description line. The words or text you use that match your user's search inquiry will be displayed in bold in your ads.

See example below:

When a search term matches keywords...



...they appear in your ad.

Acme Birthday Cakes

Ad www.example.com/ ▼

Gourmet **Cakes**, and party pasties. **Save 50% Off**

Acme Birthday Cakes

Ad www.example.com/ ▼ 050 123 4567

Gourmet **Cakes**, and party pasties. **Save 50% Off**

Highlight a feature that's different or better about your business



By standing out from the competition try to highlight anything unique about your business, people respond better to your ad if they can see a feature or benefit that the competitive doesn't appear to have mentioned.

Within the first 2 'description lines' of your ad, try to add price, special deals/discounts, personalisation service or just call to action (CTA) next steps someone should take.

Original text ad:

Online Cake shop ----- *(Generic headline)*

Ad www.example.com/

We sell all types ----- *(Lacks specific detail)*

Great prices guaranteed ----- *(Missing Call to action)*

Revised text ad:

Buy Birthday Cakes ----- *(Specific headline)*

Ad www.example.com/ ▼

50% Discount on all cakes ----- *(Mentions discount)*

Free Delivery, Buy today ----- *(Includes Call to action)*

Always try to insert ad extensions

Ad extensions will provide viewers extra information on the ad itself, i.e. phone number and location; this will increase CTR on your ad.

Follow these steps to do this:

1. Click on the **Ad extensions** tab.
2. Choose an extension from the **View:** drop-down menu above the statistics table.
3. Next to the + **EXTENSION** button, choose where you'd like to add your new extension.
4. Click on + **EXTENSION**. Depending on the extension, you will need to complete more information like a telephone number to call extensions or additional text for sitelink extensions.

Acme Chocolate Cakes, Gourmet Chocolate Cakes

Ad www.example.com/ ▼

Save 50% Off at Acme Birthday Cakes.

Hersey's Chocolate, Thornton Chocolate, Swiss Chocolate

Individual Sitelinks

Draft several versions of your ad and let AdWords publish the best one automatically. Having different drafts of your ad allows you test out which has the best click through rate. Note Google AdWords by default will run the best-performing ones.

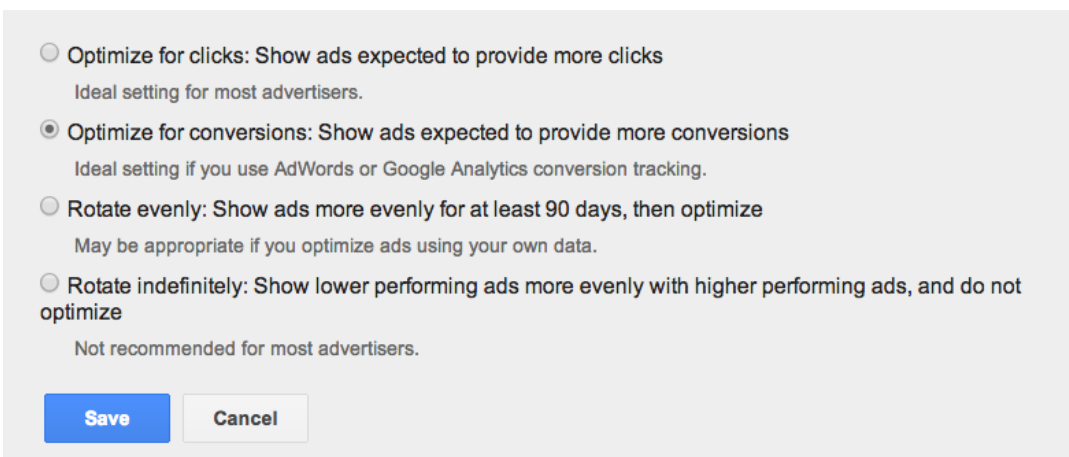
Begin by drafting 2 options of an ad for each ad group and highlight different messages in each option. Go to Campaign Settings and update your ad rotation to optimize for conversions. If you don't have conversion tracking enabled, update your ad rotation to optimize for clicks.

Option 1 draft:

Buy Speciality Cakes ----- *(Specific headline)*
Ad www.example.com/gifts ▼
Cakes for special occasions ----- *(Specific detail)*
Discount of 50% with Promo code GIFT ----- *(Call to action)*

Option 2 draft:

Buy Birthday Cakes ----- *(Specific headline)*
Ad www.example.com/birthday ▼
Up to 50% savings on party cakes ----- *(Mentions discount)*
Free Delivery, Offer until Sept 15th ----- *(Details of offer)*



Optimize for clicks: Show ads expected to provide more clicks
Ideal setting for most advertisers.

Optimize for conversions: Show ads expected to provide more conversions
Ideal setting if you use AdWords or Google Analytics conversion tracking.

Rotate evenly: Show ads more evenly for at least 90 days, then optimize
May be appropriate if you optimize ads using your own data.

Rotate indefinitely: Show lower performing ads more evenly with higher performing ads, and do not optimize
Not recommended for most advertisers.

Save **Cancel**

Source: g.co/googlebp