



Creating Effective Ad Text

by the Google Grants Team
Presented on September 26, 2008

After Today's presentation you will:

- Be able to explain what ads are and how they work
- Create & Edit ads
- Optimize ads
- Incorporate best practices in your ads

Agenda



Ads: The Basics

Parts of an Ad

Creating & Editing Ads

Ad Serving & Performance

Ad Text Best Practices

Questions

Agenda



Ads: The Basics

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What are Ads?



- Ads are the text that appear on Google in the 'Sponsored Links' section
- Written by advertisers
- Link to advertiser websites
- Only the title line is 'clickable'
- Also called 'ad text' 'creatives' and 'ad variations'

Web [Images](#) [Video](#) [News](#) [Maps](#) [more>>](#)

Google

Results 1-10 of about 155,000 for **ilevel**. (0.27 seconds)

Web

[Silicon Valley Pets](#) Sponsored Links
www.SVPets.org No-Kill Shelter. Adopt A New Friend!

[Local SPCA](#)
A non-profit animal *rescue* organization that provides foster care for cats and dogs in need
www.petrescue.com/ - 35k

[Pet Rescue, Inc - Miami](#)
Coastal Pet Rescue adoption agency.
www.petrescuemiami.com - 33k

[THE PET RESCUE where pets find their owners](#)
Information portal for lost pet ads and rescue including directory for vets, shelters pet services...
www.theanimalrescuesite.com - 23k

Sponsored Links

[Animal Rescue](#)
Bring Home A Rescued Pet Today!
Open 6 Days A Week, 9-5pm.
www.PetFriends.org

What do Ads do?

- Help you reach your goals
- Give information to users
- Attract visitors to your site



Agenda



Ads: The Basics

Parts of an Ad

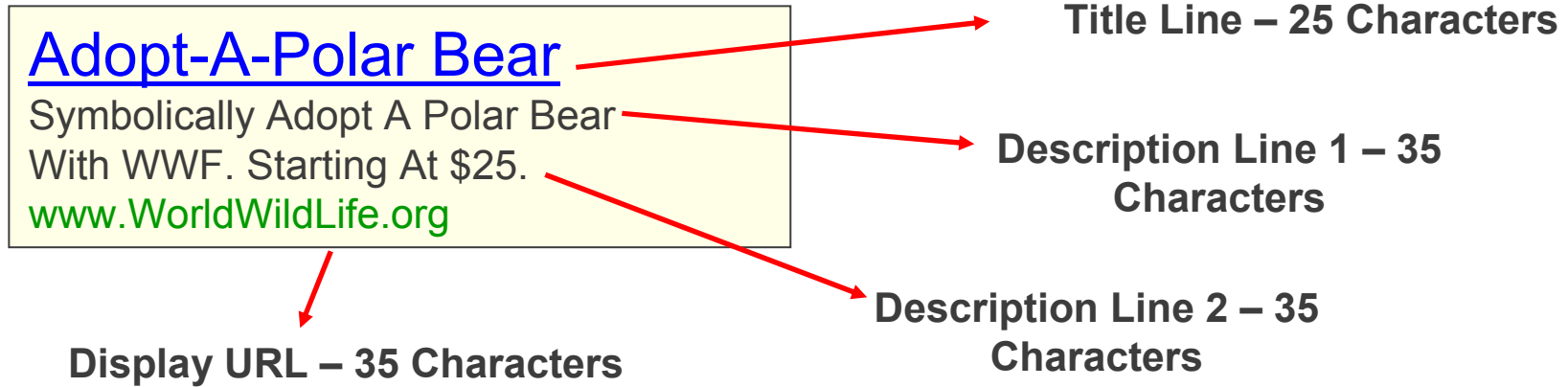
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Parts of an Ad



WWF Gift Center

Adoptions | Apparel / Crafts | Extraordinary Gifts

Get a Gift Adoption Card! | FAQ's

View your cart | Checkout (0 items - \$0)

Destination URL
Adopt a Polar Bear

Choose Your Gift

\$250 Quantity:
FREE Priority Mail shipping

Plush family | Framed Certificate | Gift Box

\$100 Quantity:
FREE Priority Mail shipping

Plush | Framed Certificate | Gift Box | Optional | Optional

\$50 Quantity:

Add Item(s) to Cart

Get a FREE WWF Keychain when you make \$75 or more in donations.

Return to Menu

Did You Know?

Parts of an Ad: Display & Destination URL



Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: Max 35 characters

Destination URL: Max 1024 characters

Destination URL

You can link to a section of your site, you don't need all visitors to come to the homepage

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Editing Ads - Interface



Campaign Management | Reports | Analytics | My Account
Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimizer | Ad Creation Marketplace

Campaign Summary

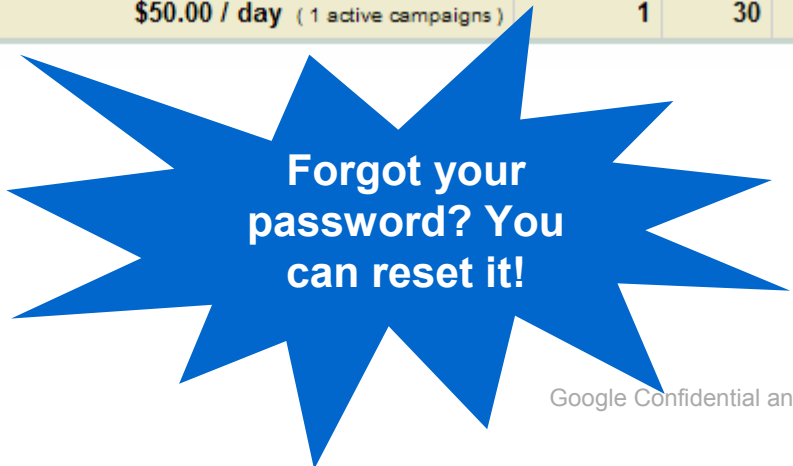
Yesterday (Sep 24, 2008)

Yesterday Sep 24, 2008 - Sep 24, 2008

Online Campaigns + [New online campaign](#)

[Customize columns](#)

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget ?	Clicks	Impr.	CTR	Avg
<input type="checkbox"/>	Polar Bears	Active	\$50.00 / day	0	10	0.00%	
Total - 1 active campaigns		-	\$50.00 / day (1 active campaigns)	0	10	0.00%	
Total - all 4 campaigns		-	\$50.00 / day (1 active campaigns)	1	30	3.33%	



Editing Ads - Interface



Campaign Management | Reports | Analytics | My Account

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#) | [Ad Creation Marketplace](#)

[Campaign Summary](#) > **Polar Bears**

Campaign: Polar Bears - Active | [Pause campaign](#) | [Delete campaign](#)
Budget: \$50.00 / day | [Edit campaign settings](#) | [Optimize Campaign](#) [?]
Targeting: 1 language [Edit](#) | 1 location [Edit](#)
No campaign negative keywords : [Add](#) | No site or category exclusions : [Add](#)

+ [New ad group](#) ▾ | [View all ad groups](#)

[Edit Bids](#) | [Rename](#) | [Pause](#) | [Resume](#) | [Delete](#) | [Customize columns](#)

<input type="checkbox"/>	Ad Group Name	Status	Current Bids - Max CPC [?]		Clicks	Impr.	CTR [?]	Avg. CPC	Cost	Avg. Pos
			Default	Content						
<input type="checkbox"/>	Polar Bear Rescue	Active	\$1.00	-	0	0	-	-	-	-
Total - 1 active ad groups		-	-	-	0	0	-	-	-	-
Total		-	-	-	0	0	-	-	-	-

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.
There is a 24 hour delay in conversion tracking reporting.
Time zone for all statistics in this account: (GMT-05:00) Eastern Time. [Learn more.](#)

©2008 Google - [AdWords](#)



Editing Ads - Interface



Ad Group: Polar Bear Rescue

[Adopt-A-Polar Bear](#)
Symbolically Adopt A Polar Bear
With WWF. Starting At \$25.
www.WorldWildLife.org

Active — [Pause ad group](#) | [Delete ad group](#)

1 of 1 - [view all](#)

Sep 24, 2008 [Change range](#)

Summary Keywords Placements **Ad Variations**

Pause Unpause Delete + Create New Ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile ad](#) | [Video ad](#) Updated! [Show/hide columns](#) [Done](#) 1 - 1 of 1 ads.

Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost
<input type="checkbox"/> Adopt-A-Polar Bear Symbolically Adopt A Polar Bear With WWF. Starting At \$25. www.WorldWildLife.org	Edit	Active	0.0%	0	-	0.00%	\$0.00
2 edited or deleted ads			100.0%	0	10	0.00%	\$0.00
Total: Text ads on content network			0.0%	0	0	-	\$0.00
Total: Text ads on search			100.0%	0	10	0.00%	\$0.00

[Create an ad variation](#) to test different messages, at no extra cost.
We'll rotate them and automatically pick the best one to be shown most often. [?](#)

[View all tabs at once](#)

Make sure you're on
the 'ad variations' tab

Editing Ads - Interface



Create Text Ad

Example:

[Adopt-A-Polar Bear](#)
Symbolically Adopt A Polar Bear
With WWF. Starting At \$25.
www.WorldWildLife.org

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: Max 35 characters

Destination URL: Max 1024 characters

[Adopt-A-Polar Bear](#)
Symbolically Adopt A Polar Bear
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Editing Ads - Interface



Ad Group: Polar Bear Rescue

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1 - 1 of 1 ads.

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Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost
<input type="checkbox"/> Adopt-A-Polar Bear Symbolically Adopt A Polar Bear With WWF. Starting At \$25. www.WorldWildLife.org	Edit	Active	0.0%	0	-	0.00%	\$0.00
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[Create an ad variation](#) to test different messages, at no extra cost.
We'll rotate them and automatically pick the best one to be shown most often. [?](#)

[View all tabs at once](#)

You can only create
text ads with Google
Grants accounts

Editing Ads - Interface



Create Text Ad

Example:

[Save A Polar Bear](#)
Free Polar Bear Cuddly Gift With
Your Adoption. Adopt Online Now!
www.WorldWildLife.org

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: Max 35 characters

Destination URL: Max 1024 characters

<p>Adopt-A-Polar Bear Symbolically Adopt A Polar Bear With WWF. Starting At \$25. www.WorldWildLife.org</p>	
--	--

Editing Ads - Interface



Campaign Management | Reports | Analytics | My Account

Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimizer | Ad Creation Marketplace

Search my campaigns: Search

Campaign Summary > Polar Bears > Polar Bear Rescue 1 of 1 ad group

Ad Group: Polar Bear Rescue

[Save A Polar Bear](#) Active — [Pause ad group](#) | [Delete ad group](#)

Free Polar Bear Cuddly Gift With Your Adoption. Adopt Online Now!
www.WorldWildLife.org

1 of 2 - [view all](#)

Sep 24, 2008 [Change range](#)

Summary | Keywords | Placements ? | Ad Variations

1 - 2 of 2 ads.

+ Create New Ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile ad](#) | [Video ad Updated!](#) [Customize columns](#)

<input type="checkbox"/> Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost
<input type="checkbox"/> Save A Polar Bear Free Polar Bear Cuddly Gift With Your Adoption. Adopt Online Now! www.WorldWildLife.org	Edit	Active	0.0%	0	-	0.00%	\$0.00
<input type="checkbox"/> Adopt-A-Polar Bear Symbolically Adopt A Polar Bear With WWF. Starting At \$25. www.WorldWildLife.org	Edit	Active	0.0%	0	-	0.00%	\$0.00
2 edited or deleted ads			100.0%	0	10	0.00%	\$0.00
Total: Text ads on content network			0.0%	0	0	-	\$0.00
Total: Text ads on search			100.0%	0	-	-	\$0.00

Try three ads, our system will help figure out which one is best

Editing Ads – What is AdWords Editor



- **AdWords Editor is a downloadable tool that sits on your desktop**
- **You work on your campaigns offline and then post changes**
- **AdWords Editor lets you to make changes quickly and conveniently:**
 - o **Add, edit, and delete campaigns, ad groups, ads, keywords, and placements.**
 - o **Make large-scale changes quickly.**
 - o **Perform advanced searches and edits.**
 - o **Add comments for your changes.**
 - o **Sort and view performance statistics.**
 - o **Copy or move items between campaigns, ad groups, and accounts.**
 - o **Export a snapshot of your account for archiving or sharing.**
 - o **Import an archive or share file and review the proposed changes**
- **You can download Editor at:**
<http://www.google.com/intl/en/adwordseditor/index.html>

Editing Ads – AdWords Editor



The screenshot displays the AdWords Editor interface for campaign 582-427-3600. The 'Ads' tab is selected and highlighted with a red box. Below the main table, the 'Edit Selected Text Ads' panel is open, also highlighted with a red box. This panel contains the following fields:

- Headline:** Adopt-A-Polar Bear (18 characters)
- Description Line 1:** The Perfect Gift For Wildlife And (33 characters)
- Description Line 2:** Someone Special. Just \$25. (26 characters)
- Display URL:** www.WildlifeAdoption.com (24 characters)
- Destination URL:** https://www.wildlifeadoption.com
- Status:** Active

At the bottom of the panel, there are links for [Add comment](#), [Replace text](#), [Append text](#), and [Advanced URL changes](#). The status is set to 'Active' in a dropdown menu. The bottom status bar indicates 'Text Ads selected: 1 of 1' and a zoom level of '120%'.

Editing Ads – AdWords Editor



The screenshot shows the AdWords Editor interface for account 582-427-3600. The left sidebar shows the account structure with 'Polar Bears' and 'Polar Bear Rescue' selected. The main area displays a table of text ads. The second ad is selected and highlighted in blue, showing a red error icon and a plus sign. Below the table, an 'Errors: 5' section is highlighted with a red box, listing five errors: 'Error: Your ad headline has no text. Please enter a headline for your ad.', 'Error: Description Line 1 has no text. Please enter text in the Description Line 1 field.', 'Error: Description Line 2 has no text. Please enter text in the Description Line 2 field.', 'Error: The display URL has no text. Please enter a display URL for your ad.', and 'Error: Your destination URL has no text. Please enter a destination URL for your ad.' Below the errors is the 'Edit Selected Text Ads' section, which includes input fields for Headline, Description Line 1, Description Line 2, Display URL, and Destination URL, each with a '0' character count. To the right of these fields is an 'Ad Preview' window. At the bottom of the edit section are links for 'Add comment', 'Replace text', 'Append text', and 'Advanced URL changes'. The status of the ad is set to 'Active'. The bottom status bar indicates 'Text Ads selected: 1 of 2' and a zoom level of '120%'.

Headline	Desc. Line 1	Desc. Line 2	Status
Adopt-A-Polar Bear	The Perfect Gift For Wildlife And	Someone Special. Just \$25. Active
<required headlin...>	<required description>	<required description> Active

Errors: 5

- Error: Your ad headline has no text. Please enter a headline for your ad.
- Error: Description Line 1 has no text. Please enter text in the Description Line 1 field.
- Error: Description Line 2 has no text. Please enter text in the Description Line 2 field.
- Error: The display URL has no text. Please enter a display URL for your ad.
- Error: Your destination URL has no text. Please enter a destination URL for your ad.

Edit Selected Text Ads:

Headline: [] 0

Description Line 1: [<required description>] 0

Description Line 2: [<required description>] 0

Display URL: [<required display URL>] 0

Destination URL: [<required destination URL>]

Status: Active

[Add comment](#) [Replace text](#) [Append text](#) [Advanced URL changes](#)

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Q: What is ad serving?

A: It is how we show multiple ads in the same ad group

Ad serving options:

1. Optimize: Show better performing ads more often
2. Rotate: show ads more evenly

We recommend you keep the default setting, option 1, but you can change to rotate if you want to test on your own





Ad Serving



Ad Group: Polar Bear Rescue

[Save A Polar Bear](#)

Free Polar Bear Cuddly Gift With Your Adoption. Adopt Online Now!
www.WorldWildLife.org

Active — [Pause ad group](#) | [Delete ad group](#)

1 of 2 - [view all](#)

Sep 24, 2008 [Change range](#)

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1 - 2 of 2 ads.

<input type="checkbox"/> Variations	Actions	Status	% Served	Clicks ▼	Impr.	CTR	Cost
<input type="checkbox"/> Save A Polar Bear Free Polar Bear Cuddly Gift With Your Adoption. Adopt Online Now! www.WorldWildLife.org	Edit	Active	47.0%	7	100	7%	\$2.85
<input type="checkbox"/> Adopt-A-Polar Bear Symbolically Adopt A Polar Bear With WWF. Starting At \$25. www.WorldWildLife.org	Edit	Active	53.0%	25	100	25%	\$4.45

We can see that ad two has the higher clickthrough rate (CTR), users are clicking on this ad more often

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- 1** Include **Keywords** in your ads, especially the headline
- 2** Use a **Call to Action** such as ‘donate’, ‘sign up’, ‘get involved’ or even ‘learn more’ – tell the user what you want them to do.
- 3** Include relevant information about your organization, program, or service
- 4** Link to the most relevant section of your page, not necessarily your homepage
- 5** Create multiple ads and test what works

Ad Text Best Practices – Keywords In Ads



1 Include Keywords in your ads, especially the headline



Polar bears

[Animal Rescue](#)
Join Us In Helping Animals
Donate or Volunteer Today
www.WildlifeAdoption.com

[Save **Polar Bears**](#)
Adopt A Bear Today For \$25
Help **Polar Bears** In The Wild.
www.WildlifeAdoption.com

Matching terms show up in **bold** text on the Google results page.

Ad Text Best Practices – Keywords In Ads



1 Include Keywords in your ads, especially the headline



2 Use a Call to Action such as ‘donate’, ‘sign up’, ‘get involved’ or even ‘learn more’ – tell the user what you want them to do.

Use:

- Donate
- Give
- Volunteer
- Sign Up
- Ready More
- Learn More
- Adopt
- Help
- Protect
- Save
- Order

Volunteer in Schools
Sign Up Today To Be A Mentor.
Get Involved In Your Community
www.SchoolMentor.com

Don't Use:

- Click Here or Visit Us
- Gimmicky Language

- Including your location
- Intercapitalization

Ad Text Best Practices – Relevant Information

3 Include relevant information about your organization, program, or service

Cats & Dogs

Great Place! Come Visit.
Donate or Volunteer Today
www.PetAdoption.com



No information about the organization

Don't know what we'll find at the site

Don't know what the advertiser wants us to do

Adopt A Pet Today

Dogs, Cats & Birds From No-Kill Shelter. Open 7 Days A Week
www.PetAdoption.com



We know when the organization is open and that it is no-kill

We know what kinds of animals they have

We know they want us to adopt a pet

Ad Text Best Practices – Relevant Information

3

Include Relevant information about your organization, program, or service

search: 'mentor girls'

[mentor. make a difference](#)

give a year.
change the world
www.cityyear.com

[Mentor Teenage Girls](#)

give a year.
change the world
www.cityyear.com

[Mentor Teenage Girls](#)

Be A Mentor For A Year – Full Time
change the world
www.cityyear.com

[Mentor Teenage Girls](#)

Work In Your Community For A Year
Sign Up Online. Create Change!
www.CityYear.com

Ad Text Best Practices – relevant landing page

4

Link to the most relevant section of your page, not necessarily your homepage

www.wildlifeadoption.com

[Adopt-A-Polar Bear](#)

The Perfect Gift For Wildlife And Someone Special. Just \$25

www.WildlifeAdoption.com



The screenshot shows the homepage of Wildlife Adoption Center. The header includes the logo and the text "Wildlife Adoption Center". Below the header is a navigation menu with "View Catalog" and "Adoptions". The main content area features a "MOST POPULAR" section with a grid of animal categories: Wolf, Penguin, Polar Bear, Snow Leopard, Sea Turtle, Sea Otter, Red Wolf, Dolphin, Tiger, Snowy, Panda, and Bald. To the right, there is a featured section for "Adopt-a-Wolf" with a large image of a wolf and a "Learn More" link. Below this, there are three adoption packages: "Adopt-a-Wolf" for \$25, "Wolf Family" for \$50, and "Wolf Pack" for \$75. The footer includes a "Why Adopt an Animal?" section and a "Most Popular Adoptions" section.

www.wildlifeadoption.com/adopt/polar.html



The screenshot shows the "Adopt-a-Polar Bear" landing page. The header includes the logo and the text "Wildlife Adoption Center". Below the header is a navigation menu with "Adoptions" and "Shopping Cart". The main content area features a large image of a polar bear and a "Free First Class Shipping with all adoptions*" banner. The "Adopt-a-Polar Bear" section is highlighted, showing a "Personalized Certificate of Adoption" and a "Polar Bear Fact Sheet" for \$25. Below this, there are two adoption packages: "Polar Bear Family" for \$50 and "Polar Bear Group" for \$75. The footer includes a "Help save polar bears from global warming and destructive drilling." section and a "Here's a cool idea -- adopt a cute Polar Bear Family, Cub, Group or adorable Mother and Cub! Each is the perfect gift for you or any loved one who cares about saving these beloved bears." section.

Ad Text Best Practices – Testing!



5

Create multiple ads and test what works

[Google Online Advertising](#)

Maximize your ROI with AdWords.

Try our CPC program today.

www.google.com

[Online Advertising](#)

See your ads on Google instantly.

Connect with new customers.

www.google.com

[Start Advertising Online](#)

Target your ads to a specific

country, state or city!

www.google.com

Ad Text Best Practices – Testing!



Ad Group: Polar Bear Rescue

[Save A Polar Bear](#)
Free Polar Bear Cuddly Gift With
Your Adoption. Adopt Online Now!
www.WorldWildLife.org

Active — [Pause ad group](#) | [Delete ad group](#)

1 of 2 - [view all](#)

Sep 24, 2008 [Change range](#)

[Pause](#) [Unpause](#) [Delete](#) + Create New Ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile ad](#) | [Video ad](#) Updated! [Customize columns](#)

1 - 2 of 2 ads.

<input type="checkbox"/> Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost
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Clearly, Ad Two has a better clickthrough rate. I would delete the first ad and test out a new variation while letting the first ad run

Ad Text Best Practices – Testing!



Ad Group: Polar Bear Rescue

[Save A Polar Bear](#)

Free Polar Bear Cuddly Gift With Your Adoption. Adopt Online Now!
www.WorldWildLife.org

Active — [Pause ad group](#) | [Delete ad group](#)

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% Served – the percent of times this ad has show

Clicks – number of people who clicked on the ad

Impr. – number of times the ad showed

CRT – percent of people who clicked on the ad

Key Lessons:

- Set goals for your ads and use ads to deliver messages
- Include relevant, specific information in your ads
- Have a call to action
- Link ads to a relevant landing page
- Test new ad variations. Test, test, test!

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Thank You!

Q&A