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# Search Creative Best Practices Guide

with responsive search ads



## Best Practices

Below are more detailed recommendations to write text ads that are specific, relevant, attractive, and empowering.

- Having trouble writing your first responsive search ad? Try using existing headlines and descriptions from other text ads that are relevant to the ad group and keywords
  - *Advertisers who have implemented this best practice may see up to 10% more clicks for their responsive search ads.*
- Focus on providing as many assets as possible which are distinct from each other within an ad group.
  - *Remember, your responsive search ad may show up to 3 headlines and 2 descriptions side by side.*
- Try to phrase an idea in different ways: our system will avoid showing redundant text side-by-side.
- Try to provide 2-3 more headlines related to the keywords - for example, you can use synonyms of the keywords, different orders of the phrases with the keywords present
- Don't try to maximize character counts in the headlines. You can test both shorter and longer headlines. Google's machine learning will assemble relevant ads for better performance.
- Try to add headlines with different meaning, for example "Call us now", "Contact us now" and "Visit our store" are all call to actions so we recommend adding more assets with different meaning, for example the name of your service, company, promotions, etc.

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**Here is a cheat sheet to come up with headlines and descriptions:**

### High query relevance

Keywords in your ad text show your ad's relevance to what people want.

*Tip: Search these keywords to see what results appear. Write text that appeals to what people will see in the results page.*



 *If digital cameras is a keyword in the ad group*

## Product or service

What are you offering? What are its features?

[Redacted] |  
**Certified Pre-Owned Cars**  
Ad [Redacted]  
[Redacted]

[Redacted] |  
**Bouquets from Local Growers**  
Ad [Redacted]  
[Redacted]

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## Problem you're solving & benefits

Step into your customers' shoes. How does your offering add value, solve their problems and improve their lives?

*Tip: Try testing different adjectives that would describe these benefits, like relaxing, luxurious, or comfortable.*

[Redacted] |  
[Redacted]  
Ad [Redacted]  
Hassle-Free Meals in 30 Minutes.  
No Cooking Required.

[Redacted] |  
[Redacted]  
Ad [Redacted]  
Post your Job to Multiple Sites in Seconds.

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## Brand

If you have a strong brand, emphasize it.

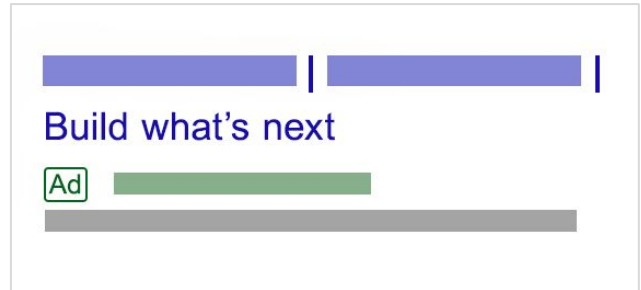
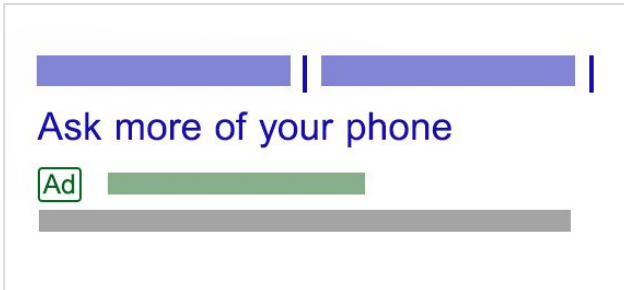
**Brand Name |**  
[Redacted]  
Ad [Redacted]  
[Redacted]

**Brand.com Official Site |**  
[Redacted]  
Ad [Redacted]  
[Redacted]

## Slogans & taglines

Short and striking phrase

*Tip: Include ways that define your brand, such as title/sentence case, punctuation or trademark symbols.*

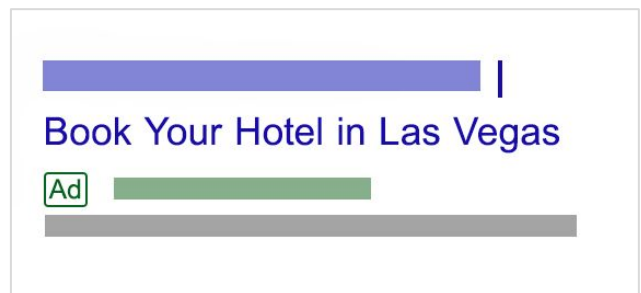


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## Call to action

What do you want your customers to do? Add urgency.

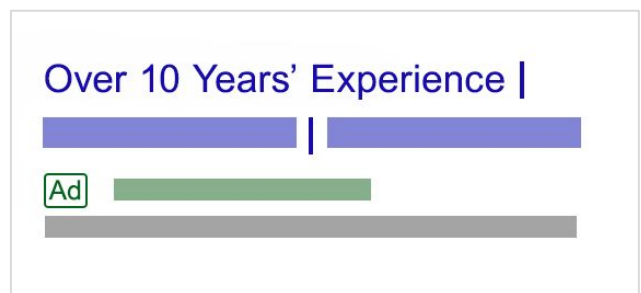
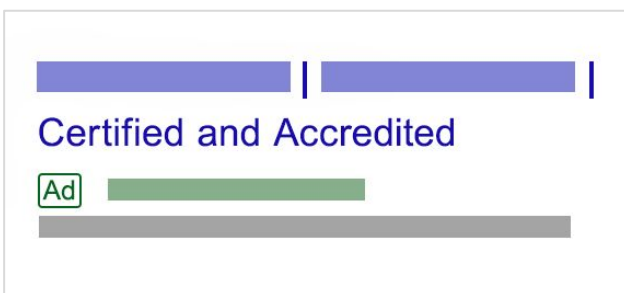
*Tip: Think about what part of the customer journey they user may be in when searching for keywords in the ad group. Key benefits about your product / business may be more impactful earlier in the process.*



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## Trust

Why should customers trust you?



## Inventory & selection

What categories, options and selections do you offer?

[Redacted] |  
100s of Options to Choose From  
Ad [Redacted]  
[Redacted]

Five Star Hotels in New York  
[Redacted] |  
Ad [Redacted]  
[Redacted]

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## Support & customer service

How do you provide support? What are the costs and availability?

[Redacted] | [Redacted] |  
24/7 Service  
Ad [Redacted]  
[Redacted]

[Redacted] | [Redacted] |  
Call Toll-Free  
Ad [Redacted]  
[Redacted]

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## Warranties or guarantees

What assurances can you offer?

[Redacted] |  
Lifetime Warranty  
Ad [Redacted]  
[Redacted]

[Redacted] |  
Low Price Guaranteed  
Ad [Redacted]  
[Redacted]

## Shipping & Returns

What shipping options do you provide and at what cost?

How do customers return products and what are the costs?

Free Shipping

Ad

This ad creative features a blue header bar, the text "Free Shipping" in blue, a green "Ad" label, a green bar, and a grey bar.

Same-Day Delivery |

Ad

This ad creative features a blue header bar, the text "Same-Day Delivery |" in blue, a green "Ad" label, a green bar, and a grey bar.

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## Pricing & fees

Prices, taxes, processing and misc fees

*Tip: Think about what part of the customer journey they user may be in when searching for keywords in the ad group. Highlight pricing when they are closer to purchase.*

Book from \$100

Ad

This ad creative features a blue header bar, the text "Book from \$100" in blue, a green "Ad" label, a green bar, and a grey bar.

No Cancellation Fees

Ad

This ad creative features a blue header bar, the text "No Cancellation Fees" in blue, a green "Ad" label, a green bar, and a grey bar.

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## Incentives & discounts

Quantifiable and non-quantifiable discounts and deals

Up to 50% Off

Ad

This ad creative features a blue header bar, the text "Up to 50% Off" in blue, a green "Ad" label, a green bar, and a grey bar.

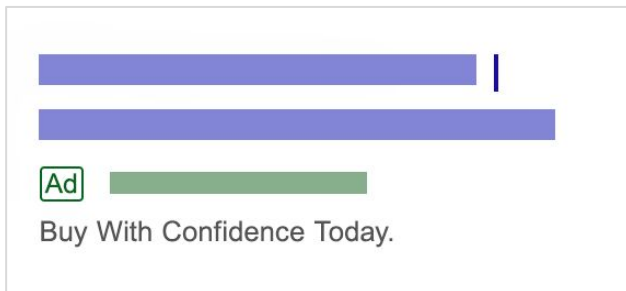
Weekend Deals"

Ad

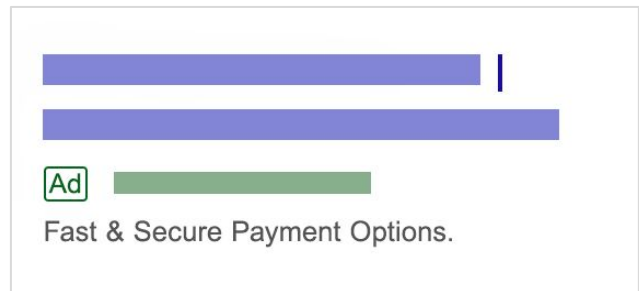
This ad creative features a blue header bar, the text "Weekend Deals" in blue, a green "Ad" label, a green bar, and a grey bar.

## Payment Details

What payment options and schedules do you provide? How do you provide a better payment experience than your competitors?



A responsive search ad template for payment details. It features two blue horizontal bars at the top, a green 'Ad' label, and a green bar representing the advertiser's name. The main text reads 'Buy With Confidence Today.'



A responsive search ad template for payment details. It features two blue horizontal bars at the top, a green 'Ad' label, and a green bar representing the advertiser's name. The main text reads 'Fast & Secure Payment Options.'

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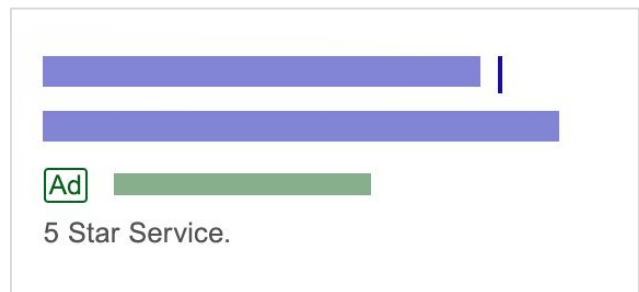
## Awards, Ratings, Reviews

Quantifiable as well as generic ratings and reviews

*Tip: Look through your customer testimonials about how they describe your business and incorporate their voice in your ads*



A responsive search ad template for awards, ratings, and reviews. It features two blue horizontal bars at the top, a green 'Ad' label, and a green bar representing the advertiser's name. The main text reads 'Serving over 1 Million Happy Customers.'



A responsive search ad template for awards, ratings, and reviews. It features two blue horizontal bars at the top, a green 'Ad' label, and a green bar representing the advertiser's name. The main text reads '5 Star Service.'

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