OPTIMISE YOUR GOOGLE SEARCH ADS

Headlines

- ✓ Run at least 10 headlines
- ✓ Max 30 characters per headline
- ✓ Capitalise the first letter of each word
- ✓ Shorter headlines can improve performance and click-through rates

Descriptions

- ✓ Run at least 4 descriptions
- ✓ Max 90 characters per description
- ✓ Use sentence case
- ✓ Include a call-to-action in a description

Extensions and compliance

- ✓ Use image and sitelink extensions to maximise search result visibility
- ✓ Avoid all caps and excessive exclamation marks to prevent ad disapproval

Ready to enhance your ads?
Contact us for help

KOOZAI