

## HEADLINES

The headline is the most important parts of your ad, it is preferable that your headline contains your keywords. The most effective way to write a good headline is by asking a directly related question, promising a benefit, delivering news, using action words or gives an offer. Proper Capitalization Should be Used to Improve Readability, don't OVERDO it. Your Headline can contain up to **25 characters**.

**Examples:**

Compare Health Insurance (24 characters)

Buy Shoes Online (16 characters)

Hire Painters from \$35/Hr (25 characters)

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2.
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5.
6.

## NOTES:

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## URLS

This URL which is displayed can be different from the original URL of your landing page. The Domain Name (e.g. www.yourbusiness.com) of your display URL should be similar to the domain name of your destination URL.

The display URL can only be **35 characters** long and does not require prefixes like 'http' and 'www'. Avoid using them so that more characters can be included. Try adding the keyword or/and a location at the end of the display URL.

### Examples:

- |                                   |                 |
|-----------------------------------|-----------------|
| YourBusiness.com                  | (18 characters) |
| YourBusiness.com/Your-Keyword     | (31 characters) |
| YourBusiness.com/Location         | (27 characters) |
| YourBusiness.com/Keyword-Location | (35 characters) |

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## NOTES:

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## DESCRIPTIONS

Google Adwords provides you with 2 lines to add a description to your Ad. Each line can contain **only 35 characters**. Creating description lines can be complicated as Google has dissimilar rules to organize the 2 lines.

If the first description line appears as a distinct sentence and ends in the proper punctuation (e.g. a period, a question mark or an exclamation mark), **description line 1** will be moved to the headline separated by a hyphen (e.g. Your Headline - Description line 1). Accordingly, some top placements ads will have longer headlines.

In the previous situation both lines keep the 35 character limit. But if description line 1 is moved to the headline and you only use 20 characters, than the remaining 15 characters are available in description line 2. So you can have 50 characters.

If description line one is **NOT** a distinct sentence; then description line 1 and 2 will be one continuous description beneath the Headline.

For Side Ads it is always the case that description line 1 and 2 are put under each other.

For creating the descriptions applies: Turn interest into desire. The catch cry is important. Use your main keyword as soon as you can and add action words like find, get, learn, how to, buy now, etc. Capitalization of Main Words and Phrases can Improve Readability if Done Properly (but don't OVERDO it). Always remember to add your unique value propositions and highlight advantages or benefits that the user will get from your product.

### Examples:

**Line 1** Find Health Insurance tailored to (33 characters)

**Line 2** your Needs. Get A FREE quote today. (35 characters)

**Line 1** Shop New Styles From Top Brands. (32 characters)

**Line 2** FREE delivery over \$55. (23 characters)

**Line 1** 15% off your First Order. (25 characters)

**Line 2** FREE Delicious Meals Delivered. (31 characters)

**DESCRIPTIONS (CONT'D)**

1.	Line 1	
	Line 2	
2.	Line 1	
	Line 2	
3.	Line 1	
	Line 2	
4.	Line 1	
	Line 2	
5.	Line 1	
	Line 2	
6.	Line 1	
	Line 2	

**NOTES:**

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## CALL (EXTENSION)

The phone number that you add into the call extension should be your real contact number. If you want to test the benefit of Freecall numbers test them. You can experiment with different types of numbers such as Freecall, landlines, and mobile numbers to see what works best for your business. We give you the option to test up to 4 telephone numbers.

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### NOTES:

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## LOCATION (EXTENSION)

Adwords usually pulls this information from your Google Business Account, but you can add your address manually. If you are looking to change your business address, enter the addresses that you are considering to move to. If you are a new business, enter three potential addresses where you would like to set up your business. If you are an established business, you should enter only your current address. Test what location to display works for you: The city, the suburb, or the exact address you are located? You can test up to 3 addresses with Predikta.

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### NOTES:

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**NOTES:**

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Please note:  
The examples are meant to help motivate you to come up with your own headlines / URLs / descriptions, etc.  
There are more tips available on the survey build page that you can access after you login to your account  
and create a survey. If you need support, you can contact us at [support@predikta.com](mailto:support@predikta.com)