

Grab customers' attention with copy that pops.

Take a look at the tips on creating ads that get noticed and use the template below to create compelling ads. Once you're done, log in to your AdWords account to create your new ads.

Let's say you own Larry's Lights and you offer LEDs, string lights, outdoor lights, and more. The ad to promote your holiday lights might read:

### **LED Holiday Lights**

[www.larryslights.com](http://www.larryslights.com)

Indoor outdoor string lights

Buy now for 15% off

So how do you create a strong ad?

1. **Be relevant:** Make sure that your ad text is closely related to the product and services you offer.
2. **Highlight what sets you apart:** In other words, why should someone contact or buy from you, and not someone else?
3. **Include a call to action:** After someone clicks on your ad, what do you want them to do next? Do you want them to buy something, sign-up to your newsletter, contact you, or take another action?

So what makes your business relevant? What sets you apart? And what do you want people to do next? Take a minute to brainstorm:

### **Being relevant** *Example: Christmas lights*

### **What sets my business apart?** *Example: Largest selection of LED lights*

### **What do I want them to do next?** *Example: Buy lights*

### Now let's create your ads!

#### Write a headline for your ad.

For Larry's Lights, we might write: *LED Outdoor Lights*

Headline:

Tip: Get noticed with short, simple words that describe your product or service and include your keywords.

#### Get creative with the descriptive copy. What sets your product apart?

For Larry's Lights, we might write: *Use less power, safe for outdoors.*

Descriptive text 1:

*25 characters, including spaces*

Tip: Capture interest by focusing on product details that matter to customers.

**You have one more line of copy.** This is your chance to clinch the sale with the right message or promotion. For example: *Order now and save 30%*

Descriptive text 2:

*35 characters, including spaces*

Tip: Drive business to your site with special offers, a call to action, or more delectable details.

**Where will people go when they click on your ad?** This is your chance to display your business URL, and to direct readers to what you want them to see or do next.

Display URL:

Tip: Make an impression and use your home page URL. For example:

[www.larryslights.com](http://www.larryslights.com)

Destination URL:

This is the specific page within your website to which you want to direct people who click on your ad. For example: [www.larryslights.com/novcoupon](http://www.larryslights.com/novcoupon)

Tip: Drive to the strongest page on your site to seal the deal.

That's it! Now log in to your AdWords account to review and edit your ads. And check in regularly to see how your ads are doing, or to update your ads with the latest products or offers.