

The Ultimate Guide to Google Ads **PART 2**



Search Ad Campaigns

About 19,000,000 results (0.53 seconds)

Used Cars Special Offer - hartwell.co.uk
Ad www.hartwell.co.uk/Very-Best-Used-Cars ▼
Half Price Payments For 6 Months. 0% APR & £1,500 Minimum Part Ex.
Over 1500 Models In Stock · Nationwide Dealerships · Hartwell Price Promise

Used Cars In Bristol - BristolStreet.co.uk
Ad www.bristolstreet.co.uk/Used ▼
Free Nationwide Delivery On All Used Cars! Enquire Online Today

Berkeley Vale Motors - hyundai.co.uk
Ad www.hyundai.co.uk/berkeley-vale-bristol ▼
Visit your local Hyundai car dealer for great second hand car offers
Ratings: Value 9/10 - Reliability 9/10 - Purchase experience 9/10

Toyota of Bristol TN | New & Used Car Dealer in Bristol TN ...
www.toyotaofbristol.com/ ▼
Toyota of Bristol in Bristol, Tennessee is a Toyota Dealer, serving Kingsport, Johnson City, Abingdon VA, and Marion VA. Large inventory of new & used Toyota ...

Used Cars Swindon
Ads
www.carshop.co.uk/Used_Cars ▼
4.8 ★★★★★ rating for carshop.co.uk
0333 331 5325
Find 1000s of Used Cars at CarShop.
Visit Our Swindon Dealership Today.

Used Cars In Bristol
www.bristolusedcar.co.uk/ ▼
Buy A Used Car In Bristol Today!
At Affordable Prices-Visit Us Today
📍 Thornbury Road, Bristol

Toyota Used Cars Bristol
www.motorline.co.uk/Toyota-Used-Cars ▼
100+ Approved Used Cars - Motorline
The new name for Toyota in Bristol

Search ads are text ads that are displayed on Google results pages. As an example, a search for "pocket squares" returns sponsored results. The advantage of using search ads is that your ad will appear where most people look for information first: on Google. In addition, users are accustomed to seeing and clicking on results because Google displays your ad in the same format as other results (except that it is labelled as an "Ad").

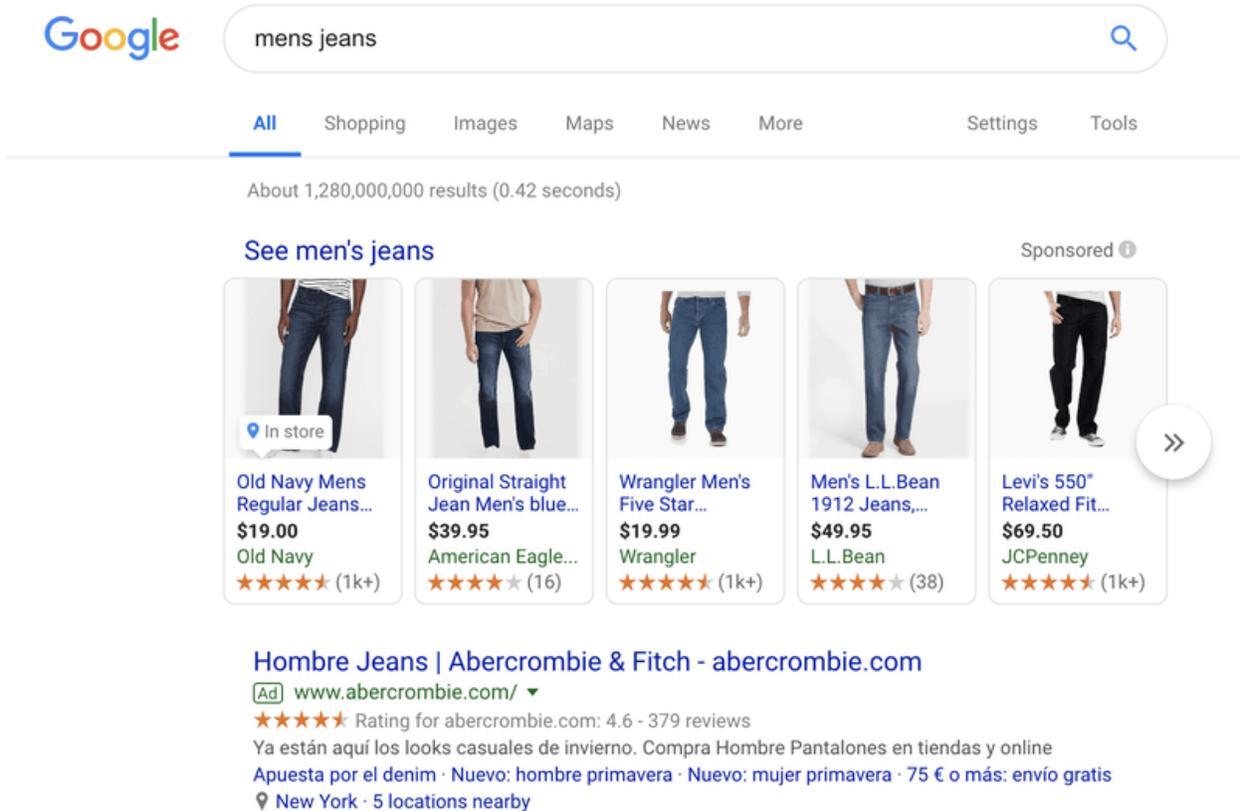
Component of the Search Ads

Headline: People are most likely to notice your headline text, so consider including words people may have entered in their Google search. Your text ad consists of three headlines to enter up to 30 characters each to promote your product or service. The headlines are separated by a vertical pipe ("|").

Display URL: The display URL, usually in green, shows your website address. This display URL comprises the domain from your final URL and the text in the optional "Path" fields. These fields are designed to help people who see your ad get a better sense of where they'll be taken when they click it.

Description: Use the description fields to highlight details about your product or service. It's a good idea to include a "call to action"—the action you want your customer to take. For example, If you offer a service, you might want to add something like "Get an instant quote online" or "See pricing."

Shopping campaign



The screenshot shows a Google search for "mens jeans". The search results include a "See men's jeans" section with five sponsored product cards. Each card displays a product image, a price, the brand name, and a star rating with the number of reviews. Below the product cards is an advertisement for Abercrombie & Fitch, featuring the text "Hombre Jeans | Abercrombie & Fitch - abercrombie.com" and a rating of 4.6 from 379 reviews. The ad also includes promotional text in Spanish: "Ya están aquí los looks casuales de invierno. Compra Hombre Pantalones en tiendas y online. Apuesta por el denim · Nuevo: hombre primavera · Nuevo: mujer primavera · 75 € o más: envío gratis" and location information: "New York · 5 locations nearby".

Product	Price	Brand	Rating
Old Navy Mens Regular Jeans...	\$19.00	Old Navy	★★★★★ (1k+)
Original Straight Jean Men's blue...	\$39.95	American Eagle...	★★★★★ (16)
Wrangler Men's Five Star...	\$19.99	Wrangler	★★★★★ (1k+)
Men's L.L.Bean 1912 Jeans,...	\$49.95	L.L.Bean	★★★★★ (38)
Levi's 550* Relaxed Fit...	\$69.50	JCPenney	★★★★★ (1k+)

Hombre Jeans | Abercrombie & Fitch - abercrombie.com
Ad www.abercrombie.com/ ▾
★★★★★ Rating for abercrombie.com: 4.6 - 379 reviews
Ya están aquí los looks casuales de invierno. Compra Hombre Pantalones en tiendas y online
Apuesta por el denim · Nuevo: hombre primavera · Nuevo: mujer primavera · 75 € o más: envío gratis
📍 New York · 5 locations nearby

You can promote your products in a much more visual way with a shopping campaign. For example, Google Shopping ads can get qualified leads by showcasing your product directly to customers if you have a physical product.

Shopping ads decide how and where to show your ads based on existing Merchant Center product data (not keywords). Details about the products you sell are included in the product data you submit through the Merchant Center. Shopping campaigns, a flexible and straightforward way to organize and promote your Merchant Center product inventory within Google Ads, are used to manage your Shopping ads.

Display campaign



How do you identify a boy recorded only by a cruel nickname?

CBC spent two months digging through archives to learn more about the boy

1 Hour Ago

Meet the Sask. knowledge keeper who counsels the vulnerable and the powerful on hope and healing

Why it's difficult to put a number on how many children died at residential schools



RCI is CBC/Radio-Canada's multilingual service, forging bonds between Canadians and citizens of the world
[visit Radio Canada International >](#)





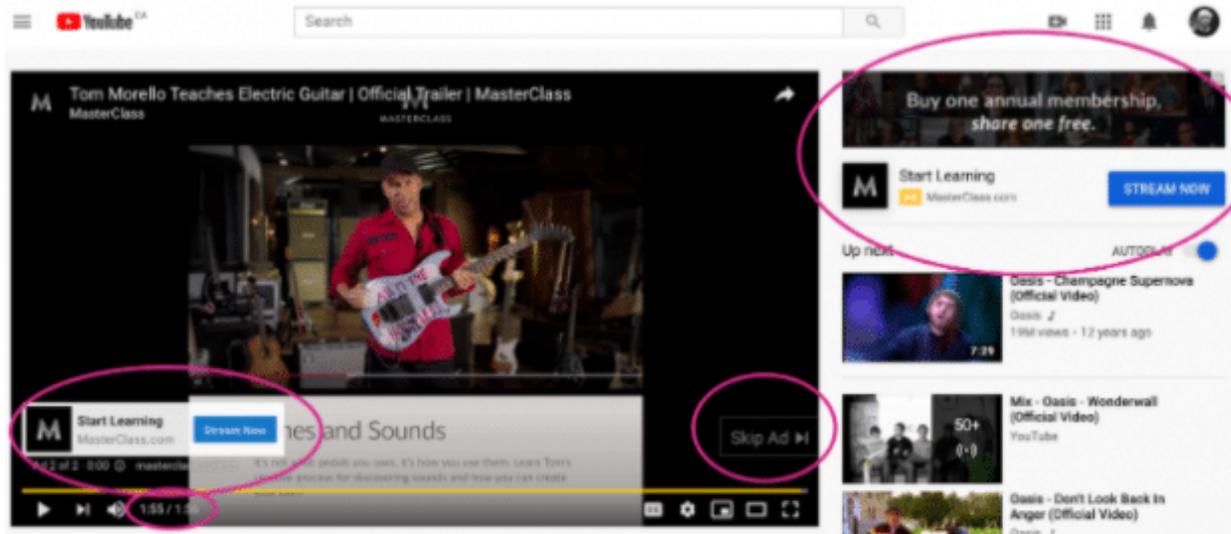
The Display Network uses Google's extensive website partners to display your ad on various websites across the Internet.

And they can appear in several different ways. To begin, your ad may appear on third-party websites and mobile devices as part of placement.

The Display Network's reach is one of the advantages of using it. Google works with over two million websites and reaches more than 90% of all Internet users to ensure that many people see your ad as possible.

In terms of style, the ads themselves are also adaptable. For example, your advertisement can be in the form of a gif, text, video, or image.

Video Ad Campaigns



Before, after, and sometimes in the middle of YouTube videos, video ads appear disrupting the user's behaviour just enough to get their attention. Remember that YouTube is also a search engine. With the right keywords, you can put yourself in front of a video.

Instead of advertising on the Display Network more broadly, Google allows you to choose video ads specifically. So, if you have a great video ad idea that you want to try out, this is the way to go. The video campaign ads are available in a variety of formats. In addition, there are video ads that can be skipped, such as the one below. There can be Non-skippable in-stream video ads, Sidebar ads and Bumper ads.

App Ad Campaigns



Google App Campaigns advertise your mobile app on Google Search Network, YouTube, Google Play, Google Display Network, and other sites. You can use ads to entice your audience to download your app or, if they already have it, to perform a specific action within it.

You don't design an App ad campaign as you do with other ad types. Instead, provide Google with information about your app and its target audience, and place a bid.

Continue to part 3 to know how to create ads and use keyword planner for better targeting and reach.