

# Google Adwords Ads & Extensions Reference Guide

from Blast Analytics & Marketing

## Text Ads Fundamentals & Character Limits

Text ads are triggered by keyword or targeting settings. They have strict character limits, so be as concise as possible while still communicating the benefits of your product.

### Ad Text character limitations:

Headline: 25 characters

Description 1: 35 characters

Description 2: 35 characters

Display URL: 35 characters

Destination or Final URL: 2048 characters

### Double width languages: 12

characters are allowed in headline of ad text in Chinese, Japanese, and Korean.

## Text Ads Best Practices

For best results, create & test multiple text ads per ad group, and match your ad to your landing page. Set an expectation for your audience so they know what they'll get if they click. Find more tips on writing text ads on our blog.

### Text ads should include

- What makes your offer unique
- Prices, promotions, and exclusives
- At least one of your keywords
- Call to Action (what customers can do)

### Text ads may not include

- Excessive punctuation or capitalization; incorrect spelling
- Unsubstantiated claims
- The phrase "click here"

## Ad Extensions

Ad Extensions allow for extra business information to be shown with your ad and may improve Ad Rank. Examples are used for clarity:

- **Sitelinks:** "Men's Clothing / Women's Clothing / Children's Clothing / Clearance"
- **Location:** Show your address, map pin, and link to more location info.
- **Call:** Show your phone number or "click to call" button.
- **App:** Link to app store or initiate app download.
- **Callout:** "Free shipping / 24-7 customer service / Easy returns"
- **Review:** "The Best Everything Device Ever Made – Mashable"



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**Questions?**  
Email or call me at (916) 724-6706 if you need help.

