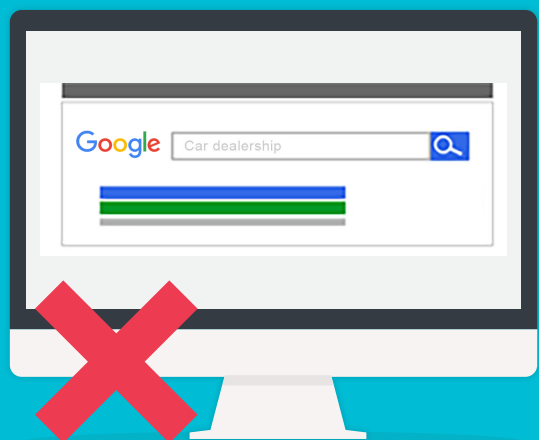


Building Relevant Ads with Ad Extensions

Using ad extensions is like giving your ad a big sign saying **"I'm over here"**. So, learn how to boost an ad's visibility and increase clickthrough rates by adding ad extensions.

Why use ad extensions?



Ad layout **without** ad extensions



Ad layout **with** ad extensions

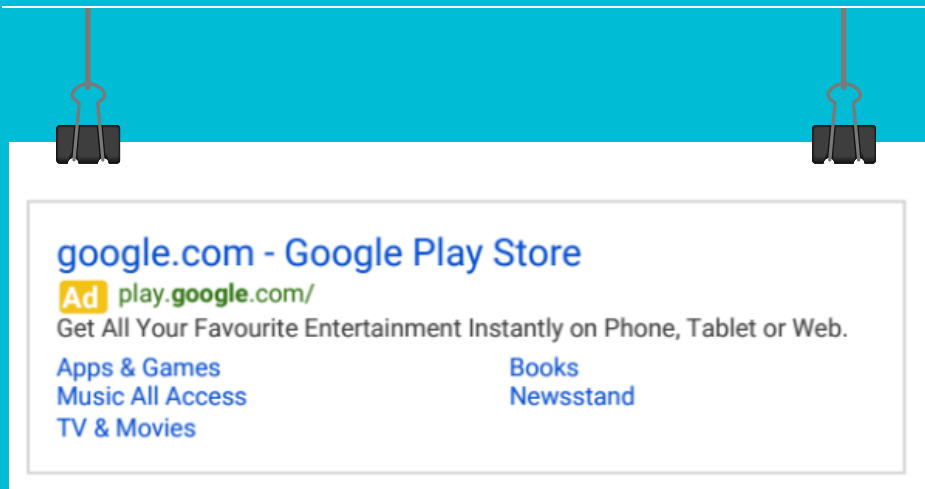


- Increase visibility
- Better qualify customers
- More return on investment
- Be relevant

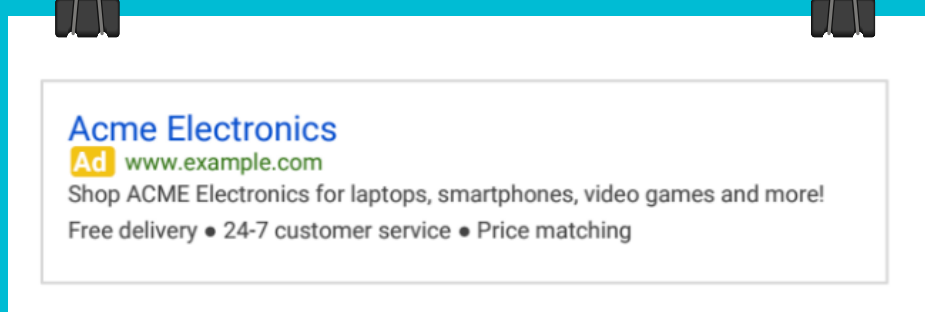
Each new ad extension results in a 10-15% CTR uplift (on average) to your search ad text.*

(*This will vary by client, business type and extension type, amongst other factors. Google cannot guarantee this or any uplift.)

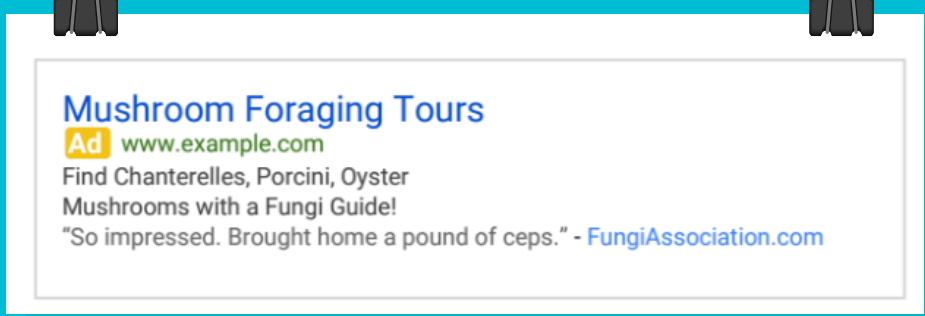
6 Types of ad extensions



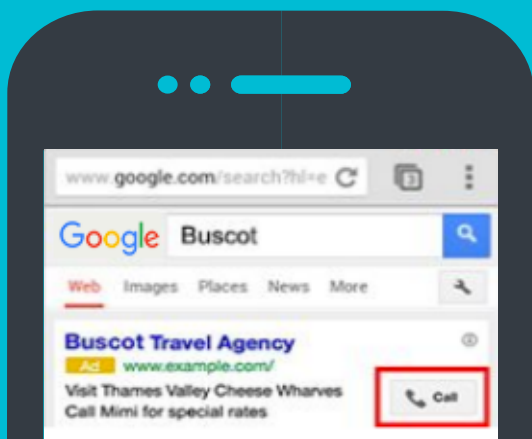
1. Sitelinks
Link directly to popular or high-converting sections of your website



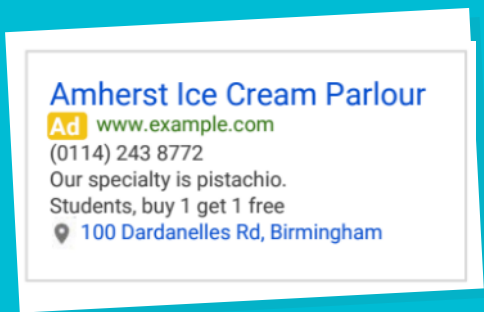
2. Callout Extensions
Highlight or summarize the popular or unique aspects of your business



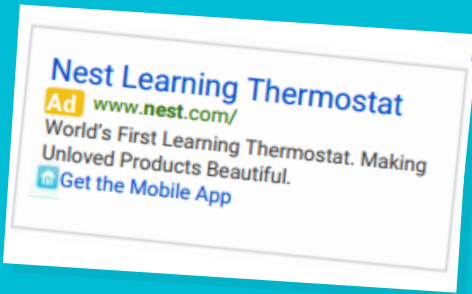
3. Review Extensions
Showcase positive third-party reviews, rankings and awards



4. Call Extensions
Encourage calls to your business by showing your phone number on your ad



5. Location Extensions
Encourage people to visit you in person



6. App Extensions
Link your mobile or tablet app from your text ads to encourage downloads

Where ad extensions can be shown

Ad extensions appear with ads on the Search network, and depending on the extension might also appear with ads on the Display network. If you implement all relevant extensions, AdWords will automatically choose the most useful combination.

Advertiser A	Query	
Reviews ✓	"Coffee Shop dublin" →	Callouts ✓
Sitelinks ✓		Sitelinks ✓
Callouts ✓		Location ✓
Location ✓		
Call ✓	"Buy Coffee Beans" →	Sitelinks ✓
		Callouts ✓

