

How to Write Effective AdWords Copy

Your 6 Step Checklist to Highly Effective AdWords Copy.

1. Know Your Market

The AdWords copy you will be creating must be highly focused on its target audience. Think about the people or businesses you are marketing your enterprises goods or services to.

Google has a free keyword tool you can use to see how a specific keyword is being used: <https://adwords.google.com/select/KeywordToolExternal>.

2. Phase Your AdWords Campaign

Your first attempt at writing ad copy for your marketing campaign may not be that successful. It is important to ensure that every aspect of your ad is tracked. You can then see what words or phrases are working, and more importantly, which ones are not. Revise your ads constantly to improve their overall effectiveness.

3. Think Globally

If you have an international business, think about local spelling of specific words. Jargon may also be used, so factor this into your ad copy as well. You must try and think about what keywords your potential customers might use. Try and put yourself in their shoes. Ask yourself what words or phrases they are likely to use when searching for your business's services or products.

4. Always be Proactive The success of your AdWords campaigns will depend on attracting search engine users to click on your ad. Using active language and words and avoiding passive words and language will enable you to create engaging copy.



5. Offer Benefits Not Features

When a customer is searching Google they are looking for goods or services to fulfil a need. If your AdWords copy only lists the features of your business's service or products, this doesn't show the customer what benefit they could gain by clicking on your ad. Benefits sell products or services not features, so write your ad copy with this driving factor as the centre of every word and phrase you create.

6. Structure Your Ad Copy

The AdWords copy you will be creating has to adhere to a strict set of rules. Titles can only be up to 25 characters long. The body of your ad copy can only be two lines to a maximum of 35 characters. And finally, your URLs must not be over 35 characters in length. These constraints mean you have limited space for your ad copy. The best approach is to create several ads until

you are happy with the quality of your copy. You can then put this ad live and track its performance over time.

Also, ensure that the URL that your copy contains goes to the precise page that the visitor is expecting. If your ad mentions a specific product or service, linking your ad to your website's homepage is a waste of time. A customer will simply leave, as you have not carried through your value proposition to them that your ad promised.

