Click on the link for instructions:

Types of Ad Extensions: [Location Extensions](https://support.google.com/adwords/answer/7189290?hl=en), [Review Extensions](https://support.google.com/adwords/answer/3236114).

* **Improved visibility**: Ad extensions tend to improve your ad’s visibility.
* **More value**: Ad extensions often increase your total number of clicks by improving the click-through rate (CTR) of your ads. They provide valuable ways for users to learn more about your business or interact with your ad, such as making a phone call to your business or providing more links to your website.

[Conversion Tracking](https://support.google.com/adwords/answer/1722054?hl=en) - See how effectively your ad clicks lead to valuable customer activity like phone calls or purchases.

[Setup Re-Marketing](https://support.google.com/adwords/answer/2454000?hl=en) - Let's you show ads to people who've visited your website or used you mobile app.

[Keywords](https://support.google.com/adwords/answer/2497836?hl=en) - This article explains the different match types that are available

[Website Call Conversions](https://support.google.com/adwords/answer/6095883?hl=en) - See how effectively your ads lead to phone calls from your website.

[Enhanced CPC](https://support.google.com/adwords/answer/2464964?hl=en-GB) - A bid strategy to help maximize conversions.

[Increase Ad Schedule Bid Adjustment](https://support.google.com/adwords/answer/6262954) - To increase or decrease your bids for campaigns that show only on certain days or during certain hours.

[Increase Location Bid Adjustment](https://support.google.com/adwords/editor/answer/47629?hl=en) - To show your ad more or less frequently to customer in certain countries,cities, or other geographic areas.

[Write successful text ads](https://support.google.com/adwords/answer/1704392?hl=en) - To effectively reach potential customers, your text ads should be specific, relevant, attractive, and empowering.

[Automated Bid Strategies](https://support.google.com/adwords/answer/2979071) - Designed to help you achieve a specific goal for you business