

Google Ads — Ad Copy Variations

Brand: Pura Vida Bracelets

Product Focus: Everyday bracelets & jewelry

1. Trust & Credibility Variation

(Best for Brand Search Campaign)

Search Intent Example:

Pura Vida Bracelets

Ad Copy Example:

Headline 1: Official Pura Vida Bracelets Store

Headline 2: Handcrafted Jewelry for Everyday Wear

Headline 3: Shop Bracelets Online

Description:

Explore Pura Vida Bracelets designed for comfort, meaning, and daily life. Discover the official collection.

Why this works:

This reassures users who already trust the brand and are ready to act.

2. Everyday Comfort Variation

(Best for Non-Brand High-Intent Search)

Search Intent Example:

buy bracelets online

Ad Copy Example:

Headline 1: Bracelets Made for Daily Wear

Headline 2: Lightweight & Comfortable Designs

Headline 3: Pura Vida Bracelets

Description:

Comfortable, handcrafted bracelets designed to be worn every day — not saved for later.

Why this works:

Focuses on wearability, a key decision factor for jewelry buyers.

3. Meaning & Lifestyle Variation

(Best for Meaning-Driven Searches)

Search Intent Example:

meaningful jewelry bracelets

Ad Copy Example:

Headline 1: Jewelry That Feels Personal

Headline 2: Designed for Everyday Moments

Headline 3: Explore Pura Vida Bracelets

Description:

Wear jewelry that reflects your style and story. Thoughtful designs made for real life.

Why this works:

Connects emotionally without sounding promotional.

4. Gifting-Focused Variation

(Best for Gift-Intent Searches)

Search Intent Example:

👉 bracelet gift for her

Ad Copy Example:

Headline 1: A Bracelet She'll Actually Wear

Headline 2: Thoughtful Gifts by Pura Vida

Headline 3: Shop Bracelets Online

Description:

Meaningful bracelet gifts designed for everyday comfort and effortless style.

Why this works:

Addresses a common gifting concern directly and simply.

5. Practical & Simple Variation

(Best for Comparison Shoppers)

Search Intent Example:

handmade bracelets for women

Ad Copy Example:

Headline 1: Simple Jewelry for Everyday Life

Headline 2: Clean Designs by Pura Vida

Headline 3: Discover the Collection

Description:

Minimal, wearable bracelets designed to fit seamlessly into your daily routine.

Why this works:

Appeals to users who want clarity, not hype.