1.

To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the course overview⤤.

Activity Overview

In this activity, you will practice writing headlines, descriptions, and ad extensions for a Google responsive search ad.

Responsive search ads allow you to create ads that are customized to your customers' searches. Using machine learning, responsive search ads mix the headlines and descriptions you provide to automatically test different combinations and learn which performs best. By adapting your ad's content to more closely match potential customers' search terms, responsive search ads may improve your campaign's performance.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Oscar's Bakery specializes in vegan, organic, and gluten-free baked goods. They have just launched a website feature that allows customers to order online. To promote this new feature, they are offering free delivery and 15% off on all online orders.

You are working on a responsive search ad for your ad group. Before entering the relevant details into the Google Ads tool, you will organize it in a spreadsheet. In order to improve your ad's performance, you will craft multiple headlines and descriptions that are relevant to your keywords to try to match your potential customers' search queries. You will also write ad extensions to provide additional important information.

You can use the information listed below about Oscar's Bakery to help you craft headlines, descriptions, and ad extensions. You may also supply details of your own.

Oscar's Bakery information:

Based in Boulder, Colorado

Founded in 1987

Offers healthy vegan, organic, and gluten-free baked goods

Open seven days a week

Uses local ingredients

Offers 25 different flavors of cupcakes

Provides the widest variety of baked goods in Boulder

Bakes custom cakes

Has won multiple awards

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: Responsive search ad organizer⤤

OR

If you don't have a Google account, you can download the template directly from the attachment below.

Activity Template_ Responsive search ad organizer
XLSX File

Step 2: Write headlines

The headline is the clickable link at the top of the ad, and it is the ad's most prominent text. The content and quality of your headlines will impact how well your ad performs.

To begin, add 10 headlines for your ad to the Headlines column in the organizer template. Headlines have a 30-character limit. (The cell next to each headline will automatically calculate the number of characters in the headline.) Follow these best practices when writing your headlines:

Craft your messaging to focus on the needs and benefits of your user. Oscar's Bakery customers will likely have an interest in organic, vegan, and/or gluten-free baked goods.

Write at least two headlines that include relevant keywords from the Keywords column. Keywords help connect your ad with what customers are searching for, making them more likely to click on it.

Write at least three headlines that do not include keywords. Instead, highlight the benefits and features of your business, a problem you're solving, or delivery information.

Write headlines of different lengths. Longer headlines increase the clickable space of your search ads, but shorter headlines may perform better with people already searching for your brand.

Use specific and relevant calls-to-action. So instead of a generic call-to-action like "Order Online," you might include one that's tailored to your brand like "Order Online for Free Delivery."

Make each of your headlines unique. Don't use the same or similar phrases in any of your headlines.

Step 3: Write descriptions

Descriptions appear below the headline in your search ad. Descriptions are longer than headlines, so they give you the chance to really highlight what makes the business special.

Now, add five descriptions for your ad to the Descriptions column in the template. Descriptions have a 90-character limit. (The cell next to each description will automatically calculate the number of characters in the description.)

In addition to applying the best practices described for writing headlines above—such as focusing on user benefits, including relevant keywords, and adding specific calls-to-action—your descriptions should highlight additional information about your business that isn't mentioned in your headlines. Headlines and descriptions can show in multiple combinations and in any order, so be sure that any combination is clear and understandable.

Step 4: Write callout extensions

Ad extensions make your search ads more appealing by allowing you to show users additional helpful information, such as your phone number or location, or a link to a specific page on your website. They also make your ads more prominent on the results page.

There are a number of different types of ad extensions. Callout extensions promote unique offers, like free shipping or 24-hour customer service, and important details about your business.

Finally, add five callout extensions for your ad to the "Ad Extensions" column in the template. Callout extensions have a 25-character limit. (The cell next to each extension will automatically calculate the number of characters in the extension.)

Follow these best practices when writing your extensions:

Keep text short. Callout extensions should focus on individual aspects of your business in a few words or a short phrase. For example, you might say "Free Delivery" instead of "We offer free delivery."

Be specific. Provide details to customers to help them decide if you have what they're looking for. "Award-Winning Baked Goods" is a more effective callout than just "Baked Goods," for instance.

Ensure that the content of your extensions is different from the content of your headlines and descriptions.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers

What to Include in Your Response

Be sure to include the following elements in your completed spreadsheet:

10 headlines

5 descriptions

5 callout extensions