

Activity Exemplar: Create an effective responsive search ad

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Responsive search ad organizer](#)

OR

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



Activity Exemplar_ Responsive search ad organizer
XLSX File



Assessment of Exemplar

Compare the exemplar to your completed spreadsheet. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Your responsive search ad organizer should include:

- 10 headlines of different lengths that are unique, focus on the needs of the user, include keywords, and use relevant calls-to-action.
- 5 descriptions that highlight additional information about your business that isn’t mentioned in your headlines.
- 5 callout extensions that are short, specific, and different from the content in your headlines and descriptions.

Mark as completed

