

Understand search engine marketing (SEM)

Understand Google Ads

Apply display advertising

- Video:** Introduction to display advertising  
4 min
- Video:** How to optimize a responsive display ad for your goals  
4 min
- Reading:** Advertise on YouTube  
20 min
- Reading:** How to create a responsive display ad  
20 min
- Practice Quiz:** Activity: Optimize responsive display ads  
1 question
- Reading:** Activity Exemplar: Optimize responsive display ads  
10 min
- Practice Quiz:** Test your knowledge: Apply display advertising  
4 questions

Review: Search engine marketing (SEM) and display advertising

Course review: Attract and engage customers with digital marketing

# Activity Exemplar: Optimize responsive display ads

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 display ad organizer](#)

OR

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



**Activity Exemplar\_ Responsive display ad organizer**  
XLSX File



## Assessment of Exemplar

Compare the exemplar to your completed responsive display ads organizer. 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 display ad organizer should include:

- Feedback on where the short headlines and long headline do not meet creative best practices
  - Headlines should:
    - be written in sentence case
    - include no more than 30 characters each for short headlines and 90 characters each for long headlines
    - demonstrate the brand or product’s value
    - stand alone without the support of a description
    - describe any promotions or special offers
    - tell customers what to do
- Two additional short headlines written to the criteria listed above
- Feedback on where the descriptions do not meet creative best practices
  - Descriptions should:
    - be written in sentence case
    - include no more than 90 characters each
    - complement the headlines
    - explain the product or service’s value clearly
    - explain in more detail why customers should trust the brand
    - list ratings and reviews
- One additional description written to the criteria listed above
- Feedback on where the images do not meet creative best practices
  - Images should:
    - be high quality and have a strong visual focus
    - make the product or service the focus of the image
    - support the main point of the ad
    - not include a logo, text, or button overlay
    - have a background that suits the product
    - not be blurry, skewed, or use excessive filters
- The titles and slide numbers of two additional images that meet the criteria listed above

### Mark as completed

