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# LU4 - Copywriting & Content Writing

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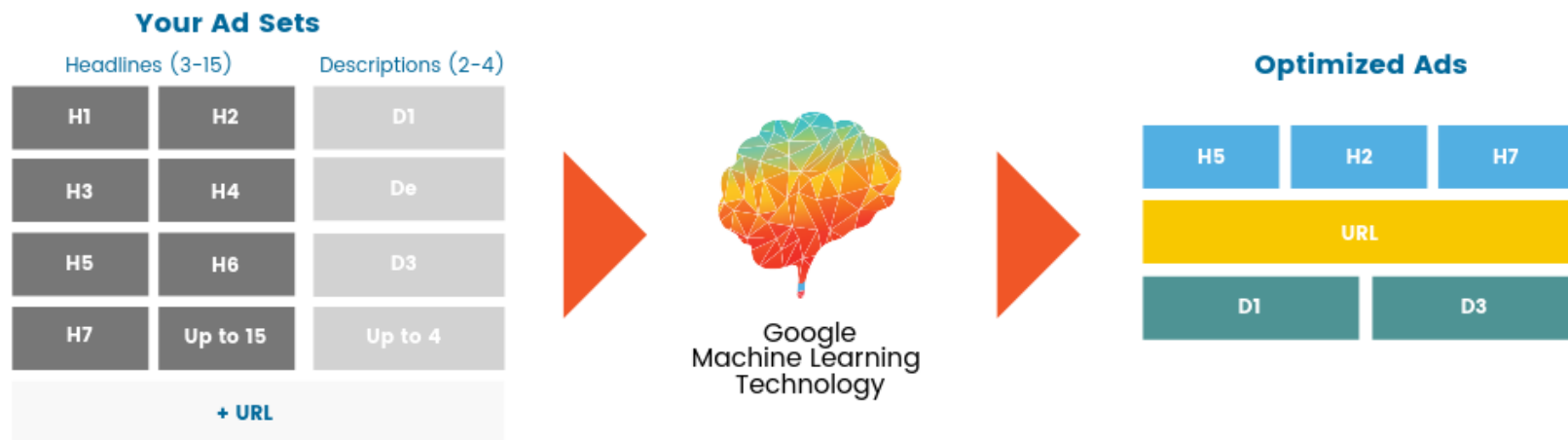
# Best practises for Search Ads (Google Search & Display Ads)

## #1 A/B test ad copy via Responsive Ads

The same target audiences may resonate with different perspectives

Google Responsive Search Ads allows you to add up to 15 headers and 4 descriptions

### Responsive Search Ads In Action



# Best practises for Search Ads (Google Search & Display Ads)

## Common ad copy approaches

•**Features:** Focus on the concrete or physical attributes of your product or service. If you're marketing bedsheets, a prominent feature might be "Egyptian cotton for that hotel bed experience" or "Cooling Tencel Bedsheets to beat the heat without aircon"

**Benefits:** Highlight the advantageous outcomes the customer will experience from your product or service. For bedsheets, this could be "Improve sleep quality."

**Problem:** Address the specific issue your potential customer is trying to solve. For instance, "struggling with hot, humid nights?"

**Testimonials:** Utilize the endorsements of your existing customers to provide social proof. Exceptional bedsheets? "The best sleep I've ever had."


**Reviews:** Refer to third-party evaluations of your product or service, not directly from customers. Highlight your credibility indicators, like Google review scores or customer reviews on website.

**Prequalifying:** A strategy to filter out individuals who may not be an ideal match for your product before they even click. For example, use "luxury bedsheets" to indicate a higher price point.

# Best practises for Search Ads (Google Search & Display Ads)

## Examples:

**Sponsored**

 Kapas Living  
<https://www.kapasliving.com> › hari\_raya › 2024

**Save 25% off Luxury Bedding - Kapas Deep Fitted Bed Sheets**

Experience **Luxury** With Forest Sage Tencel Sheets For Ramadan & Eid. Plus, Up To 25% Off.


**Kapas Bedding & Linen**  
Ready to enjoy the perfect sleep? Bedsheets, Duvets & Pillowcases

**Kapas Duvets**  
Ready to enjoy the perfect sleep? Meet our duvet inserts and quilts

**Kapas Raya Special**  
Upto 25% off Sitewide Celebrate Ramadan & Eid in Style

Prequalifying  
(Luxury Bedding)

**Sponsored**

 andsons.com.my  
<https://www.andsons.com.my>

**Stop Hair Loss & Regrow Hair**

Reverse **Male** Pattern **Hair Loss** — Get healthier, fuller-looking hair with clinically proven products effective in 9 /10 **men**. **Hair loss** is preventable. Get personalised treatment & advice from licensed doctor online.

**Free Consultation**  
Sign up for your free consultation Book your free consultation now

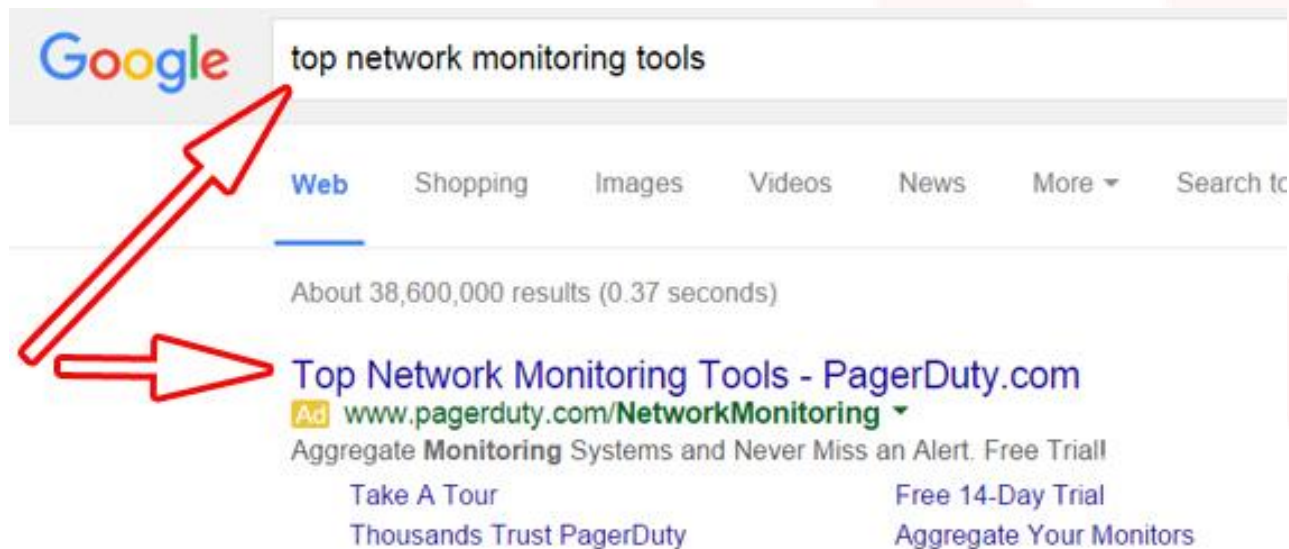
**Ramadan Sale : 20% off**  
Enjoy 20% off Supplements Buy 2 get 1 Free hair & skincare

Problem + Solution (Hair loss)

# Best practises for Search Ads (Google Search & Display Ads)

## #2 Use keywords in ad copy mirroring the keywords you buy

Search traffic essentially sees your ad copy with mirrored keyword(s) as the answer to their query.



# Best practises for Search Ads (Google Search & Display Ads)

## #3 Keywords on landing pages

You should Google Analytics to Google Ads because that will allow bounce rate to be reported back to Google Ads.


By using the same searched keywords as headlines and titles on the landing page you are reaffirming that they are at the right place.

And after paying for their click, they will stay on the page, thereby reducing bounce rates and cost of an actual engaged visitor through paid search.

# Best practises for Search Ads (Google Search & Display Ads)


## #4 Invest time in creating various Google Ad Assets

Sponsored

 One Dollar Only  
<https://www.onedollaronly.com.sg>

Online Dollar Store Singapore

500+ Products From \$1 — 500+ Gift Ideas For Every Occasion. Children's Day, Graduation, Corp Gift, Everyday Gift

 Call us

Printable & Customizable


Custom Yr Own Product w Logo Print Personalised Your Own Gifts & More

Children Day Gifts

Custom Made Products + Logo Print Games, Toys, Kits, Stationery &More

Sitelink assets

Sponsored

 ACME-Electronics.com  
<https://www.ACME-electronics.com> > electronics

ACME Electronics | Competitive Pricing

Shop ACME Electronics For Laptops, Smartphones, Video Games, And More.

★★★★★ Rating for ACME-electronics.com: 4.6 - 2,302 reviews - Order accuracy: 95-100%

Free Shipping. 24-7 Customer Service. Price Matching.

Callout Assets

# Best practises for Search Ads (Google Search & Display Ads)

## #4 Invest time in creating various Google Ad Assets

Ad • www.nike.com/ ▾

**Shop Nike.com | The Official Nike Site**

Fresh, Vintage & Exclusive Styles For On The Pitch And On The Street From **NIKE**. The Official Website. Home Of Everything **Nike**. Shop The Latest Releases Today! Largest Assortment in IN. **Nike** Official Site. Free Returns for Members. **Styles: Mens, Womens, Kids.**

**Nike Sale**  
Featuring Footwear, Apparel & Accessories on Sale. Stock Up Now.

**Nike Air Max**  
Join the Legacy of Sneaker Design With a Pair of Air Max Shoes.


**Nike Running Shoes**  
Find Your Perfect Pair of Running Shoes to Keep You at Your Quickest.

**Nike Joyride**  
Thousands Of Beads Are Working Hard So You Don't Have To. Shop Joyride.

Structured Snippet Extension

Structured Snippet extension

Sponsored

 **ACME Electronics**  
<https://www.example.com> > electronics

**ACME Electronics | Full Service Tech Stop**

Read Reviews on Acme. Compare by Price, Type & Brand. Shop with Gift Cards.

★★★★★ Rating for ACME: 4.6 - 2,302 reviews - Order accuracy: 95-100%

**Shop ACME Electronics for Laptops, Smartphones, Video Games, And More.**  
**Services: Tech Support, E-Waste Recycling, Computer Repair**

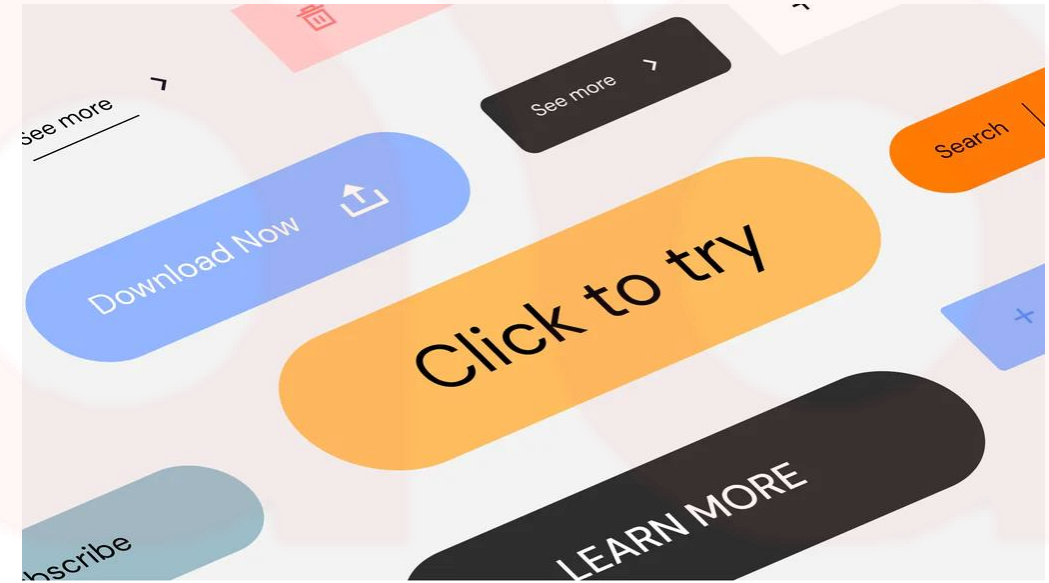
Structured Snippet extension



# Best practises for Search Ads (Google Search & Display Ads)

## #5 Always include a Call To Action

- Google Search Ads has no attractive visual button, the ad copy itself can have calls to action.
- The call to action language should be short, sharp, clear and direct and urgent to encourage clicks
- The whole reason why we run ads is to make interested traffic take the next action, which is to go to your targeted landing page



"Buy Now"  
"Sign Up Today"  
"Learn More"  
"Get Started"  
"Contact Us"

# Best practises for Search Ads (Google Search & Display Ads)

## #6 Follow through on the promises you made

- Your landing page must match what your Google ad says
- The Google Ad is the promise and your landing page is the follow through
- Anytime there is a mismatch between the Ad and Landing Page, the traffic that clicked through are very likely to bounce but you already paid for their clicks

If your web page says “**Request live demo**” then your Google Ads should also lead with the call-to-action of “**Request Live Demo**”

Bad example: Ads that say **BUY NOW** but then the page says **REQUEST DEMO**. This is breaking your promise.

# Produce an SEO-optimised blog article

- Whilst the methodology remains the same, the use of AI tools like ChatGPT greatly speeds up the process and help brainstorm possibilities
- Ultimately, you need to decide if the ChatGPT suggestions makes sense rather than blindly depend on it

# Produce an SEO-optimised blog article

- #1 We will be using chatGPT for this, the free version is OK

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# Produce an SEO-optimised blog article

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## #2 Find Keywords

Use the following prompt:

“You're my SEO keyword research assistant. My website targets [enter your audience here]. Please help me brainstorm 30 long-tail keywords relevant to the audience that are not in your database.”

# Produce an SEO-optimised blog article

## #3 Create an outline

Use the following prompt:

“Craft an outline for an SEO-optimized article targeting [Insert your audience here]. The article needs to be optimized for [Enter your keywords here] without "stuffing keywords." It aims to provide valuable insights and actionable tips. Ensure the content is clear, concise, follows a logical path, and engages the audience effectively. Include tips that haven't been widely discussed and on which you have less data, and make sure to break down complex concepts.”

# Produce an SEO-optimised blog article

## #4 Write the article in your writing style

Use the following prompt:

“You're my SEO writing assistant. We'll write an SEO-optimized article in this session. How we will proceed: 1. I'll start this session by providing you with sample writings. Please analyze the writing style and make sure to match all your responses in this session to mimic it perfectly. After each example I provide, ask me if I want to continue providing you with examples or if I want to move on to the next stage. 2. In the next stage, I'll provide you with an outline to generate the article. Write the article following the exact outline AND using the exact same writing style you analyzed previously.”

# Produce an SEO-optimised blog article

## #5 (Optional) Editing Prompts to make page more readable

### Prompt 1

“Please simplify the text I'll provide by using a 6th-grade reading level. Don't omit any idea or thought. Keep everything as much as possible the same as the original text. Our goal is to only make it easier to read.”

### Prompt 2

Please simplify the text by breaking up ideas with line breaks. Don't change the text. We're doing this ONLY for readability purposes.



# Produce an SEO-optimised blog article

## #6 Backlinking Opportunities

Here is the prompt:

“Develop a list of potential websites for backlink opportunities for this content you created, including a sample outreach email that is short and to the point.”

# How to avoid AI tool usage detection

You should always review the ChatGPT's response and check it for accuracy, as such, you should also edit the output before using it.

Follow these guidelines

- The content should be written like how you speak and have an emotional side.
- Test the content with others to see if it sounds authentic and human (written)
- Use colloquial language and slang like Singlish
- Share opinions and thoughts on the subject matter
- Have ChatGPT write only a portion of the content helps fool AI detectors most of the time

# How to avoid AI tool usage detection

Here are some tools to test your copy, test on all of them and tweak your copy if needed

- <https://gptzero.me/>
- <https://www.scribbr.com/ai-detector/>
- <https://quillbot.com/ai-content-detector>