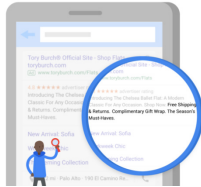


Search Ad Extensions

Drive user engagement by leveraging additional information about your business at the right moment

Three extensions that every advertiser should be using

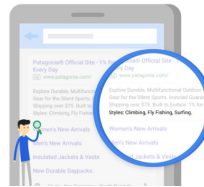
Get started with these three Search Ad extensions and provide universal, relevant information about your business, its products and services.



Learn more

Callout Extensions

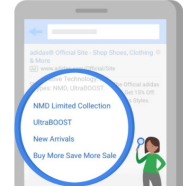
Highlight what makes your whole business unique in short text snippets that leverage conversions and brand awareness.



Learn more

Structured Snippets

Increase lead quality by describing features of specific products or services your business offers before users click on the ad.



Learn more

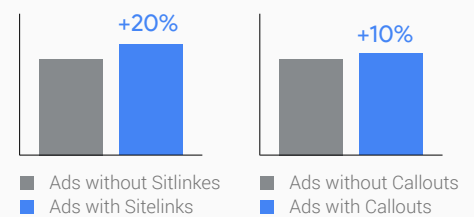
Sitelink Extensions

Send users directly to specific pages of your website by displaying additional links that appear just under your search ads.

Benefits of Search Ad Extensions

- 1 Increase user engagement**
Provide relevant information to match users' signals like interest, device and location.
- 2 Improve ad quality**
Ad extensions are popular ad formats and can improve Ad Rank directly.
- 3 Achieve higher ROI with more qualified leads**
More information improves lead quality and likely evokes desired user action.

CTR performance gain*



* Average across advertisers on Google.com, 05/2018. Results may vary.

Advanced Extensions types

Location Extensions

[Learn more](#)

Price extension

[Learn more](#)

Call extension

[Learn more](#)

App extension

[Learn more](#)

Promotion extension

[Learn more](#)

Affiliate location extension

[Learn more](#)

Message extension

[Learn more](#)

Ad extensions best practices

Measure performance of your search ad extensions and keep them updated on a regular basis.



Use the right number of extensions

Up to 4 extensions can be displayed for every auction. At a minimum, always enable sitelinks, structured snippets and callouts.



Easy setup and constant updating

Extensions can be implemented on adgroup, campaign and account level. Make sure to update your extensions routinely, just as you do with ad text.



Automatically served extensions

If you don't configure extensions manually AdWords can serve dynamic ad extensions when it predicts positive impact.