

# Help Center Article Template

## Purpose

Create clear, reusable help content that scales across products, teams, and regions.

## Article Structure

### Title

State the user's task or question.

### What you'll learn

Describe the outcome in 1 sentence.

### When to use this

Clarify when this guidance applies.

### Steps

Provide short, direct instructions.

### Common issues

Address known errors or misunderstandings.

### Next steps

Link to the most likely follow-up action.

## Writing Logic

- Put the most important information first
- Use plain language and active voice
- Keep sentences short and concrete
- Avoid internal or engineering-first terms
- Write sections so they can be reused elsewhere

## Scale & Reuse

- Use consistent section names
- Reuse language patterns for similar tasks
- Write content that supports localization

## Result

- Faster authoring
- Consistent tone
- Lower cognitive load
- Easier maintenance

# Example Article

## Set up a Performance Max campaign

### What you'll learn

How to create and launch a Performance Max campaign.

### When to use this

Use Performance Max when you want to optimize performance across Google channels using a single campaign.

### Steps

1. In Google Ads, select **New campaign**.
2. Choose your campaign goal.
3. Select **Performance Max** as the campaign type.
4. Add your assets (text, images, video).
5. Confirm conversion tracking and bidding settings.
6. Review and publish your campaign.

### Common issues

- **Low performance early on**  
Performance Max requires time to learn from data. Allow a learning period before making changes.
- **Missing assets**  
Campaigns perform better when all asset fields are completed.

### Next steps

- Review performance insights
- Optimize assets based on results