

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