

# Google Ads Copy Tip

1. Use keywords that have been used in the ads group
2. Use Brand Name
3. Use Search Terms user's query [ After you have run your campaign for 1 month]
4. Use Call To Action
5. Use Benefits/Solutions/Features/USPs
6. Use FOMO (Fear Of Missing Out) Example: Offer End In 7 Days 7.

## EG:-

- "Boost Your Business with Custom Websites – Limited Offer!"
- "Get a Stunning Website from [Brand Name] – Act Now!"
- "Launch Your Site Today – Free SEO for 7 Days!"
- "Expert Web Development – Transform Your Brand!"
- "Ready for a New Website? Start with [Brand Name]!"
- "Custom Websites – Limited-Time Offer, Don't Miss Out!"
- "Your Dream Website Awaits – Claim Your Free SEO!"