

Best Practices Guide: Creating High-Quality Search Ads

Here at Buhi, we take pride in our digital advertising. Therefore, crafting impactful and effective **search ads** is one of your most important tasks. As our digital marketing specialist, you'll create ads that appear in search engine results and compete for attention in a highly dynamic space.

To help you get started strong, follow this guide to ensure every ad you create is polished, persuasive, and performance-ready.



Writing a Quality Search Ad

Search ads must quickly capture attention and inspire action. Focus on the following five elements:



1. Call-to-Action (CTA)

Your CTA should be clear, direct, and action-oriented. A strong CTA helps convert interest into clicks.

Top-performing CTA phrases include:

Shop, Browse, Order Now, Register, Subscribe, Sign Up, Learn More, Get Started, Request a Quote, Contact Us, Download, Join, Try for Free, Free Trial, Discover How, Find Your Bag, Share on Social Media, Don't Miss This, Start Your Journey, Claim Your Free Trial, Grab Your Backpack, Join Our Newsletter, Claim Your Spot, Limited Time Offer, Act Now, Don't Miss Out, Start Today, See Pricing, Get a Demo, Learn More, Buy Now, Add to Cart, Explore Our Products, See What We Offer, Place Your Order Today, Create Your Account



Tip: Tailor your CTA to the stage of the buyer journey – are they just browsing, or are they ready to purchase?

2. Highlight Product Benefits

Benefits make your offer appealing. Let potential customers know *why* they should click.

Common product benefits to include:

Free Shipping, Sustainable Materials, Free Returns, Environmentally Friendly, The Perfect Adventure Bag, Space for All the Essentials, 15" Laptop Sleeve, Durable Zippers and Pockets, Fits All Your Essentials, Comfortable Design, Perfect for Travel, Extra Space, Durable Fabric, 24/7 Customer Support, Easy Returns

 **Best Practice:** Highlight what sets the product apart while staying concise.

3. Relevance to the Landing Page

A quality ad doesn't stop at the click – it needs to prepare the visitor for the **landing page** experience.

- Use language that **matches the page** (keywords, CTAs, benefits)
 - Reinforce the **same product benefit or offer**
 - Build trust by making the transition from ad to page seamless
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4. Keyword Relevance

Search ads depend on keywords to match user intent. Make sure you:

- Use relevant keywords in **headlines** and **descriptions**
- Choose keywords that match the **persona** and **product**
- Avoid vague or generic terms – specific is better

 Example: Instead of "bag," use "lightweight hiking backpack with laptop sleeve."

5. Grammar and Spelling

An ad with typos or poor grammar loses credibility instantly. Double-check that every ad is:

- Professionally written
- Free from errors
- Clear and concise



Review Tip: Read your ad out loud – it's a great way to catch awkward phrasing or missed punctuation.



Bidding Strategy: Make Smart Investment Choices

To win impressions in competitive spaces, your bidding strategy needs to adjust based on **keyword competitiveness**.

Bidding Guidelines:

Competition Level	Recommended Strategy
Non-Competitive	Bid at or close to the suggested bid amount; maintain efficiency and focus on relevance
Low Competition	Bid at or close to the suggested bid amount; optimize with strong copy
Medium Competition	Bid 3–5% higher
High Competition	Bid 10–15% higher



Final Pre-Launch Checklist

Before you submit your ad, check it for each of the following:

- Have I included a **clear CTA**?
 - Did I mention at least one **strong product benefit**?
 - Is my language consistent with the **landing page**?
 - Are my **keywords** relevant and used in key placements?
 - Is my **grammar and spelling** correct?
 - Have I applied the right **bidding strategy** for this keyword?
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Creating great search ads means being sharp, strategic, and customer-focused. Stick to these principles, and your campaigns will stand out and deliver results.

Now, go make your ads click-worthy!