Module 2 – Search Marketing

What is SEO?

A formal definition of SEO:

Search engine optimization is a set of technical and content practices aimed at aligning a website page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and surfaced in the SERP for relevant queries.

A simpler definition of SEO:

SEO is about making improvements to your website's structure and content so people searching for what you have to offer, through search engines can discover its pages.

Benefits & importance of SEO

People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them.

- More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as…
- More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic.
- Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you.
- Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it.

So whether you want more brand awareness, online visibility, leads, sales, or loyal customers, SEO is your answer.

Types of SEO

Google and other search engines take several factors into account when ranking content, and as such SEO has many facets. The core three types of SEO are on-page, off-page, and technical SEO:

- On-page SEO: Optimizing the quality and structure of the content on a page. Content quality, keywords, and HTML tags are the key players for on-page SEO.
- Off-page SEO: Getting other sites, and other pages on your site to link to the page you are trying to optimize. Backlinks, internal linking, and reputation are your off-page MVPs.
- Technical SEO: Improving your site's overall performance on search engines. Site security (SSL certificates), UX, and structure are key here.

The above three types of SEO are used for websites and blogs, but they also apply to three subtypes of SEO:

- Local SEO: Getting your business to rank as high as possible in Google Maps and on the local results of the SERP. Reviews, listings, and Google Business profile optimization are most important here.
- Image SEO: A mix of on-page and technical strategies to get images on your website pages to rank in Google image search.
- Video SEO: A mix of on-page, technical, and off-page strategies to get your videos to rank in YouTube or Google video results.

How does SEO work?

So how does Google determine which pages to surface in the search engine results page (SERP) for any given query? How does this translate into traffic to your website? Let's take a look at how SEO works.

Google's search crawlers constantly scan the web, gathering, categorizing, and storing the billions of web pages out there in its index. When you search for something and Google pulls up results, it's pulling from its index, not the web itself.

Google uses a complex formula (called an algorithm) to order results based on a number of criteria (ranking factors—which we'll get into next) including the quality of the content, its relevance to the search query, the website (domain) it belongs to, and more.

How people interact with results then further indicates to Google the needs that each page is (or isn't) satisfying, which also gets factored into the algorithm.

In other words, SEO works like a complex feedback system—to surface the most accurate, trustworthy, and relevant results for any given search using input from you, Google, and searchers. Your role is to produce content that satisfies Google's expertise, authority, and trust requirements (E-A-T), which satisfy its searchers' requirements.

<u>Factors That Play A Key Role In SEO Marketing</u>

1) Domain Authority
Domain authority mainly describes the reliability that the website has achieved due to different factors such as backlinks. Also, the domain name is another important factor as it reflects the content topics in the website. It has been always noticed that a smaller domain name is more likely to get recognized in the search engine in comparison to the long domain names.

2) The Keywords
The keywords are also one of the most important factors for the SEO marketing campaign. The right keywords can be achieved either by researching them or even with the help of tools such as Google Keyword Planner.
You can have different keyword strategies because of which you can deal with the competitive market well. Surely, including the right keywords in the subtitles and the heading of the content can help in improving the on-page SEO.

3) Relevancy
Search engines can make out the type of content and also can catch copied contents. So, one of the best ways is to come up with unique and original contents. Also, selecting one niche and producing great contents based on that particular niche is highly helpful in improving the ranking of the website in the search engine.

4) The Links
The inbound links can be of higher profit in the search engines. If these links are from the relevant sources, it can offer much higher results. Getting links from prestigious sources is very much possible with the help of the new sites.

5) Site Speed
It is important that your website loads faster so that it can attract visitors and also retain them. Choosing plugin options such as W3 Total Cache can be of great help in decreasing down the loading time of the website

6) Website Design
The website should be very much clean and also highly functional in order to get optimized. Apart from these two features, it is also important that the website is highly responsive in nature.
Different people today make use of different devices such as laptops or smartphones of even tablets to check on different websites. Also, a number of people today make use of diverse browse. Hence, it is very important that the website is also responsive and mobile-friendly in nature.

7) URL Structure
Search engines prefer those URLs that are lesser complicated and easy for the viewers to understand easily. This means you should not compromise about including the keywords in the URLs but you should make sure that they are shorter yet descriptive in nature.

8) The Content-Length

It has been noticed that the content length also plays a major role in the SEO of a website. The higher is the word count, the more preferred the search engine offers to the content. This is the reason maximum of the high ranking blog postings are high much higher word counts.

==Apart from all these factors, there are many more other factors that are responsible for SEO marketing. These many factors are divided into two categories of **On-Site SEO and Off-Site SEO.**==

How to do SEO: On-page optimization

Now it's time to talk about how to actually do SEO—how to optimize your website for these factors so you can rank higher on Google and get more traffic. This requires a combination of on-page, off-page, and technical optimizations, so we're going to organize the steps in that manner. Here are your on-page optimization steps:

- Start with keyword research
- Create quality content targeting those keywords
- Place your keywords
- Optimize your titles
- Optimize your meta descriptions
- Include and optimize images
- Internal and external links

1. Start with SEO keyword research

The first step in search engine optimization is to determine what keywords you're optimizing for. These are terms that your ideal website visitors are likely to type into Google or other search engines, and each page on your site should target a different keyword cluster so they don't compete with eac.

How to do keyword research for SEO

These are your basic steps for finding the best keywords to target with your organic content:

- Create your seed list: Start by listing out the words and phrases your ideal customers are typing into Google. Think about their interests, desires, pain points, and goals, and think in terms of the language they're using, which may be different from what you (as the expert) use.
- Plug them into a keyword research tool: Keyword research tools will give you data around these keywords so you can see which terms you can conceivably rank for and where the best opportunities actually lie. Metrics include:
  - Search volume: How many times that term is searched per month.
  - Competition: How difficult it is to rank for that keyword.
- Sort and prioritize: Put the resulting terms and data into a spreadsheet. Now you can group them into core themes and also prioritize them. Ideally, you'll want to target keywords with a high enough search volume to give you decent reach, but not so high that the keyword becomes too competitive to rank for. Better to show up on page one for a lower volume, lower competition keyword than to not rank at all for a high volume, high competition keyword.

2. Create quality content targeting those keywords

Your main navigation pages (homepage, about us, contact, products, services) will target keywords, but the bulk of your keyword targeting will come from long-form content in the form of blog posts. Quality, SEO content is:

Aligned with the keyword's intent: Make sure your content provides the information people are seeking when they search this keyword. This is why you should always search the keyword on Google first.

- Provides a good experience: It's free of overly aggressive pop-ups or CTAs or other distracting elements; uses images to depict concepts, and loads quickly and properly on all devices (more on this later in the technical SEO section).
- Reads naturally: Don't keyword-stuff. Write like a human being speaking to your audience; not a content writer trying to optimize for a search engine.
- In-depth: Google isn't interested in thin, duplicate, or low-value pages. This means 1,500-2,500 words of accurate, up-to-date, information.
- Organized: Use your heading tags to indicate the hierarchy of information on the page.

3. Place your keywords

In addition to naturally in the body of your content, you'll want to place your keyword into specific spots on the page to indicate to Google what you're looking to rank for. This includes:

- SEO title (title tag)
- Page title (H1 tag)
- At least two H2 headings
- Image alt text
- Image file name
- Naturally in the body
- URL
- Meta description

4. Optimize your titles
For any page on your website, you actually have two titles. The title tag is the title that appears on the SERP and is the single most impactful place you can put your keyword. The H1 tag is the title that appears on the page when you click into it. Whether or not these are the same depends on the page.
To optimize your titles, be sure to:
- Include the keyword: If you can do it in a natural and compelling way, add some related modifiers around that term as well.
- Have only one H1 per page: This should be your main headline, and H2s should be used to label your main sections.
- Keep title tags to 55-60 characters: How much Google will show varies (it's based on pixels, not character counts), so frontload with the keyword.
- Indicate value: What does a user get out of the page? This influences whether they click on it in the SERP or on your site, and whether they keep reading.

5. Optimize your meta descriptions
The meta description is the description that appears on the SERP below the title tag. Google doesn't always show the one you've provided in the SERP; it likes to build its own based on the query, but it's still important to optimize for SEO. Google reads this description when crawling the page to understand what it's about.

To optimize your meta description:
- Include the keyword and related keywords if you can do so in a natural and compelling way.
- Keep it short: Ideal meta description length is 155-165 characters.
- Make it compelling: Remember, showing up in search results is just the first step! You still need to get searchers to click. Include a concise description, a clear benefit, and a call to action, like ad copy!

6. Include and optimize images

Images are a key player in SEO optimization. They keep users engaged with your pages, enhance the quality of the information, and provide opportunities for you to rank and generate traffic to their host pages through image results. Plus, Google has increasingly been making the SERP more visual.

Here's how to do SEO optimization for images:
- File name: Save the file name with the keyword, with dashes instead of spaces.
- Add alt text: Alt text stands for the text alternative of an image, and it's how Google "sees" an image on a page and detects its relevance to the keyword. It also makes your site accessible for screen readers, and if images break, the alt text will still appear. Don't keyword stuff here. Imagine you're describing the image to someone who can't see it—that's what it's there for!
- Compress: Large images can slow down the speed of your site. Compress them to reduce file size and properly size them. You shouldn't need images much wider than 1000px, but every site is different.

7. Internal and external links

When doing SEO for blog posts, you'll want to add both internal and external links.

- External links: Find 1-3 pages relevant to the topic you're targeting, on other sites that have high domain authority, and link to them in your post. This helps to build trust with Google.
- Internal links: Link to other blog posts on your site in the content of the post you're writing—just like I did in that last bullet, using "high domain authority" as my anchor text. This gives Google multiple pathways to any given post, making your site easier to crawl as a whole. How many to include here depends on the length of the post and the amount of other content you have available to link to. Keep the links relevant to the page and to the anchor text you use.

How to do SEO: Off-page optimization

All of the steps above are on-page SEO strategies. Off-page SEO, on the other hand, is what you do on other pages of your website, other websites, and even other platforms to help your page to rank. Here are some off-page SEO tactics

8. Earn and reach out for backlinks

Backlinks, or links to your site from other websites, are the third most important Google ranking factor. Backlinks from higher credibility sites are, of course, more valuable than those from lower credibility sites. The more high-quality backlinks you have, the higher you'll rank.

So how do you get more backlinks? There are several strategies, but a few include:
- Producing original, authentic content worthy of getting backlinks.
- Proactively reaching out to sites for which a link to your content would be a useful addition.
- Guest posting
- PR coverage

9. Share your content on social media

In addition to linking to your homepage in social media profiles, you should also be regularly sharing your blog posts with your feed. This earns you referral traffic, and the more eyes on a post, the higher the chances of generating backlinks. Social media itself isn't a direct google ranking factor, but your activity on the platforms and users' engagement with your content there send social signals to Google that influence your ranking.

10. Build your brand reputation

When determining how high to rank a particular page on your site, Google doesn't just look at that one page. It takes into account your brand as a whole, which it does so by looking at other information about it across the web—including reviews, ratings, listings, awards, and even unlinked brand mentions. As such, building your brand reputation by optimizing your listings, gaining positive press, and asking for reviews is essential for SEO. Much of this falls under the realm of local SEO but there are plenty of brand-buiding strategies that apply to non-brick-and-mortar businesses too.

SEO tools

You can't carry out effective search engine optimization without data, and to get data, you need tools. Luckily, most of them are free. The best SEO tools for an optimal SEO strategy are:

- Google Analytics: This is the gold standard for website traffic analytics, and it's free. Use it for any and all SEO metrics to measure your performance, such as traffic, time on page, engagement with page, number of pages per session, and (lots) more.
- Google Search Console: GSC is essential for content-focused and technical SEO. Although some Search Console data appears in Google Analytics, there is a lot you get in the platform on its own. Use it for Core Web Vitals, granular query analyses, indexing, and more.
- Keyword research tools: As mentioned above, you'll need these so you can find keywords that are realistic for you to target in terms of search volume and competition. Use my roundup of the best paid and free keyword research tools to find the right one for you.
- SEO software: If you're going to look at deeper SEO metrics like backlinks, competitive information, and more advanced keyword data, you'll need a paid SEO tool like Ahrefs, Moz Pro, Screaming Frog, SEMrush, etc. Some of these offer free trial versions or free services for the first 500 (or something) links.
- Website graders: Whereas the aforementioned tools are often complex and require you to know how to make sense of the data, website graders can simplify SEO for you and offer more guidance.

SEO strategies and best practices

- Always always search the keyword: What you think users are looking for when they perform a particular search in Google may not be what they're actually looking for. Keyword intent matters, so always search the keywords you're trying to target to make sure you have an intent match.
- Be patient: SEO takes time. Like, a lot of time. It can take a few months before you really start to see the fruit of your efforts, but once you start seeing the impact, the benefits compound over time—so don't give up prematurely!
- Focus on quality: Google is always updating its algorithm and coming out with new SERP features, but at the end of the day, it's all designed to surface the best content out there. So your focus should always remain on creating useful, trustworthy content consistently. That is the best SEO strategy above all else.
- Maintain your content: While the consistent publication of quality content is the top Google ranking factor, this should not be at the expense of letting old content go stale. Regularly refresh your evergreen pages to preserve their SEO value and get consistent traffic growth over time.
- Track and measure: Report on your traffic and site data regularly so you can see what topics resonate most with your audience, detect issues, and set goals for traffic growth.

What are Google Ads?

Google Ads is the name of Google's pay-per-click (PPC) platform, which allows businesses to gain visibility across Google's properties. The most common type of Google Ads ad is the search ad, which appears on the search engine results page (SERP) for searches relevant to the advertiser's products and services—but businesses also use Google Ads to run display ads, shopping ads, YouTube ads, and more.

Google search ads
Below is an example of a Google SERP containing ads. There are two sections of paid results: one above the nonpaid or organic results, and one below.
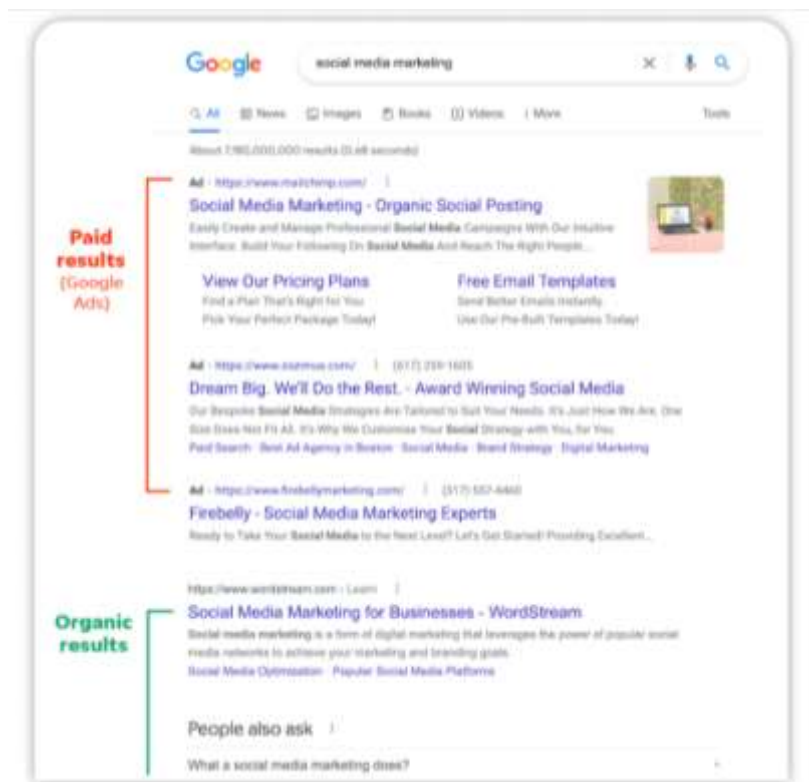
Google display ads
As mentioned above, you can also run display campaigns which appear on the Google Display Network—an extensive collection of outside, third-party websites that have agreed to serve Google ads. Google Display ads can be in text, image, video, or rich media format, and can be targeted differently—such as through audiences and remarketing

Google shopping ads
Google shopping ads appear on both the regular SERP and in the shopping tab. These ads operate differently from regular search ads since you can't target keywords. Instead, you maintain a detailed catalog of your products and Google will match them to searches. You can, however, tell Google which keywords you don't want your ads to appear for.

YouTube ads
Since Google owns it, YouTube advertising is done through Google Ads. You can create video, text, or display ads that appear during and before videos and elsewhere on the platform. YouTube ad targeting operates similarly to display targeting.

Types of YouTube ads

Skippable in-stream ads	• Video ads that play before, during, or after content • Can be skipped after five seconds
Non-skippable in-stream ads	• Video ads that play before, during, or after content • Cannot be skipped
Bumper ads	• Six-second YouTube ads that cannot be skipped
In-feed video ads	• Ads promoting your YouTube channel videos in the search results or as related videos
Masthead ads	• Large header ads on the front page of YouTube • Best for businesses with large marketing budgets
Responsive display ads	• Image, video, or text ads that point to any URL • Appear in different locations on YouTube like the sidebar

How to setup Google Ad Campaign

Step #1: Go to the Google Ads Website
Go to https://ads.google.com. You will then see, "Start Now." Click on that and sign up for your Google Ads account. You can then click on the button that says, "Create your first campaign."

Step #2: Choose a Campaign Type and Name
You have options for a campaign type. When you're just getting started, it's best to choose "Search Network only."

Name your campaign. You may want to choose a name that has to do with the product or service you're advertising.

Step #3: Select Ad Display Location
You have many options when it comes to people's locations. You can choose a large or small area. For instance, an entire country or just a city. If you want a specific area, you can use latitude-longitude coordinates.

Be sure you know the locations of your ideal customer. If you're a local business owner, you want to target people around your area. If you're selling your products and services to people throughout the United States, choose the U.S. For business owners who sell internationally, you may want to set up several campaigns for countries that have the highest sales or where most of your consumers live.

Step #4: Set Your Daily Budget
Until you become a proficient Google Ads user, it's best to set a low daily budget. This allows you to start slowly, gather data, and then expand what's working once you are more familiar with your campaigns. Note that Google can and will go slightly over your daily budget. For that reason, it's important to keep a close eye on your campaigns and adjust your budgets each week to ensure you don't go over your maximum monthly ad budget.

You must also set up your payment options.

- Manual Payments: You pay before your ad shows.
- Automatic Payments: You link your account to your credit card or bank account and the money is drafted automatically.
- Monthly Invoicing: Google provides credit lines to some business owners who qualify.

Step #5: Add Keywords

This can be tricky, especially for first time advertisers. Your first inclination is likely to add as many keywords as possible that you think are relevant for your business. In fact, this is exactly what Google wants you to do because then you'll spend more money.

Fight that urge! Instead, focus only on what we call the "bullseye" keywords. These are the keywords where there is absolutely no doubt that the person searching the keyword is looking for exactly what you offer. There may only be a handful of these bullseye keywords and that's OK. Don't add any keywords where there is any doubt the searcher may not be looking for your product or service.

Step #6: Create an Ad

This is when the fun begins. You get to create an ad that will attract your consumers and make them click to go to your website. Prospects are more likely to click on an ad that has the keyword they used in Google's search bar. So, if you are targeting a specific keyword phrase your consumers use (after doing keyword research), be sure to use that phrase in one of the two headlines.

After the headlines, you can move on to the ad description. Focus on the key benefits of your product or service, describe your special offer if you have one, and end with a strong call to action.

Lastly, we recommend sending people to a landing page that is created to specifically match your ad. By doing this, you can ensure that the information in the ad is reflected on the landing page, which will lead to stronger conversions. People often make the mistake of setting up an ad that advertises a special deal and then sending them to their homepage that never mentions this deal. This only leads to frustration on the part of your prospect. A landing page should be highly targeted for the keyword phrase you used in your ad.

Step #7: Set Up Conversion Tracking

This last step is to set up all the appropriate conversion tracking for your business. Google gives you the following options:

- Webform leads (ex. quote requests)
- E-commerce orders (ex. orders from your online shopping cart)
- Calls from ads (ex. phone calls from the number displayed on your ads)
- Calls from the website (ex. phone calls from the number displayed on your website)
- Imports from sales that occur off of the internet
- Make sure you set up all the appropriate conversion tracking options before you turn your ads on! Otherwise, you won't be able to measure the effectiveness of your ads.

Why Google Ads appear on the SERP

Google Ads is focused around keywords, the words that people are most likely to use when searching for their product. When advertisers create a Google Ads search campaign, they create ad with a specific offer and choose a list of keywords to target that are relevant to the offer. When someone searches on Google (also known as a query), Google will check to see if any advertisers are bidding on keywords relevant to that search. If there are, ads will appear on that SERP.

How does Google Ads auction work?

- Advertisers create ads that target (bid on) keywords.
- Someone searches on Google.
- If any ads are targeting relevant keywords to that search, an auction is triggered.
- Google enters all relevant ads into the auction, only one per account.
- It then uses Quality Score and Ad Rank formulas to choose the winners.
- Advertisers only pay when their ad gets clicked.

1. Advertisers create ads based on keywords

This is your keyword bidding. Unlike a regular auction where participants bid on products, advertisers in the Google Ads auction bid on keywords. For example, a pet adoption agency might create an ad that targets a group of keywords like pet finder, pet adoption, pet rescue, animal shelter, and more. They'll then tell Google the most their maximum bid—the most they're willing to pay for a click on that ad These ads and their associated keywords make up the advertiser pool for the Google Ads auction.

2. Someone searches on Google

This is called a query! Note that for the sake of this post, queries and keywords are essentially the same, the difference being that keywords are the terms advertisers target while queries are the actual terms users type in. Sometimes the query exactly matches the keyword while other times it's relevant. Which leads us to the next step.

3. Google looks for matches

This is called keyword matching. Google will scan through the advertiser pool we mentioned above to see if any advertisers are bidding on keywords that it (Google) deems relevant to that query.

Sometimes, such as for informational intent searches, there aren't any relevant keywords swimming around in the advertiser pool. But in many cases (for 3 billion of the 5.6 billion searches each day) there are, and as mentioned above, these may or may not exactly match the query. (There are actually three different match types you can select for your keywords, which we'll talk about in the FAQs)

As a simple example, if the query is pet adoption, Google might deem keywords like pet adoption, rescue shelter, pet finder, and buy a dog (among hundreds, maybe even thousands of others) to be most relevant to the user's query and location.

4. The auction begins!

What this means is, for each account that is bidding on one or more relevant keywords to the query, Google will choose one keyword per account to enter into the auction—and that account's corresponding ad for that keyword. Make sense? But given the fact that there are more than four million Google advertisers, a single ad auction could contain thousands of ads, and there are only a handful of spots for Google ads to show on the SERP: three or four each at the top and bottom.

How does Google choose which ad to show?

The great part about the Google Ads auction is that the winners are not necessarily the highest bidders. Google takes several factors into account so it can choose the most relevant and highest quality ad for the user. This is great news for small businesses running Google Ads. Here's how Google decides:

Step #1: Quality Score

First, Google assigns each ad a Quality Score from 1-10 based on three things:

Relevance: How relevant your ad is to the intent of the query.

Expected click-through rate: How likely your ad is to get clicked if shown, based on your historic performance in relation to competitors.

User experience: how relevant your landing page is to your ad and how useful the experience is.

Step #2: Ad Rank

Next, Google uses each ad's Quality Score to calculate its Ad Rank:

Ad Rank = Quality Score X maximum bid

"Rank" in Ad Rank can be a little confusing because typically we think of a ranking of one to be best. But in this case, the higher your Ad Rank, the better. There is no perfect Ad Rank score to seek after because it depends on the cost of the keyword.

So in our example below, Sam has a Quality Score of 10 and a max bid of $2. So his Ad Rank is 10 x 2 = 20. Jane, on the other hand has a higher maximum bid but her Quality Score is only 1, so her Ad Rank is 8. She doesn't make it onto the SERP.

Step #3: Cost per click
The last step in the auction is price. Advertisers only pay if a searcher clicks on their ad (hence the term pay-per-click/PPC). But this is not a fixed, one-size-fits-all price. It's also not necessarily the advertiser's maximum bid.

Your cost per click = Ad rank of advertiser below you / Your QS + $0.01

In the example below, Sam is in the #1 position. His Quality Score is 10 and his Ad Rank is 20. Mary's ad, directly below his, has an Ad Rank of 16. So, Sam's actual cost per click is 16/10 + 0.01= $1.61.

So we can see here that maximum bid is factored into the auction (since it's used to determine Quality Score which is used to determine Ad Rank), but not the ONLY factor. And in fact, Google rewards higher quality ads with lower costs per click.

And that is why the ROI for Google Ads can be so high: Searchers only see ads relevant to their search (and that they're most likely to click on) and advertisers pay the lowest possible price for each query. It's a win-win!

Notice how this compares to Pat. Pat's Quality Score is 2, Ad Rank 12, and cost per click $4.01. He appears two spots below Sam even though he pays more per click and had a higher maximum bid.

Google Ads extensions

Google Ad extensions are additional assets applied to your Search ad placements in real-time as they appear in results pages. They provide additional information to your ad viewers and help to build out your ads for the highest quality audience experience possible.

How do Google Ad extensions work?
Google Ad extensions are free and can be applied to all Search ads within an account, campaign, or ad group. They're not guaranteed to show every time your ad appears to a viewer, as it's up to Google's algorithm when they will show depending on many factors like the ad placement, other ads on the page, past extension performance, and more.

1. Sitelink extensions

Sitelink extensions are one of the most common Google ad extensions. These extensions are additional links that show below your ad on the SERP. In a way, I like to think of Sitelinks as a "mini ad" since their setup and purpose is like that of an ad.
They have four available spaces for you to fill in. The first is the actual link text (a.k.a. "Sitelink text" in the platform) that tells the viewer what they could be clicking on, so think of it similar to an ad's headline. The second and third are the description lines up to just 25 characters that are there as an option for you to add further context to your link. Lastly, you'll have to of course add in the final URL.

Who should use them?
Any advertiser looking to increase their click-through rates. Sitelinks help you to drive traffic to your website since they allow the viewer an additional opportunity to click on something.

However, if you have other PPC goals in mind, sitelink extensions can still be of use to you. They take up a bit more room on the SERP, so this can be helpful for brands looking to establish awareness or go head-to-head with competitors. These can also be useful if you have additional landing pages on your site you want to point viewers to. For example, "About" pages, "Contact Pages," or "Testimonial" pages are commonly found as sitelinks.

Sitelink extension best practices

Sitelinks are shown in even sets of two, four, or so on. So, you must set up at least two sitelink extensions at a time in order for them to be applicable to your ads.
To avoid any ad disapprovals, be sure your sitelinks are pointing to the same domains as your ads. Like with anything on Google Ads, you'll also want to ensure your sitelink extensions are filled out with keyword-rich content as much as possible.

2. Callout extensions
Google Ads callout extensions are also popular due to their sweet and simple nature. These extensions are just quick blurbs of text (and I mean quick—you're only allowed up to 25 characters) that appear after your ad descriptions.

On the SERP, they don't look any different from your description text. This Google Ads extension type is just a way for you to add additional text you may not have had room to add otherwise. It helps you to "call out" things you might not have previously mentioned, like "BBB A+ Rated" or "Family Owned & Operated."

Who should use them?
Google Ads callout extensions are a great fit for any business out there, regardless of your goals. They help to build out your ad so it looks more robust on the SERP, and give you an opportunity to fit in more keywords to help boost your ad rank.

Callout extension best practices
Try not to make your callout extensions too repetitive. Since callout extensions appear right after your descriptions, you don't want to tire your audience by saying the same thing twice.

3. Structured snippet extensions
Structured snippet extensions are like callout extensions, but with a twist. These provide a quick list or catalog of offerings you may have. They appear similar to callout extensions in that they show right next to your ad description text and don't look any different from the viewer's perspective.

To set up a structured snippet extension, you have to pick a "Header" language and category. This is templated text that will automatically appear before your chosen structured snippet listings. After, you'll be able to add up to 10 25-character values.

Who should use them?
While you can finesse structured snippets to fit most businesses, they're most commonly used by advertisers looking to promote products or services due to the templated heading choices.

Here are the types of structured snippet extensions available:
- Amenities
- Brands
- Courses
- Degree programs
- Destinations
- Featured hotels
- Insurance coverage
- Models
- Neighborhoods
- Service catalog
- Shows
- Styles
- Types
- Structured snippet best practices

Make sure your structured snippets are clearly conveying what you're offering. For example, instead of listing "bundles available" you might want to list out what specific items go into that package instead.

4. Image extensions

The name of this Google Ads extension surely helps to explain its purpose: display an image under an ad. You can upload square 1×1 images that are up to 5120KB to be shown below your ad copy.

Who should use them?

Any business that offers a visually-appealing product or service could benefit from image extensions. However, there are a few more requirements outlined by Google. You'll need to meet the following in order for you to be eligible for Google Ads image extensions:

- Your account has been open for at least 90 days.
- You have a good history of policy compliance.
- You have active campaigns—including Search ads running for at least a month.
- Your account doesn't fall under a sensitive vertical category, like sexual content, alcohol, gambling, or healthcare.

Image extension best practices

Aside from making your Google Ads image extensions as visually appealing as possible, Google outlines a few more tips inside the image extension creation portal. Here's a quick preview of what the platform recommends."Images must meet the quality standards of Google Ads. Logo overlay, text overlay, gifs, and blurry or poorly cropped images aren't allowed."

5. Call extensions

Call extensions are made to drive calls to your business. It attaches a phone number of your choice to your ad. For mobile ads, the extension will appear below the ad. For desktop, it will show next to your display URL.

This allows viewers to know your number without having to click on a landing page, so people will be able to make calls directly to your business via this Google Ad extension.

Who should use them?

Even if your business doesn't primarily rely on calls, I still recommend that most advertisers take advantage of this Google Ad extension. It's an additional way to create a higher quality ad with more chances of pulling an interaction from the viewer.

Call extension best practices

Driving calls is great, but you need to be ready to handle the calls that do come in to avoid call abandonment. Have a system in place to track and respond to any calls you may pull from your call extensions.

6. Lead form extensions

If you're looking to increase your conversions, Google Ads lead form extensions help you to do just that. They allow your audience to fill out a form directly on your ad, rather than having to click through to a landing page.

This Google Ad extension is a bit more involved, so be ready to follow all the steps like accepting Google's Terms of Service, setting up all the questions, creating a submission message for completed forms, picking a call to action, and choosing how you'll track and/or export any leads you get.

Who should use them?

Any business looking to drive leads or collect information from its audience should leverage Google Ads lead form extensions.

Lead form extension best practices

Be ready to take a few minutes to get the initial setup to be exactly how you want it. Another lead form best practice is to limit the number of fields as much as possible to avoid any form abandonment. Lastly, have a CRM in place that you can export your Google Ad form-fills to for tracking and nurturing leads.

7. Location extensions
Location extensions show an address below your ad copy. However, you can't put any old address in there. You'll have the option to choose from locations already synced to your account from your business information in your settings.

Who should use them?
If you're looking to increase foot traffic to your business, this Google Ad extension is a no-brainer. However, if you don't operate out of a physical location, you may still want to show where your business originates to add a "local touch" to your advertising.

Location extension best practices
Check in on this Google Ad extension every so often to keep your address up to date with the correctly corresponding ads. Sometimes, advertisers choose to have ads with certain location targeting parameters have a specifically chosen extension. If you go that route, it's worth a routine check to ensure the right location extension is applied accordingly.

8. Affiliate location extensions
For multi-location or franchise marketing purposes, Google Ads created the affiliate location extension. This is a templated extension that allows you to choose from a pre-selected list of either general retailers or auto dealers across the world that you can attach to your ad. When a viewer sees your ad, the affiliate location extensions will show the location of the retail or auto chain closest to them.

Who should use them?
If you sell products with a major retailer or dealer, you're able to use this Google Ad extension. Otherwise, you should use a regular location extension instead.

Affiliate location extension best practices
Be sure that whatever chain you opt into here is one you actually work with. This means that you consistently have products stocked with the chain across all locations.

9. Price extensions
Google Ads price extensions are product and offer-focused, as they allow you to list specific items with their prices as well as a description. A portion of the extension has templated choices from Google, like what type of product you're listing, the currency, and any price qualifiers. Once you choose those, you can list the product name, description, price, and final URL. You can add up to eight price extensions within one buildout.

Who should use them?
Surprisingly, the templates Google gives you for this extension are fairly flexible. Any business that wants to list prices on items like service bundles, events, products, neighborhoods or locations (for real estate marketing), and more could find this extension useful.

Price extension best practices
Unless you check your extensions regularly, be sure to avoid seasonal prices that could expire or be inaccurate in the future.

10. App extensions
App extensions promote downloads for an app underneath your ad copy. You have to already have your app listed on iOS or Android, and then you can search for it to pop up as an extension option.

Who should use them?

Unlike some of the other more universal Google Ad extensions, App extensions should only be used by businesses that have an app.

App extension best practices
Try using this ad extension in your Search campaigns to complement an app campaign you already have running. That way, you're maximizing your app download opportunities across multiple Google Ads campaign types.

11. Promotion extensions
Promotion extensions are perfect for limited-time offers or discounts. Similar to price extensions, they allow you to choose from a templated list of promotion types, promotion details, and currencies. Lastly, you'll fill in the promoted item description, a final URL, and choose to have a start and end date or to run the extension indefinitely.

Who should use them?
Any advertiser can take advantage of this extension, as it's customizable enough to fit a wide variety of offers, sales promotions, or discounts.

Promotion extension best practices
Take advantage of the start and end date options since this extension should be primarily used for short-term deals (otherwise, you might choose to use the price or structured snippet extensions instead). Plus, this will allow you to "set and forget" the extension without worrying about it becoming outdated.