

# 5 Tips For Writing Winning AdWords Text Ads

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- ❖ Why you should write a good ad
  - When you have a good ad, lots of people are going to click on it and when lots of people click on your ad that in turn means that you get a good click-through-rate.
- ❖ What is a CTR?
  - Click-through-rate means it's a percentage that Google tell you of the people that have seen your ad be it been served an impression of those people who've seen it how many people have clicked on it.
- ❖ What is a Quality Score?
  - It is essentially a number which Google assign between 1 and 10 to rate the quality and relevance of your PPC ads. One being the worst and ten being the best.
- ❖ Tips in writing a good ad
  - Incorporate a call to action
    - Call to action is explicitly saying in your ad copy what it is ultimately you want that person to do.
  - Incorporate the keyword in the headline
    - Incorporating the keyword in the headline will jump out at people more because you're saying to them I know you're looking for this and here is exactly what you're looking for.
  - Have a very compelling offer
    - If you don't have a good offer for people then people are less likely to click on your ad. So if you are running some kind of offer, for example if you're a dentist you may offer a free initial consult, if you're a plumber you might offer a credit for the call out fee, depending on what your business is.
  - Try and ask a question in which they answer yes to
    - A question in which the answer will be yes to. So if you combine this tip with tip number two of the keyword you can ask a really good question.
    - Test a question headline ad against a non-question headline ad and compare the results.
  - Incorporate some pains and frustrations in the ad copy
    - Have a think about what are the pains and frustrations in your ideal client. What's going on in their head that you can address in your ad.
    - Say for example you're a dentist and most people don't enjoy going to the dentist because they find it a painful experience. You can incorporate in your ad copy that perhaps you offer anesthetics for pain free treatment or then that's going to address that particular person's concern that they're not going to be in pain and they're going to be more inclined to go with you over somebody else.