

# ENGAGE YOUR AUDIENCE WITH AD EXTENSIONS

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- Using ad extensions is an important aspect of your PPC account.
- Extensions allow you to add additional information and actions to your ads. For instance, some extensions allow a user to send you a text message, others allow for someone to find directions to your office, and others allow you to showcase additional features about your business in the ad.
- The amount of extensions has become overwhelming. In this article, we're going to point you to the minimum numbers and ones you should be using.



## Everyone

There are few extensions everyone should use:

- **Sitelinks:** Showcase a message or related product/service within your ad and link that message to a related page. Start with 4-6 per campaign.
- **Callouts:** Callouts are like sitelinks with the exception they don't link to a page. Use these for universal offers such as free shipping, speak Spanish, Open 24/7. Start with 4-6 per account.
- **Structured snippets:** These are lists of items related to your business or aspect of your business. They range dramatically from neighborhoods serviced to brands carried. Create at least 2 per account.
- **Review:** The review extension allows you to add a snippet or quote from a 3rd party review directly within your ad. The review must be less than a year old. Use at least 1 per account.



## Customer Contact

If you want users to contact you, there are two great extensions to use:

- **Call:** The call extension adds your phone number directly to the ad. On a mobile device, a user can even tap the call icon to initiate their phone to call your company. Use at least one per campaign.
- **Message:** The message extension currently allows a user to start an SMS conversation with you; this will be expanded in the future to include other chat applications. If you want to receive SMS texts, use at least one per campaign.



## Local Businesses

- If you have a brick and mortar location where you want users to find and travel to your business, then use the location extension. You will first need to create an account with Google My Business to verify your business's location. Once that's done, you can then connect your business account to AdWords and use this extension. Create at least one per account.



## 3<sup>rd</sup> Party Sellers

- If you sell your goods in major chains, such as Walgreens, then you can use the Affiliate Location Extension to show a user how to get directions to the nearest chain where your goods are sold. Create at least one at the account level.



## App Installs

- If your goal is to get a user to install your app, then create an app extension. You will need to create one extension per app and device combination. So, if you have two apps that are supported on both iOS and Android, you will need to create 4 extensions.



## Showcase Price

- The price extension lets you show prices on a mobile phone. This can be used by many businesses, such as a hair salon showing the price of a haircut versus hair coloring services. This extension is displayed instead of sitelinks on a phone; so, it's a good idea to test this extension versus sitelinks to see which does best for you.



## Tap into the Value of Extensions

- Extensions help your ad take up more real estate, can increase your CTR and conversion rates, and even affect ad rank (where your ad shows in the search results). Using extensions thoroughly and wisely is a crucial aspect of managing paid search.