

## Keyword First

Wherever possible, place your keyword prominently in the top line of the creative. This helps users immediately identify your ad as relevant to their search.

- Create tight ad groups of closely related keywords

tennis equipment  
tennis gear  
cheap tennis equipment  
tennis stuff

[Tennis Gear for Less](#)  
Save 30% on Balls, Clothing & More.  
Buy Online Now & Get Free Shipping!  
[www.tennis-things.com](http://www.tennis-things.com)

- Dynamic keyword insertion can serve as a shortcut, but should not be used at the expense of focused ad groups

cheap tennis gear  
discount tennis gear  
tennis gear sale

{[KeyWord:Tennis Gear](#)}  
Great Deals on all Tennis Equipment  
Vast Selection, Get Free Shipping!  
[www.tennis-things.com](http://www.tennis-things.com)

**TIP: Two Caveats about Keyword Insertion** – Even if you plan to use this feature, you should keep your ad groups focused to maximize content targeting performance. Also, beware of potential editorial violations when keywords are being dynamically inserted.

## Keep it Concise

Short sentences and simple language work best. Double-check spelling and grammar.

## What's the Benefit?

Make sure your creative answers these important questions:

- **Why** should a Google user click through to your site?
- **What** makes your site useful and relevant?
- **How** is it better or different from the competition?

## Include a Call to Action

Make sure your creative offers a strong call to action. What do you want the Google user to do? **Examples:** *Apply Online, Shop Here, View a Demo, Sign Up Now.*

## Test

Include 2 or 3 different creatives for each ad group, so that you have concrete data to determine which messaging or offer gets the best user response. Our ad server will automatically favor the best-performing version.

[Tennis Balls for Less](#)  
Low Prices on All Tennis Equipment.  
Quick & Easy Online Shopping!  
[www.tennis-things.com](http://www.tennis-things.com)

[Discount Tennis Balls](#)  
Save 30% on All Tennis Balls.  
Free Shipping Available Now!  
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