

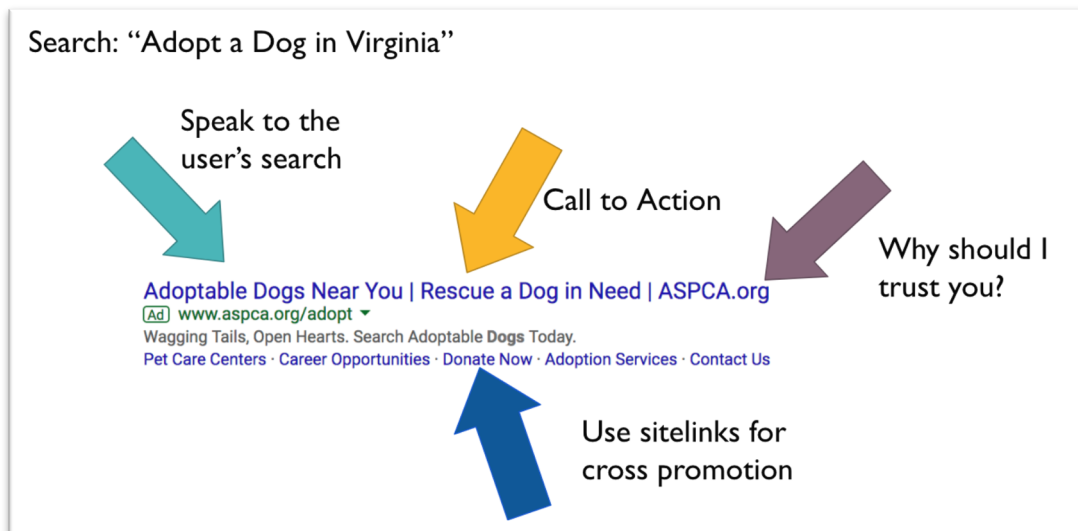
# How to Write a Great Google Ad

**Before you start writing, remember that search advertising is different!**

Users need to be actively searching for what your organization offers.

- Tie your ad content to what you know users want.
- Look in Google Analytics or Google Search Console for what topics are already driving searchers to your site.
- The best topics combine content users want with actions your organization is promoting.

## The components of a Google Ad



## Tips for writing compelling ad copy

- Tell your users what to expect if they click on your ads
- Be straightforward – and not too clever
- Establish trust, expertise and credibility
- Use sitelinks to promote other things your org does

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