

CARNEGIE

# Ad Copy & Creative

Paid Search Master Class Series

February 2025



## Who am I?



**Jenna Dunaief**  
Paid Search Specialist

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**Archetype Persona**  
The Resilient and Inclusive  
Shepherd

**Current Role**  
Manages paid search  
campaigns

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*15% of Google  
searches are new  
every day*

Google Internal Data

# *148 keywords account for 15% of all Google searches*

*According to an analysis by Rand Fishkin of SparkToro, based on data provided by Datos*

# Agenda

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- 1 Anatomy of an Ad
- 2 Key Metrics
- 3 Creative Optimizations
- 4 AI Tools & Features



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# Anatomy of a High-Performing Paid Search Ad

## Summary

- + High-performing Paid Search ads utilize all assets that Google makes available to advertisers



## PPC Asset Requirements

Responsive search ads (RSAs) allow you to provide up to **15 headlines** and **4 descriptions**, which Google will dynamically combine to best match copy to each user

*Headlines*

*Descriptions*

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## PPC Ad Extensions

**Display URL** provides the audience with an idea of where they will arrive after clicking on the ad


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## PPC Ad Extensions

- + **Structured Snippet** extensions highlight specific assets of products or services
- + Advertisers choose a header and can provide up to 10 values

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## PPC Ad Extensions

- + **Callout** extensions promote unique offerings, value propositions, or other detailed information


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## PPC Ad Extensions

+ **Sitelink** extensions are additional clickable links and direct users to pages on a website


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## PPC Ad Extensions

+ **Image assets** enhance messaging and provide additional visual context for users

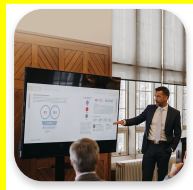
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## Business Information Extensions

- + Once Advertiser Verification is completed, an account is eligible to upload business assets like **business name** and **business logo**


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# Anatomy of a High-Performing Paid Search Ad

## Actionable Items

- + Build a strong foundation
  - + Utilize all 15 headlines and 4 descriptions
  - + Incorporate all applicable assets and extensions



# Evaluating Ad Copy by Key Metrics



## Summary

- + Analyzing CTR, Quality Score, and Ad Strength can provide deeper insight into audience and user behavior

## Key Metrics

### Clickthrough-Rate (CTR)

- + **Definition:** Number of clicks divided by number of impressions
- + **Think About it Like:** How often users who see your ad or assets end up clicking on them

### Actionable Items

- + Use CTR to gauge which assets can be improved
- + Analyze lowest and highest performing headlines and descriptions

# Key Metrics

## Ad Strength

- + **Definition:** Measures the relevance, quality, and diversity of your ad copy
- + **Think About it Like:** How well your ad creative follows Google's best practices

## Actionable Items

- + Utilize all 15 headlines and 4 descriptions
- + Craft varying and unique ad copy
- + Incorporate keywords into ad copy



# Key Metrics

## Quality Score

- + **Definition:** Expected CTR + Ad Relevance + Landing Page Experience, measured on a scale of 1-10
- + **Think About it Like:** A tool to identify areas for improvement

## Actionable Items

- + Pinpoint where to focus efforts and make optimizations
- + Low quality scores can be used to find trends for weak performance

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# Optimizing Your Creative

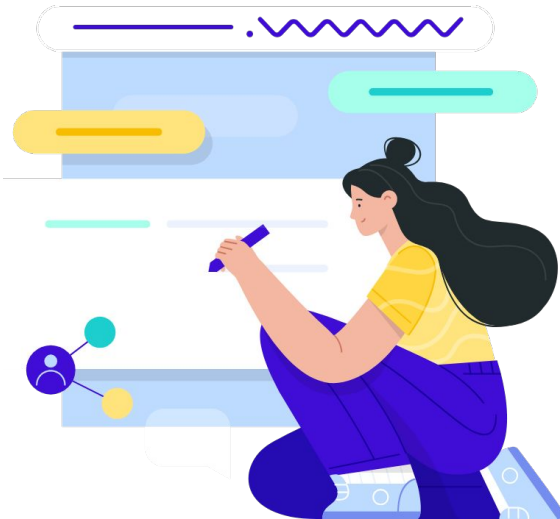


## Summary

- + Utilize the takeaways to help guide optimizations to ad copy

## Write Compelling Ad Copy to Improve CTR

- + Consumers want **personalization**
- + Highlight unique value propositions that differentiate you from your competitors **while avoiding generic statements**
- + Incorporate **clear** call to actions



## Ad Strength Helps You Make a Good First Impression

- + **Maximize** the number of ad combinations by utilizing all headline and descriptions
- + Add as many **unique** headlines and descriptions as you can
- + Test headlines of **varying length**



## Use Quality Score to Improve User Experience

- + Craft headlines and descriptions that **appeal to your audience**
- + Incorporate **highly relevant** keywords in headlines without sounding robotic
- + Consider restructuring your campaign so ad groups are tightly **themed**



**6%**

The increase in CTR on average when image assets are incorporated

**8%**

The increase in conversions at a similar cost per conversion for advertisers that show a business logo and name

**12%**

The average increase in conversions for advertisers who improve Ad Strength from 'Poor' to 'Excellent'



**Keywords are the backbone of PPC,**

*but they are only one part of a much bigger picture.*

*Google Internal Data*



# AI Tools & Features

## Summary

- + Explore new AI tools, like Google's Conversational Experience and Generative AI

# Conversational Experience in Google Ads

## What is it?

- + Generate keywords and extensions, including headlines, descriptions, sitelinks, and images, for **new Search campaigns**
- + Generate extensions when creating and editing responsive search ads within existing Search campaigns


Keyword and asset generation

Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

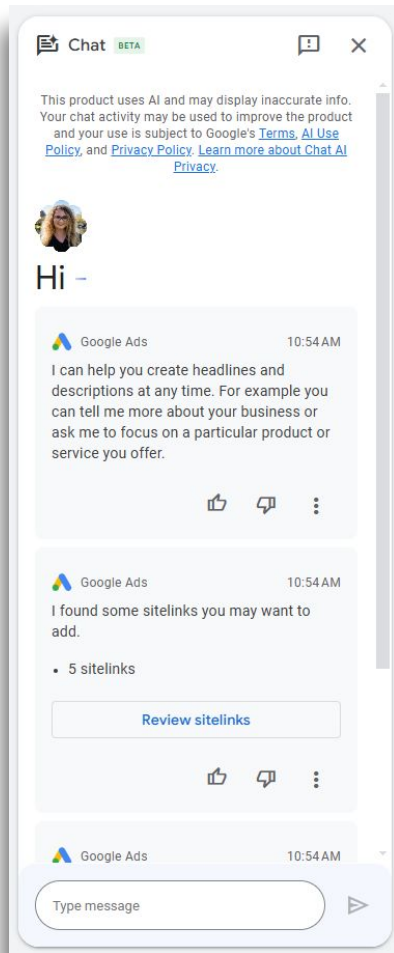
 Final URL (required)\*

Keyword and asset generation is only available in English

# Conversational Experience in Google Ads

## Tips for Using It

- + Keep your requests **clear** and **concise**
- + Chat with Google AI as if you're talking to a human
- + Rephrase your request if you aren't satisfied with a response
- + Ensure that your campaigns adhere to Google Ads policies



# Ad Strength Suggestions in Google Ads

- ✓ Add more headlines [View ideas](#)
- Include popular keywords in your headlines [View ideas](#)
- Make your headlines more unique [View ideas](#)
- ✓ Make your descriptions more unique [View ideas](#)

Suggested Asset library

Headlines that include top keywords

Carnegie Marketing Agency Carnegie Communications Higher Ed Marketing Agency

Improve Ad Strength by including these popular keywords from this ad group

✓ [carnegie higher education] [carnegie dartlet] ✓ [carnegie higher ed] ✓ [carnegie marketing] ✓ [carnegie higher ed] [carnegie dartlet]  
✓ [carnegie higher education marketing] [carnegie digital marketing] [carnegie dartlet higher education]

Other ideas

Call to action phrases

Order Online Shop Online Now Shop Online Today Book Now Find Out More Call Us Now Call Now  
Get In Touch Today Contact Us Now Call Us Today Get Started Today Enquire Now Contact Us  
Contact Us Today Get A Quote Today Get A Quote Learn More Today Request A Quote Call Today

Promotion phrases

Best Prices Great Service Unbeatable Prices View Prices, Deals And Offers Everyday Low Prices  
Great Value For Money Exclusive Deals

[See 13 more](#)

Trust phrases

Official Site Official Website Exceptional Service High-Quality Products High Quality Products  
Lowest Price Guarantee High Quality

# Image Generation in Google Ads

## What is it?

- + Enter prompts to create new image assets tailored to your business and brand
  - + Google may also suggest generated images to review
- + Available when setting up a campaign, editing an ad or asset group and in recommendations, such as an image asset or Ad Strength recommendation

The screenshot shows the Google Ads interface with three main sections: 'Ad name', 'Final URL', and 'Media'. The 'Ad name' section has a text input field with a character count of '8 / 255'. The 'Final URL' section has a dropdown menu set to 'https://' and a text input field labeled 'Final URL'. The 'Media' section is titled 'Media' and includes a sub-section 'Images' with a help icon. Below this, it says 'Add up to 20 images' and shows four small image thumbnails. At the bottom of the 'Media' section, there are two buttons: 'Edit' with a pencil icon and 'Generate images' with a blue diamond icon. The 'Generate images' button is highlighted with a yellow rectangular box.

# Image Generation in Google Ads

## Tips for Using It

- + Reference images can be uploaded as an example of the visual style you are looking to achieve
- + Creation is limited for faces, branded items, and matters of opinion





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Subscribers to the series receive 25% off a PPC audit—plus automatic entry into our drawing for a chance to win a **free PPC audit!**

Don't miss this opportunity to optimize your strategy and maximize your ROI. Please submit the form on the webinar page to learn more.

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# Resources

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## Learn More

[The Power of Search Engine Marketing: Maximize Your Marketing Results with SEO and PPC](#)

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## Explore Carnegie

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[Search Engine Marketing Services](#)





# Thank You!

**Jenna Dunaief**

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