

Guide To Writing Effective Ads

Tips on how to improve your ad text, and/or modify your SEM ad text to perform best in a content network.

- **Include call-to-action phrases in your ads** that are directly related to your keywords. Catch phrases like “Free offer!”, “Limited time deal”, or ‘Sign-up now,’ emphasize your ad's message and encourage the user to click on your ad. Your call-to-action should be clear, and accurate to both your ad and also destination URL (where the user will go once he/she clicks).
- **Include pricing information.** As mentioned above, since you are targeting intent driven users in content sites, they have not only signaled intent, but are now acting on this intent by reading or researching topics related to the keyword they searched with in content websites. By including pricing information you are appealing to the user's expressed intent and action by offering more of the information that they are seeking in their research. Also, including pricing information can help you stand out from competitors and promote your best deal.
- **Make sure your destination URL (landing page) directly relates to your ad.** This is important! Send users to the page within your site that features the specific product or service they have expressed interest in by clicking on your ad. Do not confuse or waste the time of your prospective customers by sending them to your homepage, or another generalized page in your site—you will most likely lose them.



For example; if your ad highlights a deal on an iPod Nano 4GB, make sure your ad directs users to the page featuring this product, and the specific deal outlined. Also make sure your landing page is clear and easy to navigate. You can use programs such as Google Analytics to see the bounce rate of certain pages in your site. Bounce rates are a good indicator of your site's quality, your campaigns' effectiveness, and the eventual conversion quality of your ads.

Example:

[Compare Auto Insurance Quotes](#)
Use ProQuote and Save up to \$500!
Get Your Free Quote Today
www.ProQuoteToday.com

Type of Ad

text | [Banner Ad](#)

Headline:	<input type="text" value="Compare Auto Insurance Quotes"/>	Maxlength: 30 Chars.
Description Line 1:	<input type="text" value="Use ProQuote and Save up to \$500!"/>	Maxlength: 35 Chars.
Description Line 2:	<input type="text" value="Get Your Free Quote Today"/>	Maxlength: 35 Chars.
Display URL: 	http:// <input type="text" value="www.ProQuoteToday.com"/>	Maxlength: 35 Chars.
Destination URL: 	<input type="text" value="http://"/> <input type="text" value="www.ProQuotesToday.com/freequotes/sta"/>	Maxlength: 1024 Chars.