

Short & to the Point

4 steps to creating effective ad copy

Though these steps are geared towards writing ad copy, the same approach can be used in creating meta data for the pages of your website.

Curiosity, Questions, Negatives and Numbers. By using variations or a combination of these tactics, it can help increase click-thru rates (CTR) for your ads.

04
Create variations

03
Write a description

02
Write the headline

01
Choose a keyword

01

Choose a keyword

Using your choice of keyword research tools, choose a keyword (or preferably a keyword phrase) for which you'd like to achieve first page placement on the search engines.

02

Write the headline

Using the keyword you've chosen, write a short headline. Adwords cuts off at 25 characters, but Title Tags can go to 65. To be safe, shoot for 50.

03

Write a description

Use wording that conveys a sense of urgency by creating a call to action. Just make sure it's an extension of the copy found on the landing page. Be consistent.

04

Create variations

Starting with the original ad, experiment with minor word changes & compare the performance of each variation with the original.