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VISION FOR DETAIL

GOOGLE ADS EXTENSION OPTIMIZATION

Google's text ads have a long history of changing. With changes to character count, headline breaks, number of description lines, and more, keeping on top of these changes can be difficult.

With the addition of ad extensions, and the expansion of the types of ad extensions available, it can often be overwhelming to know what's available or even relevant to you.

Today, ad extensions are becoming essential to maintain high ranking ads that outperform the competition. Ad extensions are an easy way to make your ads more engaging, which in turn can increase click-through rate, lower your cost-per-click, and drive more qualified traffic to your website.

This ebook is a straightforward guide to walk you through some of the ad extensions currently available to advertisers and to show you how you can leverage them for your own success.



TABLE OF CONTENTS

WHAT ARE AD EXTENSIONS?	04
TYPES OF AD EXTENSIONS	07
• SITELINK	08
• CALLOUT	10
• STRUCTURED SNIPPET	11
• CALL	13
• MESSAGE	15
• LOCATION	17
• AFFILIATE LOCATION	19
• PRICE	20
• APP	22
• SELLER RATINGS	23
• AUTOMATED	25

WHAT ARE AD EXTENSIONS?

Text ads have come a long way in the past few years and with the continued roll out of ad extensions, there is no longer a “standard” format in which your ads will display. Which Google ad extensions you use, and which ones Google selects to display at any time, can greatly change how your ads appear in the search results. For example, here are two ads that were shown for a search for “cayman real estate”:

Cayman Real Estate - Quality Guidance & Advice

Ad www.azurerealtycayman.com/ ▼

Cayman Islands Real Estate Company. We're Here To Help! Call Today

Distinctive Properties · Boutique Real Estate

[Contact Us](#) · [Azure Team](#) · [About Us](#) · [Developments](#)

📍 4 Galleria Plaza, 638 West Bay Road, P.O. Box 31248, Grand Cayman

Cayman Real Estate - Sales, Rental, Property Management

Ad www.mycaymanrealty.com/ ▼

Going above and beyond call today

Even if it didn't have a spelling error in the headline, the second ad is less compelling than the first. While they both have headlines relevant to the search query, the first ad is using **ad extensions** to make the ad more robust with additional information such as the address and links to other popular pages on the website.

Smart advertisers are taking advantage of the fact that Google is letting them provide more information in their ads and Google often rewards them in kind with better rankings.

Take a look at this set of four text ads. The first two are using three different ad extensions, the third is using one, and the ad ranking fourth is not using any ad extensions. While there are many factors that go into selecting ad rank, clearly there is some preference for ads that are using ad extensions over ads that are not.

The image displays four Google Ads examples, each with red arrows pointing to specific ad extensions. The first ad is for 'freshbooks.com' and includes a call extension with a phone number, a review extension with a quote, and sitelink extensions for various services. The second ad is for 'Concur's Invoice Software' and includes a callout extension with a list of features, an award extension with a list of accolades, and sitelink extensions. The third ad is for 'zoho.com' and includes a structured snippet extension with a list of types. The fourth ad is for 'capterra.com' and does not have any extensions.

Online Invoicing Tool - Easy to Use and Secure - freshbooks.com
Ad www.freshbooks.com/invoice-tool ▾ +1 866-303-6061 **Call extension**
Invoicing Tool for Self-Employed Professionals. Start a 30-Day Free Trial.
"Easy system startup, with little training needed" – CPAPracticeAdvisor **Review Extension**
Time Tracking Software Financial Reports
Self Employed Expense Tracking **Sitelink Extensions**

Easier Invoice Management - With Concur's Invoice Software
Ad www.concur.com/Business/InvoiceSoftware ▾
Concur Relieves Your Staff Of Manual Input of Invoice Data. Chat Us & Learn More
Free Trial · Concur sponsors Jason Day · Test Drive · Concur is now part of SAP **Callout Extension**
Shortlisted: Best Self Booking Tool Provider – Business Travel Awards **Award Extension**
Invoice Resource Center · Contact Concur Today · Learn More About Invoice **Sitelink Extensions**

Simple Online Invoicing Tool - That Saves Time On Invoicing - zoho.com
Ad www.zoho.com/us/invoice ▾
Send Invoice Upto 25 customers for Free With Zoho Invoice. Give It a Try!
Types: Invoicing, Time Tracking, Expenses, Payments, Reporting **Structured Snippet Extension**

Top 10 Invoice Tool Systems - Easy Solutions for Your Needs
Ad www.capterra.com/Invoice-Tool/Free-List ▾
Review a Free List of the Best Invoice Tool Products - Start Today!

USING AD EXTENSIONS CAN INCREASE AD PLACEMENT

Google determines your ad position based on what they determine your Ad Rank to be for that keyword. Ad Rank is calculated using your bid amount, your Quality Score (expected click-through-rate, ad relevance, and landing page experience), as well as the **expected impact of extensions and other ad formats**.¹ Ad extensions have been shown to increase the CTR which is an important part of your Quality Score calculation. If you have a good Quality Score, leading to a good Ad Rank, you can potentially **outrank a competitor** even if they have a higher maximum bid than you.

This fantastic graphic from WordStream gives a visual example of what this means:



Advertisers with a **strong** Quality Score are going to have a strong Ad Rank, even if they don't have the best budget. Paying less to rank higher is the goal of every advertiser and ad extensions are a way to make that happen!

¹<https://support.google.com/adwords/answer/1752122?hl=en>

TYPES OF AD EXTENSIONS

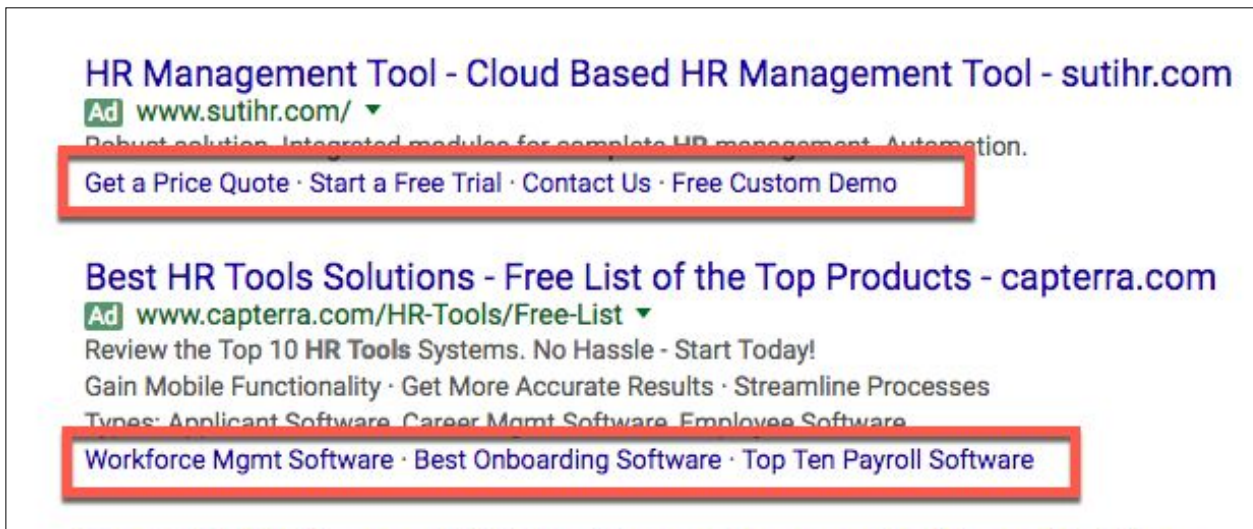
Google ad extensions change frequently and vary by advertiser and location. Here are the ad extensions that we will exploring in the next sections:

- Sitelink Extensions
- Callout Extensions
- Structured Snippet Extensions
- Call Extensions
- Message Extensions
- Location Extensions
- Affiliate Location Extensions
- Price Extensions
- App Extensions
- Seller Ratings Extensions
- Automated Ad Extensions

SITELINK EXTENSIONS

Sitelink Extensions allow you to direct potential visitors to a page other than the one that your ad is pointing to. This is great for visitors because they might want to jump directly to your contact page, a free trial page or another page of your site and being able to do so from the ad can save them time.

Streamlining the user experience to let people get from point A to B quicker increases the odds of them finding what they want, which can increase your conversion rates.



The image shows two examples of Google Ads with sitelink extensions. The first ad is for 'HR Management Tool - Cloud Based HR Management Tool - sutihr.com' with a URL 'www.sutihr.com/'. Below the main text, there is a red-bordered box containing the sitelinks: 'Get a Price Quote · Start a Free Trial · Contact Us · Free Custom Demo'. The second ad is for 'Best HR Tools Solutions - Free List of the Top Products - capterra.com' with a URL 'www.capterra.com/HR-Tools/Free-List'. Below the main text, there is a red-bordered box containing the sitelinks: 'Workforce Mgmt Software · Best Onboarding Software · Top Ten Payroll Software'.

HR Management Tool - Cloud Based HR Management Tool - sutihr.com
Ad www.sutihr.com/ ▼
Robust solution. Integrated modules for complete HR management. Automation.
[Get a Price Quote](#) · [Start a Free Trial](#) · [Contact Us](#) · [Free Custom Demo](#)

Best HR Tools Solutions - Free List of the Top Products - capterra.com
Ad www.capterra.com/HR-Tools/Free-List ▼
Review the Top 10 **HR Tools** Systems. No Hassle - Start Today!
Gain Mobile Functionality · Get More Accurate Results · Streamline Processes
Types: Applicant Software · Career Mgmt Software · Employee Software
[Workforce Mgmt Software](#) · [Best Onboarding Software](#) · [Top Ten Payroll Software](#)

To identify which pages you should be including in your sitelinks, take a look at your analytics. Your top viewed pages are a great indicator of which sitelinks might be a good fit. If you have organic sitelink snippets showing in the search results, those might be good to leverage in your ads as well.

Disney Cruise Line: Cruises & Vacations

<https://disneycruise.disney.go.com/en/> ▼

Family-oriented, Disney-themed cruises on modern and well-appointed ships. Caribbean and Mediterranean itineraries.

Cruises & Destinations

Cruises & Destinations - Expand by pressing control + enter key ...

Special Offers

Disney Cruise Line is proud to honor our country's men and ...

Summer 2018 Itineraries

Set sail in 2018 for exciting cruises that ... destinations and ...

[More results from go.com »](#)

Vacation Packages

Disney Cruise Line packages include weddings and vow ...

50% Off Initial Cruise Deposit ...

... get 50% off your initial deposit (due at time ... you book a ...

Caribbean

A onetime popular haunt for pirates, the Caribbean islands ...

And if you have some specific high-converting pages that you want visitors to come to, those are a great consideration for sitelinks to include.

When adding sitelink extensions you can add them at the Account level, Campaign level, or the Ad Group level.

+ EXTENSION

Remove

Account extension

Campaign extension

Ad group extension

While some sitelinks, like your Contact page or Sale page, might be relevant to all potential visitors, it's a good idea to customize these sitelinks at the Ad Group level.

Take a close look at each of your ad groups and consider if there are any other specific pages that are relevant to your target market that you might want to highlight here.

CALLOUT EXTENSIONS

Callout Extensions are used to highlight your value ad. This is where you provide the reasons why someone would want to select **you** instead of one of your competitors.

Do you offer free shipping? Easy returns? A trial period? This is where you want to include those special differentiators.

Callouts look similar to sitelinks in the fact that they are short and grouped together, but they **do not link to anything**. They can be set at the Account, Campaign or Ad Group level so you can make them pretty specific to the ads that are showing and keywords that are triggering them.



Pro tip: Schedule Your Callouts! Do you have a promotion running? Special holiday bonus? A daily happy hour deal? Schedule your callouts so they only appear on certain days or certain times:

STRUCTURED SNIPPETS EXTENSIONS

For certain advertisers, structured snippet extensions are an option to help differentiate from the competition. These snippets highlight specific aspects of your products and services and appear underneath your ad text. They feature a **header** (such as “Types” or “Destinations”) along with a **description**, and can be identified by a **colon**.

Your ad can show up to two snippet headers and their descriptions at a time. You can add as many relevant snippet options to your campaign as you want and Google will use an algorithm to decide which ones to show.

Cheap Flights - Our Best Price Guarantee - cheapoair.com

Ad www.cheapoair.com/Cheap-Flights ▼ +1 888-516-7919

Grab Cheap Flight Tickets from 450+ Airlines. Pay Less & Save Huge. Book Today!

Types: Economy, Premium Economy, First Class, Business Class

Destinations: New York, Orlando, London, Las Vegas, Mexico, Canada, Cancun, Rome, Europe, Asia

Round Trip Flights

Last Minute Cheap Flights

One Way Flights

International Flights

Expedia - Cheap Flight Tickets - Find & Book Cheap Flights Now.

Ad www.expedia.com/Flights/Cheap ▼

We Offer the Best Deals On Flights Worldwide. Book Flight + Hotel & Save More.

More Flights: Low Prices · All Major Airlines · More flight combinations · Unrivaled inventory

Destinations: Las Vegas, Cancun, Paris, Orlando, New York, Bali, Tokyo, Rome

Search Cheap Flights · One Way Flights · Direct Flights · Book Flights + Hotel · Cheap Hotels

What's the Difference Between a Callout and a Snippet?

Structured snippets can at first appear like a more structured callout, so Google made an image to clarify the differences:

	Callouts	Structured snippets
When to use	Highlight what makes your business, products, or services unique	Highlight a specific aspect of the products or services you offer
Examples	"Save up to 30%" "Free shipping" "24/7 customer support"	(Amenities) "Free Wi-Fi" "Pool" "Fitness Center"
Relationship between values	Advertiser defined	Predefined headers
Character limit	25 characters per callout	25 characters per value
Minimum number of values served	2	1
Maximum number of values served	4	Dependent on value length and screen size

CALL EXTENSIONS

Using Call Extensions allow you to show your **phone number** in your ad. This reduces a step for people who may have been looking for your contact information and is also a quick way for a potential lead to get in touch with you instead of a competitor.

For desktop users, your call extension will show next to the display URL in your ad:

Wedding Photographer - Pictures For Every Occasion - picturethis.ky

Ad www.picturethis.ky/  +1 345-943-3686

Quality **Photography** For **Weddings** And Special Events. Call Us Today.

Established Since 2003 · Experienced Team

For mobile users the call extension will show your phone number along with the option to click-to-call.



The image shows a mobile advertisement for 'Cayman Island Real Estate - ColdwellBankerIslands.com'. The ad includes a title, a URL with an 'Ad' label, a description of services, and a call-to-action button. A red box highlights the call button and its text.

Cayman Island Real Estate - ColdwellBankerIslands.com

Ad www.coldwellbankerislands.com/Cayman

Properties, Villas, & Condos For Sale In The Beautiful Cayman Island
Types: Land, Commercial...

[Grand Cayman Listing](#) [Little Cayman Listings](#)

[Cayman Brac Listings](#)

 Call (404) 396-9643

If someone clicks-to-call, you will be charged as if it was a regular ad click and if you enable Call Reporting for your call extensions, your calls will show up as a conversion in your reports too.

New phone number

Phone number United States

Phone number example: (201) 555-0123

Call reporting ? ☒ On ☐ Off

A Conversion action will be created to track your call conversions. [Learn more](#)

Device preference ? ☐ Mobile

When setting up your call extensions, you should also consider if you want the call extension to show all the time. If you're a realtor with voicemail, having someone call you when you're not available can be OK. If you're a restaurant advertising pizza delivery, you likely don't want your ads or your calls to be showing when you're not around to make or deliver pizza. To manage this you'll want to toggle the "Advanced" options and set up date/time scheduling for your call extensions.

[-] Advanced

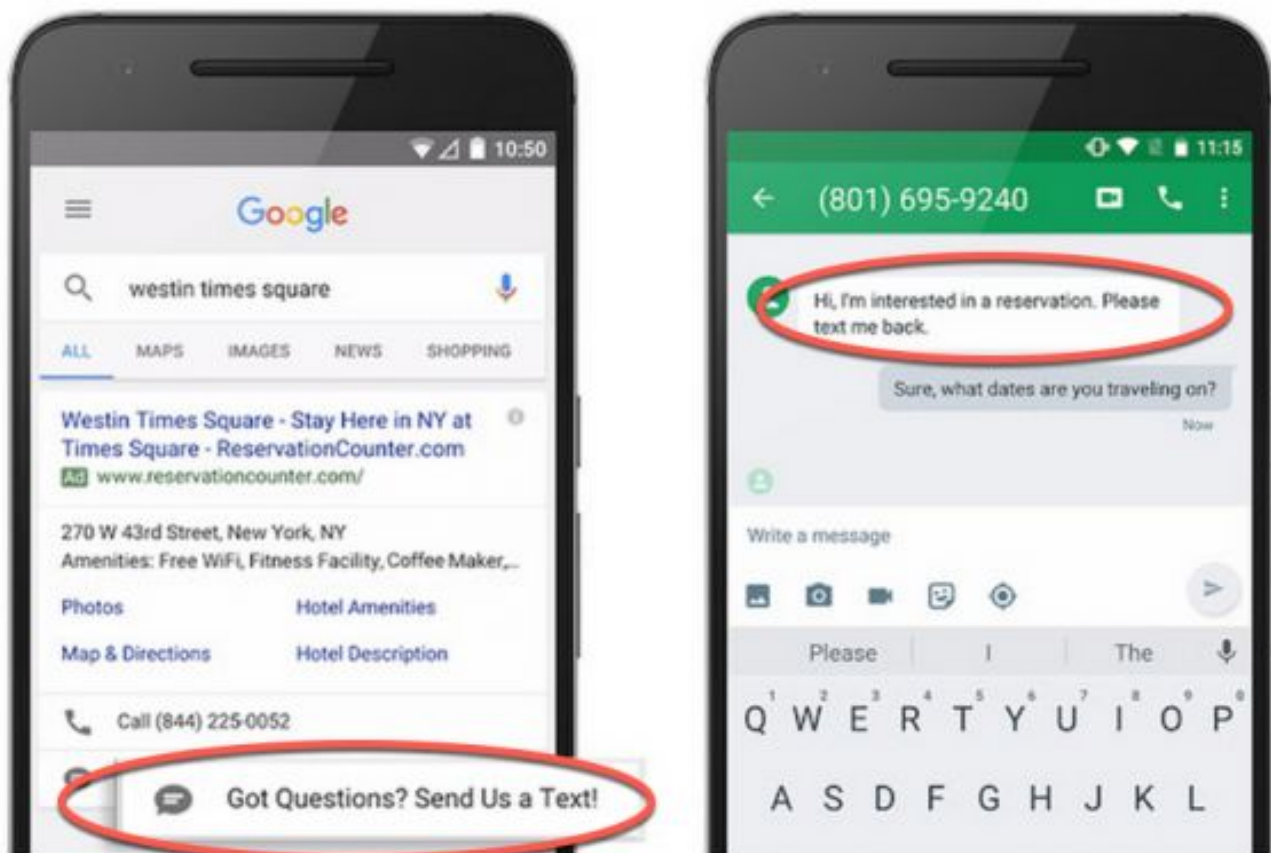
Start/end dates ? -

Scheduling ? All days 12 AM : 00 to 12 AM : 00 X

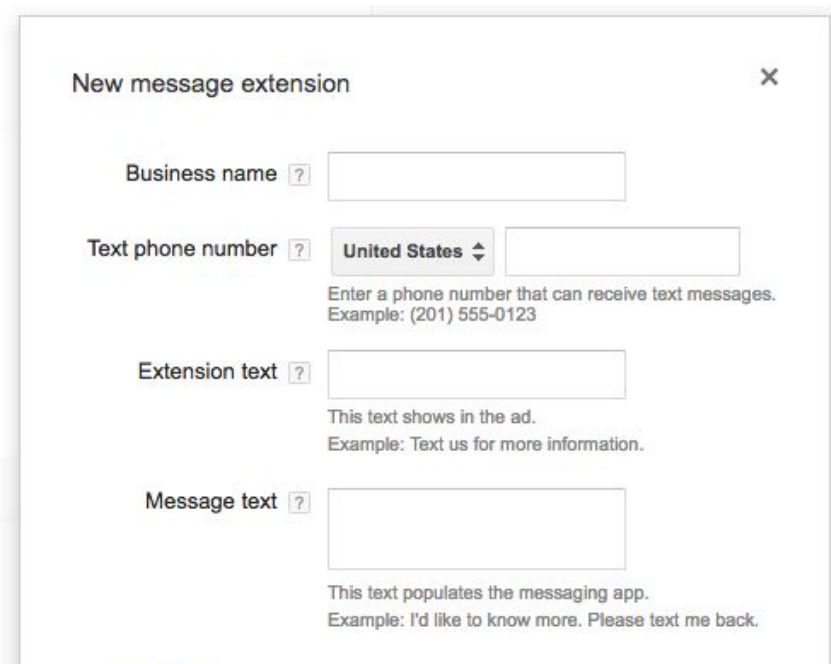
[+ Add](#)

MESSAGE EXTENSIONS

Message Extensions are similar to Call Extensions, but rather than calling you, they allow mobile devices to send a **text message** to your business, directly from your ad. If someone clicks on the message extension it will open up a text dialog with the number you specified with pre-populated text.



While you can use the same message extension across the site, it can be helpful to create unique message extensions for each of your ad groups. That way you can customize the pre-populated message text to give you more information.



The screenshot shows a 'New message extension' form with the following fields and instructions:

- Business name**: A text input field with a help icon (?) to its right.
- Text phone number**: A text input field with a help icon (?) to its right. To the right of the input is a dropdown menu currently showing 'United States'. Below the input field, it says: 'Enter a phone number that can receive text messages. Example: (201) 555-0123'.
- Extension text**: A text input field with a help icon (?) to its right. Below the input field, it says: 'This text shows in the ad. Example: Text us for more information.'
- Message text**: A text input field with a help icon (?) to its right. Below the input field, it says: 'This text populates the messaging app. Example: I'd like to know more. Please text me back.'

If you're a web development company with ad groups targeting BigCommerce, 3dcart and WordPress development, you would want to change your pre-populated message so that the text you receive identified **which platform** the potential lead is using.

As with call extensions, you can set up your messaging extensions to only show on **certain days or at certain times**. This can be useful if you don't want to receive texts at 2am or on the weekend, but it can also be useful if you want to schedule the text messages to go to different people on different days.

LOCATION EXTENSIONS

Leveraging location extensions in Google Ads is vital if you have a physical location. It is estimated that 46% of Google searches are local searches, and there is a 75% chance that someone will visit a business in-person within a day of searching for it.

Anyone can click on your location extension, which will open Google Maps with the business location marked.

Expertly Crafted Custom Closet - 40% Off & Free Installation

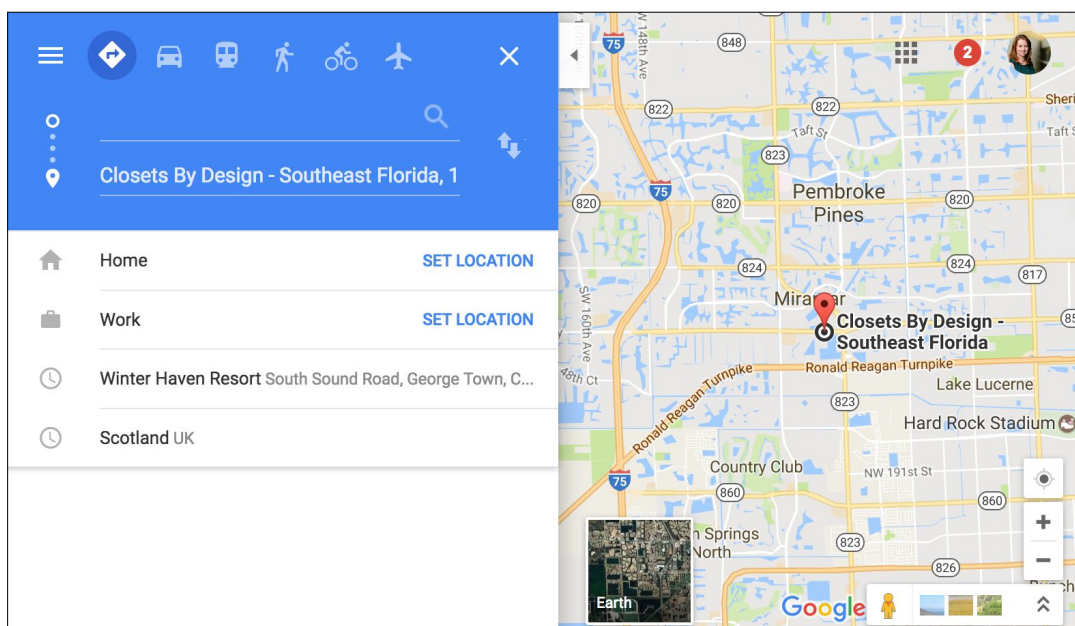
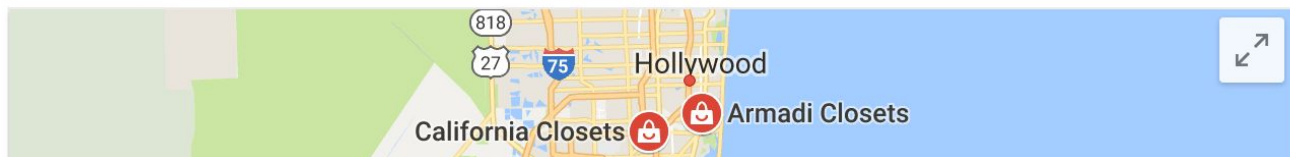
Ad www.closetsbydesign.com/Custom/Closets ▼

Design & Implement your Dream **Closet**. Schedule a Free In-Home Evaluation Today!

40% Off · Complimentary Appointment · Highest Quality

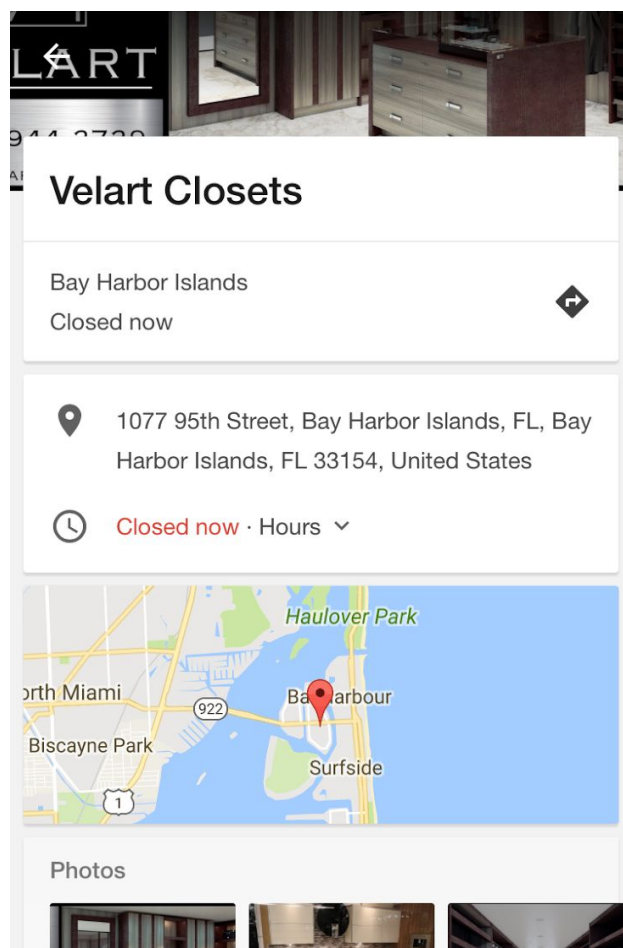
[Custom Closets](#) · [Garage Cabinets](#) · [Custom Home Offices](#)

📍 [11850 Miramar Pkwy, Miramar, FL](#) - Closed now · Hours ▼



Clicking on the location extension on mobile will often take you to the Google My Business page, which also provides information on business hours, ratings, other locations, and can show photos of the business. Clicking on the map will let you get directions and can show your position in relation to the business.

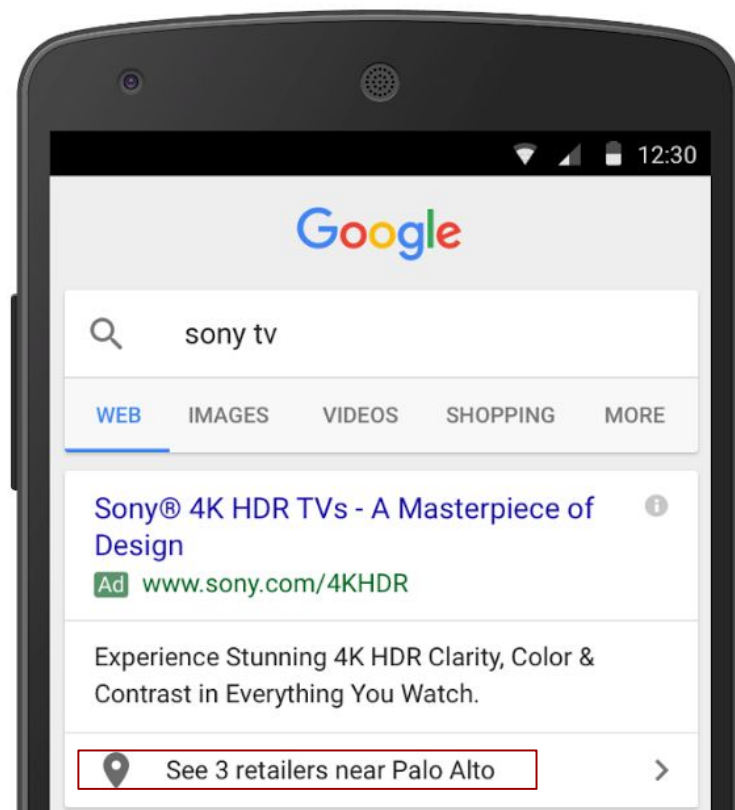
It is strongly recommended that you link your Google My Business page to your locations extension, since this will likely give you the boost of including your Google Rating and Reviews as automated ad extensions.



AFFILIATE LOCATIONS EXTENSIONS

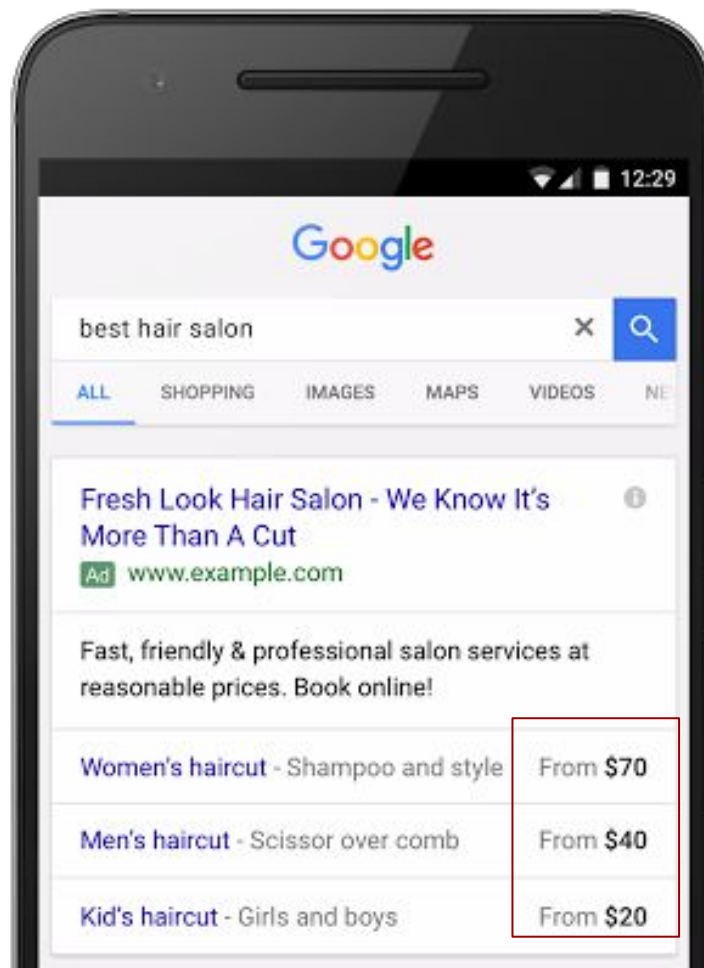
Let's say you are a brand or manufacturer and are not directly selling your products to the end consumer. How do you advertise and still encourage the sale? The affiliate locations extension is here to fill that gap.

Affiliate location extensions are similar to location extensions, except that they show your **affiliate's** location. The searcher who triggered the ad will see the **nearest store** to them either as an address or on the map. As with any map result they can then get directions or find out what is near that location.



PRICE EXTENSIONS

Price extensions are a great way for businesses to highlight their products or services and to include eye-catching price points in their ads. Price extensions are almost a hybrid of a sitelink extension + callout extension + structured snippet extension. With price extensions, you get to deep-link to **select product or service pages** AND **highlight the value add**, AND **highlight standard service categories**.



If you are a cost leader, incorporating your prices in your ads can lead to a great increase in CTR. Price extensions are also useful to highlight additional products and services related to the one the searcher was looking for and may also be interested in.

You can get granular with your price extensions and set them up at the **campaign level** as well as the **ad group level**.

Campaign level price extensions highlight your general services. **Ad group level** price extensions might be more specific, such as including different types of cut, color, or hair treatment options for searches relating to Women's haircuts.

It is recommended that you review your price extensions on a regular basis. If your price extensions don't align with the prices on your site, your price extensions will get disapproved and will stop showing.

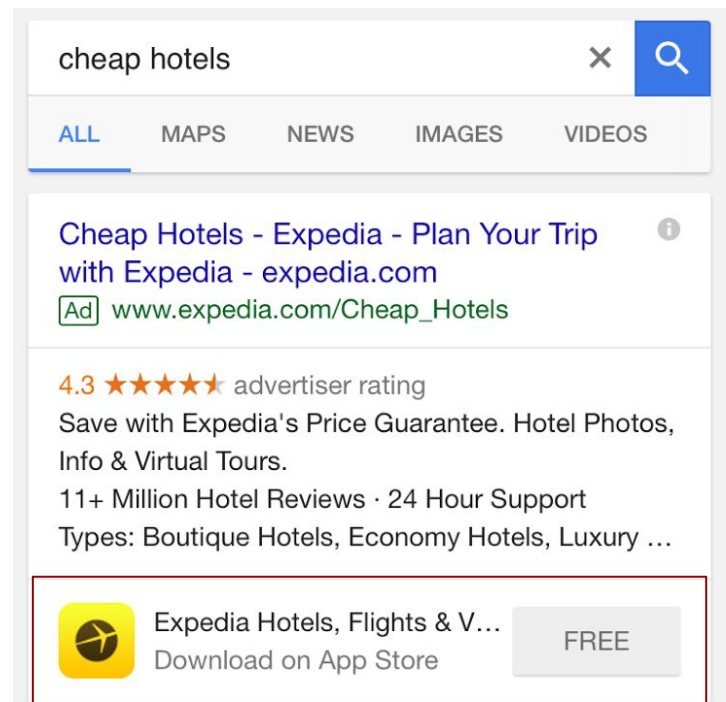
APP EXTENSIONS

If you have an app, you can highlight it in your text ads using the app extension. Highlighting your app in the search results can be incredibly helpful for app downloads, but it can also be helpful to ensure that you are effectively cornering the market in your service offering.

If you search, “cheap hotels” you might come across a text ad like this one for Expedia, which is leveraging the app extension. By providing the quick link to their app, Expedia is positioning themselves to capture the entire buyer’s journey on their app, instead of letting you bounce from site to site to site to make your decisions.

Once you have that app on your phone, you are probably going to be more likely to pop back into it for follow-up research or to book future trips.

Bringing someone into your app at the top of their buyer’s journey, keeping them through to conversion, then having follow-up sales is a marketer’s best case scenario. Providing an app extension opens the door for this opportunity, and takes a bit more of the market share away from your competitors.



SELLER RATINGS EXTENSIONS

Seller ratings extensions shows a rating (out of 5 stars), along with how many reviews the business has received.

Highlighting reviews in your Googleads ads is a great way to differentiate yourself from the competition and to help encourage a click-through on your ads.

With the seller ratings extensions, you can share positive write-ups, awards, or 3rd party rankings of your company, products or services. These reviews must be published on a 3rd party site and you must be able to link to that page.

Sonos | The Smart Soundbar For Your TV | sonos.com

Ad www.sonos.com/ ▼

★★★★★ Rating for sonos.com: 5.0 - 764 reviews

Easily Pairs With Your TV & Remote. Dialog Clarity Speech Enhancement.

5.1 Set with Beam & One

Get Full Surround Sound & Deep Bass
With Amazon Alexa Voice Control

The 3.1 Set with Beam

Now for \$1,098. Get Immersive Sound
with Airplay 2 Compatibility.

A click on your review link in your ad does not go directly to your site, it clicks through to the **3rd party website** that has the review. **You are not charged** when someone clicks on that review link. While you may be thinking “why would I want to send traffic to another site?” you’re missing the end goal; that visitor is going to end up coming back to the search results and your ad is now 10% more likely to get the click-through.

Some best practices for review extensions:

- Use reviews that are less than one year old
- Use reviews from publications, not individuals
- Do not repeat your business name in the review
- Make sure you have permission to use the review in your ad.

AUTOMATED AD EXTENSIONS

While all of the aforementioned ad extensions are ones that you can go in and add yourself, there are several that Google will add for you automatically. Seller ratings, consumer ratings, dynamic sitelink extensions and dynamic structured snippets are just a few that Google provides reporting on. Check your automated extensions report regularly to see what extensions Google is (or isn't) appending to your search ads.

You also have the option to turn off automated ads if you find they aren't suiting your needs.

How would you like automated extensions to work in your account?

☐ Use all automated extensions that typically boost ads' performance ⓘ
Best option for most advertisers

☒ Turn off specific automated extensions
Not recommended because it could negatively affect your ads' performance

Turn off automated extension

Select which extension to turn off

- Dynamic callouts
- Dynamic sitelinks
- Dynamic structured snippets
- Seller ratings
- Longer ad headlines
- Automated app extensions
- Automated location extensions
- Automated call extensions

Google Ads can be an incredibly fierce and competitive market. Ensuring you do everything you can to increase your visibility and ad engagement will be the key to maintaining Google Ads as a viable advertising medium. For many advertisers, ad extensions are the key to achieving that.

Even if your competition has higher bids or a higher budget than you, you can still win a higher position at a lower price by using highly relevant keywords, having great landing pages and leveraging the ad extensions that are going to increase your ad engagement. Check your reports to see what is working and what isn't, then keep optimizing!

