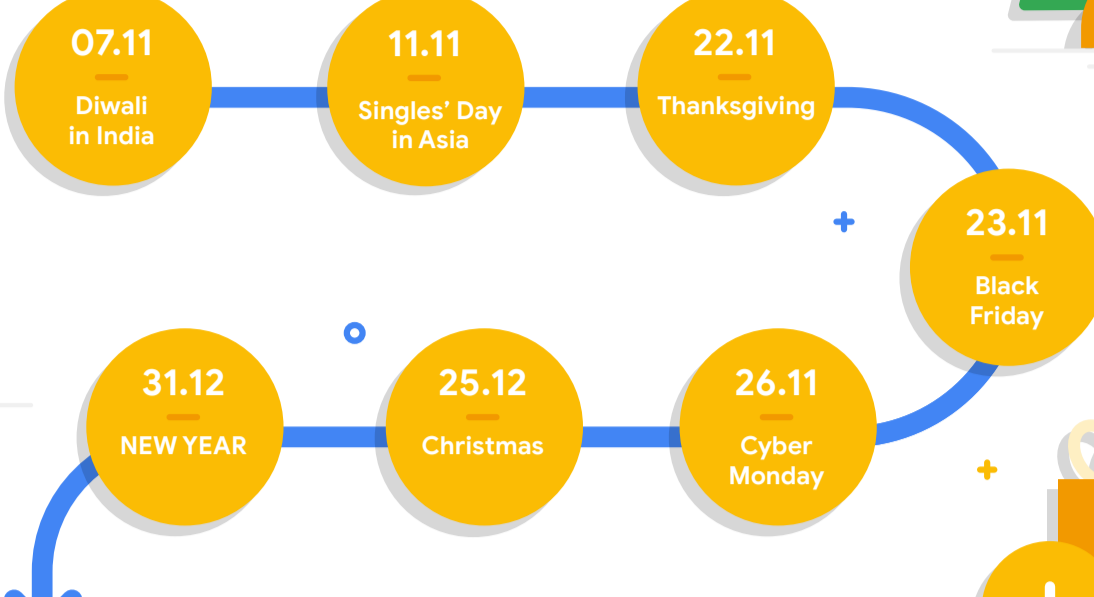


# THIS SEASON, BE EXACTLY WHAT USERS ARE LOOKING FOR

## From Diwali and Thanksgiving to Singles' Day and Christmas, holidays are coming.

Insights from previous years show that RPM and user engagement together with traffic significantly grow during holiday season. Be ready for the rush, and attract more users than ever, with Google's top tips.



## GET MORE FROM GOOGLE ADSENSE THIS HOLIDAY SEASON BY PREPARING YOUR ADS

### More revenue

Remember that searchers hunt for gifts on multiple devices. Use **Responsive ads** to make sure your ads look great on every screen.

[Learn more](#)

### More profitable ads

With **Ad balance** show only your best performing ads, so there's more space for your holiday content

[Learn more](#)

### More time to do your thing

Use your time to create more holiday content, while **Auto ads** place ads for you.

[Learn more](#)

### More viewable ads

Holiday shopping can be chaotic, so try different ad spots or sizes that make your ads **viewable** by users.

[Learn more](#)

## ATTRACT MORE USERS TO YOUR SITE

### Offer people a choice

Mobile searches for "stores like \_\_\_" are up 60% in 2 years. Consider which stores you're similar to, and try adding them to your keywords.<sup>1</sup>

### Think mobile

Create a mobile site or app, just in time for the holidays. 64% of smartphone shoppers first search for ideas on mobile before going to the store.<sup>2</sup>

### Try video

Why not create holiday content with video? Almost 1 in 3 searchers say video has inspired them to buy something...

90% ...and 90% of them were on YouTube.<sup>3</sup>

### Know your audience

Searches for "gifts for dad" are up 80% since 2016, and "gift for \_\_\_ year old" queries have seen a two-year growth of over 100%. Make sure your content's tailored to shoppers, whether they're buying for mum, dad or even the family pet.<sup>4</sup>

Google AdSense

HAPPY HOLIDAYS!

Sources:  
<sup>1</sup>Google Data, U.S. April 2015–March 2016 vs. April 2017–March 2018.  
<sup>2</sup>Google/Euromonitor International, micro-moments survey, U.S., smartphone shoppers=1000, Jul. 2016  
<sup>3</sup>Google/Magid Advisors, U.S., "The Role of Digital Video in People's Lives," n=2,000, A18–64 general online population, July 2018.  
<sup>4</sup>Google/Ipsos, U.S., "Shopping Tracker," Online survey, n=2,132 shoppers who return to a retailer site, Oct.–Dec. 2017, Google Data, U.S. April 2015–March 2016 vs. April 2017–March 2018.