Creative That Clicks:
A Checklist to Getting Your Ads in Shape

Here's a recap of creative best practices covered in the "Creative That Clicks" guide. Every search engine marketer should consider these points to maximize ad relevance and ROI. If you want to learn more, download our guide here.

1 Tie keywords back into your ad creatives

Why: Consumers tend to engage with ads that appear most relevant to their search. Consider dynamic keyword insertion for a more automated approach.

2 Highlight unique selling points.

Make full use of your character limits and use specific calls to action.

Why: Users are more likely to engage with ads that help them self-select before they click. That means more qualified clicks and conversions for you.

3 Include one or more mobile-preferred creatives per ad group.

Why: Mobile creatives are a better experience for mobile users and draw the best possible results from them.

4 Use mobile-specific calls-to-action for your mobile preferred creatives

Why: Messages like "call now to book a table" give mobile users new ways to take immediate action, especially when they're on the go.

5 Set up a mobile-optimized site; have your display URL clearly indicate your landing page is a mobile-friendly one.

Why: Mobile-optimized sites make life easier for mobile users and improves conversion rates. A mobile-friendly display URL shows users that by choosing you they'll be getting the best possible mobile experience.

6 Use ad extensions to improve relevance.

Why: Ad extensions typically lift CTRs. They add useful info for searchers and help your message get noticed.

7 Prioritize your creative optimization efforts.

Why: Starting with the highest-volume ad groups allows you to maximize the returns that creative optimization can bring you.

8 Create 3-4 ad variations in your high volume ad groups and 2 ad variations in your lowervolume ad groups.

Why: Multiple versions let you test and optimize for the best-performing versions.

9 Consider setting your ad rotations to optimize automatically.

Why: Improving ad creatives is a trial-and-error process. With many ad tests running, it may be hard to keep track of all of those moments when statistical significance is reached. Let the system identify those moments for you, but always check back and see which creative is getting the lion's share of your impressions.

10 If you prefer to test manually, stay on top of your tests.

Stop when you reach statistical significance. Regularly audit ads on "even" rotation to make sure you haven't lost track of ads that have concluded.

Why: Manual creative testing offers more control but you may be rotating in lower performing creatives longer than you need to.

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