



Writing Killer Ad Copy

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Include targeted keywords in your ad copy.

- Google will highlight the keywords entered, helping your ad stand out.

Notes

The title is the most important part of the ad.

- Your ad title must deliver a “DFN” (dramatic fulfillment of needs).

Notes

Sell the benefits & your unique selling proposition.

- Spell out at least 1 clear benefit and what makes your product/service better.

Notes

Include attention-grabbing words in your ad.

- Use powerful words that provoke emotion and enthusiasm from the reader.

Notes

Always include a call-to-action in your ad.

- Examples include “Buy Today – Save 50%” or “Download Free Trial Now”.

Notes

Link to keyword-relevant landing pages.

- Create a special page (with keywords) specifically for your PPC visitors.

Notes

Show them you’re in business.

- Deter freebie hunters by including the price of your product in your ad.

Notes