A black background with a black square

Description automatically generated with medium confidenceGoogle Ads Spec Sheet

1. Ad Components:

* Headline 1:
  + Max Characters: 30
  + Example: "Premium Running Shoes"
* Headline 2:
  + Max Characters: 30
  + Example: "30% Off Sale Today"
* Headline 3:
  + Max Characters: 30
  + Example: "Limited Stock Available"
* Description 1:
  + Max Characters: 90
  + Example: "Experience unparalleled comfort with our latest collection."
* Description 2::
  + Max Characters: 90
  + Example: "Hurry! Offer ends soon. Free shipping on all orders."
* Final URL:
  + The actual landing page URL where you want to direct the user.
  + Example: "[https://www.shoestore.com/running-shoes-on-sale](about:blank)"
* Keywords:
  + Provide keywords that will show up when a consumer searches something related to the website.

2. Ad Extensions:

* Sitelink Extensions:
  + Link Text: Max 25 characters
  + Description Line 1 & 2: Max 35 characters each
  + Example: "Men's Collection | Explore the latest styles for men."
* Callout Extensions:
  + Max Characters: 25
  + Example: "24/7 Customer Support"
* A black background with a black square

  Description automatically generated with medium confidenceStructured Snippet Extensions:
  + Header: Predefined by Google (e.g., "Brands")
  + Values: Max 25 characters each