Google 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"
* 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"
* Structured Snippet Extensions:
	+ Header: Predefined by Google (e.g., "Brands")
	+ Values: Max 25 characters each