

# Search *i*ntegrations

## 10 Tips to help in Writing Better Ad Copy for Paid Search (Google AdWords + Bing Ads)

### 1. Relevance (Ad/Keyword and User Intent)

Through a well-structured paid search account (Account > Campaign > AdGroup > Keyword) writing relevant ad copy should be one of the easiest things to accomplish. Keep in mind the set of keywords that you are bidding on and try to include the high volume ones in your ad copy as well as the different ways people search.

As an example, if not using DKI and running a campaign for Urgent Care centers; you may want to segment Urgent Care Center and Walk-In Center into separate AdGroups. Fundamentally these terms are the same thing, however being able to speak to the individual will increase your chance of receiving the click and defeating the competition.

urgent care center wolcott ct

ALL MAPS SHOPPING NEWS IMAGES

**Urgent Care Wolcott - Get Immediate Medical Treatment - stmh.org**  
Ad [www.stmh.org/urgent-care](http://www.stmh.org/urgent-care)

No appointment needed. Expert Care.

38 mi · Waterbury · Franklin St

**Urgent Care Center Wolcott**  
Ad [www.midstatemedical.org/](http://www.midstatemedical.org/)

Walk-In Urgent Care Open Weekends & Holidays.  
2 MediQuick Locations.  
[MidState Services - Map & Directions](#)

26 mi · Meriden · Lewis Ave

**Walk In Clinic Center - Urgent Care W/ ER Trained Staff - velocityurgentcare.com**  
Ad [www.velocityurgentcare.com/](http://www.velocityurgentcare.com/)

Hrs 365 Days: 9-5 WkEnds/10-9 WkDay

20 mi · Rocky Hill · Cromwell Ave

walk in center wolcott ct

ALL MAPS NEWS SHOPPING IMAGES

**Walk-In Care Wolcott - Saint Mary's Hospital Urgent Care - stmh.org**  
Ad [www.stmh.org/urgent-care](http://www.stmh.org/urgent-care)

No appointment needed. Expert Care.

38 mi · Waterbury · Franklin St

**Walk In Clinic Center - velocityurgentcare.com**  
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Urgent Care W/ ER Trained Staff! Hrs 365 Days: 9-5 WkEnds/10-9 WkDay

20 mi · Rocky Hill · Cromwell Ave

**Urgent Care Center Wolcott**  
Ad [www.midstatemedical.org/](http://www.midstatemedical.org/)

Walk-In Urgent Care Open Weekends & Holidays. 2 MediQuick Locations.  
Call (203) 684-2680



## 5. Dynamic keyword insertion

Use Dynamic Keyword Insertion (or DKI) to improve the relevancy of your ad copy by inserting the search query into a specified area within your ad (i.e. Headline, Description or Display URL). If used correctly, this advanced technique can drastically improve CTR.

## 6. Test ad copy components

Be sure to test your ad copy and always be running variations against each other. Be sure to maintain standard A/B testing best practices and only test one element of the ad at a time (i.e. the CTA in description line 2). Testing will make sure that your ads are always fresh and being optimized to improve the user experience, CTR and ultimately conversions.

## 7. Use keywords to determine user intent

Mirror the customers end goal vs. reiterating why they searched in the first place. There are times for example, where leading ad copy off with a question might make sense, however for the most part you are wasting precious characters on reiterating the user intent vs. solving their issue.

Example:

SQ – KIA dealership near me

Wasted Headline – Looking for a KIA dealer?

Ok Headline – Local KIA Dealer

Better Headline – KIA Dealer Manchester CT

## 8. Keep ads fresh and use time sensitive copy when relevant

Show the user that they are not looking at a spam or outdated ad by including some sort of time or recent event in your ad copy. For example, if your organization is running a 20% off sale for the month of May, do not just write “20% off Sale”, but instead write “20% off Sale during May” or “May 20% off Sale”.

## 9. Be specific and use exacts when appropriate

Similar to using time related ad copy, the use of specifics will increase the validity of your ad, potentially the sense of urgency and work towards tip #8. If you are writing an ad for a special offer that may be limited to just 100 signups, use it. “First 100 Signups” or dynamically insert based on your database “Just 84 signups left” or “16 people signed up today”. This shows the searcher that your ad is real time and reminds them that they need to act fast in order to get the deal that they are looking for.

## 10. Speak to the individual vs. the group ... get personal

The title of this tip explains it all. Everyone appreciates the effort of talking to them directly vs. talking at the group. Use words like “you” and “your” in order to appeal directly to someone (i.e. “Your Step is the Simplest” vs. “The First Step is the Simplest”).

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**Background:** Matthew Trant has designed, developed and implemented several prominent national and international digital marketing campaigns. He has held senior level positions for international eCommerce companies and national based ad agencies including Online Fabric Store and Cronin & Company. Trant is the President and CEO of Search Integrations, a millennial-driven digital marketing agency and also serves as Vice President of Digital Services + Analytics at Cashman + Katz, an integrated communications firm in Glastonbury, CT.

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[Search Integrations](#) is an innovative and strategic digital marketing firm built to provide scalable and turn-key solutions to businesses of all sizes. A youthful approach and state of the art technology has allowed us the ability to deliver real results for our clients utilizing our digital services.

Our experienced team and can do attitude helps us beat the competition in the digital marketplace. We pride ourselves on staying ahead of the curve.

The commitment to our clients is simple: we will strive to make your business as successful as ours. Living in the digital space our entire careers, it only made sense to share our knowledge and expertise to organizations that we believe in.