



# GOOGLE AD BUILD SHEET

<b>OBJECTIVE</b>	<i>Example: Leads or Website Traffic</i>	
<b>TYPE OF AD</b>	<i>Example: Search</i>	
<b>NAME OF CAMPAIGN:</b>	<i>Example: Auto Services - Search</i>	
<b>AD GROUP</b>	<i>Example: Auto Repair Shop</i>	
<b>LINK</b>	<i>Example: eurauto.com (final link should be a UTM link)</i>	
<b>AD HEADLINES</b> (30 CHARACTERS EACH)	<b>HEADLINE 1</b>	<i>Example: A Name Locals Trust</i>
	<b>HEADLINE 2</b>	<i>Example: Expert Auto Repair</i>
	<b>HEADLINE 3</b>	<i>Example: EurAuto Shop, Plano, TX</i>
<b>AD DESCRIPTIONS</b> (90 CHARACTERS EACH)	<b>DESCRIPTION 1</b>	<i>Example: Keep Your Vehicle Running Like New with Expert Auto Repair Services from EurAuto.</i>
	<b>DESCRIPTION 2</b>	<i>Example: Auto Service Certified Techs. Competitive Prices. Years of Service Excellence. Call Today.</i>

**EXAMPLE** NOTE: You can use this ad template for most of your ad builds.

<b>OBJECTIVE</b>		
<b>TYPE OF AD</b>		
<b>NAME OF CAMPAIGN:</b>		
<b>AD GROUP</b>		
<b>LINK</b>		
<b>AD HEADLINES</b> (30 CHARACTERS EACH)	<b>HEADLINE 1</b>	
	<b>HEADLINE 2</b>	
	<b>HEADLINE 3</b>	
<b>AD DESCRIPTIONS</b> (90 CHARACTERS EACH)	<b>DESCRIPTION 1</b>	
	<b>DESCRIPTION 2</b>	