



Figure 7-9:
Not exactly
haikus, but
AdWords
ads are
studies in
concise
writing.

Relevant ads that compel the click cover two of the three guiding principles when writing the creative. The third point is accuracy. Accuracy doesn't necessarily contribute to the clickthrough rate of an ad. If the ad promised a million dollars to those who click, it would probably enjoy a stratospheric CTR. But, of course, the conversion rate would remain at zero as disgruntled visitors discovered the lie. Never promise more (or less!) than you deliver on the landing page. Let your audience know what to expect in return for their clicks. A click is an investment, and each visitor wants a return on that investment.

Besides these overriding principles of writing an effective creative, Google enforces certain style points:

- ✓ No exclamation points in the title.
- ✓ No double punctuation (!! or ??) for emphasis. Single exclamation points and question marks are allowed below the title.
- ✓ No capitalization for emphasis. You may capitalize acronyms of common terms or organizations, such as MBA or ASCAP. Emphasis is achieved through direct relevance to the keyword, because Google **bolds** any instance of the keyword in the ad.