

SEM Text Ad Specifications



SEM Text Ads are the advertiser’s ads that appear on Search Engine Results Pages (SERP) when a consumer enters a keyword included in the advertiser’s SEM campaign.

Responsive search ads let you create an ad that adapts to show more text – and more relevant messages – to your customers. Multiple headlines and descriptions are added when creating a responsive search ad, and over time, Google Ads automatically tests different combinations and learns which combinations perform best. After you enter headlines and descriptions, Google Ads assembles the text into multiple ad combinations in a way that avoids redundancy. Unlike expanded text ads, you can provide up to 15 headlines and 4 descriptions for a single responsive search ad.

In any given ad, a maximum of 3 headlines and 2 descriptions will be selected to show in different combinations and orders. Part of your ad text may automatically appear in bold when it matches or closely matches a user's search query. By adapting your ad’s content to more closely match potential customers’ search terms, responsive search ads may improve your campaign’s performance.

Text ads have three main parts: headline text, a display URL, and description text:

Ad · <https://www.carvana.com/>

Headlines

Carvana® - Official Site - From \$12,990, 42,722 In Stock

Callouts

All Vehicles Are **Carvana®** Certified. Haggle-Free Pricing. Touchless Delivery To Your Door

Description

Touchless Delivery To Your Door On 35,000+ Used Cars For Sale. **10,000+ Less Than \$20,000.** 20,000+ Cars For Sale. Delivery To Your Door. 7-Day Risk Free Returns.

Sitelinks

Used Cars Under \$20,000

Find Almost Every Make & Model at Low, No-Haggle Prices. Start Here!

Help Me Search

Find The Best Vehicle For You Based On What's Important To You

Used Cars Under \$18,000

Shop Thousands Of Used Cars Priced Below \$18,000

Find a Car

Every used vehicle at Carvana goes through a 150-point inspection.

Ad · <https://www.vroom.com/>

Headlines

Vroom® Used Cars - Buy, Sell, or Trade In Online



Image Extension

Callouts

Easy Online Financing | Our 12+ Financing Partners Compete to Get You a Competitive Rate

Description

Get Your Car or Truck Shipped to Your Home or a Convenient Nearby Location. Partnering w/ 30+ Banks. 400+ Makes & Models. No Accident...

Sitelinks

Sell Us Your Car® · Trade-In Your Car · How It Works · Financing Options · Buy Cars

SEM Text Ad Specifications

HEADLINE

Max length 30 characters

- Your text ad consists of two or three headlines where you can enter up to 30 characters each to promote your product or service. For a responsive search ad, Google will accept up to 15 headlines 30 characters each (whitespaces count as one character)
- The headlines are separated by a dash "-" or a vertical pipe ("|") and may show differently based on the device someone is using when they view your ad
- Assets can be shown in any order, so make sure they make sense individually or in combinations, and don't violate Google policies or local laws

DISPLAY URL

Max length 15 characters for each path

- The display URL shows the address of your website
- This gives people an idea of where they'll go when they click your ad
- This display URL is made up of the domain from your final URL and the text in the optional "Path" fields. These fields are designed to help people who see your ad get a better sense of where they'll be taken when they click it
- Your path text doesn't have to match the exact language of your display URL

DESCRIPTION

Max length 90 characters

- Use the description to highlight details about your product or service
- It's a good idea to include a "call to action" – the action you want your customer to take
- If you're an online shoe store, your description might include "Shop now" or "Buy shoes now"
- If you offer a service, you might want to add something like "Get an instant quote online" or "See pricing"
- Assets can be shown in any order, so make sure they make sense individually or in combinations, and don't violate Google policies or local laws