



# Google AdWords Ad Sitelinks: *Increasing choice and relevancy in search ads*

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October 2009

# What is Ad Sitelinks?



Ad Sitelinks is a new feature of AdWords that allows you to **extend the value** of your existing AdWords ads by **providing additional links** to deep content within your sites.

Examples of Ad Sitelinks format:

**eBay® - Official Site**  
**www.eBay.com/Shop\_eBay**      Look for Deals on **eBay** just in time for the Holidays. Shop **eBay.com!**  
**Today's insider deals**                      **Create a gift card**  
**Gift finder**                                      **Top ten items**

**eBay® - Official Site**  
**Today's insider deals - Gift finder - Create a gift card - Top ten items**  
**www.eBay.com/Shop\_eBay**      Look for Deals on **eBay** just in time for the Holidays. Shop **eBay.com!**

# What is Ad Sitelinks?



Ads Sitelinks provides additional page options within a site when we are highly confident that one ad is the best answer.

Ad Sitelinks may show on your ad when all the following conditions are met:

- 1 Your ad is in the first position above the search results
- 2 Your ad has a substantially higher clickthrough rate than any other ad on the page
- 3 Your Ad Sitelinks URLs direct users to pages that are part of your main website and allow users to navigate freely.

# Why use Ad Sitelinks?

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**1** Increase the **profitability** of your current search ads

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**2** Highlight your **promotions** and seasonal offers

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**3** No changes needed to your current ads

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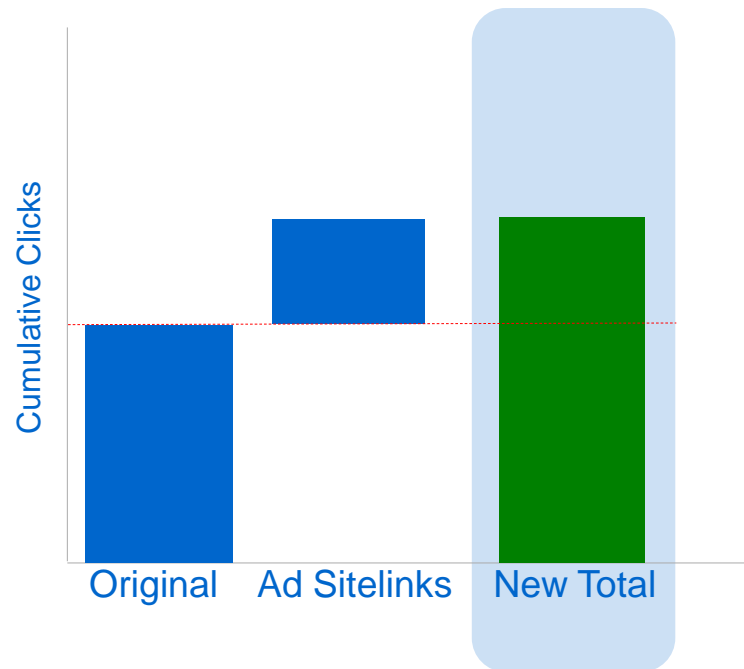


# Increase your profitability



Because Ad Sitelinks makes your ads more relevant to a wider range of users, you may see a better clickthrough rate on your ads.

In early tests, ads that ran with Ad Sitelinks experienced a 30% average increase in clickthrough rate



# Increase your profitability

By giving users **more specific landing page** options, you get more highly qualified traffic and **increase your overall conversion rate.**

When landing pages are more narrowly targeted to a user's current interest they are less likely to get lost on your site and more likely to turn into a sale.



Ad Creative



Landing Page

# Increase your profitability



The combination of increased clickthrough and conversion rates translates to **increases in overall profit** for you

## Example Case\*:

	Before Ad Sitelinks	After Ad Sitelinks	Difference
Impressions	5000	5000	0%
Clicks	100	130	30%
Conversions	5	8	60%
Profit per conversion	\$10	\$10	0%
Overall Profit	\$50	\$80	60%

\*Example numbers are based on experiment averages and are not necessarily indicative of your individual performance.

# Highlight promotions and seasonal offers



Ad Sitelinks makes it easier than ever to **refresh your current ads** with seasonal or promotional offers.



Without making any additional changes to your keywords or ad text, you can add links for **'Holiday Gift Ideas'** or **'Closeout Sale Items'** that lead to specific pages within your site.



When users search for your site on Google.com, they will see your ad along with the top new offers you've listed. Users become aware of these offers without having to visit or search on your site.

# Getting started is easy



You can get started with Ad Sitelinks with **just a few clicks**. No need to create new campaigns or ad groups, update your keywords or change your ad text.

- Visit the campaign settings tab in your account and edit the 'Show additional links to my site' option under 'Ad extensions'
- Specify up to 10 site links in priority order
- AdWords will automatically display up to 4 of them when they are relevant to a user's search query.

	Link text: 35 max		Destination URL: 1024 max	
Link 1:	<input type="text"/>	http://	<input type="text"/>	Remove
Link 2:	<input type="text"/>	http://	<input type="text"/>	Remove
Link 3:	<input type="text"/>	http://	<input type="text"/>	Remove
Link 4:	<input type="text"/>	http://	<input type="text"/>	Remove

[+ Add another](#)