

Google Ads

Who is Google?

A billion-dollar company, it works through keywords, ad words.

You can pay to be at the top of the search engine.

- Headline 1
- Headline 2
- Descriptions

Google ads will rotate your descriptions and headlines to find what works best.

When they find the best headline, they'll only show customers that exact one, to optimize your budget.

Usually, headlines are 4 to 6 words. The first headline(s) should be a description of the service.

They should be attached to keywords so that customers find them when they search.

The second headline should be more sales-y

Talk about benefits, attract customers.

The description needs to be a little bit of a letter, selling your service in 2 or 3 phrases. Can be emotional.

Questions:

Why would Google Ads go so far as to help you sell more?

Why should you be concerned about SEO (Search Engine Optimization)?