# remine

Google Ads Tips and Tricks

Google is the most used search engine, receiving over 5 billion search queries a day. With over 259 million unique visitors and 4.8 billion daily interactions Google stands out among some of the best platforms to advertise on. By choosing to create Google ads through Remine's collaborative marketing platform you can capitalize on the opportunity to get more potential buyers and sellers engaged with you and your listings.

Ad Preview

Contact today!

Just listed in City!
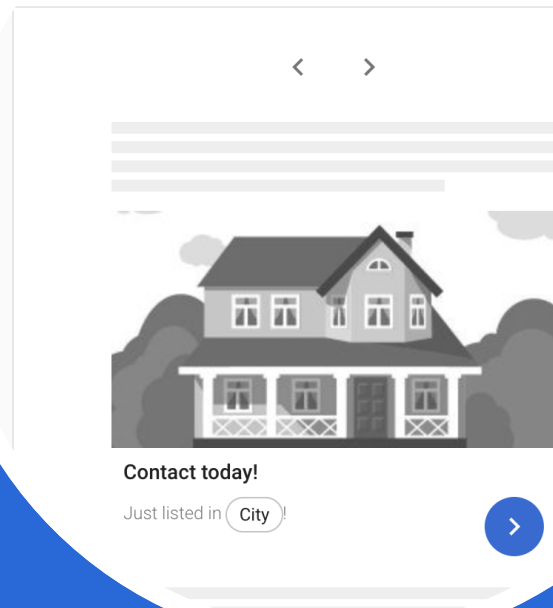
Use High Quality Images

Images help users understand your business, products. and brand. They are critical to ads that perform well. For best results, avoid images that are blurry, skewed, upside-down, unclear, include a border, color-inverted, or excessively filtered.

Do's

- ✓ Do use images that are easy to see and in full color
- ✓ Do make your product or service the focus of the image
- ✓ Do use single images. Collages are not recommended

Don'ts

- ✕ Do not use images that are hard to see/appear washed out
- ✕ Do not use inverted colors or excessive filters
- ✕ Do not overlay logos or other graphics on images
- ✕ Do not insert text on top of an image

Use Clear and Simple Text

Make your description text easy to read and understand (80-character limit). Avoid generic messaging or click-bait. Also, use sentence case, and avoid using "all caps."

Provide a relevant landing page

Look at the page on your website that you are linking to, which is called the landing page. Make sure to include a clear call-to-action in your ad that takes people straight to that landing page. For example, if your ad text says "Call us," be sure to include your business phone number on the landing page. If your ad text says "Limited time offer," be sure to point people to that promotion on the landing page. In your final URL, provide the complete URL.

Create 3 to 4 ads at a time

Create 3 to 4 ads at a time, trying out different messages with different images. See which ad performs the best with your customers. Google Ads can automatically show the better-performing ads more often. This removes the guesswork and lets you build on what you have learned from your experiments.