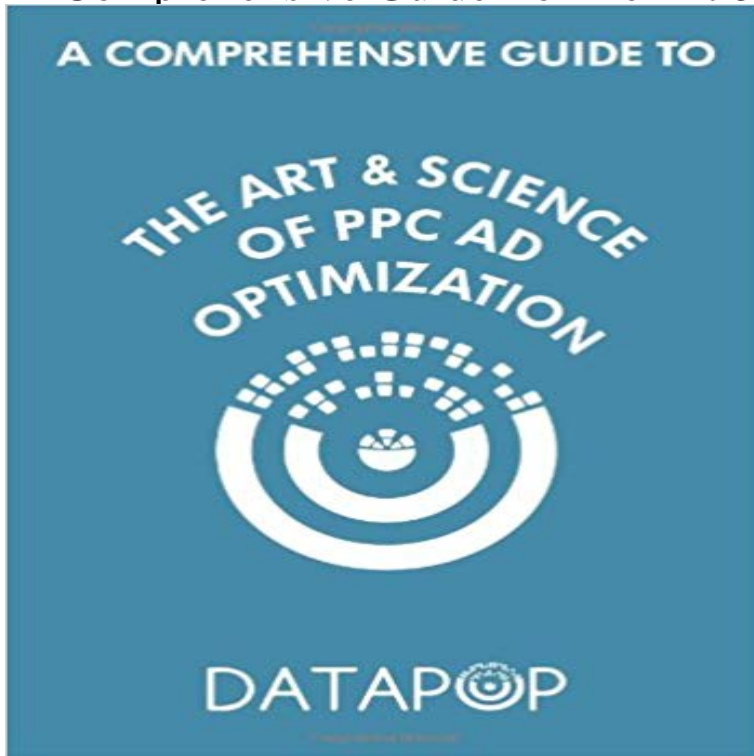


A Comprehensive Guide To The Art & Science of PPC Ad Optimization



For many search practitioners, optimizing ad copy typically sinks to the bottom of the priority list, if it makes the list at all. Most often, this is because ad optimization is challenging to do well, not because it isn't believed to be critical. Ad copy, however, is the only part of your account that is visible to consumers. Therefore, it serves as the storefront of your account and you should focus your efforts on ensuring that your ads are current, relevant and click-worthy at all times. Recognizing the importance of ad optimization and the value it can drive for your business is the first step. However, there are still hurdles, such as the lack of sophisticated testing tools or the difficulty of scaling tests across your account. Despite these challenges, the potential impact of consistent ad optimization is an extremely valuable asset to your account, and it is crucial to take the time and effort to approach it in a structured and systematic way. This whitepaper will examine both the art and the science of ad optimization. It should serve as a detailed guide to the development of ads that drive significant, sustainable performance gains for your accounts.

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