

PPC & Paid Search Copy

Brand: Nordic Visitor

Platforms: Google Ads (Search & Performance Max)

My role: Created and tested headlines and descriptions aligned to search intent, product positioning and conversion drivers.

Campaign 1 – Prague, Vienna & Budapest Rail Tour

Objective

Capture high-intent searches for multi-city and Central Europe train tours and drive bookings.

Headline angles (selected)

Route & clarity

- Prague, Vienna & Budapest
- 3 Capitals by Train
- 3 Cities, 1 Epic Journey

Authority & reassurance

- Expert-Designed Train Tours
- Local Destination Experts
- Leading European Travel Agency

Value & inclusions

- Local Travel & Hotels Included
- Handpicked Train Adventures

Description examples

- Visit 3 capitals by train: Vienna, Budapest & Prague. Expert-planned with 24/7 support.
- Expert-guided rail journey: 3 European capitals in 1 seamless tour. Book with confidence.
- Central Europe by train: royal palaces, thermal spas & medieval castles await.

- Discover Prague's Old Town, marvel at Vienna's palaces & soak in Budapest's thermal baths.

Why this campaign works

This copy balances high-intent location searches with trust signals and experience-led language to support booking decisions.

Campaign 2 – Ireland Guided Group Tours (Performance Max)

Context

Guided group products were underperforming and needed a stronger commercial push.

Objective

Increase engagement and bookings for small-group guided tours.

Long headlines (90 characters)

- Explore Ireland's wonders with a local guide & experienced driver on an expert-made tour.
- Leave the research & planning to us – simply take your seat on a guided tour of Ireland.
- Pre-booked attractions, 4-star hotels & knowledgeable guides on a group Ireland trip.
- Discover Ireland on a guided group tour for a 5-star Tripadvisor-rated escape.

Descriptions (90 characters)

- Enjoy a premium Ireland tour with 4* hotels, local guides & small group sizes of up to 15.
- See vibrant Dublin, the Cliffs of Moher & more with an expert local guide & driver. Cruise the Wild Atlantic Way, see the Giant's Causeway & dive into rich Irish history.
- Let your driver take the wheel while your expert guide shares their local insights.

Short headlines (30 characters)

- Guided Group Ireland Trips
- Small Groups Up To 15 Guests
- Tours Led by Local Guides
- 5-Star Customer Reviews
- 100% Guaranteed Departures
- Stay in 4* Superior Hotels

- 24/7 Support During Your Trip
- Expert-Made Itineraries

Why this campaign works

The messaging focuses on reassurance and conversion drivers (group size, reviews, comfort, logistics and expertise) to reduce booking friction for higher-commitment guided travel products.

Copy approach

I build PPC copy around search intent and booking psychology, combining clarity, trust signals and experience-led benefits. Each campaign is structured with multiple creative angles to support testing and optimisation across Search and Performance Max formats.