

# Create a responsive search ad

[Live version](#)

☰ Google Ads Help

🔍 Describe your issue

[Help Center](#) [Announcements](#)

## Create a responsive search ad



If your responsive search ads are under review for more than 1 business day, they will not show. To fix this, make sure that each ad has at least 5 different headlines and 2 descriptions that do not repeat the same or similar phrase.

In this article, you'll learn best practices for writing responsive search ads and some common mistakes to avoid. Remember to create only one responsive search ad for each ad group and make sure there is also at least one expanded text ad in the ad group.

### Tips

Providing redundant headlines and descriptions restricts the system's ability to assemble ad combinations. To increase the likelihood that your ad shows, focus on these key best practices for each responsive search ad:

1. Provide at least 5 distinct headlines that don't repeat the same or similar phrases.
  - a. Providing at least 8-10 headlines is best. The more headlines you provide, the more options there are to assemble your messages into relevant ads, which may increase performance.
  - b. Be sure to include a keyword in 2 headlines.
2. Be sure to have at least another 3 headlines that do NOT include your keywords.
  - a. Try highlighting additional product or service benefits and features, a problem you're solving, or highlight shipping and return information.
3. Try creating headlines of different lengths. Don't try to maximize the character count in every headline.
4. Add at least 2 distinct descriptions.
  - a. Remember: responsive search ads could show up to two descriptions at a time.

## Purpose

To provide assistance and instruction to users of all levels (new users to experienced marketing professionals) how to use various features and products that are a part of Google Ads.

## Skills/Techniques

- HTML coding - drop-downs, formatting, links, tables
- Stakeholder management

## Tools

- Google's internal content management system
- Google Suite products
- HTML

# Create a responsive search ad

If your responsive search ads are under review for more than 1 business day, they will not show. To fix this, make sure that each ad has at least 5 different headlines and 2 descriptions that do not repeat the same or similar phrase.

In this article, you'll learn best practices for writing responsive search ads and some common mistakes to avoid. Remember to create only one responsive search ad for each ad group and make sure there is also at least one expanded text ad in the ad group.

## Tips


Providing redundant headlines and descriptions restricts the system's ability to assemble ad combinations. To increase the likelihood that your ad shows, focus on these key best practices for each responsive search ad:

1. Provide at least **5 distinct headlines** that don't repeat the same or similar phrases.
  - a. Providing at least 8-10 headlines is best. The more headlines you provide, the more options there are to assemble your messages into relevant ads, which may increase performance.
  - b. Be sure to **include a keyword in 2 headlines**.
2. Be sure to have at least another **3 headlines that do NOT include your keywords**.
  - a. Try highlighting additional product or service benefits and features, a problem you're solving, or highlight shipping and return information.
3. Try creating **headlines of different lengths**. Don't try to maximize the character count in every headline.
4. Add at least **2 distinct descriptions**.
  - a. Remember: responsive search ads could show up to two descriptions at a time.

## Example - Women's Shoes

### Good example

This example follows the best practices for creating a responsive search ad.

Headlines and descriptions	Possible ad combinations
<p>Headlines</p> <ol style="list-style-type: none"><li>1. STORE</li><li>2. Fashionable and Comfortable</li><li>3. Trendsetting Women's Shoes</li><li>4. Buy Online Today</li><li>5. Free Shipping</li><li>6. Top Brands at Great Prices</li><li>7. Official STORE Website</li><li>8. {Keyword:Women's Shoes}</li><li>9. A Style for Every Occasion</li><li>10. Buy With Confidence</li></ol> <p>Descriptions</p> <ol style="list-style-type: none"><li>1. Find all your favorite brands and the latest styles in one place. Don't wait, order today!</li><li>2. Free shipping on orders over \$50. Wide selection of stylish and comfortable shoes.</li><li>3. Shop STORE's wide variety of high quality women's shoes at prices</li></ol>	<p> <i>Ad combinations assembled</i></p> <p>Example combinations:</p> <p><a href="#">STORE   {Keyword:Women's Shoes}   Buy Online Today</a></p> <p><a href="https://www.example.com/">https://www.example.com/</a></p> <p>Shop STORE's wide variety of high quality women's shoes at prices you'll love. Buy now!</p> <p><a href="#">Official STORE Website   Trendsetting Women's Shoes   Free Shipping</a></p> <p><a href="https://www.example.com/">https://www.example.com/</a></p> <p>Free shipping on orders over \$50. Wide selection of stylish and comfortable shoes. Find all your favorite brands and the latest styles in one place. Don't wait, order today!</p>

you'll love. Buy now!	
-----------------------	--

**Bad example**

This is an example of how NOT to create a responsive search ad.

Avoid repeating the same text in every headline. In the following example, "Women's Shoes" is in every headline.

Issues

- Redundant text in headlines
- Fewer than 5 headlines

How to fix

- Add more distinct headlines
- Break up your headlines into smaller units (ex.: Latest Women's Shoes at STORE -> 1) Latest Women's Shoes 2) STORE


Headlines and descriptions	Possible ad combinations
----------------------------	--------------------------

<p>Headlines</p> <ol style="list-style-type: none"> <li>1. Fashionable Women's Shoes</li> <li>2. Trendsetting Women's Shoes</li> <li>3. Latest Women's Shoes at STORE</li> <li>4. Purchase Women's Shoes Online</li> </ol> <p>Descriptions</p> <ol style="list-style-type: none"> <li>1. Find all your favorite brands and the latest styles in one place. Don't wait, order today!</li> <li>2. Shop STORE's wide variety of high quality women's shoes at prices you'll love. Buy now!</li> </ol>	<p><b>🚫 No ad combinations assembled</b></p> <p>Example combinations considered and rejected:</p> <p><a href="#">Latest Women's Shoes at STORE   Purchase Women's Shoes Online   Fashionable Women's Shoes</a></p> <p><a href="https://example.com/">https://example.com/</a></p> <p>Find all your favorite brands and latest styles in one place. Don't wait, order today!</p> <p><a href="#">Fashionable Women's Shoes   Latest Women's Shoes at STORE   Purchase Women's Shoes Online</a></p> <p><a href="https://example.com/">https://example.com/</a></p> <p>Shop STORE's wide variety of high quality women's shoes at prices you'll love. Buy now! Find all your favorite brands and the latest styles in one place. Don't wait, order today!</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### Example - Widgets

**Good example**

<p><b>Headlines and descriptions</b></p>	<p><b>Possible ad combinations</b></p>
------------------------------------------	----------------------------------------

<p>Headlines</p> <ol style="list-style-type: none"> <li>1. STORE: Widgets</li> <li>2. 100s of Options to Choose From</li> <li>3. Lifetime Warranty</li> <li>4. Best Prices from STORE</li> <li>5. Over 100 Years in Business</li> <li>6. 24/7 Customer Service</li> <li>7. Free Shipping Orders Over \$99</li> <li>8. Same-Day Delivery</li> <li>9. Order Today</li> <li>10. All Shapes &amp; Sizes</li> <li>11. High-Quality Widgets</li> </ol>	<p> <i>Ad combinations assembled</i></p> <p>Example combinations:</p> <p><a href="#">STORE Widgets   100s of Options to Choose From   Lifetime Warranty</a></p> <p><a href="https://www.example.com/">https://www.example.com/</a></p> <p>Made from durable high quality materials. Customize with any color you need. Trust STORE. Deliver to over 100 countries in 3 days. "Best widgets. Period." Buy now!</p> <p><a href="#">High-Quality Widgets   Free Shipping Orders Over \$99   Order Today</a></p> <p><a href="https://www.example.com/">https://www.example.com/</a></p>
<p>Descriptions</p> <ol style="list-style-type: none"> <li>1. Made from durable, high quality materials. Customize with any color you need. Trust STORE.</li> <li>2. Deliver to over 100 countries in 3 days. "Best widgets. Period." Buy Now!</li> <li>3. Your satisfaction is our priority. We offer great prices and no-hassle ordering.</li> </ol>	<p>Your satisfaction is our priority. We offer great prices and no-hassle ordering. Made from durable, high quality materials. Customize with any color you need. Trust STORE.</p>

**Bad example**

Avoid using keyword insertion in too many headlines.

Issues

- Redundant text in headlines through keyword insertion
- Redundant descriptions

## How to fix

- Add 2-3 more headlines without keywords
- Add 1 description that's distinct from the existing descriptions

Headlines and descriptions	Possible ad combinations
<p>Headlines</p> <ol style="list-style-type: none"><li>1. {KeyWord:Durable STORE Widgets}</li><li>2. {KeyWord:Free Shipping}</li><li>3. {Keyword:Lowest Prices, Huge Selection}</li><li>4. {KeyWord:Widgets on Sale}</li><li>5. {KeyWord:Quality and Affordable}</li><li>6. {KeyWord:STORE Widgets}</li><li>7. {KeyWord:Buy Widgets Today}</li><li>8. Official STORE Website</li></ol> <p>Descriptions</p> <ol style="list-style-type: none"><li>1. Order the latest widgets from STORE that are durable and built with high quality.</li><li>2. Order the newest widgets from STORE that are durable and built with great quality.</li></ol>	<p>❌ <i>No ad combinations assembled</i></p> <p>Example combinations considered and rejected:</p> <p><a href="#">Official STORE Website   {KeyWord:Widgets on Sale}   {KeyWord:STORE Widgets} https://example.com/</a></p> <p>Order the latest widgets from STORE that are durable and build with high quality.</p> <p><a href="#">{KeyWord:Durable STORE Widgets}   {KeyWord:Widgets on Sale}   {KeyWord:Buy Widgets Today} https://example.com/</a></p> <p>Order the newest widgets from STORE that are durable and built with great quality.</p>

## Related links

[Google Ads beta features](#)

[About responsive search ads \(beta\)](#)