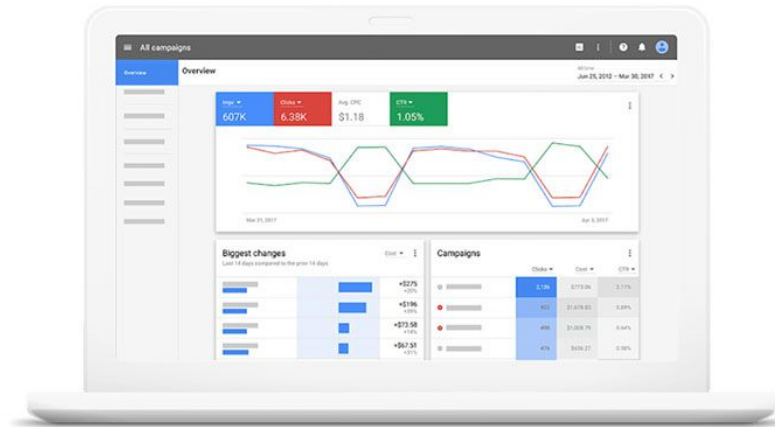


# Google Ads Content Deprecation Project

## Welcome to the new Google Ads experience

Designed to help you achieve your business goals, save time, and get more done.



Be sure to bookmark this page, so you can find it again

### Get started

[About the new Google Ads experience](#)  
[Navigate the new Google Ads experience](#)  
[Determine which Google Ads experience you're using](#)  
[Top questions about the new Google Ads experience](#)

### Get insights

[About the Overview page](#)  
[Use the Overview page](#)  
[Customize tables and charts](#)

### Use the new experience

[Create a campaign](#)  
[Switch between the new and previous Google Ads experiences](#)  
[About Search Network campaigns](#)  
[About Search Network campaigns with Display Opt-in](#)

### Watch videos

[Navigate your account](#)  
[Get performance insights at a glance](#)  
[Boost your ads with extensions](#)  
[Customize your tables and charts](#)

## Purpose

At the start of this project, users could access Google Ads two ways: through the old UI (the previous AdWords experience/prior to the rebrand) or the new UI (the new Google Ads experience/with rebrand). With the rebrand going into effect, the old AdWords UI of ~10 years needed to be deprecated - which also included related help center content. I was responsible for helping and managing this project, which consisted of:

- Performing a content audit that made references to both UIs, just the old UI, and just the new UI. This resulted in an inventory of ~300 articles from the previous 2 years that needed updates or needed to be deprecated
- Leading strategy and becoming the SME on how to execute updating, consolidating, and deprecating content for 10 other content strategists on the team for consistency and later execution

- Determine timeline for best time to deprecate content and create proposal for product teams and manage project milestones with changing deadlines
- Strategize how to make content less convoluted when having to keep both sets of instructions up for both UIs due to accessibility concerns
- Create workflow and process for vendor team to manage content updates (i.e. pulling sets of old UI instructions) quickly and cost effectively

### **Skills/Techniques**

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

### **Tools**

- Google's internal content management system
- Google Documents
- Google Spreadsheets
- HTML