

## Creative Setup Checklist

- 1) **http://** Landing page URL
- 2) **Display URL** Branded URL
- 3) **Call-to-action** (CTA) encourages viewers to click through to the website. It can appear as an additional click-target alongside your video ad. ***"Get it Now"***
- 4) **Headline** A strong headline will hook the potential customer and compel them to read more about your products and services. ***FREE BOOK***
- 5) **We recommends you upload a custom banner vs. auto generating**
  - a) Be mindful of pixel restrictions
  - b) When creating keep in mind graphics that will pull their attention to CTA
- 6) **Extras to consider:**
  - a) Site link extensions (need at least two): Opportunity for different CTAs
    - i) 20% more conversions according to Google

NOTES: