

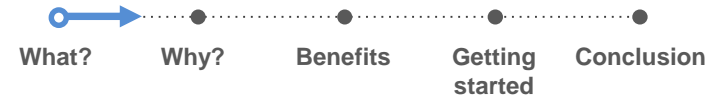
AdWords Sitelinks.

Increasing choice and relevancy
in your Search ads.

What is Sitelinks?

Sitelinks is a feature of AdWords that allows you to provide up to 6 additional destination URLs for users to your site

This allows you to direct customers to the most relevant page on your site



Why use Sitelinks? It is easy and costs nothing.

By providing users with more options, you can make your ads more targeted and relevant to a wide variety of customers

Example Pizza Store

www.example.com

Get Your Favorite **Pizzas!** Only At Your **Pizza Store**

Sponsored link

[Order Online Now](#)
[Deals In Your Area](#)

[Store Locator](#)
[Returning Customer? Order Here](#)



What are the benefits of Sitelinks?

- Get more relevant customers to your website
- Improve the profitability of your search campaigns
- Improve your ads' conversion rates with highly relevant landing pages
- Highlight promotions - this allows you to update your ads with seasonal or promotional offers without making changes to your keywords



MRKT360



How do I get started?

In your AdWords account specify up to 10 Sitelinks in order of priority and AdWords will display the 6 most relevant sitelinks depending on a user's search*

	Link text: 35 max	Destination URL: 1024 max	
Link 1:	<input type="text"/>	http:// <input type="text"/>	Remove
Link 2:	<input type="text"/>	http:// <input type="text"/>	Remove
Link 3:	<input type="text"/>	http:// <input type="text"/>	Remove
Link 4:	<input type="text"/>	http:// <input type="text"/>	Remove
Link 5:	<input type="text"/>	http:// <input type="text"/>	Remove
Link 6:	<input type="text"/>	http:// <input type="text"/>	Remove
	+ Add another		
	<input type="button" value="Save"/>	<input type="button" value="Cancel"/>	

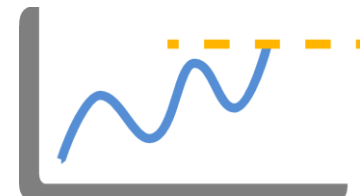


*AdWords will display the 6 most relevant site links depending on a user's search.

Conclusion.

Sitelinks:

- Is an easy way to help users discover your site
- Works with existing AdWords ads
- Helps increase conversions
- Improves the profitability of your Google search ads



Thank you.

If you have any queries or would like help setting up Sitelinks please contact:

Account manager name Account manager email

