Google Ads

Creative Best Practices Guide



Use high quality images

Images help users understand your business, products. and brand. They are critical to ads that perform well.

For best results, avoid images that are blurry, skewed, upside-down, unclear, have a border, are color-inverted, or excessively filtered.

DO use the natural lines of an image.



DON'T use visually skewed images.



DO use images that in focus.



DON'T use blurry images.



DO use images that are easy to see and full color.



DON'T use images that are hard to see or appear washed out.

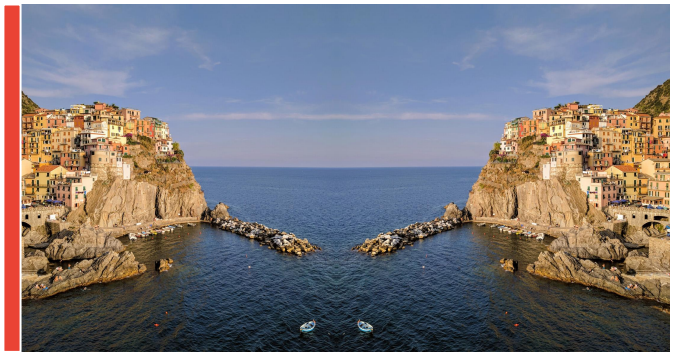


Use high quality images (*continued*)

DO use images that include a single, non-duplicated composition of the subject.



DON'T use images that include a mirror image.



DO keep edges square and borders transparent to allow images bleed to the full aspect.



DON'T round edges or use borders.



DO use the raw, natural composition of photos.



DON'T use inverted color or excessive filters.



No overlaid logos

Don't overlay a logo on top of an image. Images where the logo is integrated in the photograph are OK.

DO preserve the original image, ensuring it's the focus.



DON'T overlay logos/other graphics on images.



Avoid overlaid text

Avoid inserting text on top of an image. Overlaid text can be unreadable in smaller ad sizes. Images where the text is naturally embedded/integrated are OK.

DO preserve the original image, ensuring it's the focus.



DON'T overlay logos/other graphics on images.



Avoid overlay text *(continued)*

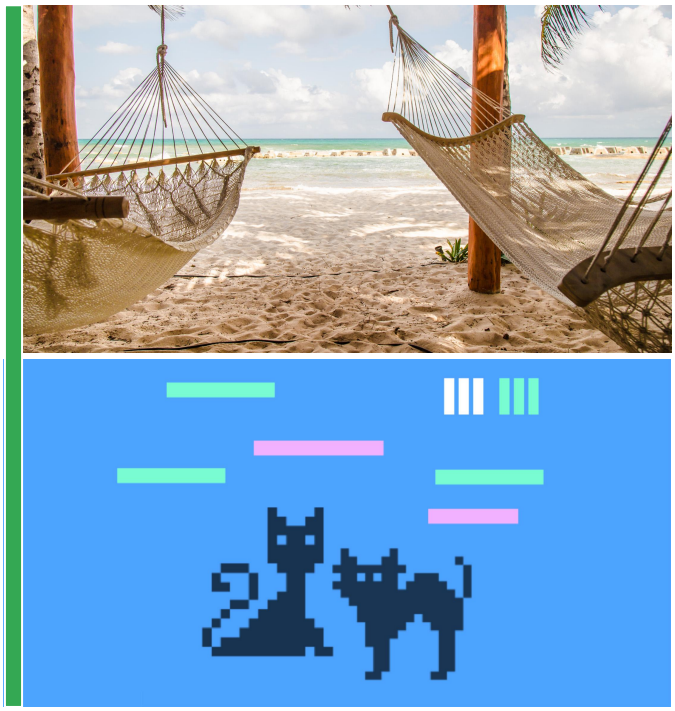




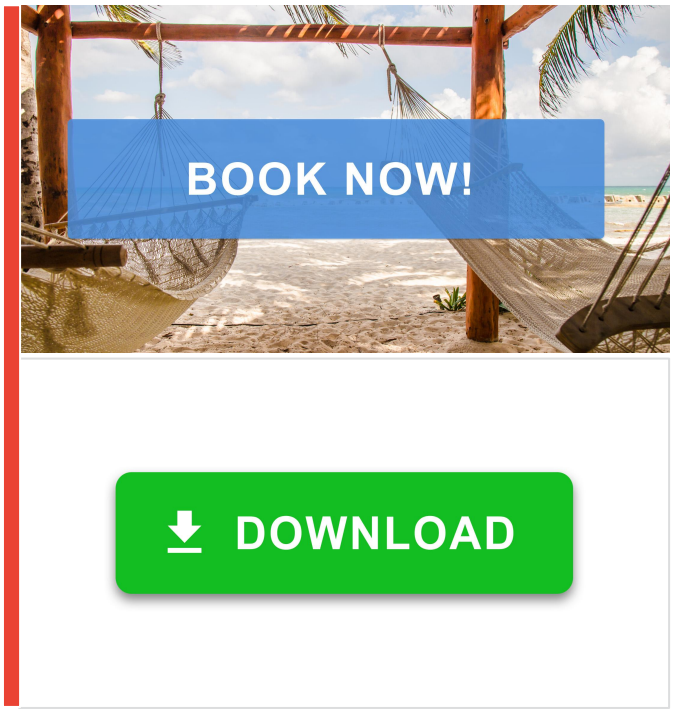
Do not overlay buttons

Buttons (which promise non-existent functionality like “play”, “download” or “close”) violate Google’s Google Ads policy.

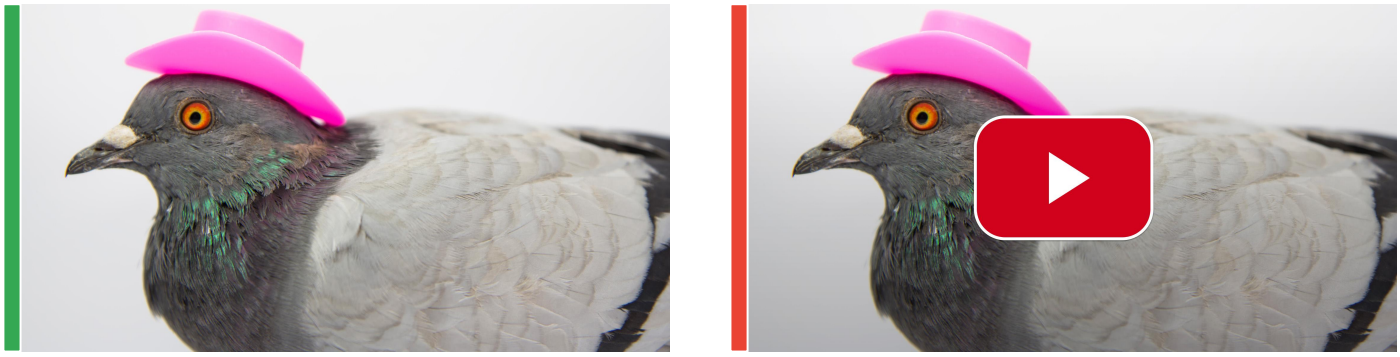
DO use the original image without button graphics that mislead functionality.



DON’T add buttons to your image as they aren’t a clickable element.



Do not overlay buttons *(continued)*



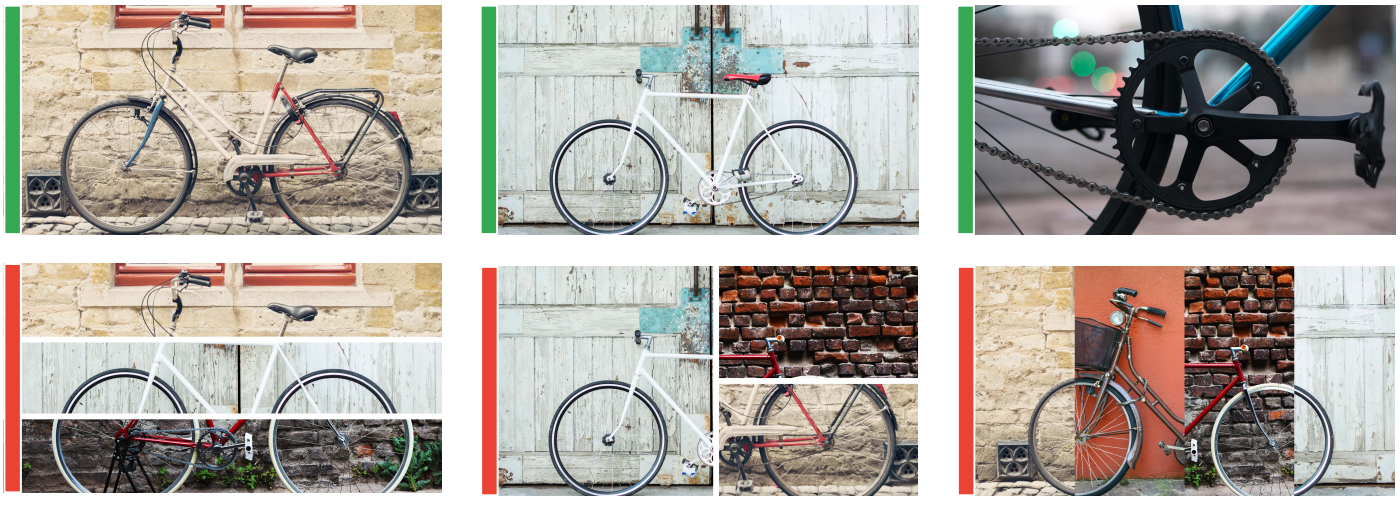
Make your product or service the focus of the image

Blank space should not take up more than 80% of the image. Your product or service should be the focus.



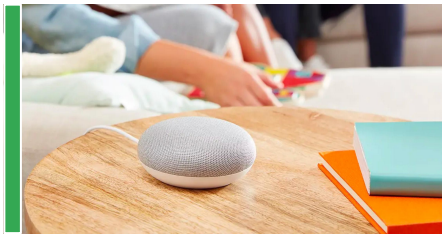
Avoid collage images

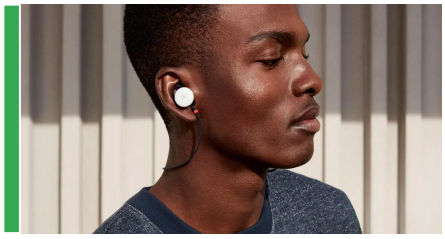
Use single images. Collages are not recommended.

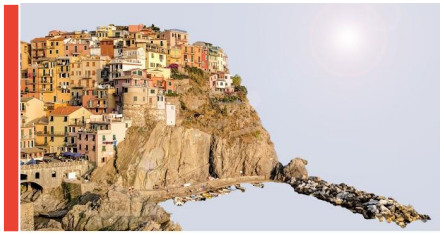
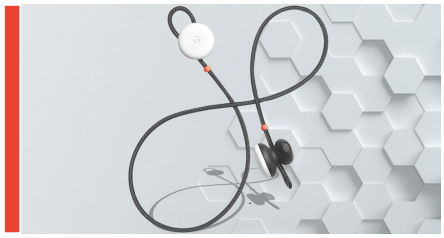


Avoid digital composite backgrounds

Avoid displaying products over digital composite backgrounds, including an all-white background. Instead use quality photographs that have physical settings with organic shadows and lighting.





Video

Video assets are engaging for users. The guidance below will help you understand what makes a strong video and avoid pitfalls that can hurt performance.

Responsive display ads let you attach up to 5 videos.
Videos in responsive display ads are optional.

5% MORE CONVERSIONS
when adding video asset to responsive display ad

15% MORE IMPRESSIONS
driven by compelling mobile video formats and incremental inventory

Cover the top aspect ratios

This will guarantee minimal campaign fluctuations when replacing videos. Try to provide at least one video for each aspect ratio:

Aspect Ratio	Minimum/Maximum	Recommended
Landscape 16:9 (e.g., 1920 x 1080 px)	1 min / 5 max	**2 videos in this aspect ratio**
Portrait 2:3 (e.g., 1280 x 1920 px)	1 min / 5 max	**2 videos in this aspect ratio**
Square 1:1 (e.g., 600 x 600 px)	1 min / 5 max	**1 video in this aspect ratio**

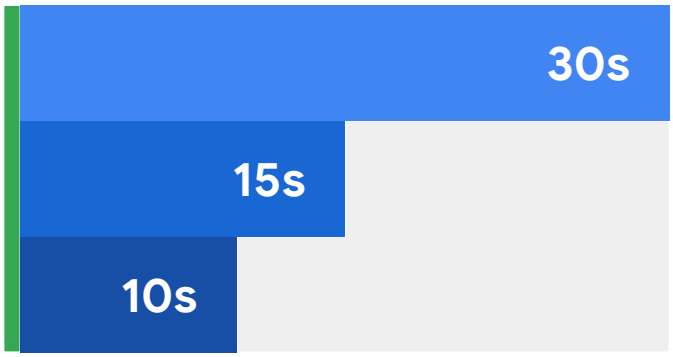
Vertical videos fit the natural intent of the user to watch the video in a vertical mode.

30 seconds or less

Uploading different video lengths can help you to tell different stories. But keep the total individual video length under 30 seconds.

Consider creating 3 lengths from one video. Example: turn a longer video into 10, 15 and 30 seconds assets.

DO vary the length of your videos.



DON'T upload videos greater than 30 seconds.



Grab attention within the first 2 seconds

Online video is an active environment. People will skip past your content if you don't capture their attention quickly. Start high with an immediate hook: get right to your offer, then fill in the details.

DO get to the point quickly.



DON'T spend a lot of time on exposition.



Diversify content

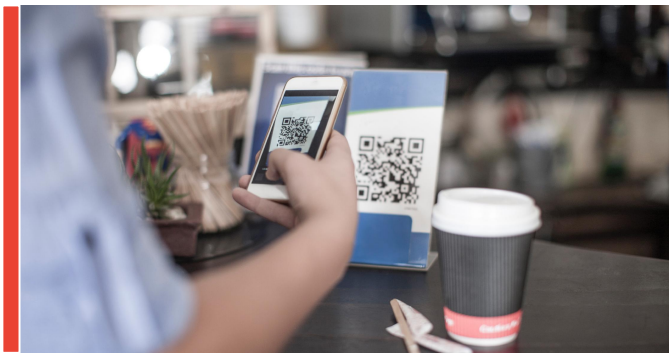
Have a variety of creative themes, especially within the same aspect ratio. Your videos should be different in some substantial way, e.g. different lengths, different themes, different content types. Example: product review vs user testimonial vs TV spot.

Diversify content (*continued*)

DO highlight unique features.



DON'T repeat content with minor tweaks.



Communicate visually

Sound is a great way to engage the user, and you can leverage sound to capture the user's attention. However, sound will not be available when devices are muted. Be sure the user can understand your message even without audio.

DO tell your story with motion and image.



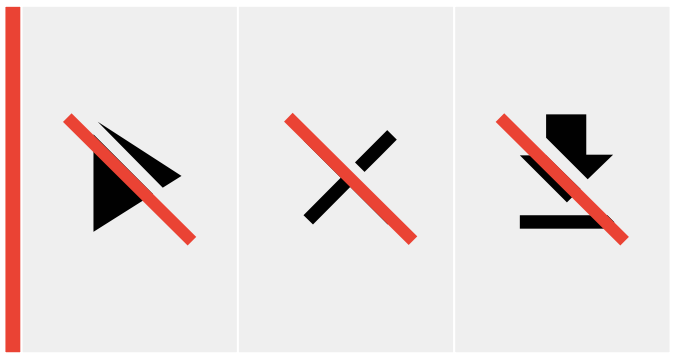
DON'T rely on narration, voiceover or captioning.



Don't overlay text, logos or buttons

Do not tease non-existent functionality like "play", "download" or "close".

DON'T insert graphic overlays.



DON'T attempt to trick users into engaging with content.



Short headlines

Responsive display ads let you add up to 5 short headlines.

- Don't punctuate the end of short headlines
- Don't use the exact same text in a headline and description
- Don't use your business name as a short headline

Headlines longer than 25 characters might be cut off in certain layouts. Ensure all assets are unique for maximum performance.

Short Headlines
1 min | 5 max | **Recommended**: 5

Characters
30 max | **Recommended**: 25*

Short headline examples

Spell out your offer
"Free delivery for 14 days"

Too short; undifferentiated
"Try it free"

Tell users what they can do
"Pay with a smart phone"

Too salesy; not informative
"Nonstop excitement"

Make it unique and compelling
"Bouncy castles for less"

Don't repeat the business name
"AirBNC – Bouncy Castles"

Long headlines

Responsive display ads let you add a single long headline. Spell out your brand or product's value proposition in a way that's interesting and useful to users.

- Don't punctuate the end of your long headline
- Don't use the exact same text in the long headline and your short headlines
- Write your headline so it can stand alone because it might be shown without description text

Long Headlines
1 only

Characters
90 max | **Recommended**: up to 90*

Long headline examples

Should be useful and can stand alone
"America's #1 luxury bouncy castles. Free delivery within one week"

Can't stand alone without additional detail
"The very best. Free delivery anywhere in the United States"

*Each character in double-width languages such as Korean, Japanese, or Chinese counts as two towards the limit instead of one.

Descriptions

Responsive display ads allow you to add up to 5 descriptions. Descriptions are shown alongside short headlines (not long headlines). Description copy should be written to complement short headlines.

Descriptions
1 min | 5 max | **Recommended**: 5

Characters
90 max | **Recommended**: up to 90*

> **Description examples**
>
> **Articulate the value proposition clearly**
> "Inflates in a matter of minutes. No need for a generator, it lasts all day long."
>
> **No detail and the business value is unclear**
> "Full of air and full of fun. Your summer isn't complete without one."

Logos

Certain layouts feature your brand logo. If you do not provide a logo, a neutral icon will be used instead, e.g., a globe or the first letter of your brand name.

- 1:1 aspect ratio (e.g., 1200 x 1200 px)
- 4:1 aspect ratio (e.g., 1200 x 300 px)
- Center your logo and crop it carefully
- Avoid using small text or adding extra "flair"
- Transparent backgrounds preferred
- White space or padding should be 1/16th of the logo size
- Copyright symbols in your logo are OK

We recommend uploading both aspect ratios. If you are only able to provide one size, upload a 1:1 aspect ratio logo.

Centering and cropping

In certain layouts, the corners of your logo may be cropped. Please make sure your entire brandmark is centered and not too close to the edge of the image.





*Each character in double-width languages such as Korean, Japanese, or Chinese counts as two towards the limit instead of one.

Logos (*continued*)

Text or flair

Avoid small text in your logo. Logos without text (brandmark only) are preferred, because text can become illegible on mobile. Don't add additional "flair" to your logo or details that aren't typically a part of it.



Backgrounds

Transparent backgrounds are preferred, but white backgrounds are also acceptable.



Padding

Any white space or padding should only be 1/16th the size of the logo. For example, in a 400 x 400 px logo, padding should be no more than 25 pixels wide.



Logos (*continued*)

Symbols

Registered (®) or unregistered (™) trademark symbols are OK.



Feed

Linking your campaign to a feed results in highly relevant and dynamic ads for the user. That said, dynamic ads are only as good as the product information provided. (Consult the help center to learn how to create a feed for your dynamic ads)

Where possible, include all fields in your feed. It equips the creative with more information to show the user. Complete feeds result in better ads.

1. **Double check the feed columns** to verify which information is being requested. For example, don't enter an image URL in the category column.
2. **Create separate feeds with localized information** if you advertise products across multiple languages and currencies. This ensures users see ads that make the most sense to them.
3. **Don't upload placeholder content**. Provide images relevant for each item.



Learn about Dynamic Remarketing »

Business name

All responsive display ads require a business name*.

> **Use your conversational brand name or a sub-brand, but not your full legal name.**
>
Brand/Sub-brand	Legal
Google	Google LLC
YouTube Australia	YouTube Australia Inc.

> **Do not use trademark, registered trademark, or copyright symbols in your business name.**
>
Brand Name	Trademark / Copyright
Google	Google™

> **Do not include promotional information irrelevant to your brand name.**
>
Brand Name/Sub-brand	Promotional / Irrelevant
Google	Google Store Blowout Sale
YouTube TV	YouTube TV — watch now!

> **Do not add slogans, emojis, HTML tags, variable names, or hashtags to your brand name.**
>
Brand Name/Sub-brand	Promotional / Irrelevant
YouTube	The Best of the Web, on YouTube
YouTube	YouTube
YouTube	YouTube $COUNTRY_NAME
YouTube	YouTube #happywatching
Google Home	Google Home 🏠

> **Do not add unnecessary punctuation or capitalization.**
>
Brand Name/Sub-brand	Unnecessary Punctuation / Capitalization
Google	Google!
YouTube	YouTube KIDS
Google Australia	== Google Australia ==

Call to Action

Call to Action text can be chosen from a menu or automated by the responsive display ads algorithm. For best performance, use the automated Call to Action option unless you need to change for legal reasons.

- Google chooses the call to action most likely to drive performance for a particular ad or layout
- The call to action may change based on the publisher, format and device

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