What You Need to Know About Expanded Ads

What are Expanded Text Ads?
In May 2016, Google announced the first major change in text ad formats since AdWords was introduced over 15 years ago. Expanded Text Ads (ETAs) would expand on the traditional 25 character headline and two 35 character description lines in the standard ads to add two 30-character headlines with one 80 character description line. The change gives advertisers almost 50% more text than the standard ads. ETAs began testing earlier in 2016, and are now available to all advertisers. Google will begin phasing out standard text ads in January of 2017, giving advertisers time to A/B test both types of ads to understand how it will affect their search strategies.

Why the Change?
ETAs are a response to the driving force behind so many digital changes – mobile. The new ads are designed to maximize your presence and performance on mobile search results. Through Google's research, they learned that "longer ad headlines are more useful to mobile users because they provide additional information about your business before they click your ad". While the change helps optimize for mobile, ETAs will show across all devices – desktop and mobile – and will wrap automatically based on device size.

What's the Timeline?
Google initially announced that advertisers wouldn't be able to create or edit standard ads anymore in October, but then extended the time frame until January 31, 2017 to give people ample time to test ads throughout the holidays. So that means, starting February 2017, advertisers will only be able to create and edit text ads in the ETA format, however existing standard ads will continue to serve alongside the ETAs as Google phases them out.

Extended Text Ad Best Practices:
According to Google's research, the quality of ads is what's most important. Below, we've outlined some additional tips and tricks based on Google's recommendations and best practices:

- Include keywords in your ad text
- Test your creative continuously and compare it to previous results
- Test multiple versions of your ads to see what will perform better
- If it worked in your standard ad, test if it will work in your ETA
- Just cause you have more room doesn't mean you need to use it – don't be afraid to keep headlines short
- Keep your standard ads running until your ETAs outperform them
- Tailor your ads to your different ad groups
- Make sure your new ETAs flow together – don't just add more text to add more text