

Penheel Marketing

Virtual CMO for CPAs and Small Business Owners

AdWords Extensions Cheat Sheet

For a quick run-down of the apps available and when you should use it, consider keeping the following Ad Extension Cheat Sheet handy.

Extension	When to Use	Clickable	Goal
Location	Searchers to locate the business	Yes	Foot traffic; locate your business
Affiliate	When you have multiple locations	Yes	Increase traffic at various locations
Callout	Service offerings	No	Whenever using AdWords.
Call	When you want people to call.	Yes	When appointment calls are important.
Message	Mobile-heavy site usage	Yes	Interact with prospects quickly
Sitelink	Promote specific, website services	Yes	Whenever using AdWords.
Snippet	Promoting a service line or product	No	Group services into defined categories
Price	Highlight price promotions	Yes	When pricing is a competitive advantage
Promotion	Seasonally	No	Increase ROI for discounts or promotions
App	Publicizing the App	Yes	Increase app downloads