

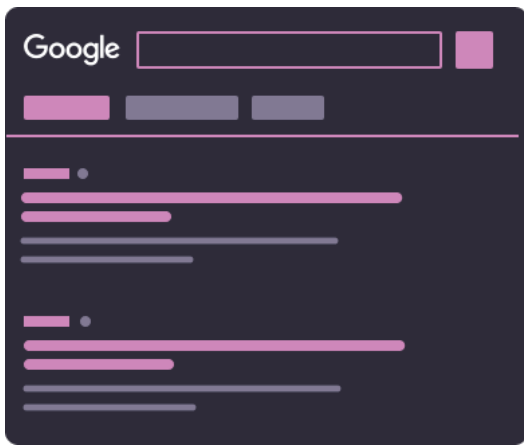


QUICK GUIDE

Google Search vs Google Display Network

Google Search is best suited for targeting users who are actively searching for your product or service with specific keywords, while Google Display Network is better for reaching a broader audience with visually appealing ads across various websites. Your advertising strategy should depend on your marketing goals, target audience, ad creative, and budget.

	Google Search Ads	Google Display Network
Audience Targeting	Target users based on their search intent with relevant keywords and demographics.	Target users based on their interests, behaviors, demographics, and website topics.
Ad Format	Text-based ads with limited characters and extensions.	Various ad formats including images, videos, interactive ads, and more.
Ad Placement	Ads appear at the top or bottom of the search results page.	Ads appear on Google partner websites across the internet.
Cost and Performance	Generally higher cost per click, but may lead to higher conversion rates due to intent-based targeting.	Generally lower cost per click, but may have lower conversion rates due to broader targeting.
Ad Optimization	Focus on ad copy, landing page, and keyword optimization.	Focus on ad creative and placement optimization.



When to advertise on Google Search:

- When you want to reach people who are actively searching for your products or services.
- When you have a keyword strategy that matches the user's search intent.
- When you want to drive high-intent traffic to your website and generate conversions quickly.
- When you have a larger budget and want to focus on a highly motivated audience.

When to advertise on Google Display Network:

- When you want to build brand awareness and reach a broader audience.
- When you have visually appealing ad creatives that can grab the user's attention.
- When you want to show your ads across multiple websites and reach users who are browsing online but not necessarily searching for your product or service.
- When you have a smaller advertising budget and want to reach a wider audience at a lower cost per click.
- When you want to retarget users who have previously visited your website or shown interest in your products or services but haven't taken action.

Bonus tip

By incorporating both Google Search and Google Display Network into your marketing strategy, you can capitalize on the unique strengths of each platform. Utilizing both channels can effectively complement each other and help you achieve your advertising objectives.