

RESPONSIVE SEARCH AD HEADLINE AND DESCRIPTION FORMULAS

Responsive search ads take up to 15 headlines (30 characters each), 4 descriptions (90 characters each) and 2 display path fields (15 characters each). Google mixes them, so every line must make sense on its own and next to any other.

■ HEADLINE FORMULAS (30 CHARACTERS MAX)

Angle	Formula	Example	Chars
Keyword + place	[Service] in [Town]	Boiler Servicing in Leeds	25
Credential	[Accreditation] [Role]	Gas Safe Registered Engineers	29
Proof	Rated [Score] Stars on [Platform]	Rated 4.9 Stars on Google	25
Offer	Free [Thing]	Free No-Obligation Quotes	25
Price	[Service] From £[Price]	Boiler Service From £89	23
Differentiator	[What makes you different]	Fixed Prices, No Call-Out Fee	29
Question	[Problem]? [Reassurance]	Boiler Broken? We Can Help	26
Call to action	[Action] [Outcome]	Book Your Service Online	24
Local	Serving [Area] Since [Year]	Serving Leeds Since 2009	24

■ DESCRIPTION FORMULAS (90 CHARACTERS MAX)

Angle	Example	Chars
Benefit + proof + CTA	Fixed-price boiler servicing from Gas Safe registered engineers. Book online in minutes.	88
Problem + solution	No heating? We aim to reach homes across Leeds the same day. Call now for a fixed quote.	88
What's included	Every service includes a full safety check and written report. Pick a slot that suits you.	90
Risk reversal (if true)	Not happy with the work? We'll come back and put it right at no extra cost.	75

■ RULES

- Use the main keyword in at least two headlines
- Pin only when you must: pinning cuts the combinations Google can test
- Every claim must be true and match the landing page
- Don't repeat the same message in several headlines
- Only promise "free" if you honour it

■ DISPLAY PATHS

- Two short fields after your domain, e.g. /boiler-service/leeds
- Use them to repeat the service and location