



# **Everything You Need to Know About Google's New Dynamic Search Ads**

**These new type of search ads combine a little bit of SEO with the interface that is more familiar to PPC ad users.**

# **How Do Dynamic Search Ads Work?**

**All the pages of any given site are indexed into categories and sub categories, which allows for more precise targeting of customers**

- **Done automatically and the website content is placed into categories by Google**

**The ad verbiage is created for you and suggests how much you may want to bid to capture clicks for those queries**



# Why Should I Try Dynamic Search Ads?

**Google will develop the content for the ad and target it around what people are looking for**

**For SEO and PPC professionals, it gives you a more clear picture of when your low volume keywords are picking up**

- **Google estimates that 15% of new searches performed daily are new queries**
- **Keeping track of the newest suggestions provided by DSAs can tip you off to new search trends**

**You can keep control over your budgets while you experiment**

# How Will Dynamic Search Ads Change the Landscape of Search?

**Google has made several strides to stop keyword stuffing and other once popular techniques that manipulate the search algorithm**

- **The new DSAs look at the overall content of a site and the categories they fall into**
- **Keywords are becoming less and less important to rankings**

