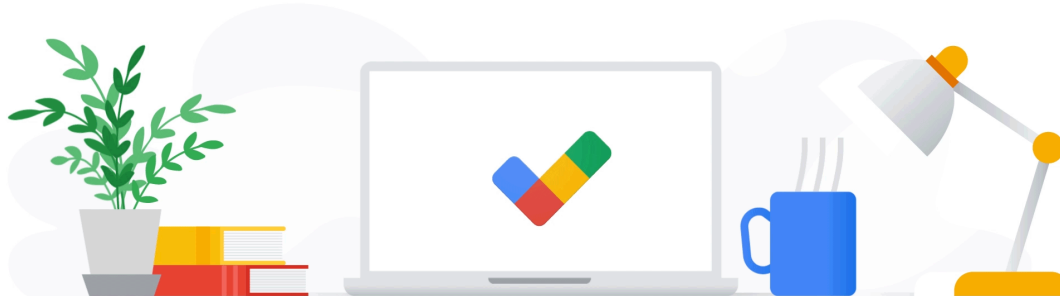


Google Ads Best Practices



We want to help your business grow. The insights and tips within these guides form the foundation for successful Google Ads campaigns. They are based on Google's internal data and have been vetted by the people who built Google Ads.

Featured guide: [Create effective Search ads](#)

Improve your campaign performance

Search



[Create effective Search ads](#)

[Reaching the right customers on Search](#)

Display



[Optimize your Display campaigns](#)

Discovery



[Inspire action on Google's personalized feeds with Discovery campaigns](#)

Apps



[\(Mobile\) Finding the right mobile app users](#)

Video



[Reach a broad audience and build awareness with Video](#)

[Drive sales, leads and web traffic with Video](#)

Local



[Connect with local customers and drive offline sales with online ads](#)

[Drive more calls to your business](#)

Shopping



[Make your products stand out and drive more sales with Performance Max](#)

Performance Max



[Achieve your goals across Google's ad inventory with Performance Max](#)

Drive growth with measurement

Measurement



[Optimizing Google Ads with Google Analytics](#)

[Beyond last-click attribution](#)

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Bidding & audiences



[Finding success with Smart Bidding](#)

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