

## Ad Extension Definitions

Below you will find the various Ad Extensions with Google's definitions and links for more details for each one. Plus I have added examples highlighting the particular Ad Extension.

**Sitelink extensions:** <https://support.google.com/adwords/answer/2375416?hl=en>

To add more links to your ads, create sitelink extensions. Sitelinks can take people to specific pages on your site—your store hours, a specific product, or more. When someone clicks or taps on your links, they skip right to what they want to know or buy.

**Victoria BC Funeral Homes - Celebration Of Life Experts**  
 [Ad] [www.mccallgardens.com/Celebration/Of-Life](http://www.mccallgardens.com/Celebration/Of-Life) ▾ [\(250\) 385-4465](tel:(250)385-4465)  
 McCall Gardens: We Will Help You Create a Meaningful Tribute: Free Consultation  
 No Hidden Fee Guarantee · Satisfaction Guarantee · 24 Hours Service  
 Amenities: Reception Centre, Funeral Chapel, Audio & Video Displays, Convenient Parking

<a href="#">Cremation Options</a>	<a href="#">Pre-Plan Online</a>
<a href="#">Burial Options</a>	<a href="#">Free Resource Kit</a>

**Call extensions:** <https://support.google.com/adwords/answer/2453991?hl=en>

Call extensions let you add phone numbers to your ads, which can significantly increase clickthrough rates. When your call extensions show, people can tap or click a button to call your business directly. That means more customer engagement with your ads, and more chances for you to get and track your conversions.

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 📍 1315 Cook Street, Victoria, BC

**Callout extensions:** <https://support.google.com/adwords/answer/6079510?hl=en>

Callouts improve your text ads by promoting unique offers to shoppers, like free shipping or 24-hour customer service. When customers see your ads, they get detailed information about your business, products, and services. This is an informational article about callout extensions.

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For more information about Google AdWords for Funeral Homes, visit: [FuneralResults.com/adwordshelp](http://FuneralResults.com/adwordshelp)

**Location extensions:** <https://support.google.com/adwords/answer/2404182?hl=en>

Location extensions can help people find your locations by showing your ads with your address, a map to your location, or the distance to your business. People can then click or tap your extension to get further details about your location on your location page, which includes the most relevant business information all in one place. Location extensions may also include a phone number or call button so that users can easily call your business.

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**Structured snippet extensions:** <https://support.google.com/adwords/answer/6280012?hl=en>

Structured snippets are extensions that highlight specific aspects of your products and services. They show underneath your text ad on search in the form of a header (ex: "Destinations") and list (ex: "Hawaii, Costa Rica, South Africa").

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 Burial Options          Free Resource Kit

**Price extensions:** <https://support.google.com/adwords/answer/7065415?hl=en>

Price extensions can add more value to your Search Network text ads by giving you a bigger showcase for your services and range of products, and by linking people directly to what interests them on your site. Price extensions appear below your text ad on desktop and mobile, and give you more space to tell people details about what your business offers. They show as a set of up to 8 cards that people can view to see different options and prices. From your price menu, people can go directly to the item that interests them on your site.

**Simple Low Cost Cremation - Cremation Plans from \$1295**  
 [Ad] [www.pacificcoastcremation.com/LowCost](http://www.pacificcoastcremation.com/LowCost) (250) 483-2559  
 Pacific Coast Cremation: Arrange Online (Save \$50) or at Our Office or Your Home  
 Satisfaction Guarantee · No Hidden Fee Guarantee · 24 Hours Service  
 2780 Veterans Memorial Parkway, Victoria, BC

Simple Cremation \$1,295.00 Simple cremation offering	Celebration of Life \$2,140.00 At venue of your choice	Cemetery Gathering w/ Urn \$1,625.00 Graveside after cremation
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**Reviews extensions:** <https://support.google.com/adwords/answer/3236114?hl=en>

There's nothing better than getting a good review, and customers like to see them too when searching for products and services online. With review extensions, you can share those positive write-ups, awards, or third-party rankings with potential customers in an additional line of text beneath your ads on Google Search.

[No examples yet with this new extension. It will be added as soon as available. ]

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