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Psalm 65:11 "You crown the year with your goodness; your paths overflow with rich food."



Google Search Ads vs Google Display Ads

The main difference between Google Search Ads and Google Display Ads is Search Ads are a form of "pull" advertising while Display Ads are a "push" advertising tactic. Meaning, promoting your opportunity to those who are already searching for your product or service rather than paid placements that appear based on specific targeting parameters.

It can be a difficult decision for any advertisers to pick between a search ad vs display ads for their online campaigns. It's an imperative decision to make because utilizing the wrong ad format could waste a big percentage of your dedicated advertising budget.

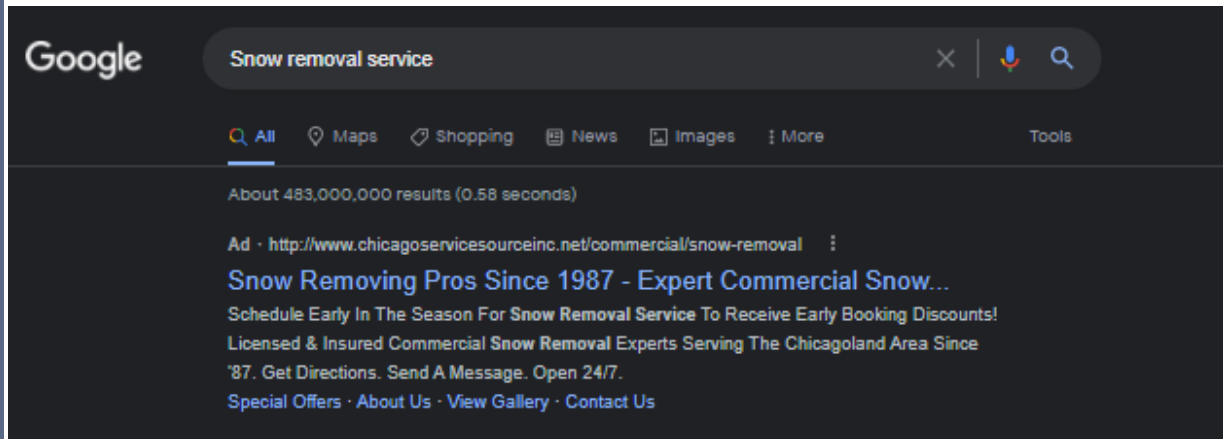
So, what is the difference between Google search and google display ads? Which is better for your objectives? How can you utilize both search and display to maximize your return? Let's dive in!

What are Search and Display Ads?

Google Search Ads

Paid search advertising is one of the most popular forms of PPC advertising in which companies pay (using an auction-based model) to have their ads

displayed above or below the organic search engine results when users search for specific keywords or phrases.



Search Ads have three main parts- **headline**, **display URL**, and **description text**. These ads are designed to intrigue users to click through by pairing a unique combination of keywords and headlines.

Reasons to Consider Search Ads:

- To supplement your existing organic traffic
- To capture high-quality leads
- To cater to your local audience
- To maximize the use of a smaller budget

Google Display Ads

Unlike search ads, display ads are not limited to appearing in only one location, the SERPs. *These ads appear throughout the Google Display Network which consists of millions on websites, apps, and news feeds which allow you to target users by audience affinities, in-market segments, and custom keywords.* You also have the capability to choose where your ads will be shown that will best fit your target audience, such as a banner image and other interactive formats.

Reasons to Consider Display Ads:

- When your product or service is more visual
- To aid in increasing brand awareness among your internet browsers with passive intent across an extensive network
- To capture a niche market through Affinity Audiences

Which is Best for Your Business?

It Depends!

You must understand the true difference between these two avenues and when to use each one in the context of your PPC advertising goals. Both, Search and Display ads have their benefits and can produce great results for you when

used correctly.

The reason search ads typically drive more conversions than display ads is that the Search Network connects advertisers to the people who are actually looking for your product or service. Meaning, higher intent and neutrally more likely to convert.

Spectrum Net Designs is Your All-in-One Marketing Team!

Did you know that Spectrum Net Designs offers both Google Ads and Social Media Marketing services? If not, now you do! We support many clients in various industries with their unique marketing needs.

Whether it is ***creating graphics for their upcoming auctions, running Google Ads to help attract new buyers,*** we can handle it all! And it doesn't stop there. We also do ***website design and development*** alongside ***search engine optimization services to improve your rankings on Google.*** Do not hesitate to reach out to our team to chat about your options today!



In Case You Missed It!

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How to Find New SEO Keywords

Keyword research & finding new SEO keywords is a fundamental part of various search marketing strategies. Whether you are primarily running pay-per-click (PPC) or paid search campaigns, or your goal is to improve your organic search optimization results- you will be using keyword research. Keyword research is the process of identifying and optimizing your site for specific words that people are typing into search engines. Since what people are searching for, and when they are searching directly relates to your product or service- keyword research is a crucial element of a successful search marketing campaign.

[Read More](#)



Exploring Instagram: Paid Ads

At the end of 2019, Instagram was the second most popular mobile social media app in the United States. 63% of Americans use it daily for an average of 28 minutes a day. That is a lot of eyes spending a lot of time scrolling that your company could be taking advantage of! The platform started offering paid ads at the end of 2013, and has been expanding their advertising capabilities ever since. With Instagram Ads, it's easy to turn your posts into paid ads. By turning your posts into ads, you can reach an audience beyond the people who only follow your Instagram account as well as increase traffic to your Instagram page and your website.

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