

What do advertisers need to do in AdWords to effectively engage mobile users? This checklist outlines all of the fundamental items that should be in place in your account. (A great mobile site is a big part of great mobile advertising. We're not getting into site design here, but if you need help [building or improving your mobile site](#), check out the resources on google.com/think/multiscreen).

Mobile Creatives and Extensions

- ❑ 1 Implement important mobile-friendly extensions and ad formats:
 - ❑ [Sitelink extensions](#) if you want to give users the option of landing directly on specific pages of your site
 - ❑ [Call extensions](#) if you accept phone calls
 - ❑ [Location extensions](#) if you have physical storefronts
 - ❑ [App extensions](#), [app install ads](#) and [app engagement ads](#) if you have an app
 - ❑ [Review](#) & [callout extensions](#) if you want to highlight specific business attributes

Why: *Providing this information through extensions can increase CTR and make it easier for consumers to call you and find the location, products, and details they are looking for.*

- ❑ 2 Enable mobile-preferred sitelinks with mobile utility in mind. Try for a minimum of six to give yourself the best possible presence.

Why: *There's less mobile real estate, so mobile sitelinks should be short and crisp. Mobile users also might find different pages on your site more useful.*

- ❑ 3 Put all of your important info and mobile-specific calls to action in the headline and description line one of your mobile-preferred ads.

Why: *Description line two may not be shown on mobile devices in some instances (such as when it isn't expected to perform better than your mobile-relevant extensions).*

- ❑ 4 Make description line one and description line two complete and separate sentences on your mobile-preferred ads.

Why: *There are instances where description line one will be promoted to the title and form a [longer headline](#) so that description line two will still show.*

- ❑ 5 Use your display URL to indicate that you have a mobile-friendly landing page if you have one (e.g., [example.com/mobile](#), which you can even use for mobile-preferred ads that direct to responsive-design sites since display URLs are customizable).

Why: *Mobile-optimized sites make life easier for mobile users. A mobile-friendly display URL signals to the user that they should expect an enjoyable mobile experience.*

- ❑ 6 For the Google Display Network, use mobile-specific ad sizes.

Why: *Mobile sites have different inventory than desktop, so to target them you'll need the correct ad sizes. Tip: Use standard mGDN ad sizes: 320x50, 300x250, 728x90 and text ads*

Mobile Targeting

- 7 If you've had success with Shopping campaigns, the Google Display Network or video ads on desktop, expand your targeting to include mobile in those venues.
Why: *People shop, visit your site and consume other content on their mobile devices. Your ads should be ready to greet them wherever they are.*
- 8 Advertise to mobile users on all campaigns where it makes sense to do so.
Why: *Traffic from mobile devices is only going to continue to grow, so start targeting that traffic now.*

Mobile Measurement

- 9 Ensure that mobile conversion tracking is in place and actively working.
Why: *If you have a separate mobile site you'll need to install conversion tracking just as you did for desktop.*
- 10 Measure the [Full Value of Mobile](#) by taking into account the different conversions that a mobile user could generate for your business (e.g., converted clicks on your site, [cross-device conversions](#), [calls as conversions](#), [website call conversions](#), [app downloads](#) and in-app conversions).
Why: *Onsite conversions are just one part of a mobile user's potential experience with your brand.*
- 11 Track the performance of your calls with call details and set up & optimize call conversions. Determine the time threshold for valuable calls and use that to decide what success looks like.
Why: *Calls are more valuable than onsite conversions for many advertisers. Details like call duration can give you deeper insights into the value of calls from AdWords.*
**Note: Call details rely on dynamically-generated Google forwarding numbers. If you want to display the same phone number in all of your ads, you can opt out of Google forwarding numbers (along with call details).*

Mobile Bidding

- 12 Bid your ads to the top of search results on mobile, as that's where the vast majority of clicks are generated.
Why: *Ads above the results get more prominent notice with smaller mobile screens. There are also no ads on the right-hand side of the results on mobile.*
- 13 Base your [mobile bid adjustments](#) off of the full value of mobile, which is best captured in the Estimated Total Conversions column.
Why: *Estimated Total Conversions count [cross-device conversions](#), app downloads and some calls from mobile click-to-call ads that are tracked by Google call forwarding numbers.*

Working Without Mobile-Optimized Sites

- 14 If your business accepts calls and you prefer that mobile users call you instead of going to your site, use [call-only ads](#).
Why: *It's a direct way for mobile users to reach you easily and quickly. And it's a way for you to lead with your best channel.*