

Marketing & Advertising / Google Ads

Generate sitelinks, callouts, structured snippets, and call extensions that lift CTR by 10-20% — with mobile vs. desktop priority recommendations.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Ad Extensions, CTR Improvement, Google Ads

Updated: May 2026

Why This Prompt Exists

Most advertisers skip extensions, leaving CTR on the table.

You get:

- no sitelinks (competitors show 4, you show 1)
- callouts that are generic (“Great service”)
- structured snippets with only 2 values (Google needs 4 minimum)
- no call extension for mobile users
- extensions that don’t match search intent

But extensions are not optional.

They are free real estate on your ad.

- Sitelinks take users to specific pages (not just your homepage)
- Callouts are short benefits (no click required)
- Structured snippets need 4+ values to show
- Mobile and desktop users need different extension priorities

Without extensions, your ad is smaller than competitors’.

This framework forces AI to build extensions that earn clicks.

The Prompt

Assume the role of a Google Ads extension strategist who knows that extensions lift CTR by 10-20%.

Your task is to generate a complete set of ad extensions.

Generate:

1. FOUR SITELINK EXTENSIONS

- Link text (25 characters max)
- Description (35 characters max, optional but recommended)
- Final URL (describe the destination page)

2. FOUR CALLOUT EXTENSIONS

- 25 characters each (no click-through – just benefits)
- Examples: "Free Shipping," "24/7 Support," "10-Year Warranty"

3. TWO STRUCTURED SNIPPETS

- Header (e.g., "Types," "Brands," "Services")
- 4-6 values (e.g., "Ergonomic," "Mesh," "Leather," "Fabric")

4. CALL EXTENSION (if applicable)

- Phone number
- Recommended hours

5. EXTENSION PRIORITY RECOMMENDATION

- Which extensions to use for mobile vs. desktop

INPUTS:

Business Type:

[E.G., E-COMMERCE / LOCAL SERVICE / B2B / SAAS / OTHER]

Key Offers or Features:

[LIST 4-6 BENEFITS]

Top Product or Service Categories:

[LIST 4-6 CATEGORIES FOR STRUCTURED SNIPPETS]

Phone Number (optional):

[INSERT OR "NONE"]

RULES:

- Sitelink link text: 25 characters max
- Sitelink description: 35 characters max (optional but recommended)
- Callout text: 25 characters max (no more)
- Structured snippets need 4-6 values to show (Google requires at least 3, but 4+ is safer)
- Mobile users need call extensions and shorter sitelink text

How To Use It

- Add extensions at the account level (applies to all campaigns) unless you need campaign-specific versions.
- Sitelink descriptions are optional but recommended — they increase CTR significantly.
- Callouts with numbers (“50,000+ Customers”) perform better than generic benefits.
- Structured snippets need 4+ values to show reliably.
- Review extensions quarterly; outdated offers hurt CTR.

Example Input

Business Type: E-commerce (office furniture)

Key Offers or Features: Free shipping, 30-day trial, 10-year warranty, price match guarantee, 24/7 customer support, assembled in USA

Top Product or Service Categories: Office Chairs, Standing Desks, Monitor Arms, Desk Accessories, Filing Cabinets, Bookshelves

Phone Number: 1-800-555-0142

Why It Works

Most ads fail because they're too small.

This framework improves outcomes by forcing:

- sitelinks with descriptions (more real estate)
- callouts with specific benefits (not generic)
- structured snippets with 4+ values (visibility threshold)
- mobile vs. desktop prioritization (different user behavior)
- character limit compliance (Google's rules)

Great extensions don't just add space — they add reasons to click.

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