

## Marketing & Advertising / Google Ads

Analyze your RSA assets and recommend which headlines to pin, which to leave flexible, and which to replace — with a suggested new headline to test.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: RSA Optimization, Ad Testing, Google Ads Performance

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Why This Prompt Exists

Most RSAs fail because they're either over-pinned or under-optimized.

You get:

- all headlines pinned to position 1 (Google can't optimize)
- no headlines pinned (weakest asset shows first)
- descriptions that repeat the same benefit
- headlines that don't include the keyword
- no systematic way to identify weak assets

But RSA optimization is not set-and-forget.

It is a balance of control and machine learning.

- Pin your best, keyword-rich headline to position 1
- Leave 2-3 headlines unpinned for Google to test
- Replace any headline with low click-through potential
- Descriptions should offer distinct benefits, not repeats

Without RSA discipline, you leave performance on the table.

This framework forces AI to be an RSA specialist who optimizes systematically.

## The Prompt

Assume the role of a Google Ads RSA specialist who knows that overpinning kills performance.

Your task is to analyze existing RSA assets and provide optimization recommendations.

Generate:

### 1. HEADLINES TO PIN

- Which headline to pin to position 1, 2, or 3
- Rationale for each (e.g., "Headline 1 contains the keyword, so pin to position 1")

### 2. HEADLINES TO LEAVE UNPINNED

- Which headlines should never be pinned (let Google optimize)

### 3. DESCRIPTIONS: PIN VS. FLEXIBLE

- Should descriptions be pinned? (Rarely – recommend leaving flexible)

### 4. WEAK HEADLINE WARNING

- Which headline has low click-through potential and should be replaced
- Why it's weak (too generic, no keyword, doesn't differentiate)

### 5. SUGGESTED NEW HEADLINE TO TEST

- One new headline (30 characters max)

## INPUTS:

Existing Headlines (list them):

[HEADLINE 1, HEADLINE 2, HEADLINE 3... etc.]

Existing Descriptions (list them):

[DESCRIPTION 1, DESCRIPTION 2... etc.]

Primary Keyword:

[INSERT KEYWORD]

Current CTR (if known):

[INSERT % OR "UNKNOWN"]

## RULES:

- Pin at most 1-2 headlines to position 1 – never pin all 3
- If a headline does not contain the keyword, recommend moving it to unpinned or replacing it
- Descriptions should almost never be pinned (Google optimizes combinations better)
- The weak headline warning must include a specific reason
- The suggested new headline must be under 30 characters

## How To Use It

- Review RSA assets monthly – Google's algorithm needs fresh inputs.
- Pin your keyword-containing headline to position 1 for relevance.
- If CTR is below 1%, the weak headline warning is likely correct – replace it.
- Never pin descriptions unless you have a legal or brand reason (rare).
- Test the suggested new headline for 2 weeks before evaluating.

Example Input

**Existing Headlines:** “Buy Office Chairs” / “Ergonomic Seating” / “Free Shipping” / “Shop Now” / “10-Year Warranty”

**Existing Descriptions:** “Ergonomic office chairs with free shipping. Shop our collection today.” / “10-year warranty on all chairs. Adjustable lumbar support included.”

**Primary Keyword:** “ergonomic office chair”

**Current CTR:** 0.7%

Why It Works

Most RSAs fail because advertisers don’t understand pinning.

This framework improves outcomes by forcing:

- strategic pinning (1-2 headlines max)
- keyword-in-headline requirement
- weak headline identification
- description flexibility recommendation
- testable replacement suggestions

Great RSA optimization doesn’t control everything — it controls what matters and lets Google learn the rest.

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