

## **Google 2018 Changes**

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### **New AdWords Interface**

So the first biggest change I found happened in 2018 for AdWords was the new AdWords interface, the new system. So if you logged in, you would notice that it looked really, really different to the old AdWords interface. And for a long time, you could actually toggle between the old and new interface for a really long time, and 2018 saw the retiring of this old interface.

### **Retiring of the Display Planner**

If you're not sure what the display planner was, it was kind of like the keyword planner. But for display campaigns, it was really a good way to find some high traffic websites that were relevant to your niche. And it was a way of finding interesting topics and YouTube channels. It's just further emphasis that Google is going more down the route of less kind of very granular ad management and more towards the whole artificial intelligence side of things.

### **Removal of AdsenseforMobileApps.com**

Previously, you used to be able to put in this negative placement URL of AdsenseforMobileApps.com, which prevented your ads to show on any kind of mobile apps, be it on a mobile or an iPad, all those in app ads that you would have seen when using some apps and a lot we've had a lot of these were inadvertent clicks and wasted a lot of money.

## **Expanded Text Ads Got Bigger**

When AdWords first launched expanded text ads, they were two headlines and one description. But now the expanded text ads are even bigger, you have three headlines, each of 30 characters and two descriptions, each of 90 characters.

So you have a lot of ad space available in your text ads.

## **Launch of Responsive Search Ads**

This is really leaning on Google's artificial intelligence and machine learning capabilities were kind of continuing on this new expanded text ad sort of bigger format, you can give Google up to 15 possible headlines and up to four possible descriptions. And they will mix and match them accordingly until they find the best performing one.

## **Exact Match is no Longer Exact Match**

Basically, when you choose an exact match keyword type, it does allow for some level of keyword variation or search term variation in it. So be mindful of that, that it's no longer exact match.

## **Promotions Extensions**

So this is just another one of the ad extensions that are available to your ads, which, as I say, they are in extension to your text ad. And the promotion extensions was one that was initially rolled out as just available in the new AdWords interface.

## **Additional Competitive Metrics**

Now Google have become a little bit more transparent with their launch of ad position beyond I guess, average position. So there are some new metrics that you can add into your interface called absolute top impression and impressions, top impression, etc.