



Headlines 30 chars (3 per ad)

- DIY Pest Control
- Do It Yourself Pest Control
- Safe for Everyday Use
- Safe, DIY Pest Control
- Green Product Highest standard
- All-Natural No Harsh Chemicals
- All Natural, Safe and Effective
- No More Harsh Chemicals
- Green Pest Control
- Green Product Highest standard
- Natural Professional-Grade
- Free Shipping
- Live Pest Free Safely
- Natural Pest Control
- Natural, Safe and Affordable
- Getbugly.com Bugly
- Bugly, A Solution that's Not So Ugly

Descriptions 90 chars (2 per ad)

- All natural, safe, effective and affordable monthly pest control subscription service.
- Developed by Pest Management Professionals from its leadership team to its scientists
- Homeowners and small businesses can safely perform their own pest control
- Natural & safe for you, your children, your family and pets
- A green product with the highest standards
- Everything is delivered pre-measured
- Natural pest control without harsh chemicals
- No more unfamiliar service people in your home
- We save you money with better products, better prices, and no contracts!
- Bugly always ships free
- No annual contracts
- 100% Guaranteed! If don't love us, no problem, but we know you will
- Environmentally smarter, professional Grade Products
- A professional-grade product that is better at protecting your home and family.
- Professional products delivered to your door each month, premeasured and with step by step instructions.
- Natural, Comprehensive Pest Control for Only \$19.99 per Month!



Display Ads (Uses same Headlines and Descriptions) Images Switch for Testing

Example of your image ad at 160x600

Natural DIY Pest Control

Natural & safe for you, your children, your family and pets

Example of your native ad at 480x120

Homeowners and small businesses can safely perform their own pest control

Ad Bugly

Open

Example of your image ad at 300x250

Natural DIY Pest Control

Natural & safe for you, your children, your family and pets

Example of your text ad at 300x250

Natural DIY Pest Control

Bugly

Natural & safe for you, your children, your family and pets

OPEN

Example of your image ad at 728x90

Natural DIY Pest Control

Natural & safe for you, your children, your family and pets

Our Target Audience

<input type="checkbox"/> <input checked="" type="radio"/> Audience	Type
<input type="checkbox"/> <input checked="" type="radio"/> Home & Garden Do-It-Yourselfers	Affinity audience
<input type="checkbox"/> <input checked="" type="radio"/> Home & Garden > Home & Garden ... Pest Control Services	In-market audience
<input type="checkbox"/> <input checked="" type="radio"/> Homeownership Status Homeowners	Detailed demographics



Custom Intent Audience (Display)

Custom intent audience

Create an audience of people who are actively researching products and services

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Audience name

Competitors

Enter keywords and URLs related to products and services this audience is actively researching. [Learn more](#)

Related keywords and URLs

getsunday.com (URL) ✕

lawn & garden nutrients ✕

monthly lawn care subscription ✕

natural lawn tips and tricks ✕

pest control subscription ✕

www.doyourownpestcontrol.com (URL) ✕

www.theoriginaldoityourselfpest.com (URL) ✕

www.domyown.com (URL) ✕

green pest control and lawn care ✕



Geographic Area



Other Settings for Bid Adjusting

- Household Income
- Male / Female
- Time of day
- Day of Week
- Geographic Area



Campaigns & Adgroups

- Green
 - Green Pest Control
- Do It Yourself
 - DIY Pest Control
 - Do It Yourself Pest Control
- Natural
 - Natural Pest Control
- Safe
 - Safe Pest Control
- Bugly
 - Bugly
- Display
- Dynamic

Keywords

do your own pest control	+natural +pest +control
"do yourself pest control"	"do it yourself green pest control"
[diy home pest control]	+green +pest +control
+do +it +yourself bug +control	+safe +pest +control
+do +it +yourself +safe +pest +control	do you own pest control
[do it yourself pest control]	"do it yourself home pest control"
[diy pest control]	"diy pest control products"
"do it yourself pest"	+diy +green +pest +control
"do it yourself insecticide"	"do my own pest control"
"do it yourself pest control near me"	[do it yourself pestcontrol]
"do it yourself insect control"	+diy +natural +pest +control
[diy pest control]	[bugly] [getbugly] [get bugly]

AdWords KeyWord Match Types				
MATCH TYPE	SPECIAL SYMBOL	EXAMPLE KEYWORD	ADS MAY SHOW ON SEARCHES THAT	EXAMPLE SEARCHES
Broad Match	none	women's hats	includes misspellings, synonyms, related searches, and other relevant variations	buy ladies hats
Broad Match Modifier	+keyword	+women's +hats	contain the modified term (or closer variations, but not synonyms), in any order	hats for women
Phrase Match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	buy women's hats
Exact Match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	women's hats

TryAdHawk.com Source: Google