

Visual sitelinks experiment

Global-English support only | Mobile only

Performance from this extension will be heavily dependant on image quality & relevance to the keywords they map to in your AdWords account. Images should highlight the actual product experience and evoke an emotional response.

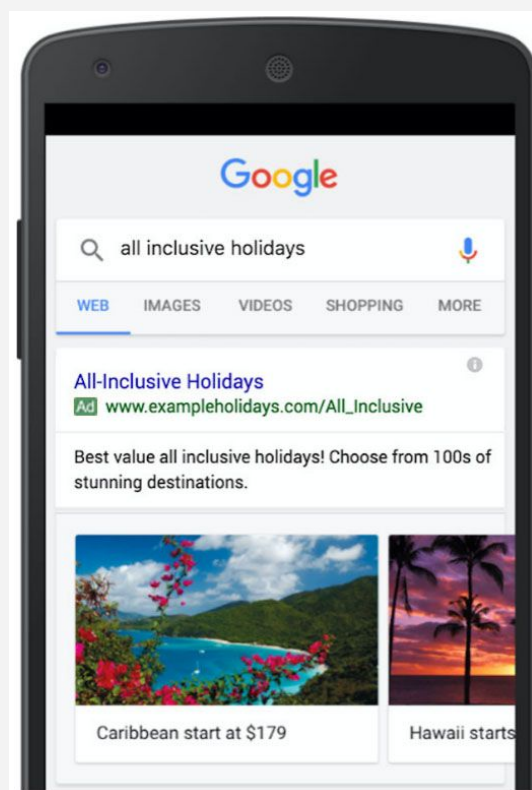
Please follow these guidelines carefully to ensure approval to participate in the experiment.

Image specification

File type:	JPG or PNG
Aspect ratio:	16:9
Min. image size:	1280 x 720px
Max file size:	5MB
Color space:	RGB
Required text:	Title: 25 characters max Description: 50 characters max

Key content requirements

- Minimum 4 images of same 16:9 aspect ratio
Accompanying text title & description must be relevant to image shown
- No logo or graphic overlays
- No text overlays
- No collages
- No images relating to sensitive categories (e.g. Alcohol, Pharma, Non-Family Safe content, etc.)
- Must be photographic quality



Some examples to illustrate:

Bad



Issue

Excessive blank space
Shows products in use with experiential imagery

Good





Overlays
Image must not have text or logo overlays



Catalog photo
Image shouldn't look like catalog item photos



Collage
Image should not be composites or collages of multiple images



Professional
Image should be high-quality professional photography (basically, consider how you want your brand to be recognized)

