

For Hoteliers: Free templates of **Google Ads**

By eZee Technosys

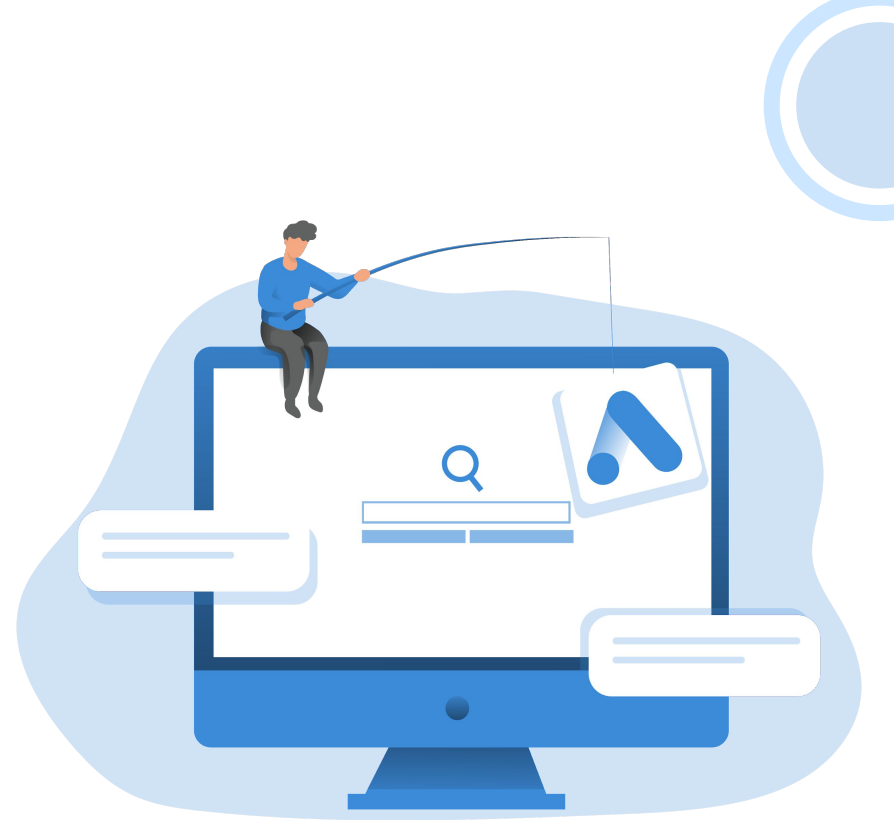


How to use these templates?

1. Identify the type of Ad you want to do.
2. See what type of audience you want to target.
3. Choose the template you think is best suitable.
4. Mix and match headlines with the description.
5. The content in [brackets] is variable. Modify it as per your requirements.
6. Start running Ads!

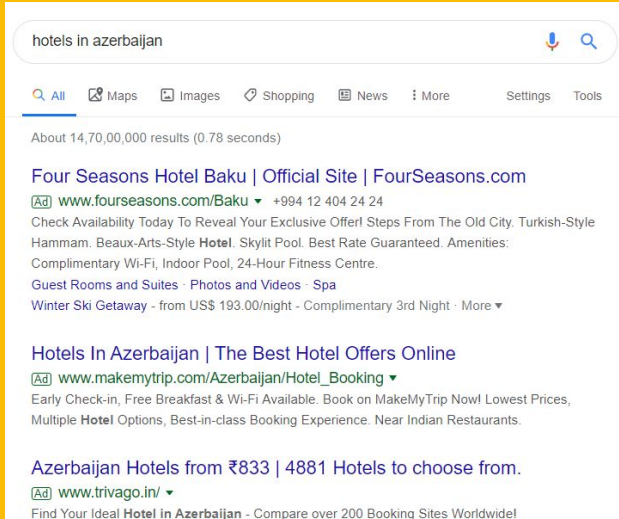
We recommend you to be dynamic in publishing Ads. Don't stick with one template in all your Ads.

Using these templates with a touch of your creativity will work wonders.



NOTE: The content in **[brackets]** is variable.
Please modify it according to your requirement.

Types of Ads we will cover are:



A screenshot of a Google search results page for the query "hotels in azerbaijan". The search bar at the top shows the query and a microphone icon. Below the search bar, there are tabs for "All", "Maps", "Images", "Shopping", "News", and "More". The search results show "About 14,70,00,000 results (0.78 seconds)". The first result is an advertisement for "Four Seasons Hotel Baku | Official Site | FourSeasons.com" with a link to "www.fourseasons.com/Baku" and a phone number. The second result is an advertisement for "Hotels In Azerbaijan | The Best Hotel Offers Online" with a link to "www.makemytrip.com/Azerbaijan/Hotel_Booking". The third result is an advertisement for "Azerbaijan Hotels from ₹833 | 4881 Hotels to choose from." with a link to "www.trivago.in/".

hotels in azerbaijan

About 14,70,00,000 results (0.78 seconds)

Four Seasons Hotel Baku | Official Site | FourSeasons.com
www.fourseasons.com/Baku +994 12 404 24 24
Check Availability Today To Reveal Your Exclusive Offer! Steps From The Old City. Turkish-Style Hammam. Beaux-Arts-Style Hotel. Skylit Pool. Best Rate Guaranteed. Amenities: Complimentary Wi-Fi, Indoor Pool, 24-Hour Fitness Centre.
Guest Rooms and Suites · Photos and Videos · Spa
Winter Ski Getaway - from US\$ 193.00/night - Complimentary 3rd Night · More

Hotels In Azerbaijan | The Best Hotel Offers Online
www.makemytrip.com/Azerbaijan/Hotel_Booking
Early Check-in, Free Breakfast & Wi-Fi Available. Book on MakeMyTrip Now! Lowest Prices, Multiple Hotel Options, Best-in-class Booking Experience. Near Indian Restaurants.

Azerbaijan Hotels from ₹833 | 4881 Hotels to choose from.
www.trivago.in/
Find Your Ideal Hotel in Azerbaijan - Compare over 200 Booking Sites Worldwide!

Google Search Ads



A screenshot of a Google Display Ad for Hotel Avalanche. The ad features a large image of the hotel's exterior at night, showing a modern building with a large pool and lounge area. Below the image, there is a logo for Hotel Avalanche, the text "Extraordinary places. Singular Experience!", and a "Book now" button with a right arrow.

Extraordinary places. Singular Experience!

Hotel Avalanche Book now >

Google Display Ads

Templates of Google Search Ads

Hotel Avalanche | Budget Hotel in Jaipur | Upto
20% discount

Headlines



www.hotelavalanche.com/Book-Now

Stay in Style and Choose from a wide range of room types.
Easy Booking. Save 10% with direct booking. Instant
Confirmation. Secure Booking.

Description

Headlines:

30 characters including space. Google Search Ads include 3 headlines.

1. Basic property details:

[Property name], [City]

[Property website]

Best Hotel in [City, Area]

Budget Hotel in [City name]

2. Benefits:

Start Your Holiday Plan Today

Best Rate Guaranteed

Luxury [no.] star hotel
group/property

Leave Your Stress Behind

3. Discount offers:

Book direct & enjoy [L%] saving

Upto [L%] discount

Lowest Price Guaranteed

Book Now

NOTE: The content in [brackets] is variable.
Please modify it according to your requirement.

Description:

90 characters including space. Google Search Ads include 2 descriptions.

Amenities and offerings:

- Discover a true luxury hotel in the heart of **[city name]**.
- We offer **[no.]** star accommodation.
- Exclusive offer. Join Us Every Saturday for **[Karaoke]** night!
- Easy Booking. Personalised Service.
- Book direct and enjoy **[_%]** discount for stays until **[dd/ month /yy]**.
- No cancellation fees.
- Book Now. Pay on Arrival.
- No Reservation Costs.
- Save **[_%]** with direct booking. Instant Confirmation.

General description:

- Book online now. Free cancellation.
- Book Direct and Save more.
- Just **[no.]** minutes away from **[popular location name]**.
- Award winning hotel/property.
- Compare The Best Hotels In **[city name]**.
- Stay in Style and Choose from a wide range of room types.
- Secure Booking. Best Price Guarantee.
- Contact **[no.]** | **[Hotel details]** | **[Offers]**

Highlights:

- Highlights: **[no.]** star hotel. Best known in the city.
- **[Property name]** is a preferred as the best choice of hostel in **[city name]**.
- Offering Best Rates | Explore best guest experience | Contact **[no.]**
- Search, Compare & Save! Book Direct and Pay Less.
- Discover all our exclusive offers on the website.
- **[no.]** star property.
- Great Location. Luxury Accommodation.

NOTE: The content in **[brackets]** is variable. Please modify it according to your requirement.

Few examples of how to use the templates:

Hotel Avalanche, Jaipur | Best Rate Guarantee |
Start Your Holiday Plan Today



[Ad www.hotelavalanche.com/Book-Now](http://www.hotelavalanche.com/Book-Now)

Discover a true luxury hotel in the heart of Jaipur. Search, Compare and Save! Book Direct, Pay Less. Free cancellation. Highlights: 3 star hotel. Best in the city.

Hotel Avalanche | Budget Hotel in Jaipur | Upto
20% discount



[Ad www.hotelavalanche.com/Book-Now](http://www.hotelavalanche.com/Book-Now)

Stay in Style and Choose from a wide range of room types. Easy Booking. Save 10% with direct booking. Instant Confirmation. Secure Booking. Best Price Guarantee.

Hotel Avalanche | Leave your stress behind



[Ad www.hotelavalanche.com/Book-Now](http://www.hotelavalanche.com/Book-Now)

Book direct and enjoy 10% discount for stays until 10th Nov 2019. Exclusive offer. Free cancellation. Join Us Every Saturday for Karaoke night! Award winning property.

Templates of Google Display Ads



Book your stay now at Hotel Avalanche enjoy its exclusive benefits.

Description

Hotel Avalanche

Book Now

Headlines:

Google Display Ads have short headlines and long headlines OR short headlines and description OR description only.

Long (90 characters including space):

- Stay for 2 nights or more and save [L%] discount at the [property name]
- Plan your next getaway at [city name] and enjoy luxury stay at [property name]
- Start your travel journey with a [L%] discount at [property name]
- Searching for a Hotel at [city name]?
- Book your stay now at [property name] and enjoy its exclusive benefits.
- Extraordinary places. Singular Experience!

Short (30 characters including space):

- Travel + Fun
- In need of a break?
- Planning for weekend getaway?
- Festive season has arrived!

NOTE: The content in [brackets] is variable.
Please modify it according to your requirement.

Description:

90 characters including space

(Flash highlights)

- *Daily Free Breakfast
- *Free WiFi
- *Pool access
- *Transport facilities and much more!

Plan your getaway today and get
best offered rates as low as
[Rate]

Exclusive Offer!

Turn your Dream Vacation into Reality

WITH DAILY RATES AS LOW AS

[RATE]

at [property name] | [website name]

NOTE: The content in [brackets] is variable.
Please modify it according to your requirement.



Have a look at few examples



Searching for a Hotel at
Jaipur?



Book your stay now at Hotel Avalanche and enjoy its
exclusive benefits.

Hotel Avalanche

Book Now

2



Extraordinary places. Singular
Experience!

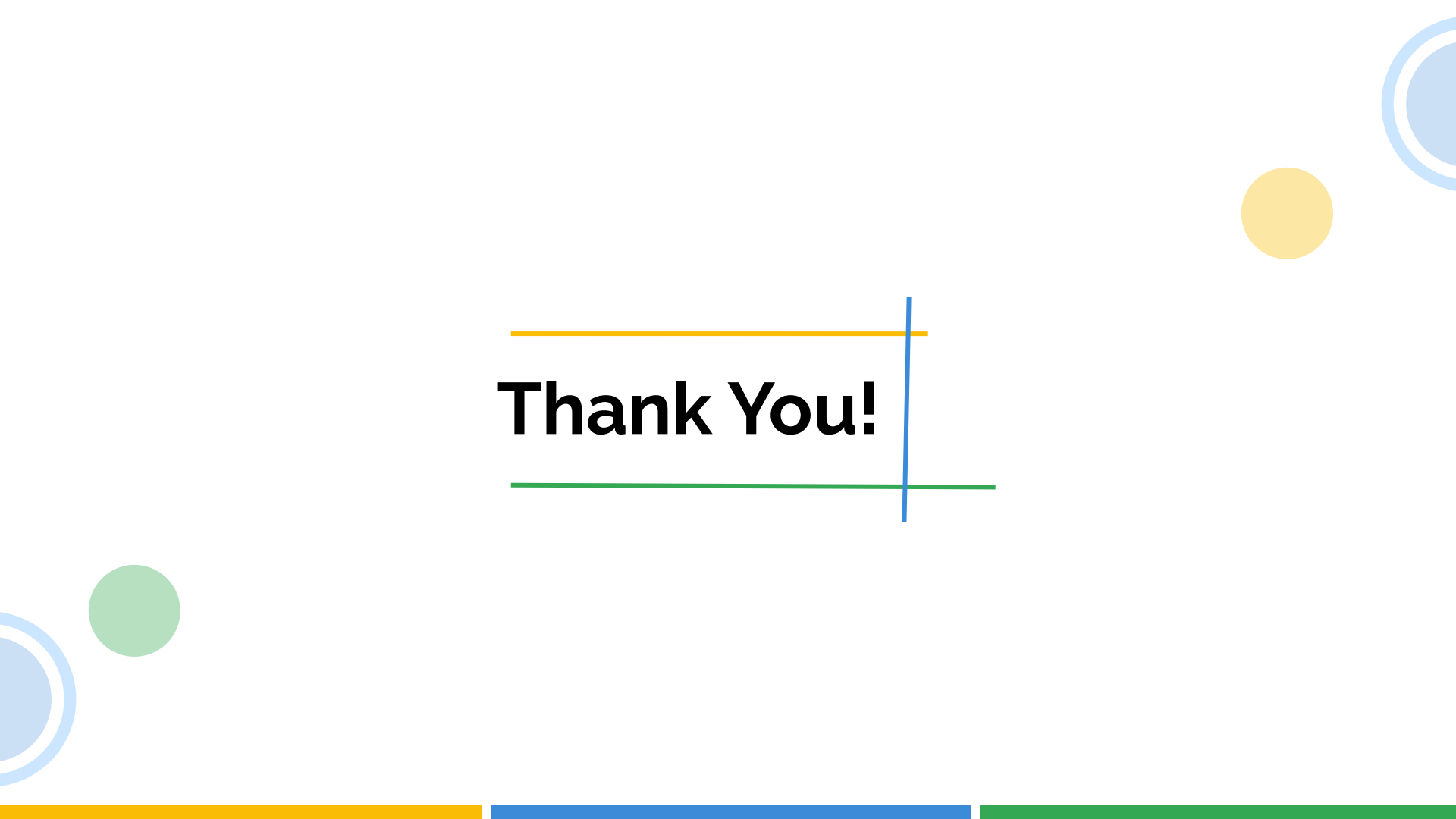


Turn your Dream Vacation into Reality
WITH DAILY LOW **\$100** at **Hotel Avalanche**

Hotel Avalanche

www.hotelavalanche.com

Book Now

The background features a light gray gradient with several decorative elements: a yellow circle in the top right, a green circle in the bottom left, and a blue circle in the top right corner. A blue vertical line and a green horizontal line intersect at the bottom right of the text. A yellow horizontal line is positioned above the text, and a green horizontal line is positioned below it.

Thank You!