

The Google Ads AI "Ad Copy Prompt" Library

Copy and paste these directly into your favorite LLM to generate high performing copy in seconds.

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SEARCH MARKETING

Prompt 1: The "Problem/Agitation/Solution" Prompt

BEST FOR

Search Ads targeting users with a specific pain point (e.g., high CPL or low traffic).

"I am a Google Ads Specialist working for a **[INSERT INDUSTRY, e.g., HVAC Company]**. Our target audience is **[INSERT AUDIENCE, e.g., Homeowners in Miami]** who are dealing with **[INSERT PAIN POINT, e.g., high energy bills]**.

Act as a conversion copywriter. Write 10 Google Ads headlines (under 30 characters) and 4 descriptions (under 90 characters) using the PAS (Problem-Agitation-Solution) framework. Focus on emotional triggers like 'frustration' and 'immediate relief.' Ensure no headline exceeds 30 characters."

What is PAS?

Problem — Identify the pain point your customer is experiencing.

Agitation — Amplify the frustration and emotional weight of that problem.

Solution — Present your product as the clear, premium answer.

Key Placeholders to Fill In

- **[INSERT INDUSTRY]** — e.g., HVAC Company
- **[INSERT AUDIENCE]** — e.g., Homeowners in Miami
- **[INSERT PAIN POINT]** — e.g., high energy bills

Prompt 2: The "Competitor Conquest" Prompt

BEST FOR

When your client is the underdog or has a specific USP that beats the "big guys."

"Analyze the top-performing Google Ads for **[INSERT COMPETITOR NAME]**. Generate 10 alternative headlines (30 chars) and 4 descriptions (90 chars) that highlight our unique advantages: **[INSERT USPs, e.g., 24/7 support, No hidden fees, Local family-owned]**.

The tone should be authoritative yet approachable. Use 'Direct Response' copywriting styles to encourage a high Click-Through Rate (CTR) by challenging the status quo."

10 Headlines

30 characters each, highlighting unique advantages over the competition.

4 Descriptions

90 characters each, using Direct Response style to challenge the status quo.

Your USPs

e.g., 24/7 support, No hidden fees, Local family-owned.

Prompt 3: The "Feature-to-Benefit" RSA Generator

BEST FOR

Filling out all 15 headline slots in a Responsive Search Ad (RSA).

"I need to maximize the 'Ad Strength' score for a Google RSA. The product is [INSERT PRODUCT]. Generate 15 unique headlines (max 30 characters) based on these categories:"

1

Keyword-Centric

3 headlines focused on the core keyword.

2

Problem-Solving

3 headlines addressing the user's pain point.

3

Social Proof / Trust

3 headlines using reviews, ratings, or trust signals.

4

Urgent Call-to-Actions

3 headlines driving immediate clicks.

5

Benefit-Driven

3 headlines answering "What's in it for me?"

☐ Then, write 4 descriptions (max 90 characters) that weave these benefits together into a cohesive narrative.

Prompt 4: The "Data-Driven/ROAS" Prompt

BEST FOR

B2B or E-commerce where the numbers do the talking.

"Write Google Ads copy for a **[INSERT SERVICE]** where our main hook is **[INSERT STAT, e.g., 40% more efficiency / 3x ROAS]**.

Use 'The Rule of One': One clear offer, one clear outcome. Write 5 headlines that lead with the data point and 2 descriptions that explain the 'Free Audit' or 'Proof' we provide to back up those numbers. Keep all character counts within Google's 30/90 limits."


5 Headlines

Lead with the data point — 30 characters max. Make the number the hero.

2 Descriptions

90 characters each — explain the Free Audit or Proof that backs up your numbers.

 PRO-TIP FOR 2026

-  **Pro-Tip for 2026:** When using these prompts, tell the AI to "Avoid 'Marketing Speak!'" Words like leverage, revolutionary, synergy, and cutting-edge are ignored by users today. Tell the AI to "Write like a human talking to a friend over coffee" for better engagement.

One Swipe File down. A whole world of SEM to go.

Google loves to change the rules of the game right when you think you've figured them out. Consider this swipe file your "Quick Start" guide, but consider my blog your **unfair advantage**.

I share the "behind the scenes" of what's actually working (and what's definitely *not*) for brands looking to increase revenue with search marketing.

See what's working now: heidisturrock.com/seminights