

Google Search

Last verified: 2026-07-31

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Responsive Search Ad / SEARCH_COPY

Search Results

[REQUIRED] Headline character limit: 30 characters

[REQUIRED] Headline count: 1-15

[REQUIRED] Description character limit: 90 characters

[REQUIRED] Description count: 1-4

[PLACEMENT DEPENDENT] Final URL character limit: 2048 characters - The reviewed responsive-search table does not mark this row as required.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

Google Search Creative Specifications

Publication 1 / Published 2026-08-01 / acb463cf697b04e9

OFFICIAL SOURCES

Google Ads: Search campaigns specs and format requirements -
<https://support.google.com/google-ads/answer/17092074?hl=en-GB>