

Google Search Creative Specifications

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Google Search

Last verified: 2026-08-02

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: 3-15

[REQUIRED] Description character limit: 90 characters

[REQUIRED] Description count: 2-4

[REQUIRED] Display path fields: 2 optional path fields of 15 characters each

[REQUIRED] Final URL: Required for every responsive search ad - Double-width characters (Korean, Japanese, Chinese) count as two characters.

[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.

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OFFICIAL SOURCES

Google Ads: Search campaigns specs and format requirements -
<https://support.google.com/google-ads/answer/17092074?hl=en-GB>
Google Ads: About responsive search ads -
<https://support.google.com/google-ads/answer/7684791>