Google is testing images in search text ads



Google is running a new image test in search ads.

An image from the landing page appears to the right of the description area of the text ad. Sergey Alakov tweeted a screen shot of the ad test over the weekend.

A Google spokesperson told Search Engine Land, “We’re always testing new ways to improve our experience for our advertisers and users, but don’t have anything specific to announce right now.”

Alakov is based in Toronto, Canada. I have not been able to replicate it, and it’s not clear how widespread the test is or what verticals are included besides automotive.

Google has gone through several iterations of testing images in search ads over the years. Currently, it is beta testing images in Sitelink extensions in a feature called Visual

Sitelinks. Last year, Google launched large format mobile ads for automotive makers featuring a carousel of images of car models.

About The Author



As Third Door Media’s paid media reporter, Ginny Marvin writes about paid online marketing topics including paid search, paid social, display and retargeting for Search Engine Land and Marketing Land. With more than 15 years of marketing experience, Ginny has held both in-house and agency management positions. She provides search marketing and demand generation advice for ecommerce companies and can be found on Twitter as @ginnymarvin.

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