

# Google Adwords Requirements and Restrictions

Comprehensive Insurance | Protect Yourself on a Budget | Get Your Free Quote Today

[Ad](#) [www.example.com/insurance](http://www.example.com/insurance)

Get affordable & trustworthy insurance. 10% discount on all online quotes. Easily compare insurance plans side-by-side in just a few seconds.

## Length Limits

Headline 1	30 Characters
Headline 2	30 Characters
Headline 3	30 Characters
Description 1	90 Characters
Description 2	90 Characters

## Punctuation and symbols

The following is **not** allowed

Exclamation marks in the ad headline; repeated punctuation or symbols; symbols, numbers, and letters that don't adhere to their true meaning or purpose, such as using "@ home" to mean "at home"; asterisks; bullet points and ellipses; excessive or gimmicky use of numbers, symbols, or punctuation, such as flowers, fl@wers, Flowers!!!, f\*I\*o\*w\*e\*r\*s, F.L.O.W.E.R.S, use of an exclamation mark or question mark two or more times in ad text

## Capitalization

The following is **not** allowed

Excessive or gimmicky use of capitalization, such as the following: FLOWERS, FLOWErS, F.L.O.W.E.R.S

## Style and Spelling

The following is **not** allowed

Ads or extensions that do not use commonly accepted spelling or grammar. Such as, "Flowers here buy" or "Buy flwres here" instead of "Buy flowers here"