



Google Ad Guidelines

In Three Easy Steps

USANA's ethics & education team is here to empower you as you share USANA with the world and grow your business. And Google Ads is a great way to extend your online reach. Adopt these best practices to create ethically compliant online advertising.

Here are a few examples

[Buy USANA Supplements Here](#)

[Find USANA CellSentials Now](#)

[Shop USANA HealthPak](#)

Create

1. CREATE A CAPTIVATING HEADLINE

Headlines are the blue or purple hyperlinks that drive viewers to your website.

Create a custom title using these options:

[1st Phrase] **USANA** [2nd Phrase] [3rd Phrase]

1st Phrase:

Order, Shop, Buy, Browse, Find, Select, Search, Get, Choose, View, Research

2nd Phrase:

Products, Vitamins, Nutrition, Supplements, Dietary Supplements, [USANA Product Name]

3rd Phrase (optional):

Now, Today, Online, Here, and Save at a Discount

Additional approved general headline options include:

Save on USANA Products Online;

Save on USANA Vitamins Online;

Shop Online and Save Up to 20%;

Save 10% on Your Auto Order;

Save 10-20%, Plus Get Free Shipping on Qualified Orders;

Get Free Shipping with Your Initial Order;

Order Now to Get Free Shipping on Qualified Orders;

Explore the Current Promotions Offered by USANA;

Get Free Shipping with Your Qualified Initial Order



Introduce

2. INTRODUCE YOURSELF WITH AN ENGAGING DESCRIPTION

Google offers a 180-character description field for your ad, which is displayed under your headline. This description is split into two 90-character lines. **The second line is not always visible**, so identify yourself as an Independent Associate within the first 90 characters, listing your name or business name as registered with USANA.

Here are a few examples

Buy authentic USANA supplements online from Independent Associate John Smith.


Authorized Rep. John Smith. Choose USANA products for your personal needs.

Shop USANA vitamins with Independent Associate and health coach John Smith.

Google Ads offers you the option to create three different descriptions, but not all of them are always shown. Make sure to always include your identifier and your name in the first description.

Extensions

Extensions are an optional add-on offering 25-35 additional characters for contact information, pricing, promotions, and additional short callouts in your ads, such as “Money-Back Guarantee.” Visit support.google.com and search “ad extensions” to learn more.



«Identify yourself as an Independent Associate within the first 90 characters»

Display

3. DISPLAY YOUR UNIQUE WEBSITE URL

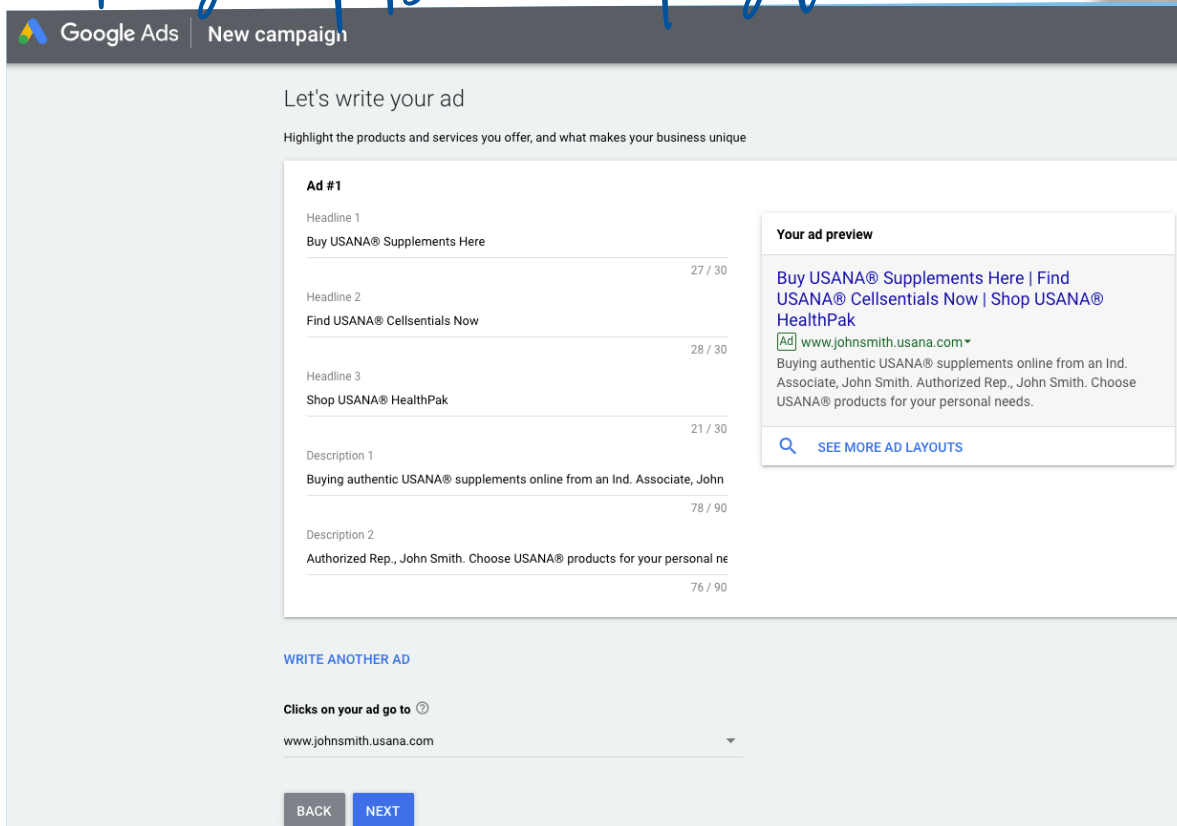
Your website URL is displayed above the headline hyperlink. It's generated based on the “Final URL” field, which directs your “Title” hyperlink. If the URL is too long, Google will automatically shorten it to only display the base URL. **Use your full Personal USANA Website URL or personally created sales site to create transparency**, allowing your customers to easily see you are an Independent Associate.

- **Personal USANA Website URL Example:**
www.johnsmith.usana.com
- **Sales Website URL Example:**
www.mysupplementsite.com

Additional Notes

- Creating a “shareable link” is a great way to personalize the shopping experience.
- Avoid using the word «official» or a URL displayed as www.usana.com, as viewers may mistake these as USANA corporate website communications.

Creating Ads in Google



The screenshot shows the Google Ads 'New campaign' interface. At the top, it says 'Let's write your ad' and 'Highlight the products and services you offer, and what makes your business unique'. Below this, there's a section for 'Ad #1' with three headlines and two descriptions. A 'Your ad preview' box on the right shows how the ad will look. At the bottom, there are buttons for 'BACK' and 'NEXT', and a field for 'Clicks on your ad go to' with the URL 'www.johnsmith.usana.com'.

Google Ads | New campaign

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Ad #1

Headline 1
Buy USANA® Supplements Here 27 / 30

Headline 2
Find USANA® Cellsentials Now 28 / 30

Headline 3
Shop USANA® HealthPak 21 / 30

Description 1
Buying authentic USANA® supplements online from an Ind. Associate, John 78 / 90

Description 2
Authorized Rep., John Smith. Choose USANA® products for your personal ne 76 / 90

Your ad preview


Buy USANA® Supplements Here | Find USANA® Cellsentials Now | Shop USANA® HealthPak

[Ad](#) www.johnsmith.usana.com

Buying authentic USANA® supplements online from an Ind. Associate, John Smith. Authorized Rep., John Smith. Choose USANA® products for your personal needs.

[SEE MORE AD LAYOUTS](#)

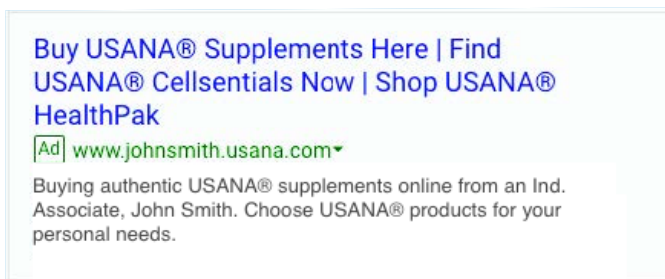
[WRITE ANOTHER AD](#)

Clicks on your ad go to 

www.johnsmith.usana.com

[BACK](#) [NEXT](#)

Compliant Google Ad Examples



Buy USANA® Supplements Here | Find USANA® Cellsentials Now | Shop USANA® HealthPak

[Ad](#) www.johnsmith.usana.com

Buying authentic USANA® supplements online from an Ind. Associate, John Smith. Choose USANA® products for your personal needs.



Browse USANA® Supplements | Get USANA® Vitamins and Save | Research USANA® Products Here

[Ad](#) www.mysupplementsite.com

Get all your favorite personal care products from Health Coach, John Smith. Taking USANA® supplements helps maintain a healthy immune system.

We welcome questions @USANAethics on social media. For information about using Google Ads, visit [GoogleAds.com](https://www.googleads.com)

USANA Ethics & Education