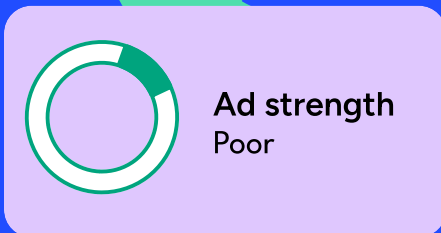
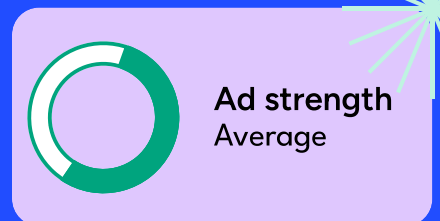




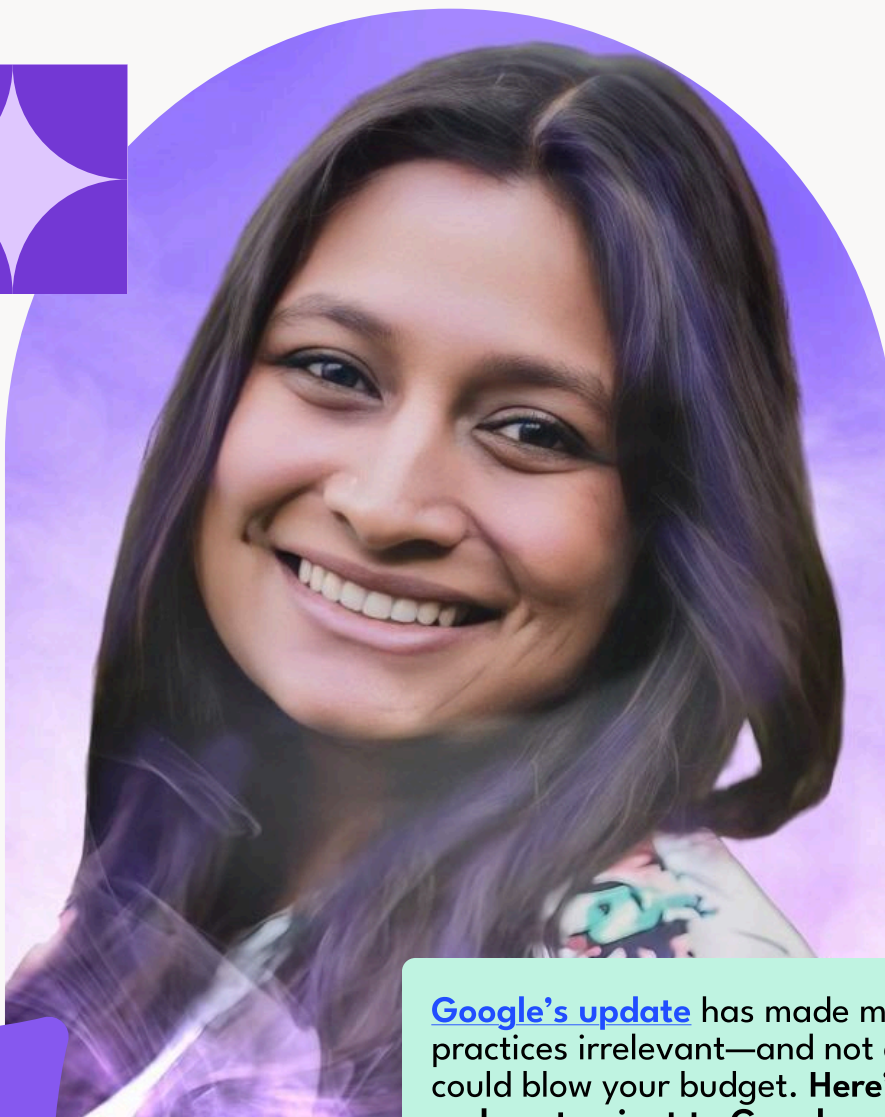
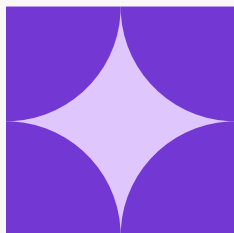
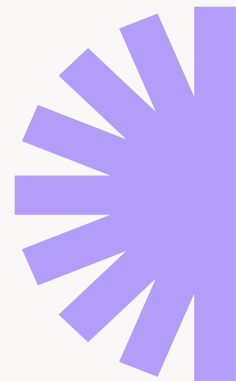
The landing page playbook for Google's new ad rules



insights from
Tas Bober



Google changed the rules—here's what marketers need to know.



Google's update has made many best practices irrelevant—and not adapting could blow your budget. **Here's my take on how to pivot to Google-proof your campaigns, protect your ad dollars, and keep building campaigns that perform.**

Tas Bober

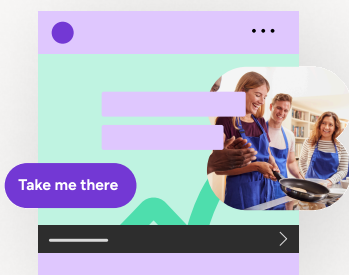
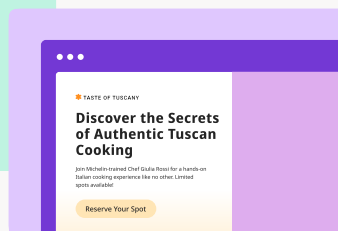


Build campaign strategies that connect ads to action

Focus your campaign strategy on the experience, not just clicks. Google's update pushes us to treat ads and landing pages as one connected experience, not two separate assets. That means:

Fewer generic, evergreen ads

Instead, use campaigns that match buyer intent stages (e.g., educational vs. product vs. comparison).



Rethink retargeting

Most brands show the same ads again and again. Instead, show different proof points or objection-busting angles that nudge buyers forward.

Micro-campaigns > mega-blasts

A smaller, highly aligned keyword + landing page + creative experience will now outperform broader "spray and pray" campaigns.



Relevance now matters more than budget

This change shifts leverage away from deep-pocketed advertisers toward savvy strategic marketers. You can't brute force poor relevance with higher bids anymore.



Set-up the right foundation: Destination pages + navigation

52%

Sending traffic to your homepage is no longer viable

of B2B PPC ads still go to the homepage—that's a problem. Dedicated pages aren't optional anymore. They're required.

Source: Findstack

Navigation used to be a no-no

We've been told that landing pages should be stripped down: no nav, no exit paths. But Google now expects a certain level of navigation and buyers want it too. We now recommend anchored navigation (e.g. jump links) and minimal footers linking to other relevant landing pages (not your entire website).



Nav is

a must-have

Consider how campaign assets come together

Ad copy must set the right expectation

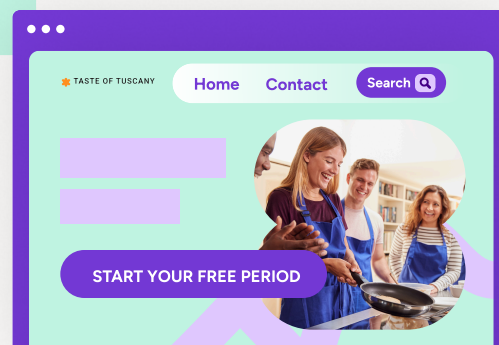
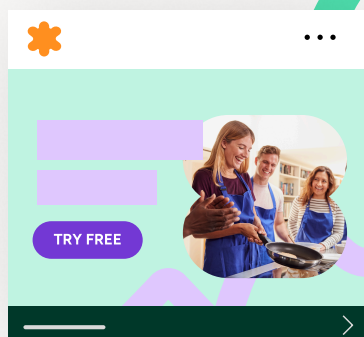
Marketers need to resist the temptation to overpromise or get clever with their headlines. If your ad offers a free trial, your landing page needs to show exactly what the trial includes—upfront. Misalignment kills trust and may now penalize delivery. Your ad is now a contract. Break it, and Google won't even show it.

Landing pages are no longer isolated assets

Google now expects them to reflect a cohesive user experience. This includes things like product logins or unified navigation. Pages must fit into your site's larger architecture, even if they're standalone pages.

Irrelevant landing pages are now disqualifying

Marketers could once get away with bait-and-switch ads. Now, ad content must match your landing page—or your ad may not show.



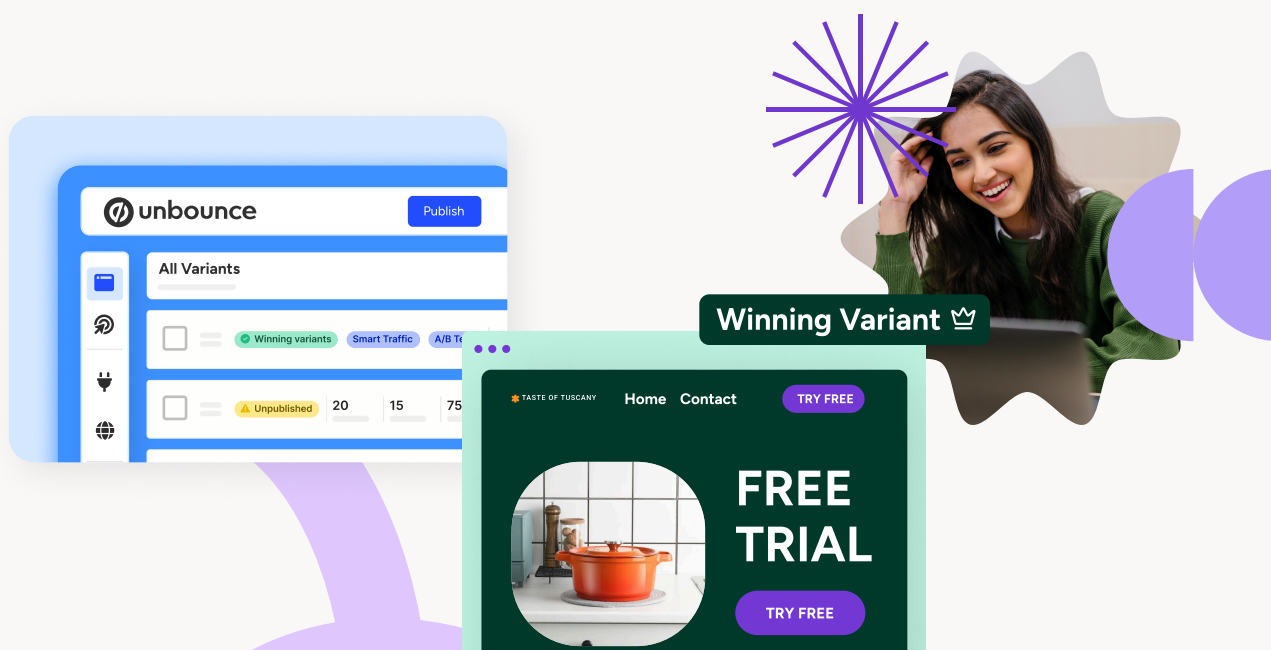
Rethink what performance looks like

Optimize for consumption, not just conversion

Most B2B buyers won't convert on first touch or even the 31st (Source: [Hockeystack](#)). They need clarity, proof, and multiple signals of trust. Heatmap data, scroll depth, FAQ clicks are leading indicators that beat raw conversion rate optimization.

Ad testing should prioritize message-landing page fit

Instead of testing endless CTA variants, focus testing on ad-to-page fit. Does the headline match? Does the offer flow directly into the landing page value prop? Are objections addressed before the click and after?



Use tools that give you the flexibility you need



Pivoting your campaigns isn't easy, but it is essential. If all of these changes are going to turn into dozens of tickets for your design or dev teams, you might want to rethink how you build your landing pages. Landing page builders like Unbounce give you flexibility to iterate fast, making it easy to test variants, update content quickly, and align tightly with ad copy.

Ready to make the switch?

Start your free trial today.