

Get more clicks with more links in your ad

What are Sitelink Extensions?

With Sitelink Extensions, your search ad can include links to deeper pages on your website in addition to the main landing page. Your customers get direct access to the pages on your site that interest them the most — and you get more clicks. *Now available on mobile.*

Why use Sitelink Extensions?

- Your ads get more real estate in a noticeable position on the search engine results page, the mainline.
- Multiple direct links increase the chances that your audience will find a link that interests them.
- Ads with Sitelink Extensions grab your audience's attention because they stand out more than regular search ads.

Advertisers serving ads with Sitelink Extensions on Bing Ads have seen an average increase of nearly 16% in their click-through rates with a slight decrease in their cost per click.¹

Get started

- Sitelink Extensions display only for ads in **mainline positions**. Bid competitively so your ads have a better chance of displaying in that position.
- You can choose to create Sitelink Extensions at the campaign or ad-group level. The campaign level allows for easier management, and the ad-group level allows you to customize Sitelink Extensions for keywords in specific ad groups.
- When you choose your Sitelink Extensions, make sure they're relevant for the ad copy and keywords.

Watch a one-minute video.

Learn more about **Sitelink Extensions** and **ad position**.

Visit us online for support, or contact me by phone or email.

Alpine Ski House Ad
www.alpineskihouse.com
30% Off Select Ski Gear! Free Shipping Over \$50.
Our top-rated gear Join us on a trek
Money-back guarantee Sustainability commitment

Display links to multiple pages on your website.

1. Internal Microsoft study, U.S., compared ads with Sitelink Extensions to ads without Sitelink Extensions, June 2013.