Landing Page Elements for Google Ads Success

Source: Why Your Google Ads Are Failing (And How to Fix Them in 2026)

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> Key landing page elements that impact Google Ads performance, with common mistakes to avoid for better conversions.

Landing Page Elements for Google Ads Success

Element	Why It Matters	Common Mistake
Headline match	Confirms the user is in the right place	Using a generic tagline instead of mirroring ad copy
Single CTA	Removes decision fatigue	Multiple competing CTAs (call, form, chat, download)
Social proof	Builds trust quickly	No reviews, testimonials, or client logos
Page speed	Google penalises slow pages	Unoptimised images, heavy scripts
Mobile optimisation	Majority of clicks are mobile	Desktop-only design
Clear value proposition	Answers "why you, why now"	Vague benefit statements

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https://pixelibri.com.au/google-ads-failing-how-fix/