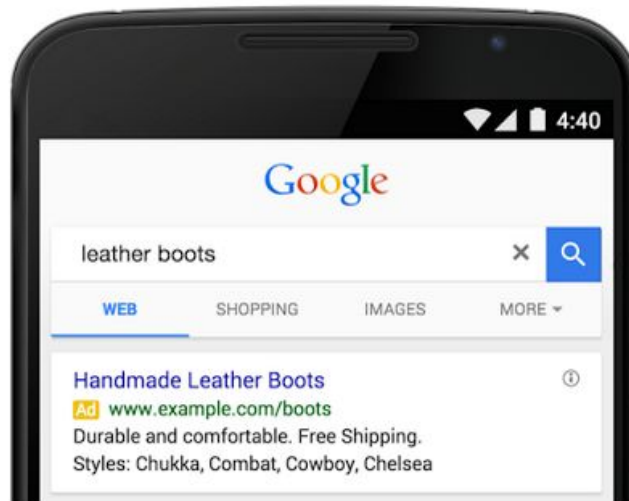# Structured Snippets extensions: Best Practice

Structured snippets allows advertisers to pick a <u>header</u> and provide a set of <u>values</u> for that header.

In the example shown, the advertiser has chosen the "Styles" header then provided "Chukka," "Combat," "Cowboy" etc. as values.

Think about header-value match!

Making sure your header-value matches is really important, as a mismatch is the most likely reason your snippets will be disapproved, or otherwise not be eligible to serve. Unlike other freeform text extensions (e.g. Callout extensions), the values must make sense in context of the chosen header.

One way to think about this: For each value, is it true to say "<Value> is a <chosen header>". For example:
- "DeWalt" is a *Brand*
- "WiFi" is an *Amenity*
- "Chukka" is a *Style* (of boot)

Headers

1. Brands
Brands should be clear cut: all entries must be brand names

Good examples:
Brands: Reebok, Adidas, Nike
Brands: Oakley, Thule, New Balance, Wenger

Bad Examples	Issue
Brands: Over 200 brands, Save on name brands	The values should be actual brands, not descriptions or summaries
Brands: Cheap Nikes, New Adidas, Exclusive Reeboks	Values should not contain anything but the brand name

2. Amenities
Brands should be clear cut: all entries must be brand names

Good examples:
Amenities: Ski Storage, Swimming Pool, Restaurant
Amenities: Wi-Fi, Breakfast, Pool, Gym, Spa

Bad Examples	Issue
Amenities: Rated most comfortable, 100% satisfaction guarantee	Promotional text, not amenities

3. Styles
Styles is a little more subjective -- often overlaps with "Types" and "Categories", which are other header options. In general, styles should be variations of a fairly specific category. For example, 'cocktail' and 'strapless' are styles of dresses, but 'dresses' itself is a category and should not be submitted as a style

Good examples:
Styles: Wingback, Button Tufted, French Country, Swivel, Nailhead, Scalloped
Styles: Flatweave, Jute, Striped, Shag, Solid, Geometric

Bad Examples	Issue
Styles: Performance Apparel, Yoga Apparel, Running Gear, Athletic Jackets	These are product categories
Styles: Mailbox Posts, Cluster Mailboxes, Lockable Mailboxes	These are product categories
Styles: Lingerie, Lace Dresses, Two Piece Sets,	These are product categories

Types
Types should be major variations of a product category.

Good examples:
Types: Pendant lamps, Ceiling lights, Wall lamps
Types: LED, Incandescent, Halogen, Fluorescent, Metal Halide
Types:Oven, Mixers, Barbecues
Types:Loose Fit Jeans, Tapered Leg Jeans, Relaxed Fit Jeans,

Bad Examples	Issue
Types: Small, Medium, Large,	Too broad
Types: free valuation, free quote, phone service	Promotional messaging / not major variation of a product category

Destinations
Destinations should be cities or other geographic regions

Good examples:
Destinations: Las Vegas, New York, Tokyo, Rome, Cancun, Paris

Bad Examples	Issue
Destinations: Hotels in 200 cities, Visit Paris	Promotional text, not locations
Destinations: Use coupons & save, Free cancellation	Promotional text, not locations

Neighborhoods
Neighborhoods should be sub-regions or districts within a city

Good examples:
Neighborhoods: Downtown, Hayes Valley, Mission, Excelsior
Neighborhoods: Westminster, Camden, Kings Cross

Bad Examples	Issue
Neighborhoods: San Francisco, Oakland, San Jose	These are cities, not neighborhoods
Neighborhoods: SOMA apartments, North Beach apartments, Pac Heights homes	Text should be *only* neighborhood names

Featured Hotels
This is a hotel-specific version of the brands header. Values should be hotel names only

Good example:
Featured hotels: Sheraton Maui, Fairmont Kea Lani, Royal Lahaina Resort

Bad Examples	Issue
Featured hotels: 10% off Hilton, Lowest rate on Four Seasons	Promotional - should just be hotel names

Shows
Shows should be names of performances or TV shows

Good example:
Shows: Mystère, Amaluna, KOOZA
Shows: Breaking Bad, Mad Men, Silicon Valley

Bad Examples	Issue
Shows: At 10am, 2pm, & 5pm, Tickets required	Should be show names, not other information about a specific show or venue

Degree Programs
These should be courses of study at online or brick-and-mortar educational institutions

Good example:
Degree programs: Accounting, Biology, Psychology

Bad Examples	Issue
Degree programs: 2 year, 4 year, masters, associates	Should be specifically courses of study available

Service Catalog
Services should be specific offerings of a service provider, not features of a product. Think of these as items that could have a price attached to them

Good examples
Service Catalog:: Oil change, Smog check, tire alignment
Service Catalog:: Packing, Auto transport, Storage, Debris pickup
Service Catalog:: Teeth Cleaning, Dental Exam, Complete X-Rays
Service Catalog: Battery Repair, Oil Change, A/C Repair

Bad Examples	Issue
Service Catalog: Top rates, Compare 5 credit cards	Product claims/features, not specific services
Service Catalog: Reviews, Quotes, Rankings	These are product features, not services

Insurance Coverage
These should be specific coverage types

Good examples
Insurance Coverage: Liability, Collision, Comprehensive
Insurance Coverage: Term life, whole life, universal life
Insurance Coverage: Auto, Home, Moto, Renters, Boat,

Bad Examples	Issue
Comprehensive Coverage, Bundle Discounts, Special Savings,	Promotional.