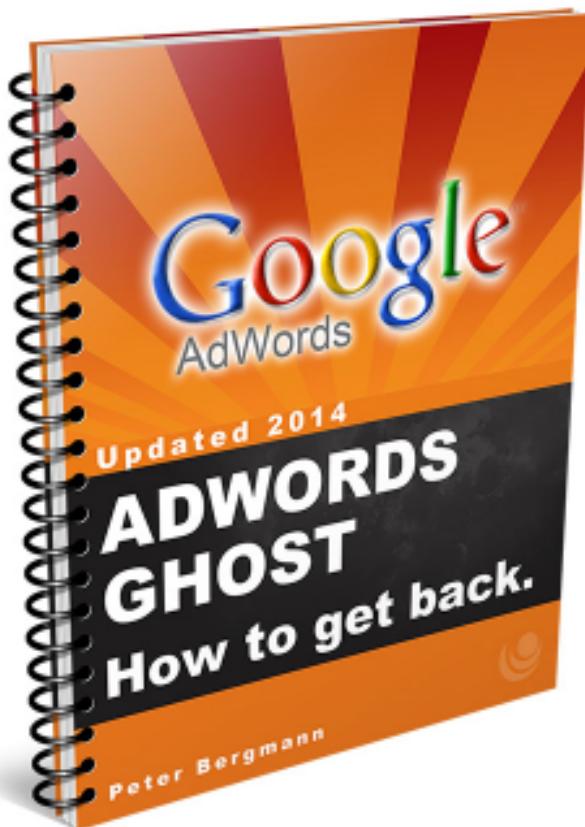


# AdWords Ghost



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**Thank you for purchasing “AdWords Ghost”.**

After your account has been banned you will not be able to reinstate your account. If you call or send AdWords an email, they will not even reconsider your case, even if you are innocent. The only way to publish ads on Google again is to open a new account.

Just follow the easy steps as described below and you will be able to publish new ads with AdWords again very soon.

**1<sup>st</sup> Step: Delete Ad Campaigns and change password**

Log in to your banned AdWords account and delete all active campaigns. After never log into this account again.

AdWords does not ban domain names, as domain names sometimes get sold. However, you have to wait 30 days if you want to use your domain name associated with your suspended account. I would recommend using a temporary domain name during this period. Make sure you change the address, email and name in the ‘WHOIS’ domain information.

Be careful with domain forwarding and masking, as AdWords is very likely to suspend your account. The URL shown in the AD has to match the URL of the advertised website. AdWords allows you to create a unique landing page. However, they have to be on the same domain name you advertise. e.g. Google allows you to promote the URL BlueSkye.com, however, link to BlueSkye.com/AdWords-special

Google uses very sophisticated software to link different Google Accounts (Gmail, Youtube, AdWords, AdSense etc.). You cannot login to any of those accounts ever again from the same computer or internet connection. If you saved the passwords for those accounts in your browser, delete them. In case you have installed any Google applications (AdWords editor, Google Earth, Gmail Notifier, Picasa, Google Chrome etc.) uninstall that software as Google uses to track you.

Some people are worried that their computers **MAC address** is visible online. However, the MAC address, is only visible to the next hop, as the source and destination MAC address in each packet is changed by every router, setting the source MAC to itself, and the destination to the next hop.

So your router can see your PC's MAC address, and your ISP's LNS's MAC address. Your ISP can see your router's MAC address. Anyone past your ISP cannot see your MAC, only your IP.

**Delete stored passwords in Internet Explorer:**

- Select "Tools"
- Select "Internet Options".

- Open the "Content" tab.
- Click the "AutoComplete" button.
- Click the "Clear Passwords".

#### **Delete stored passwords in Mozilla Firefox**

- In Firefox click Tools > Options.
- Click Security at the top.
- Click the Show Passwords button.
- Find the web site you wish to remove in the list. Click/highlight it with your mouse.

In case you are using Gmail, login to your account, click on 'settings' (top right), after choose 'Forwarding and POP/IMAP' and enter any non – Google related email address (Yahoo, Hotmail etc.) to ensure that you continue receiving your emails.

#### **2<sup>nd</sup> Step: Delete cookies**

Download <http://www.cnet.com/topic-software/ccleaner.html> this free software makes it easy to wipe away data Google stored on your computer used to identify you. However, if you don't like to download the software you can also manually remove the cookies as described below. CCleaner does NOT delete flash cookies (See next chapter for more information on flash cookies).

#### **Google Chrome**

Click on the Tools menu and select Options

Click the "Under the Hood" tab and locate the "Security" section

In the "Cookie settings" section, click the "Show cookies" button.

Select "Remove all" to delete all cookies from the list (alternatively, you can remove all cookies created within a specific time period by selecting the "Clear browsing data" option in the Tools menu).

To delete a specific cookie, simply select the website that set the cookie from the list and click on "Remove".

Click on the Close button when you've finished.

#### **Internet Explorer 8**

Click "Safety" on the Command bar

Select "Delete Browsing History"

Select the option for cookies and click Delete

Alternatively, Internet Explorer 8's new InPrivate browsing feature allows users to browse the internet without recording information from visited sites (including cookies). To use InPrivate mode:

Click "Safety" on the Command bar

Select "InPrivate Browsing"

### **Internet Explorer 7.x**

Exit Internet Explorer 7, and then exit any instances of Windows Explorer

Click Start, click Run, type inetcpl.cpl, and then press ENTER

On the General tab, click Delete under Browsing History in the Internet Properties dialog box

In the Delete Browsing History dialog box, click Delete Cookies

In the Delete Cookies dialog box, click Yes.

Internet Explorer (all other versions)

Internet Explorer saves cookies in more than one location, depending on the version of the browser and the version of Microsoft Windows being used.

The best way to find and delete them is to close Internet Explorer then use your file management software (such as Windows Explorer) and search for a folder called 'cookies'.

### **Mozilla Firefox**

Click on Tools, then Options (or Edit | Preferences on Linux)

Select Privacy

In the Cookies panel, click on Show Cookies

To remove a single cookie click on the entry in the list and click on the Remove Cookie button

To remove all cookies click on the Remove All Cookies button

### **Netscape Navigator 7.x**

Choose Cookie Manager from the Tools menu.

Choose Manage Stored Cookies.

Remove any cookie from the list, or remove all cookies.

### **Opera**

To delete all cookies at the end of every session, select it in the privacy settings under Tools > Preferences. Click on Manage cookies to delete specific cookies or cookies from specific domains.

To delete all cookies immediately, go to Delete private data on the Tools menu.

Deepnet Explorer 1.1+

Choose Tools and then Internet Options  
Click the Privacy tab  
Move the slider to choose your preferred settings.

### Safari

Choose Preferences from Safari menu  
Select Security icon  
Press Show Cookies button  
Select the Cookies to be deleted from the list  
Press Delete button Close the dialog box.

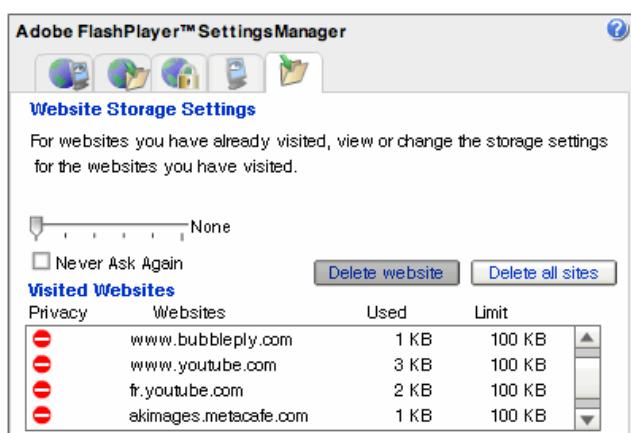
### 3<sup>rd</sup> Step: Delete flash cookies

Not everyone is aware that flash player has their own cookies mechanism. Google is using those flash cookies to link your computer with your AdWords account. If you have a banned AdWords account and you register for a new account, Google will scan your computer for those flash cookies, if they can find a cookie relating to a banned account, they will immediately ban your new account again.

It is not possible to delete those flash cookies on your computer, you have to log on to the Adobe website to delete them:

[http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html)

If you go on this page you'll see a little flash application provided by Adobe to manage your flash settings and the cookies stored by flash.



#### 4<sup>th</sup> Step: Change your IP Address

Google uses Internet Protocol (IP) Addresses to identify visitors. If the IP address you are using is linked to a banned AdWords account, they will suspend any new account registered under this IP address as well.

Be aware, if you contact AdWords via email they can also see your IP addresses from the computer where the email was sent from.

Therefore you have to change your IP. I would not recommend using any of those free proxy services as they tend to be very unreliable and slow. You are also running the risk of getting banned again if somebody used the same IP address with a banned AdWords account before. A reliable and easy solution to change the IP address is provided by <http://www.doovpn.com> (for Mac and Windows OS). (Start \$9.99 usd a month). However, there is also the option to create your virtual server as described below.

#### **Virtual Dedicated Server (VPS)**

A virtual server will give you a brand new IP address and also ensure when you access the internet via your own proxy server that the connection is reliable and fast.

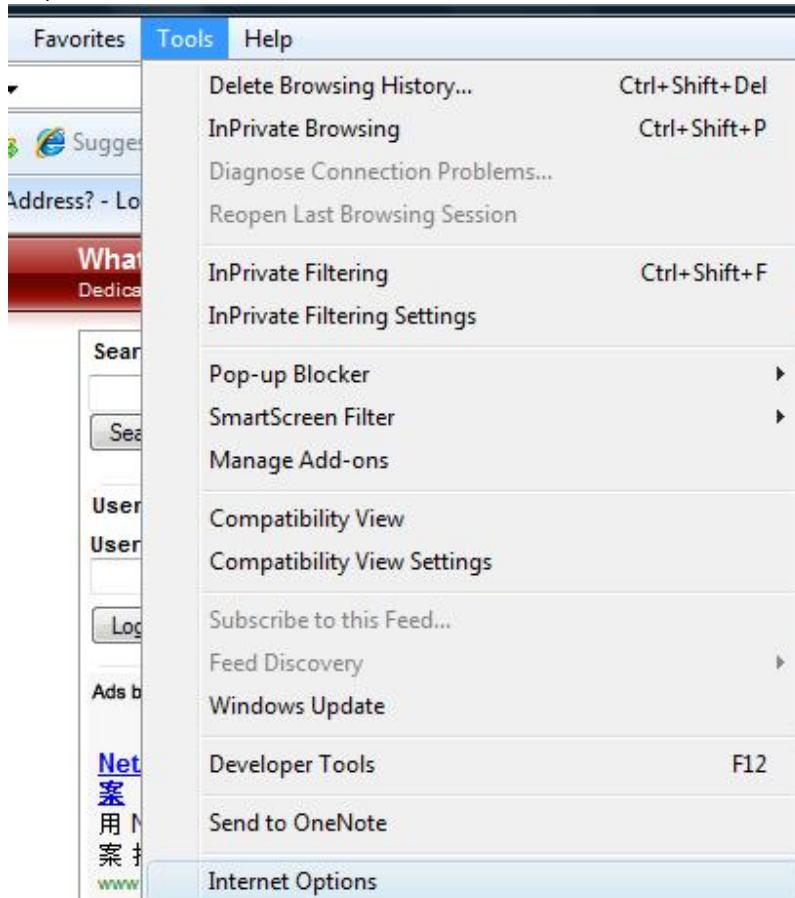
You can choose the cheapest package (starting at \$20 usd a month), however, make sure you select a windows based server so you can use <https://logmein.com> or Windows Remote Desktop.

<https://www.godaddy.com/gdshop/hosting/virtual-dedicated-server.asp>

Once you signed up with Godaddy you will need to configure your server as follows:

## Internet Explorer 8.0

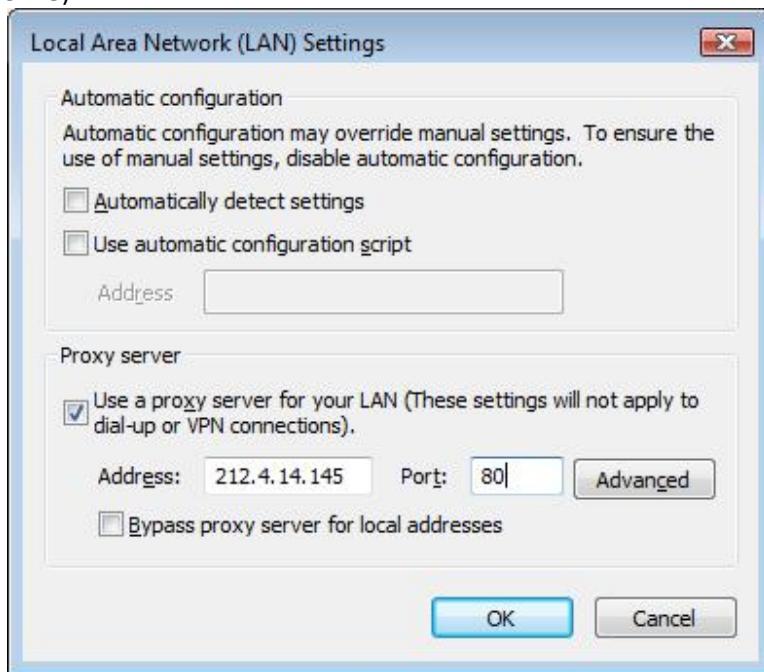
1. Open Internet Explorer 8
2. Go to menu *Tools -> Internet Options* (if you don't see the menu, right-click and check *Menu Bar*)



3. Choose *Connections* tab and press *LAN Settings* button
4. In the *Local Area Network (LAN) Settings* window, check *Use a proxy server for your LAN*:



5. In the same window fill in the *Address* and the *Port* taken from the above proxy list (e.g. **218.63.106.217: 3128** where **the IP address of the proxy is 218.63.106.217 and the port is 3128**):



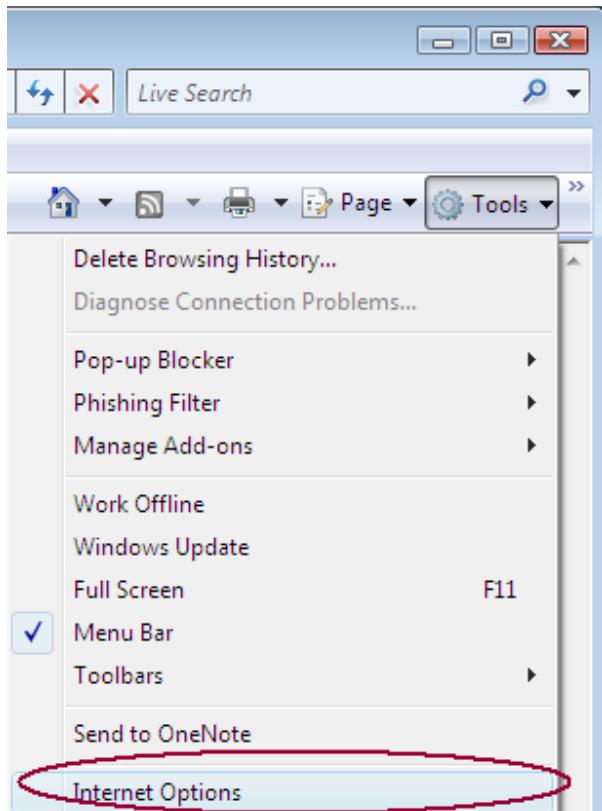
6. Press *Ok* and then *Ok* again and you are done.

After the configuration is completed go to [www.whatismyipaddress.com](http://www.whatismyipaddress.com) and check your new IP address. You can now **browse anonymously using your new IP address**.

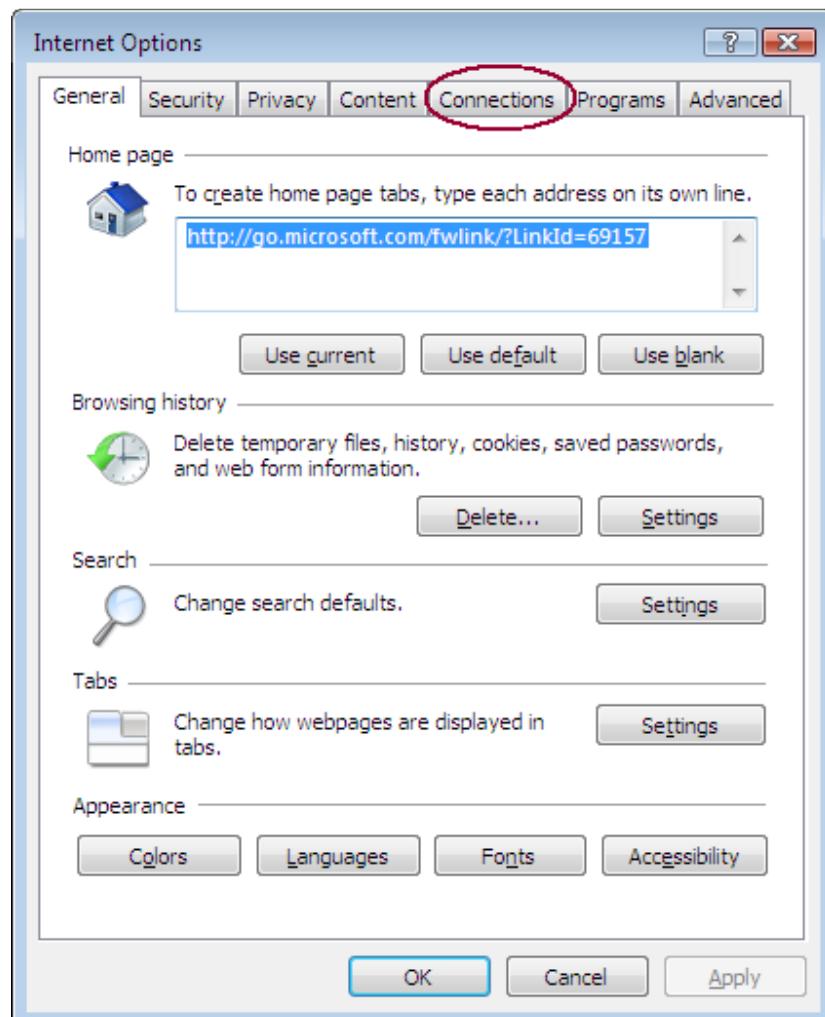
## Internet Explorer 7.0

Open Internet Explorer 7 and click on Tools

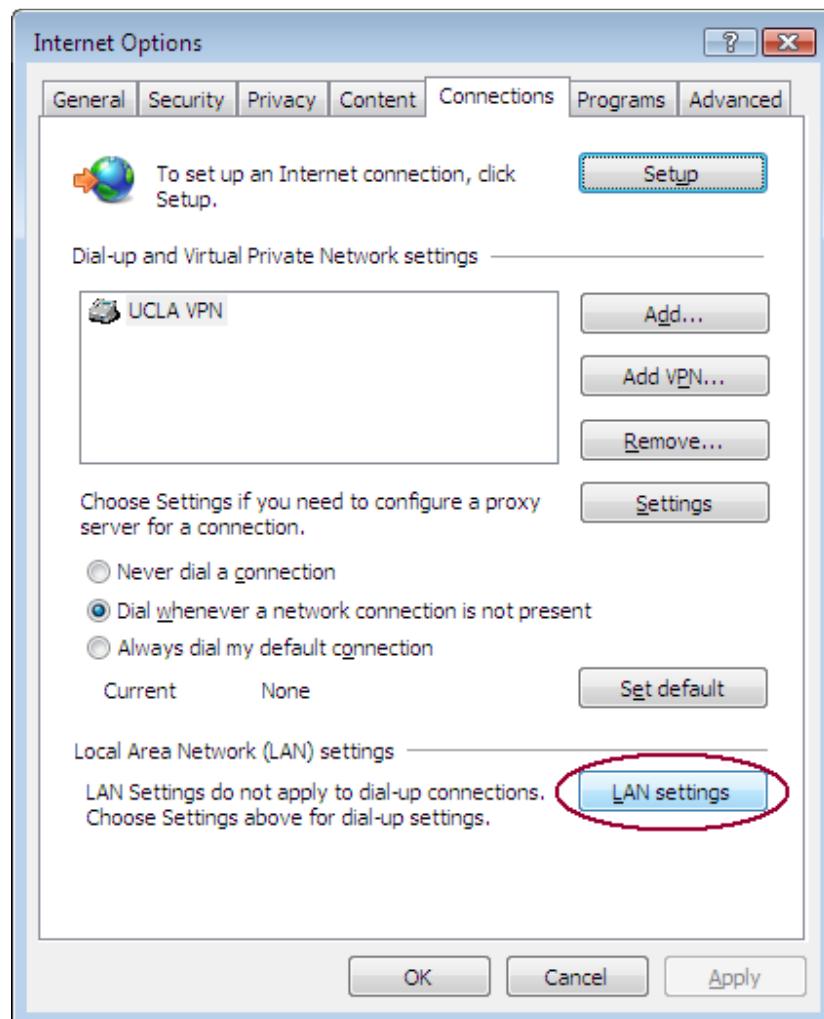
1. Double click on Internet Options.



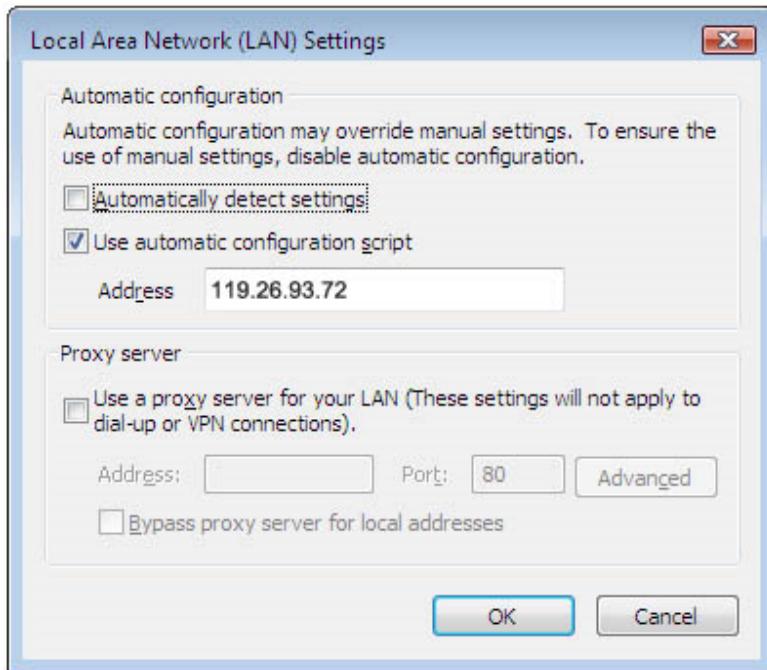
2. Click on the Connections tab.



3. Click on the LAN Settings button on the bottom-right corner of the window.



4. In the Address box, type the IP address of the proxy server.



A secure page will ask you to enter your username and password before proceeding. After the configuration is completed go to [www.whatismyipaddress.com](http://www.whatismyipaddress.com) and check your new IP address. You can now **browse anonymously using your new IP address**.

## Internet Explorer 6.0

1. On the Tools menu in Internet Explorer, click Internet Options, click the Connections tab, and then click LAN Settings.
2. Under Proxy server, click to select the Use a proxy server for your LAN check box.
3. In the Address box, type the IP address of the proxy server.
4. In the Port box, type the port number that is used by the proxy server for client connections (by default, 8080).
5. You can click to select the Bypass proxy server for local addresses check box if you do not want the proxy server computer to be used when you connect to a computer on the local network (this may speed up performance).
6. Click OK to close the LAN Settings dialog box.
7. Click OK again to close the Internet Options dialog box.

## Internet Explorer 5

1. Click Start, point to Settings, click Control Panel, and then double-click Internet.
2. Click the Connections tab, click LAN Settings, and then click to select the Use Proxy Server check box.

3. In the Address box, type the appropriate proxy server information, and use the following format:  
`http://<address>`

4. Click Advanced, and then type the appropriate proxy settings in the Servers area. Use the following syntax for the proxy settings: `http://<address>:<port>` where <address> is the Web address of the proxy server, and <port> is the port number that is assigned to the proxy server.

For example, if the proxy server's address is "proxy.example.microsoft.com" and the port number is 80, the setting in the Proxy Server box should appear like this:

`http://proxy.example.microsoft.com:80`

Important: If you use a backslash (\) instead of a slash (/) in the proxy server's address, the settings disappear from the Proxy Server box and Internet Explorer does not find the proxy server.

If you are using the Internet Protocol (IP) address of your proxy server, make sure not to type leading zeros. For example, use 130.25.0.1 instead of 130.025.000.001.

If you do not know the Web address or port number of the proxy server, contact your network administrator. Also, if there are any Web servers on the local network for which you want to bypass the proxy, type the appropriate host names in the Don't Use Proxy For These Addresses box. For example, if you do not want to use the proxy server to obtain access to the "example.com" Web server on your LAN, type example.com in the Don't Use Proxy For These Addresses box.

### **Mozilla FireFox**

1. Select the Tools Menu
2. Select Options
3. Select Connection Settings
4. Select Manual Proxy Configuration
5. Check Use the same proxy for all protocols
6. Enter the IP address for the HTTP proxy server
7. Enter the port of the HTTP proxy server
8. Click Okay

### **Instructions for Netscape 8.1**

1. Select the Tools Menu
2. Select Options
3. Select General
4. Select Connection Settings...
5. Check Manual Proxy Configuration
6. Enter the proxy server's IP address in the HTTP Proxy field and the proxy's port into the Port field.
7. OK your way out

### Netscape 7.1

1. Select the Edit Menu
2. Select Preferences
3. Maximize Advanced
4. Select Proxies
5. Choose Manual proxy configuration
6. Enter the proxy server's IP address in the HTTP Proxy field and the proxy's port into the corresponding Port field.
7. OK your way out

### Opera 8.5

1. Select the Tools Menu
2. Select Preferences
3. Select Advanced Tab
4. Select Proxy Servers
5. Check the box next to HTTP
6. Enter the proxy server's IP address in the first box and the proxy's port in the box after "Port"
7. OK your way out

### Safari

1. Select Preferences
2. Select Advanced
3. Select Proxies: Change Settings
4. Check the box next to Web Proxy (HTTP)
5. Enter the proxy server's IP address in the first box and the proxy's port in the box after the ":"
6. Select Apply Now

## 5<sup>th</sup> Step: Change computer name

### Windows XP

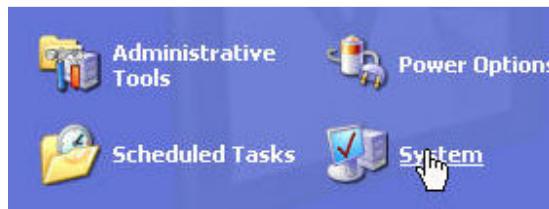
1. Close all applications and ensure that you are logged in with Administrator privileges
2. Click **Start** then select the **Control Panel**



3. Click **Performance And Maintenance**



4. Click **System**



1. Click on the Computer Name tab. Here the current Computer Name and Workgroup are displayed
2. To change the Computer Name or the Workgroup, click Change



1. Enter a name for your computer in the Computer Name field
2. Enter a name for your Workgroup in the Workgroup field
3. Click OK
4. If you changed your Workgroup name, a window will welcome you to the new Workgroup
5. Click OK
6. When a window prompts you to restart the computer, click OK

## Apple Mac

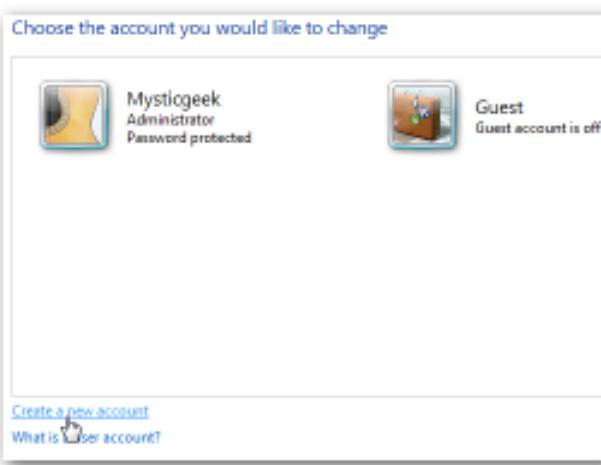
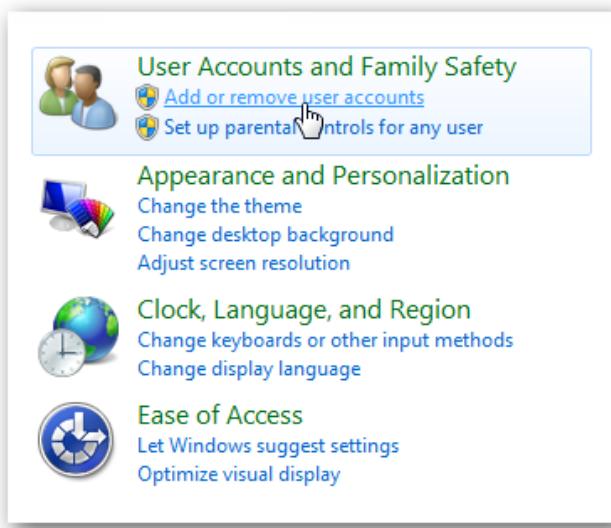
1. Launch 'System Preferences'
2. Click the 'Sharing' icon
3. Type in what you want your new computer name to be
4. Close 'System Preferences' – it's that easy

## 6<sup>th</sup> Step: Add New User PC/Mac

The only real save way to create and access your new AdWords account from your PC/Mac is to use a dedicated user account.

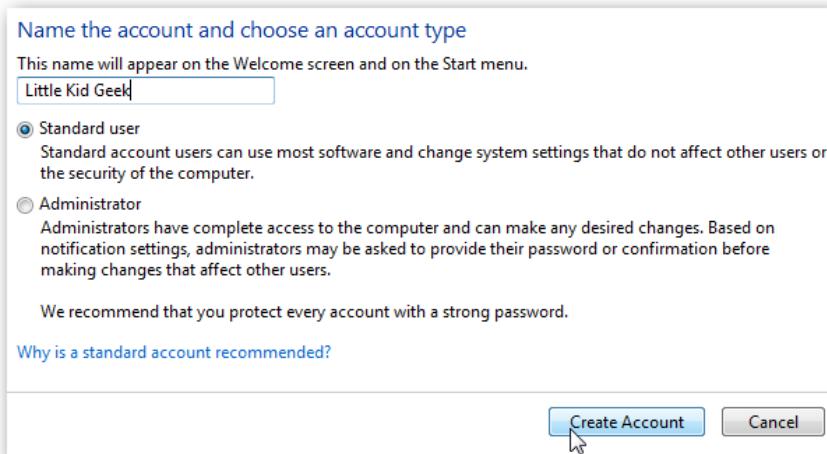
### PC

To add a new user open Control Panel and under User Accounts and Family Safety click on Add or remove user accounts.



Now click on *Create a new account*.

Just type in the name of the user and select the type of account. Your best bet is to make them a Standard User so they cannot make changes to system settings, delete other users important files, or change security settings.



Now when you reboot the PC you will see the new users you created at the log in screen.

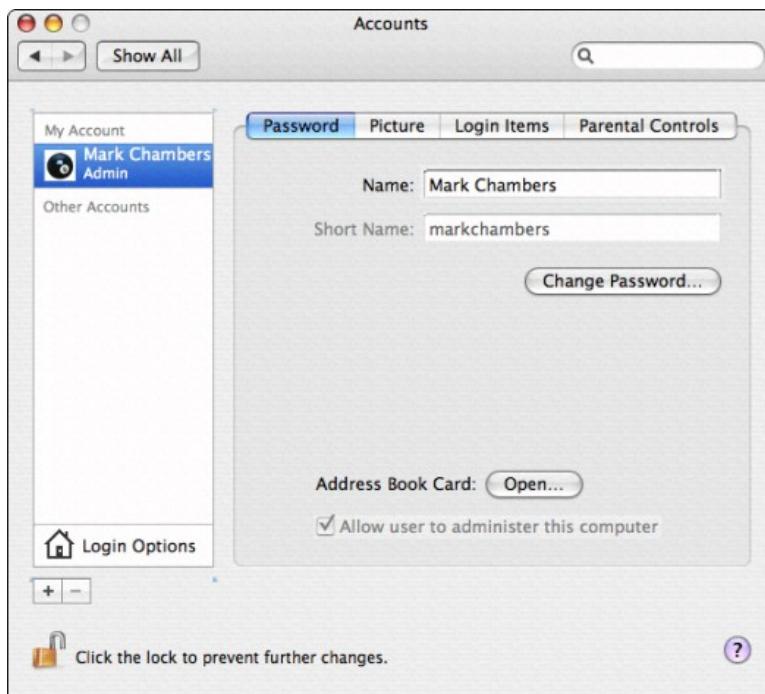


These basic tips should help create and configure user accounts

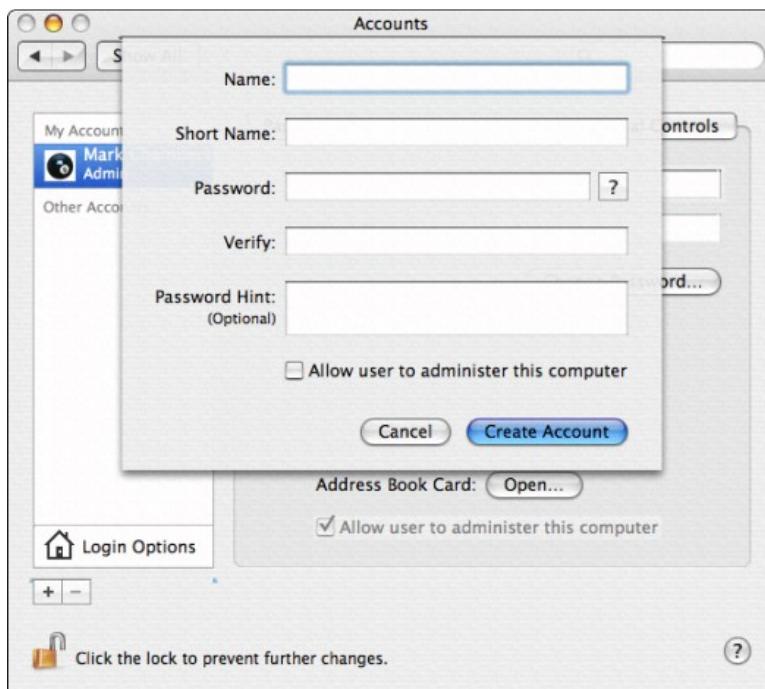
#### Mac

Open System Preferences and click the Accounts icon.

The Account pane appears. If you haven't added any users to your system yet, the Users list should look like Figure 1. You should see only your account, which you set up when you installed Mac OS X, set to administrator (admin) level.



2. Click the New User button — which carries a plus sign — to display an empty user record sheet (see Figure 2).



3. In the Name text box, type the name that you want to display for this account (both in the Accounts list and on the Login screen) and then press Tab to move to the next field.

Mac OS X automatically generates a short name for use as your screen and Buddy name in iChat AV and various network applications. The short name is also the name of the folder that Mac OS X creates on the computer's hard drive for this user. You can keep the default short name or type a new one, but it must not contain any spaces.

4. Press Tab again.

5. In the Password text box, type the password for the new account.

Click the question mark next to the Password field, and Tiger is happy to display the new Password Assistant, complete with a suggestion. Click the Suggestion drop-down list box to see additional suggestions. You can choose the length of the password and select from several types: letters and numbers, memorable, or completely random. To insert a password from the Assistant, use COMMAND+C to copy the password, click in the Accounts Password text box, and then press COMMAND+V (or click the password and drag it to the Accounts Password text box).

As always, when you enter a password or its verification, Mac OS X displays bullet characters for security.

6. Press Tab, type the password again in the Verify text box, and press Tab again.

7. (Optional) If you decide to use the password hint feature, you can enter a short sentence or question in the Password Hint text box.

The hint is displayed after three unsuccessful attempts at entering the account password.

Don't use this option. Think about it: Any hack could type in anything three times to get your hint to pop up! If you do use this option, at least make sure that the hint is sufficiently vague!

8. Press Tab to continue.

9. To grant this account administrator-level access, enable the Allow User to Administer This Computer check box. If this check box remains disabled, the user receives a standard level account.

10. Click the Create Account button to finish and create the account.

The new account now shows up in the Accounts list and in the Login screen.

## 7<sup>th</sup> Step: New Credit Card Number

### Credit Card

The easiest and fastest way to get a new Credit Card number is to call your bank and ask them to change the billing address of your existing card. Once the address has been changed ask them to issue you with a new card. AdWords only bans the number and billing address of your credit card, **AdWords does not ban your name**, as some people have the same name.

These are one of the best mailing services in the US:

<http://www.usa2me.com>

<http://www.myus.com>

<http://www.usglobalmail.com>

## 8<sup>th</sup> Step: New Phone Number

Get a new phone number from one of the below providers:

<http://www.tollfreeforwarding.com>

<http://www.skype.com/allfeatures/onlinenumber/>

You can activate call forwarding from your virtual phone number to your landline or cell phone.

### 9<sup>th</sup> Step: Open NEW AdWords Account

Now you can use your PO Box address, your Virtual Visa card to open a brand new AdWords account. With your new IP address (don't forget to delete your cookies and flash cookies) you can be assured Google AdWords will not suspend your account again.

I would also recommend using the dedicated user account on your PC/MAC you only use to access AdWords. Make sure you always connect to your VPN provider or VPS, once logged in. Whenever you send an email to AdWords support, even if you use Yahoo or Hotmail, Google can see the IP address you used to send this email.

Start publishing new campaigns slow, same as you would use AdWords the first time to make it look natural.

Thank you for reading 'AdWords Ghost',

Good luck,



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