Keyword Labeler - Script Tutorial

What it Does - This scripts will read keyword data from a spreadsheet and automatically apply labels to the keywords.

Why Use It - This makes it easy to apply labels in bulk. You can use it to keep track of new keywords and segment them out for reporting. Or you could use them for promotions (for example holiday themed keywords) and easily pull them when the season is over. This is important since the interface and editor do not allow you to label keywords in bulk.

Notes

• If you run these scripts on your entire account it **may take 5-30 minutes or more to complete** depending on the size of the account. For some reason labeling takes awhile.

• You can remove any label by going to the AdWords interface and simply click Label, unchecking the labels you want to remove and click apply.

• Only labels "Enabled" ads.

• The script creates a label for you. **Once the label is created, if you decide to reuse the label, AdWords Scripts will deliver an error on subsequent run's.** This is due to the fact that once the label exists in the system, AdWords won't create a duplicate. This won't affect anything else running though, and everything else will continue working as intended.
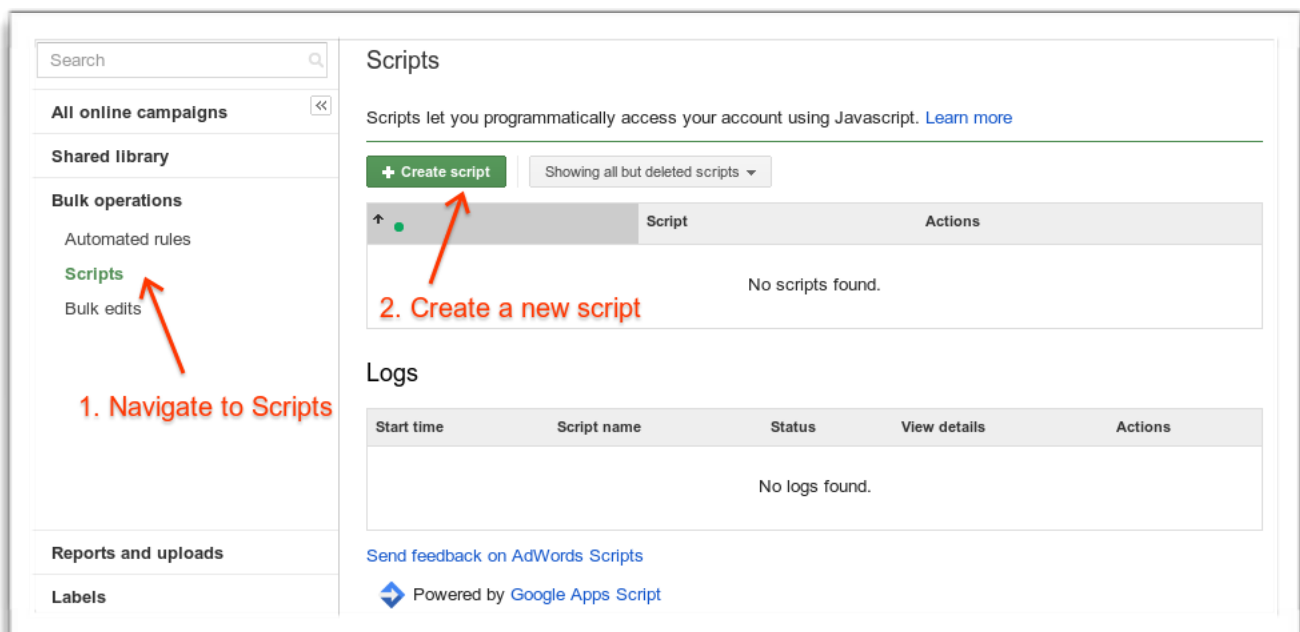

• These scripts are proprietary and will not work without an active free trial or Hero Pro plan.

1. **Navigate to "Bulk operations" → "Scripts" in the AdWords web application.**

2. **Click "Create script.**

3. **Copy and paste the Keyword Labeler script from the Hero Pro library into AdWords Script editor area.**

4. **Download Keywords to Spreadsheet**

    • In the AdWords interface click the "Keywords" tabs in your account.

    • Click the "Download Report" button.

    • Next to "Format" select .xlsx from the drop down tab.

    • Click "Download"
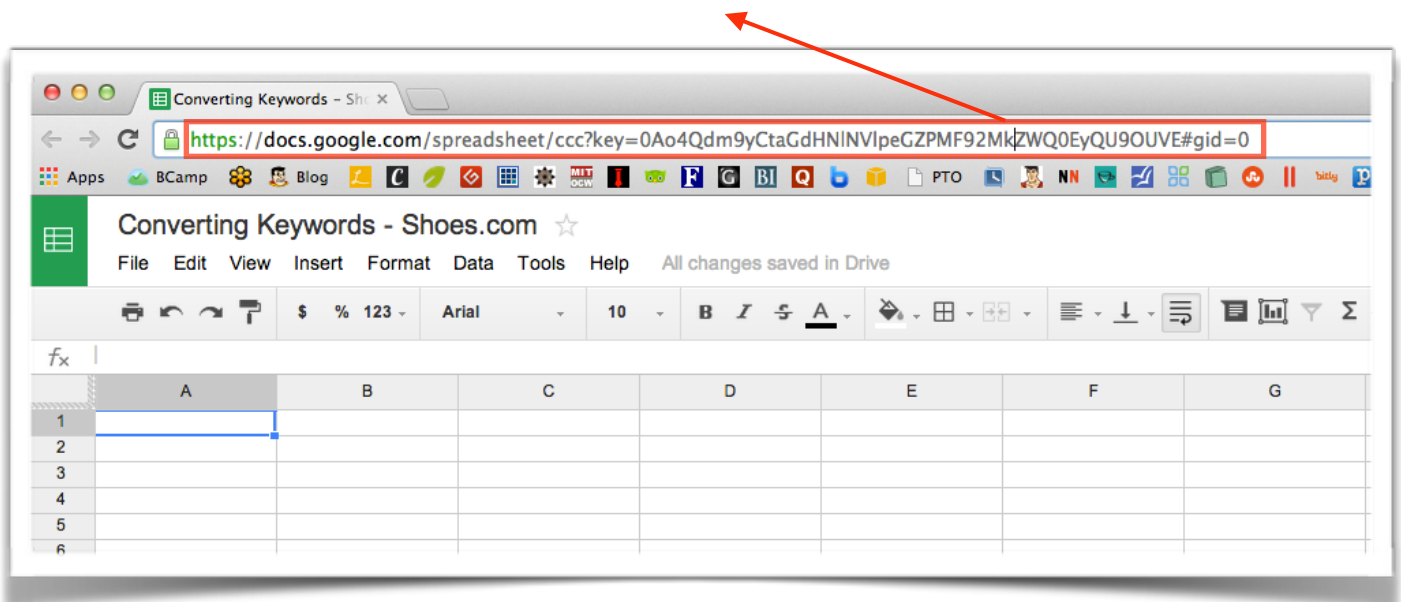
5. **Google Drive Spreadsheet.**

    • Create a new spreadsheet in your Google Drive

    • In the spreadsheet click "File" -> "Import" -> Select "Replace Spreadsheet" -> "Choose File" and select the report you just saved.

    • Title the Spreadsheet with the name of the account.

6. **Edit Spreadsheet - The goal here is to order the columns Campaign, Ad Group, Keyword, Match type.**

    • Delete All Columns except for Campaign, Ad Group, Keyword, Match Type.

    • Drag columns and place them in the order of Campaign, Ad Group, Keyword, Match Type

7. **Grab The Spreadsheet URL**

//spreadsheet access
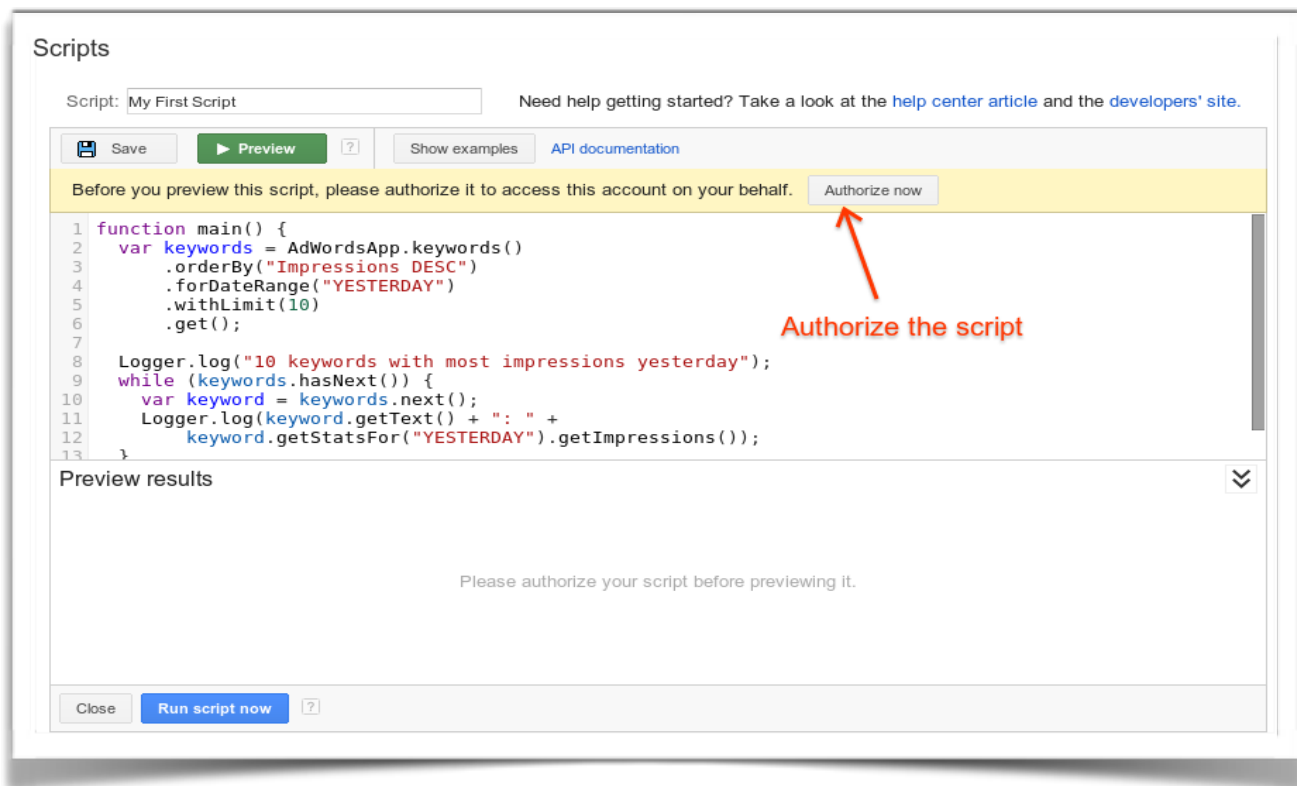var ssURL = "Enter URL of Spreadsheet Here";

8.   Set Label Details in The AdWords Script.

//Label details. These are fully customizable. Write in details between the "quote marks"
//labelName is what you will see in the interface.
//labelDescription is the details you will see when hovering the cursor over the label
//labelColor is the color the label appears in the interface (use name of primary color).

```
var labelName = "No Keywords Haha";
var labelDescription = "Test";
var labelColor = "Red";
```

//End of set up.

9.   Authorize the script. Don't worry, this only has to be done once per script.

10. Click "Run script now" and select "Run without previewing."

11. After the script log status says "Successful" navigate to your accounts All online campaigns and view your labels!

12. If you can't see your labels in the filters area refresh the AdWords interface in the browser.

13. If you want to delete your ads go to your Ad tab, then select "labels" -> "manage labels" -> select the label -> then click "delete" -> Ok.