

Note: These scripts are proprietary and will not work without an active free trial or Hero Pro subscription.

Note: AdWords updates their API from time to time, if a script suddenly stops working please refer to the Hero Pro Scripts Library for an updated version of the script.

What it does:

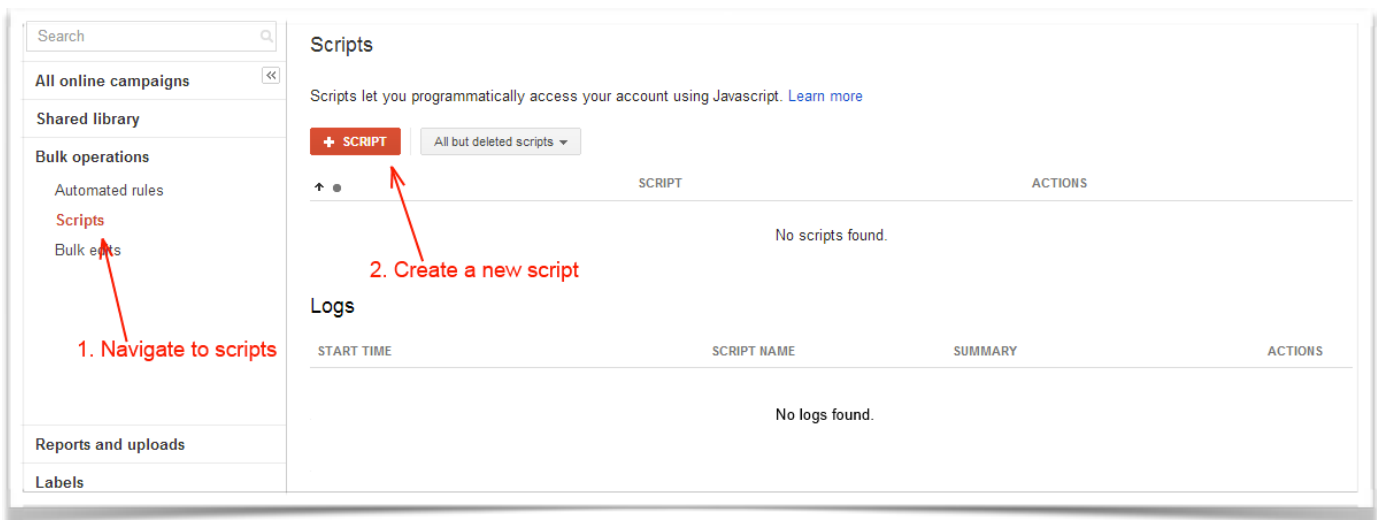
- See conversion rates for your ads based on average position at the keyword level.
- Breaks down Average Position by Conv. Rate, Cost, and CPA.
- Customizable date ranges to meet your needs.

Why use it: Your ad's rank can fluctuate (causing its ad position on the page to fluctuate as well), so your average position can help you gauge how often your ad beats other ads for position. However, the most important thing is to find what's profitable for you, which might not be to show in the top position.

AdWords Script Setup

Follow these instructions to get going with AdWords scripts in under a minute.

1. In your account, navigate to "Bulk operations" → "Scripts" in the AdWords web application.
2. Click "Create script".



3. Copy the Average Position code from the Hero Pro Scripts Library and paste the code into the editor area:

Note: Delete below place holder code in the editor before placing a new script in the editor.

New scripts are pasted Here:

```
function main() {  
  
}
```

4. (Optional) Set email address/s the spreadsheet URL is sent to.

You can add as many emails as needed, just insert a comma between addresses.
E.g. "example@example.com, example@example.com, example@example.com"

```
var eMail = "example@example.com"
```

Note: The recipient must have access to your Google drive or document.

5. (Optional) Define Time Range - Default is 30 Days.

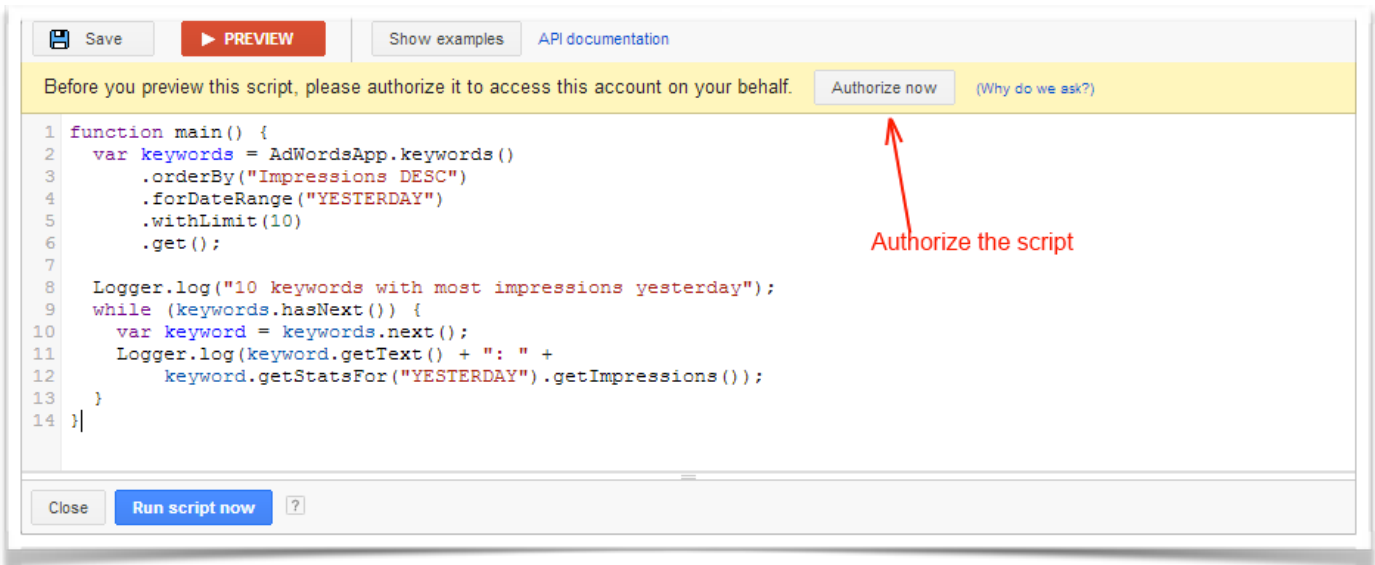
```
var timerange = 'LAST_30_DAYS'
```

Here are all the options.

(TODAY, YESTERDAY, LAST_7_DAYS, THIS_WEEK_SUN_TODAY, LAST_WEEK, LAST_14_DAYS, LAST_30_DAYS, LAST_BUSINESS_WEEK, LAST_WEEK_SUN_SAT, THIS_MONTH, LAST_MONTH, ALL_TIME).

Note: If you select ALL_TIME it may several minutes to run the script.

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



7. Hit "Run Script Now" and wait a bit for the results to appear.

Note: You have to option to "Preview," the script, however Preview won't work on scripts that only output a spreadsheet.

8. After the script status says "Completed" navigate to your Google Drive and see the data on your spreadsheet titled "Average Position."

Hero Pro: Average Position - LAST_MONTH			Thunder Cats	
Average Position	CTR (%)	Cost	CPA	
0 to 1	2.6	489.66	8.9	
1 to 2	5.18	6776.05	114.85	
2 to 3	3.99	7347.08	170.86	
3 to 4	1.16	459.85	459.85	
4 to 5	2.38	452.49	452.49	
5 to 6	6.25	39.96	39.96	
6 to 7	0	11.69	0	
7 to 8	5.88	114.23	114.23	

For support or script demo please contact: jeremy.page@hanapinmarketing.com