Non-Converting Keywords + Metrics - Script Tutorial (Updated 8.14.14)

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

What it does: Set your desire date range and see which keywords are NOT converting in your account, plus see... the number of Conversions, Click, Impressions, CTR (%), Avg. CPC, and Avg. Position for each keyword.

Why use it: The data recorded by conversion tracking allows you to identify which areas of your campaign are working and not working, so you can optimize your bids, ad text, and keywords accordingly.

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".
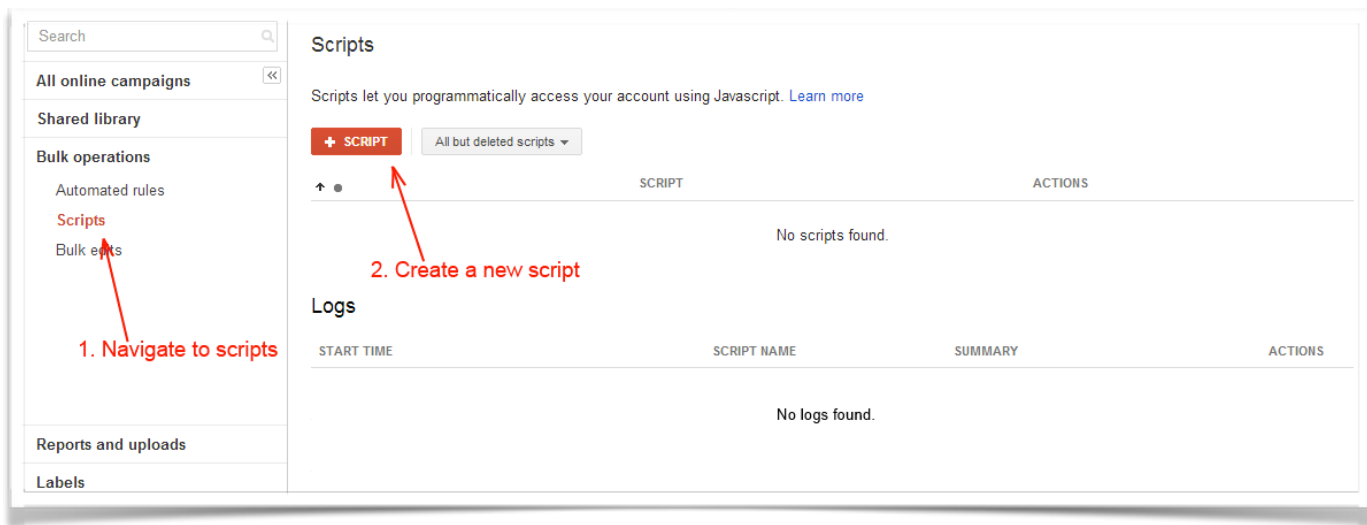
3. Copy the Non-Converting Keywords + Metrics code from the Hero Pro Scripts Library and paste the code into the editor area:

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

```
function main() {

}
```

New scripts are pasted Here:

4. Set Variables:

```
var eMail = "email@email.com"; //enter email address
var campaignStatus = ("Status = ENABLED"); //Options: ENABLED, PAUSED, REMOVED
var timerange = 'LAST_30_DAYS'; //select a date range from optoins below
```

Note: If you select ALL_TIME or if you have a large account it may several minutes to run.

5. Authorize the script. Don't worry, this only has to be done once per script.
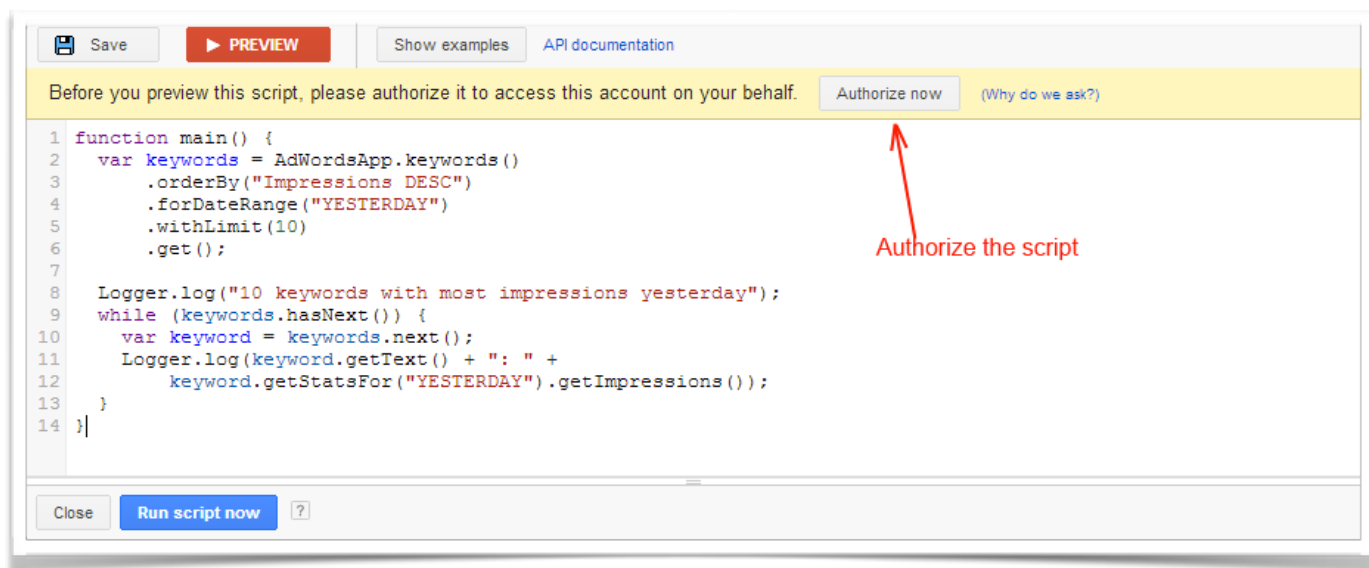
6. Hit "Run Script Now" and wait a bit for the results to appear.

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

7. After the script status says "Completed" navigate to your Google Drive and see the data on your spreadsheet titled "Converting Keywords + Metrics."

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