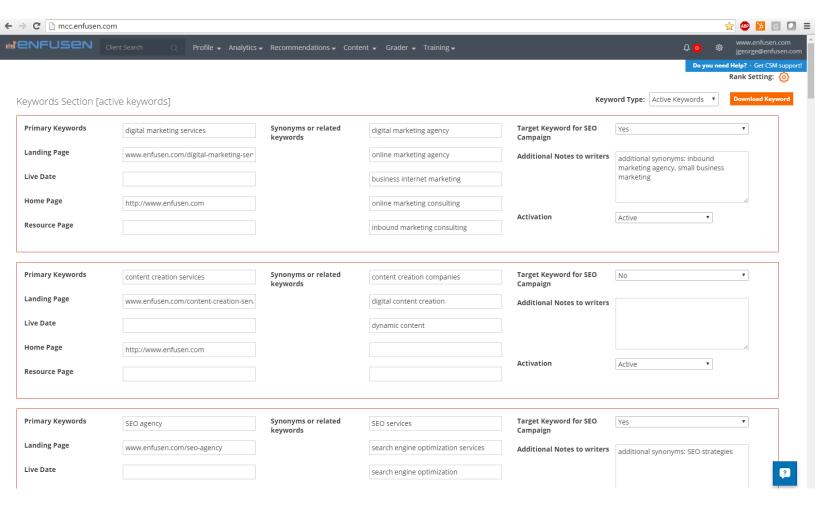
Updating Keywords/Synonyms in MCC

- 1.) Log in to MCC.
- 2.) Under the profile tab, click keywords.



Changing/Modifying Keywords

- a.) To change a keyword, change the old keyword from active to inactive.
- b.) Scroll down the page and add the new keyword into a blank section.
- c.) Copy and paste the landing page and home page URL's into the appropriate sections.
- d.) Add keyword synonyms in the appropriate blank spaces.

Changing/Adding Keyword Synonyms

- a.) If you want to change a synonym, copy every field in the section for the corresponding keyword (primary keyword, landing page, home page).
 - a. Make this keyword inactive.

- b. Paste these into a blank section and add new synonyms.
- b.) If you want to add a synonym and there is a blank space in the synonym, you can just click there and type in the desired synonym.

^{*}Do not change keywords unless it has been approved!