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Overview of search engine marketing & online advertising

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799749&topic=2799732&ctx=topic&path=2799681-2799680>

March 28, 2013

The primary objective of any search engine is to help users find the information, products or services they're looking for online, quickly and accurately. When the user types a word or phrase, called a query, into the search engine, a set of results that are relevant to the query is displayed.

Most search engines provide two types of search results in response to a user query: organic search results (also called "natural" or "free"), and search ads. Google keeps the search results and search ads separate, and ads are noted by the phrase "Ads related to XX", where XX is the query.

On Google, although both organic search results and search ads appear in response to a user query, and the results are independent of each other. The ranking of an organic search result has no bearing on the ranking of any ad, and vice versa. This makes it possible for an advertiser to use search ads to have an ample online presence, even if their site isn't present in the top organic search results.

In Google's organic results, relevancy to the user's query is determined by over 200 factors, one of which is the PageRank for a given page. PageRank is the measure of the importance of a page based on the incoming links from other pages. In simple terms, each link from site A to a page on site B adds to site B's PageRank.

Google AdWords also uses a combination of factors to rank search ads, which will be explained in depth later in this lesson.

updated 11/29/2012

Introduction to Google and Google AdWords

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799780&topic=2799732&path=2799681-2799680&ctx=leftnav>

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As a search engine, Google gathers and organizes a multitude of information from the Internet, then makes this information available to users throughout the world who are searching online.

Users can visit the Google homepage or other Google properties, enter a search query (terms related to information they'd like to find) into the search field, and click "Google Search." Google returns a variety of search results -- including lists of sites, images, maps, videos, and more -- that are highly relevant to the query. Users can also search for results within Google Images, Google News, Google Maps, YouTube and other specialized Google services.

Google AdWords is Google's online advertising program. AdWords lets you create simple, effective ads and serves them to people who are already searching online for information related to your business.

On Google.com, Adwords ads appear on the right side of the page and sometimes in a highlighted box above the organic search listings. Organic, or natural, search results appear on the left side of the page. Google doesn't accept payment to place websites or documents in organic search results.

Google AdWords is much more than text ads on Google.com. With our partner sites in the Google Search and Display networks, advertisers can now reach their desired audience with Google AdWords ads on hundreds of thousands of sites across the web, whether users are actively searching for information or simply reading content on one of their favorite web sites. Today, users see our ads while they are on their mobile devices, like smartphones and tablets, while they are watching video content on YouTube, while they are using a favorite app, and more.

To learn more about Google AdWords advertising solutions, watch [this video](#).

updated 11/29/2012

How costs are calculated in AdWords

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704424&topic=2799754&ctx=topic&path=2799681-2799680>

March 28, 2013

AdWords gives you control over your advertising costs. There's no minimum amount that you have to spend. You set an average daily budget and choose how you'll spend your money. Go to your account at <https://adwords.google.com> to see full reports of your advertising costs and billing history anytime.

Every time someone searches on Google, AdWords runs an auction to determine the ads that show on the search results page, and their rank on the page. To place your ads in this auction, you first have to decide what type of customer action you'd like to pay for.

For example, you might choose to pay for the following actions:

- When someone clicks on your ad (cost-per-click or CPC)
- How frequently we show your ads (cost-per-impression or CPM; available for Display Network campaigns only)
- How many conversions you receive (cost-per-acquisition or CPA)

These are called your bidding options. Most people starting out in AdWords use the basic **CPC bidding** option, which means they accrue costs based on the number of clicks they get on their ads.



If you use this option, the amount you're charged per click depends in part on the **maximum cost-per-click bid** you set in your account, also called maximum CPC bid. This represents the highest amount that you'll ever pay for an ad click (unless you're setting [bid adjustments](#), or using [Enhanced CPC](#)). In fact, you'll be charged only the amount necessary to keep your ad at its position on the page.

Example

Let's say you've set a maximum CPC bid of \$1 for your ads. The most you'll pay when a customer clicks your ad is \$1. You'll often pay less than your maximum bid, though, because with the ad auction you pay no more than what's needed to rank higher than the advertiser immediately below you. The amount you pay is called your [actual CPC](#).

AdWords essential

The auction: how Google decides which ads to show and their order

Control your costs

Now that you understand the basics of how costs work in AdWords, let's look at the ways you can control your costs:

Set a daily budget to control how much you spend

Your **daily budget** specifies the amount you're willing to spend each day, on average, for each ad campaign in your account. The size of your budget is entirely up to you and you can edit this amount whenever you like.

Recall that when you set your max CPC bid, the amount you're charged for a click on your ad in a given auction could be less than your max. This means the amount you pay for a click on your ad - your **actual CPC** - will likely vary from auction to auction. Even though your actual CPCs may vary, your daily budget puts a limit on how much you can accrue in click costs from day to day.

Google may allow up to 20% more clicks in a day than your daily budget specifies. We call this **overdelivery**. Overdelivery can help make up for days when traffic is slow and your ads don't get as much exposure. However, in a given billing period, you're never charged more than the average number of days in a month (roughly 30.4) times your daily budget.

Example

If the budget for your ad campaign remains at \$10 per day throughout an entire month, the maximum amount you would be charged for that campaign for that month is \$304 ($\10×30.4 average days per month).

Fine-tune your bids

If you use the cost-per-click bidding option, you set a maximum CPC bid for your ads. You can always lower your bid amount, but if you do, it may cause your ads to show up in a lower position on the first page of search results, to move from the top to the side or bottom position, or to be removed from the first page search results. In general, a higher maximum CPC bid can allow your ad to show at a higher position on the page.



Tip

You can have your bids automatically updated, based on the daily budget you've set. Then the system will actively seek out the most clicks possible given your budget. This option is called **automatic bidding**.

Create more relevant ads to get the most for your money

High-quality keywords and ads are an important way to make sure that you're getting the most for your money.

You can raise your maximum CPC bid to try to get your ad to show at a higher position on the page. But you can also raise your ad's position by improving the quality of your ads, keywords, and settings, without increasing costs.

To encourage high-quality ads, Google uses a measurement called **Quality Score**. The higher the quality of your ad, the less you pay for a given ad position, and vice versa.

Example

Let's say your maximum CPC bid is \$2. Meanwhile, your competitor has a maximum CPC bid of \$3 but the quality of his ads are below average. Because of the higher quality of your ads, your ad could actually show in a higher spot on the page, even though your bid is lower.

AdWords essential

[Relevance: how ad quality affects your costs and performance](#)

VIDEO

VIDEO

Top Contributor



What our advertisers are saying

ScottyD, 08/08/2012

"One of my favourite things about AdWords is the cost system. The fact that nothing is fixed gives everyone the opportunity to advertise with AdWords regardless of their business size or marketing budget." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

The benefits of AdWords

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799750&topic=2799754&ctx=topic&path=2799681-2799680>

March 28, 2013

Whether you are launching a new product, would like to increase brand awareness, or drive in-store traffic -- it's possible to achieve your desired results with AdWords' advertising products and measurement tools.

Here are some of the main benefits of using AdWords to address your marketing objectives:

Relevance

One of the main benefits of AdWords is the ability to target ads to users based on their interests, as well as a number of other factors like location, language, and demographic. With search targeting, marketers can respond directly to what a user is looking for with highly relevant ads. An advertiser can use [Contextual Targeting](#) to reach users across the Google Display Network as they read about specific topics related their products or services. [Mobile Ads](#) with location-specific messaging can be used to encourage in-store sales by reaching users with a location-specific offer when they're on the go with a smartphone or tablet.

Return on Investment (ROI)

Since online advertising is more measurable than other forms of advertising, it's easier to tell whether you are meeting your advertising goals. Every user's click can be tied to a particular ad, keyword, and search query, all of which you can track and optimize according to your goals. If you spot a trend, you can create, modify, or delete keywords, ads, and campaign targeting selections on the fly. This allows you to respond quickly to changes and trends and improve your ROI even after your campaign has started.

Reach

Everyday, Internet users conduct billions of searches on Google, view millions of videos on YouTube and consume at least as many pages of our Display Network partners' web content. When you use Google AdWords, you have the opportunity to target any segment of that broad worldwide audience that's actively looking for or consuming relevant content about products, services, information, and websites. By giving your client's products or services a presence during relevant user searches or while they're pursuing their interests online, you can help them be visible to their target audiences at all the crucial points in the buying cycle -- be it awareness, consideration, or purchase.

updated 11/30/2012

Common AdWords Terms

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=151875&topic=2799754&ctx=topic&path=2799681-2799680>

March 28, 2013

Using Google AdWords for the first time will introduce you to some new terminology. Here are a few of the most commonly used AdWords terms:

Keyword

The keywords you choose are the terms or phrases you want to prompt your ad to appear. For example, if you deliver fresh flowers, you can use "fresh flower delivery" as a keyword in your AdWords campaign. When a Google user enters "fresh flower delivery" in a Google search, your ad could appear next to the search results.

Placement

Like keywords, placements are another way for you to control where your ads appear. A placement is usually a website where you'd like your ad to appear. For example, if you select www.example.com/sports as a placement, your ad could appear on that site.

Image ad

A graphical ad, which can be static or animated, that runs on the Google Display Network. Also called a display ad.

Campaign & Ad Group

AdWords accounts are organized into campaigns and ad groups. You start with one campaign, which has its own daily budget and targeting preferences. You can have multiple campaigns running and might choose to create one campaign for each product or service you want to advertise. Within each campaign, you have one or more ad groups, which are sets of related ads, keywords, and placements.

Impression (Impr.)

The number of impressions is the number of times an ad is displayed on Google or the Google Network. Monitor your impressions to see how many people your ad is shown to.

Click

If a customer sees your ad and clicks on it to learn more or to do business with you, it is recorded in your account as a click. Monitor your clicks to see how many people choose to enter your website from your ad.

Clickthrough Rate (CTR)

Your clickthrough rate (CTR) is a metric that helps show how your ads are performing. The more relevant your ads are, the more often users will click on them, resulting in a higher CTR. The system calculates your CTR as follows: Number of ad clicks/number of impressions x 100.

Cost-per-click (CPC)

Under the cost-per-click (CPC) pricing model, AdWords charges you for each click your ads receive. You won't incur any costs if your ad is displayed and users don't click it. CPC bidding is the default for ads running on Google and the Search Network. Most advertisers also choose it for their campaigns that focus on getting a direct response from their audience, whether a sale, sign-up, or other action.

Maximum cost-per-click (maximum CPC)

The highest amount that you are willing to pay for a click on your ad. You can choose to set a maximum CPC for individual keywords or for all the keywords within an ad group.

Cost-per-thousand impressions (CPM)

With some campaigns, you can choose to pay for views of your ad rather than clicks. The maximum CPM is the most you're willing to pay for each thousand impressions, or views of your ad. CPM bidding is only available for campaigns that target the Display Network and not Google search or search partner sites.

Quality Score

Quality Score is the basis for measuring the quality of your keyword and ad and determining your cost-per-clicks (CPCs). Quality Score is determined by your keyword's clickthrough rate (CTR), relevance of your ad text, historical keyword performance, and other relevancy factors. The higher your Quality Score, the lower the price you'll pay per click.

First page bid estimates

Your AdWords account will show a first page bid estimate for each of your keywords. This metric estimates the cost-per-click (CPC) bid needed for your ad to reach the first page of Google search results when the search query exactly matches your keyword. The first page bid estimate is based on the Quality Score and current advertiser competition for that keyword.

Optimization

An optimization is the process of creating/editing keywords and ad text (or adjusting other parts of the account) to improve the performance of AdWords ads.

To learn about more common terms, visit our full [Glossary](#).

updated 10/16/2012

Overview of AdWords ad formats

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799751&topic=2799754&path=2799681-2799680&ctx=leftnav>

March 28, 2013

Google Search Ads:

AdWords search ad formats allow you to advertise next to or above relevant Google search results, and across a network of partner search sites. With search ads, you can reach customers on all the devices they use to search for information.

Computer



Tablet



Mobile phone



Google Display Ads:

The Google Display Network lets you place ads on a variety of news sites, blogs and other niche sites across the internet.

updated 11/29/2012

How AdWords works - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497976&topic=2799754&path=2799681-2799680&ctx=leftnav>

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Now that you've read our AdWords overview and understand how Google's advertising program can help you grow your business, let's dive into a few important AdWords concepts. To understand how AdWords works, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.

How keywords trigger your ad to appear

Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the [Google Network](#) that are related to fresh flower delivery.

Tip

By creating a list of keywords that are relevant to your product or service, and making sure they're specific rather than general (for example, "fresh flower delivery" rather than simply "flower"), you typically can show your ad to the people who are most interested in your product or service. This improves your ad's performance and helps your advertising dollars go further.

Placements: Advertising on non-search websites

Keywords can trigger your ads to appear next to search results on Google and other search sites. But keywords can also trigger your ads to show on other sites across the Internet -- Google-owned properties like YouTube and Google's partner sites like NYTimes.com or Families.com, for example. We call these "placements." A placement can consist of an entire website or just part of a site. And these websites are all part of what we call the [Display Network](#).

Google can automatically determine where your ads appear by matching your keywords to websites in the Display Network. Or, if you'd like greater control over where your ads appear, you can pick specific placements yourself. You can set bids for each and choose the sites where your ads might appear.

Ad Rank: How Google determines which ads appear in which positions

Now let's suppose that multiple advertisers use the same keyword to trigger their ads or want their ads to appear on the same websites. How does Google determine whose ads will appear and in which order? It's done automatically, based on what we call [Ad Rank](#).

Your Ad Rank is based on a combination of your bid (how much you're willing to spend) and your [Quality Score](#) (a measurement of the quality of your ads, keywords, and website). Depending on where your ad shows and the type of targeting that you use, the formula for Ad Rank can vary a bit, but it always incorporates bid and Quality Score.

We'll go into more detail about Quality Score below; the important thing to know here is that the

quality and relevance of your keywords, landing pages, and your ad are every bit as important to your ad's rank as the amount you're willing to spend.

A bit about bidding and Quality Score

Your bid and Quality Score can work slightly differently across different campaigns types. Here are a couple of examples to help illustrate.

With a keyword-targeted ad on Google and its search partners, your bid would be your maximum cost-per-click bid -- the maximum amount you're willing to pay for each click on your ad. Your Quality Score is based on the relevance of your keywords, the quality of your landing page, your ad's clickthrough rate (CTR), adjusted for its position on the page, and a few other factors.

In the case of a placement-targeted ad on the Google Display Network using Cost-per-thousand impressions (CPM) bidding bidding, your Quality Score is simply based on the quality of your landing page.

There are a number of variations, but the general themes are the same.

At the end of the day, what you pay

You'll always pay the lowest amount possible for the best position you can get given your Quality Score and bid. To find this amount, Google looks at the Ad Rank of the ad showing in the next position (for example, for ads appearing on a Google search page, this would be the position just beneath your ad), and only charges you the lowest bid amount that would have beaten that ad's Ad Rank, rounding up to the nearest cent. So regardless of your bid amount, you'll only pay the minimum that's needed to beat the advertiser below you.

Ask the AdWords Community about this topic

[Visit the Community](#)



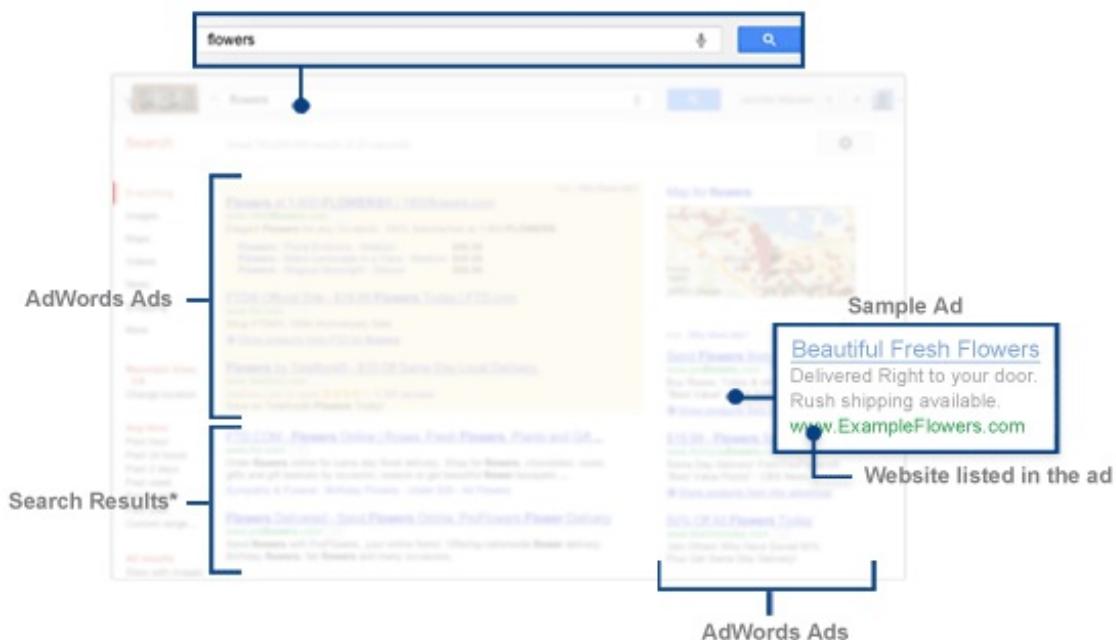
updated 03/19/2013

Difference between Google search results and ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722080&topic=2799733&ctx=topic&path=2799681-2799681-2799680>

March 28, 2013

When people search on Google for something they want, they find two types of results: search results and AdWords ads. Search results appear as links on search results pages and aren't part of Google's advertising programs. AdWords ads appear under an "Ads" label and may be placed in several locations around the free search results.



- Search results:** These show as links on the Google search page. You may also see relevant results on a map that lists local business locations, contact information, and driving directions. Google's search results are independent of Google's advertising programs.
- AdWords ads:** These appear under the "Ads" label alongside, above, or below free search results. If you're not already an AdWords advertiser but would like to show ads here, you can sign up on the [AdWords homepage](#).

Here's a quick overview to help you understand the difference between the two types of results:

	Search results	AdWords ads
Where they appear	Typically down the middle of the page, below the colored box	Typically along the edge of the page (like the top, right side, and bottom), over a colored background



***How
they're
matched***

Google shows links to webpages that are relevant to a person's search based on text on the page and links to that page

***How
they're
ordered***

Results are ordered on the page based on things like relevance to the search term and popularity

Google matches ads to a person's search based on how closely the search matches the keywords that you choose and your campaign settings

Ads are ordered based on a combination of CPC bid and relevance

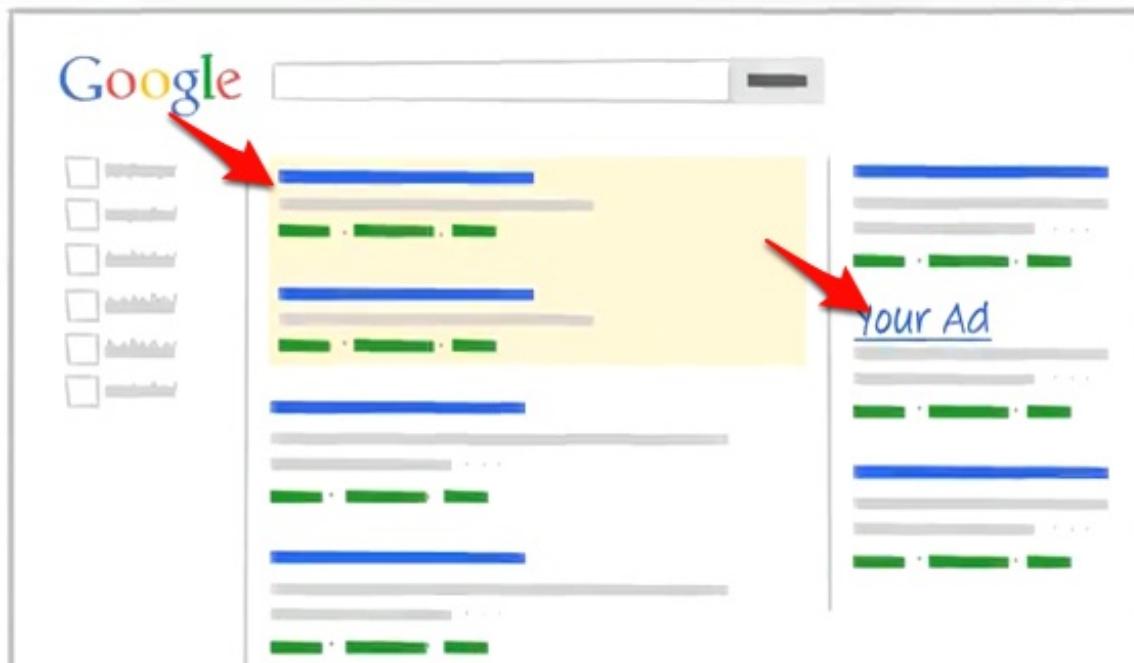
updated 03/16/2013

Understanding ad position

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722122&topic=2799733&ctx=topic&path=2799681-2799681-2799680>

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Ad position is the order in which your ad shows up on a page. For example, an ad position of "1" means that your ad is the first ad on a page. In general, it's good to have a high ad position because it's likely that more customers will see your ad. Ads can appear on the top of a search results page, on the side of the page, or on the bottom of the page.



Top and side ads on a Google search

How ad position is determined

Ad position is determined by your **Ad Rank** in the auction. Your Ad Rank is a score that's based on your **bid** and your **Quality Score**. If you're using the cost-per-click bidding option, your bid is how much you're willing to pay for a single click on your ad. Your Quality Score is a measure of how relevant your keyword is to your ad text and to what a user is searching for.

To improve your ad position, you can increase your bid, or you can focus on improving your Quality Score. See the "Next steps" section below for more information about Quality Score and how to optimize your ad position.

AdWords essential

[The auction: how Google decides which ads to show and their order](#)

Keep in mind

Because of the diversity of websites on the Google Display Network, average position may be less

useful in optimizing for performance on this network. If you want to measure performance on the Display Network, we recommend focusing on metrics such as conversions and ROI. Read more on how to [evaluate ad performance on the Display Network](#).

Where to find your average ad position

In your AdWords account, you can easily see what your average ad position is. Let's walk through the steps to view your average position:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Look for the **Avg. Pos.** column in the statistics table. If you don't see this column in your table, you can add this column by clicking the **Columns** button in the toolbar above the statistics table.

The screenshot shows the Google AdWords interface. At the top, there is a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, the main content area shows a campaign structure: All online campaigns > Sweet tea > Ad group: Black tea. A specific keyword entry for "100% organic black tea" is displayed, including its status as "Enabled", bid information ("Ad group bids (Max. CPC) Edit"), and default bid (\$1.00). The "Display Network bid" is set to "auto".

Below the keyword entry, there is a toolbar with buttons for Settings, Ads, Keywords (which is selected), Dimensions, and Display Network. There are also buttons for All but deleted keywords, Segment, Filter, Columns, and a search bar. A note says, "These keywords refine search, and determine which placements are good matches for your ads." A chart titled "Clicks" shows data from May 31, 2012, to Jun 6, 2012, with zero clicks recorded.

The main table below the chart lists keywords. The columns include Keyword, Status, Max. CPC, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., and Labels. The table shows one active keyword, "Black tea", with a status of "Eligible" and a max CPC of \$4.50. It also shows two total rows: "Total - Search" and "Total - Display Network". The "Total - all keywords" row at the bottom shows 0 clicks, 0 impressions, 0.00% CTR, \$0.00 cost, and an average position of "--".

At the bottom of the page, there is a note about reporting being not real-time and a 24-hour delay in conversion tracking. There are also links for Help Center, Search help center, and Go.

You can also click the **Ads** or **Keywords** tab to see your average position by ads or by keywords.

To see how often your ads have appeared on the top of the page, on the side of the page, or on the bottom of the page, you can [segment your data](#).

Next steps

- Learn more about [Quality Score](#).
- [Learn about improving ad quality](#).

updated 03/16/2013

The Google Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1721923&topic=2799734&ctx=topic&path=2799681-2799681-2799680>

March 28, 2013

The concept

Your customers tend to do a lot online -- they search, they shop, they read the news and browse interesting websites. So we think you should be able to reach your customers no matter what they're doing on the web. Our answer: the **Google Network**, our name for the places where your AdWords ad can appear, including Google sites, webpages that partner with us, and other placements like mobile phone apps. It's as if you're presenting your message to a stadium full of fans -- Google collects a crowd of interested people and brings them to the stadium, then you start the show.

This bundle of sites we call the Google Network is divided into groups to give you more control over where you'd like your ad to appear:

Search Network:

- Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.
- Search sites that partner with Google (search partners), such as AOL

[About the Search Network](#)

Display Network:

Google sites (like YouTube, Blogger, and Gmail) and thousands of partnering websites across the Internet

[About the Display Network](#)

Why it matters

The Google Network can connect you with customers at the exact moment when they're doing an activity online that relates to what you offer -- like searching for your product or reading a blog about your industry. Because your ads can be shown in relevant places, you have a better chance of turning viewers into customers.

By understanding what our network is and how you can control your network settings, you can take advantage of this world of interested customers.

How it's used

For each of your ad campaigns, you'll choose **network settings** that tell Google where you'd like your ad to show. You can choose Google Search and Google Shopping, or the entire Search Network (including other Google search sites like Maps and Images, and search sites that partner with Google), just the Display Network, or all networks.

About the Google Search Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722047&topic=2799734&path=2799681-2799680-2951627&ctx=leftnav>

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The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.

Where your ads can appear

When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:

- **On Google search sites:** Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.



- **On other sites that are part of the Search Network (search partners):** Ads might appear alongside or above search results on our search partners' sites, such as AOL.

To show ads on all Search Network sites, navigate to the "Networks" section of your campaign's settings page and make sure that the checkbox for "Include search partners" is selected (this option is selected by default when you create a "Search Network only" or "Search & Display Networks" campaign). Sites on the Search Network show mostly text ads, which are typically labeled as "Ads" on Google Search as well as on search partners' sites. Google Images can also include image ads.

Example

You have a business that offers face-painting services at parties for kids. If you add the keyword "children face painting" to your ad group, and then choose to show your ads on the entire Search Network, your ads are eligible to appear on an AOL search results page when someone types "face painting."

Google Instant and your ads

How Google Instant works

Google Instant helps people find information faster by showing relevant results as they type a search term on Google search. As someone starts to type a search term, Google Instant automatically shows results for a popular search that begins with those letters. An algorithm tries to predict what the rest of the term might be based on popular searches typed by other users. The predicted text is shown in light grey in the search box, and search results and ads are automatically shown for that predicted term.

Although Google Instant won't change the way ads are served, ads and search results can show for a predicted search term. For example, if someone types "flow" into Google, an algorithm predicts that the user is searching for "flowers" (the predicted search term) and therefore displays search listings and ads for flowers. Those results will continue to show unless the next letters that the user types lead to a different predicted term.

How we count ad impressions

When someone searches using Google Instant, ad impressions are counted in the following situations:

- The person begins to type a search term on Google and clicks anywhere on the page (a search result, an ad, a spell correction, a related search).
- The person chooses a particular search term by clicking the Search button, pressing Enter, or selecting one of the predicted terms.
- The person stops typing, and the results are displayed for a minimum of three seconds.

We recommend monitoring your ads' performance the same way you usually do. Google Instant might increase or decrease your overall impression levels. However, Google Instant can improve the quality of your clicks since it helps people search using terms that more directly connect them with the answers they need. Therefore, your overall campaign performance could improve.

Next steps

- Interested in showing your ads on the Search Network? Learn how to [choose this option on the Settings tab](#).
- Find out [how to add keywords](#) to your ad group so your ads can appear when people search on Search Network sites.

updated 03/19/2013

About the Google Display Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404190&topic=2799734&path=2799681-2799680-2951627&ctx=leftnav>

March 28, 2013

The Display Network is a collection of partner websites and specific Google websites -- including Google Finance, Gmail, Blogger, and YouTube -- that show AdWords ads. This network also includes mobile sites and apps. If you've ever seen an AdWords ad on your favorite news site or in your Gmail account, and wondered how it got there, now you know: Websites like these are part of the Google Display Network.

When showing ads on the Display Network, you can reach a wide range of customers with broad interests, choose which sites or pages to appear on, and engage users with appealing ad formats.

- **Reach new customers:** Capture someone's attention at different points in the buying cycle. For example, if you run an art supply store, you can catch a mom's eye when she's reading reviews about the best brands of washable paints, but before she puts her toddler in the car seat and heads out to buy.
- **Select where your ads appear:** Within the Display Network, you can choose more specifically where you want your ads to appear -- you can select types of pages or specific websites for your ads, as well as audiences to show your ads to.
- **Engage users with appealing ad formats:** Text, image, video, or rich media formats can appear on the Display Network.

The reach of the Display Network

From millions of partner websites, news pages, and blogs to Google websites including Gmail and YouTube, the Display Network can help you show your message to more customers.

The Display Network reaches 83% of unique Internet users around the world (source: DoubleClick Ad Planner), including people speaking more than 30 languages in over 100 countries. To help make sure your ads appear on high-quality sites and products, all websites and products in the Display Network are reviewed and monitored by Google.

Some of our display partners

Here are some of our partners on the Google Display Network:

Beethoven.com
www.beethoven.com



BroadwayWorld.com
www.broadwayworld.com



Poetry.com
www.poetry.com



rides-mag.com
www.rides-mag.com



RSportscars.com
www.rsportscars.com



Quote.com
www.quote.com



Seeking Alpha
www.seekingalpha.com



cdkitchen.com
www.cdkitchen.com



Find more information about our [Display Network partners](#).

Matching your ad to sites in the Display Network

Finding the right audience across millions of websites can be difficult. The Google Display Network lets you put your message in front of potential customers at the right place and at the right time in several ways.

- **Reach users by keywords and topics:** Using [contextual targeting](#), AdWords finds the best places for your ad across the Google Display Network, based on your keywords. This can help you show your ad to an audience that's interested in your business and more likely to take action.
- **Choose specific sites or pages:** Put your message on the websites you think are the best match for your business using placement targeting. By adding [managed placements](#), you can show your ad on specific webpages, online videos, games, RSS feeds, and mobile sites and apps that you select. You can even block your ads from sites you don't think are relevant.
- **Find users who are already interested in what you have to offer:** Show your ads on Display Network websites to specific groups of people. You can reach people who visited your site before by creating a [remarketing](#) campaign, or customers interested in specific categories, by adding [interest categories](#). Then, you can show them highly relevant messages as they browse other sites on the Google Display Network.

Example

If you offer dog training services in New York, you could reach customers on the Display Network in these ways:

- Add the keyword "puppy training" and you might be automatically matched to a blog about dogs.
- Identify a site selling puppy toys that you want your ads to show on, and add the site as a managed placement.
- Use remarketing to show your ads to customers who have previously visited your site -- even if they're browsing pages about kayaking instead.

About two specific types of sites on the Display Network:

Parked domains

A parked domain site is an undeveloped webpage that belongs to a domain name registrar or domain name holder. Our [AdSense for Domains program](#) places AdWords ads on parked domain sites that are part of the Google Display Network.

People arrive at parked domain sites when they enter the URL of an undeveloped webpage in a browser's address bar. Before, parked domain sites were blank pages, which meant that people who came to one of these sites had to retry their search.

Parked domain sites offer ads that can be relevant to a person's search. Some parked domain sites also include a search box, which allows people to further refine their search. Depending on the design of the site, a parked domain site can be classified as either a Search Network site or a Display Network site. That means your ads may show on parked domain sites if you've selected to run your campaign on the Search Network or Display Network.

In general, we've found that ads on parked domain sites perform as well as or better than ads on other Search and Display Network sites. If you'd prefer not to show your ads on parked domain sites, you can [exclude them from your campaign](#).

If you have concerns about the use of your trademark in a parked domain name, find out how to file an [AdSense for Domains trademark complaint](#).

Error pages

Our AdSense for errors program shows AdWords ads when people enter an unregistered URL or a search term in their browser's address bar rather than in a search engine such as Google. Previously, these searches would result in error pages (for example, a "404 error" page), which would leave the person with no other option but to do another search. Now, these pages offer ads (some pages also include actual search results) that can be relevant information.

AdSense for errors uses Google's technology to interpret search terms before delivering targeted, contextually relevant ads to people. The pages that display your ads through AdSense for errors belong to our Display Network. Your ads can appear on these pages only if you've [selected the Google Display Network in your campaign settings](#).

If you'd prefer not to show your ads on error sites, you can [exclude them from your campaign](#).

Ad types on the Display Network

In addition to the text ads you'll see in Google search, sites on the Display Network show other types of visually engaging ads, too. Here's a list of ad formats you can use to attract customers on the Display Network:

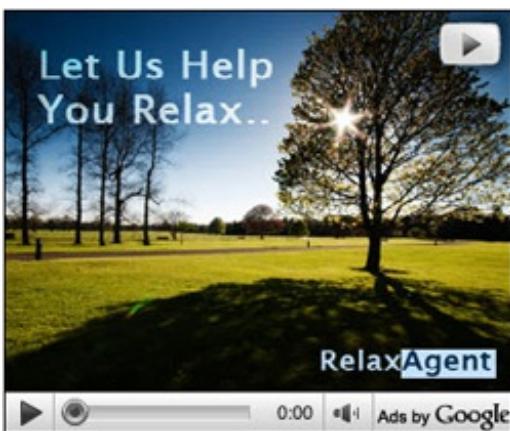
- Text ads



- Image ads - ads that include photos or artwork



- Rich media ads - ads with animation or other types of motion
- Video ads



Deciding if the Display Network is right for you

If you're interested in attracting customers and delivering a compelling message about your business, advertising on the Display Network can work for you. Display ads -- for example, video or image ads -- can really boost the performance of your online ad campaigns and leave an impression on customers.

Here are some common goals that you can achieve by advertising on the Display Network:

- Sell more products or services
- Build customer loyalty
- Engage with customers
- Increase brand awareness

[Read tips on how to measure your campaign performance based on your advertising goals.](#)

Measuring effectiveness of ads on the Display Network

To make sure you're achieving your business goals with the Display Network, you can also review detailed reports.

- **Reports:** See exactly on what webpages your ad ran, which ads deliver the most clicks, and which sites give you the most sales for the lowest cost. By segmenting your ad's performance by network, and by tracking its performance on individual Display Network placements, you can see when and where it performs best. Then, you can adjust your targeting and bidding strategy to get the most bang for your buck.
- **Value:** If our data shows that a click from a Google Network page is less likely to turn into actionable business results -- such as online sales, registrations, phone calls, or newsletter signups -- we may automatically [reduce the bid](#) for that site, charging you less for the same click.

Case studies

Learn from fellow advertisers' experience by checking out these [examples of advertisers](#) who found the Display Network was right for them:

- Carnival Cruise Lines used contextual targeting on the Google Display Network to increase bookings by 284% in five weeks, saw a 72% decrease in cost per conversion, and 36% increase in leads.
- The Jordan Brand used the Google Display Network to target niche audiences and improve brand awareness and engagement.
- Yankee Candle used remarketing on the Google Display Network to re-engage shoppers, increase conversion rates by 600%, and cut cost-per-conversion in half.

Next steps

- Refine the focus of your advertising by [choosing where your ads appear](#) within the Display Network.
- Learn about the [variety of ad formats](#) you can use on the Display Network.

updated 03/16/2013

Where your ads might appear within the Google Display Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404191&topic=2799734&path=2799681-2799680-2951627&ctx=leftnav>

March 28, 2013

If you choose to run your campaigns on the Display Network, your ads can appear across a large collection of partner websites and specific Google websites -- including Google Finance, Gmail, Blogger, and YouTube -- that show AdWords ads. This network also includes mobile sites and apps that show ads (these are called mobile display partners).

The Display Network can help you connect with customers on over one million websites around the world. You can show your ads to people when they visit, for example, their favorite news sites or blogs.

Did you know...

The Google Display Network reaches over 83% of unique Internet users around the world (source: DoubleClick Ad Planner), including people who speak more than 20 languages in over 100 countries.

But you're still in control of your ad targeting. You can do the following:

- Narrow or expand your focus at any time by changing the countries or regions for your campaigns. Your ads appear on Display Network sites based on your campaign location settings.
- Choose specific websites where you'd like your ads to appear and sites where you'd like to prevent your ads from appearing.
- Select specific types of audiences to reach with your ads.

Keep in mind

To show your ads on the Display Network, you'll need to use one of the following campaign types:

- "Search & Display Networks - All features"
- "Display Network only – All features"
- "Display Network only – Mobile apps"
- "Display Network only – Remarketing"

If you have a different campaign type from the ones listed above, you won't be able to show your ads on the Display Network. Learn about AdWords [campaign types](#).

Where your ads can appear and who might see them based on your targeting methods

Ads on the Display Network appear on websites and webpages – not search results pages. They

can appear on automatic or managed placements only if the sites are part of the Display Network. This network includes sites available through Google AdSense, including AdSense for domains and AdSense for errors, as well as [DoubleClick Ad Exchange](#) publisher sites.

When you've decided that you'd like to show your ads on the Display Network, you can tell AdWords where you'd like your ads to appear or what audience you'd like to reach by choosing from these different [targeting methods](#):

- **Keywords:** Your ads appear on the Display Network based on your keyword list. For Display Network pages, Google uses [contextual targeting](#) to match keywords to webpage content.
- **Placements:** Your ads can appear on websites or placements that you hand-pick (these are called "[managed placements](#)") from the Display Network.
- **Audiences:** Your ads are shown to specific audiences on Display Network websites. You can reach people who visited your site before by creating a [remarketing](#) campaign, or customers interested in specific categories, by adding [interest categories](#).
- **Topics:** Your ads appear on multiple pages about a specific topic. Google uses contextual targeting, just like with keywords, to match your ad to relevant webpages about specific topics you select. "Topics" is the AdWords term for specific themes or categories, such as agriculture or music. If you'd like to target pages with specific content, you can select one or more topics so your ads appear on pages about those topics.
- **Mobile devices:** Your ads can be shown to customers who visit Display Network websites from full-browser mobile devices, like iPhone or Android devices. Your ads can also appear on mobile apps, which are considered part of our Display Network.

updated 03/16/2013

About contextual targeting

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404186&topic=2799734&path=2799681-2799680-2951627&ctx=leftnav>

March 28, 2013

AdWords uses contextual targeting to match your ads to relevant sites on the Google Display Network using your keywords or topics, among other factors. Contextually targeted ads offer useful information to readers, and attract an audience interested in your message.

Contextual targeting is used when an ad group has keywords or topics and the campaign is set to show ads on the Display Network.

Keep in mind

To use contextual targeting, you'll need to use one of the following campaign types:

- "Search & Display Networks - All features"
- "Display Network only – All features"
- "Display Network only – Remarketing"

If you have a different campaign type from the ones listed above, you won't be able to use contextual targeting. Learn about AdWords [campaign types](#).

How contextual targeting works

Our system analyzes the content of each [Display Network](#) webpage or URL, considering the site's text, language, link structure, page structure, and more. From these factors, we determine the central theme of each webpage and match this theme to your ad using your keywords and topic selections, plus your language and location targeting and other settings. Sometimes, we might show ads when keywords match the content of pages a person has recently browsed.

Example

Suppose you've created an ad group to advertise gourmet cookies, and it includes keywords like "dark chocolate chip cookies" and "nutella chocolate chip cookies." We use contextual targeting to identify and place your ad on Google Display Network sites that share the same themes. That means that your ad might appear on webpages about gourmet chocolate desserts, discussion groups for baking enthusiasts, or a newsletter about dessert recipes.

When AdWords uses contextual targeting to automatically place your ad on sites based on your keywords, your ad is matched to what we call *automatic placements*. These are different from *managed placements*, which are websites or webpages that you manually add to your ad groups.

Using contextual targeting by topics

You can use [topic targeting](#) (or contextual targeting by topics) in addition to keywords to reach an even broader range of pages in the Display Network. This is because we contextually match ads to a page's concepts, rather than its individual terms.

Example

Let's imagine again that you want to show ads about gourmet cookies using AdWords. You could add the sub-topic Food & Drinks> Cooking & Recipes > *Baked Goods* to your ad group. This would help you target all pages about cooking and recipes on the Google Display Network related to cookies, regardless of whether your exact keywords appear on the page.

Add exclusions to improve your contextual targeting

You can fine-tune ad groups for contextual targeting by adding exclusions. From within your ad group or campaign, you can do two things:

- Exclude specific sites or types of sites that you don't want your ads to appear on, such as competitor sites or low conversion rate sites, or websites that aren't appropriate for your audience or ads.
- Exclude many pages about a specific topic at once.

updated 03/16/2013

Introduction to AdWords

[Account management](#)

Campaign and ad group
management

Keyword targeting

Language & location
targeting

Ad formats

Budgets and bidding

Measurement and
optimization

Performance,
profitability, and growth

Managing multiple
accounts

Account management

Setting up an AdWords account

[Navigating your account](#)

[Change your account settings](#)

[Setting up time zones and currency](#)

[Change your AdWords sign-in
information](#)

Account management

[Understanding alerts,
announcements, and notifications](#)

[Organizing your account for success](#)

Navigating your account

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704378&topic=2799755&ctx=topic&path=2799682-2799680>

March 28, 2013

For those of you who are new to AdWords, we want to make sure you feel comfortable getting around in your account. Take a few minutes to explore the six main tabs: **Home**, **Campaigns**, **Opportunities**, **Tools and Analysis**, **Billing**, and **My account**.

The screenshot shows the AdWords interface with the 'Campaigns' tab selected. The main content area displays 'All online campaigns' with a table showing ad extensions for a campaign named 'Chocolate Cakes Cupcakes Ice Cream'. The table includes columns for Ad Extension, Campaign, Status, Clicks, Impressions, and Avg. Pos.

Ad Extension	Campaign	Status	Clicks	Impr.	Avg. Pos.
Chocolates Cakes Cupcakes Ice Cream	Campaign #1	Approved	0	0	0
Total - all extensions					
0 0 0					

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

© 2012 Google | [AdWords Home](#) | [Editorial Guidelines](#) | [Privacy Policy](#)

Shared library Reports Automated rules Custom alerts Labels Help Help Center

1. **Home:** This contains your **Account Snapshot** page, an easy-to-read summary of important account information.
2. **Campaigns:** Here's where you'll spend most of your time when you're managing your AdWords account. You can create and edit campaigns, ads, keywords, and campaign settings. In the performance summary graphs at the top of the page, you'll see an overview of how your campaigns are performing. You can also download the tables containing your performance metrics as reports.
3. **Opportunities:** Find keyword, bid, and budget ideas that can help improve your campaign performance.
4. **Tools and Analysis:** Find account tools that'll help you manage and improve your account. Use advanced reporting tools to locate *potential* issues and fix them before they become

issues.

5. **Billing**: Enter and change your billing details, see your entire billing history, and print invoices.
6. **My account**: Control your personal information, such as your sign-in information and user preferences. If you choose to, you can use this tab to invite a friend or colleague to manage your AdWords account.

Next step

Read more about [using the Campaigns tab](#) to manage your account.

updated 03/16/2013

Change your account settings

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704334&topic=2799755&path=2799682-2799680&ctx=leftnav>

March 28, 2013

You can make AdWords-only changes to your account, such as viewing it in a different language or viewing numbers in a different format. Two things you can't change in your AdWords account, however, are the time zone and currency.

You can also change settings -- such as the language, country, and zip code -- for all your Google products. No matter what changes you make, however, these settings don't change how people see your ads.

Making AdWords-only changes

To change the language or number format -- such as how dates or currencies appear -- in your AdWords account:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. From the **My account** tab, select **Preferences**.

The screenshot shows the AdWords interface with the 'My account' tab selected. In the 'Preferences' section, under 'Language and number preferences', the 'Edit' link is highlighted. The page includes sections for Account access, Notification settings, Help (with links to Contact Us, Change login info, Set time zone, Change display language, and Change account format), Help Center, and Account Cancellation.

Google AdWords

Help Sign out

Home Campaigns Opportunities Tools and Analysis Billing My account

Account access
Notification settings
Preferences

Help

Contact Us
How do I change my login information?
How do I set a time zone, and can I change it later?
How do I change the display language for my AdWords account?
How do I change the format of numbers, times, and dates listed in my account to match my country's standard?

Help Center

Search help center Go

Preferences

Email Edit in Google Accounts

Preferences for ()

Language and number preferences **Edit**

Display language **German**
Number format **United States**

Account preferences

Time zone Time zone (GMT-08:00) Pacific Time

Tracking

Auto-tagging **No, thanks** **Edit**

Account Cancellation

Want to stop running your AdWords ads? [Cancel this account](#)

© 2012 Google | [AdWords Home](#) | [Editorial Guidelines](#) | [Privacy Policy](#)

3. Next to "Language and number preferences," click **Edit**.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis](#) [Billing](#) [My account](#)

[Account access](#)
[Notification settings](#)
Preferences

Help
[Contact Us](#)
 How do I change my login information?
 How do I set a time zone, and can I change it later?
 How do I change the display language for my AdWords account?
 How do I change the format of numbers, times, and dates listed in my account to match my country's standard?

[Help Center](#)

Preferences

Email [Edit in Google Accounts](#)

Preferences for ()

Language and number preferences [Edit](#)

Display language [German](#)
 Number format [United States](#)

Account preferences

Time zone
 Time zone **(GMT-08:00) Pacific Time**

Tracking
 Auto-tagging **No, thanks** [Edit](#)

Account Cancellation
 Want to stop running your AdWords ads? [Cancel this account](#)

© 2012 Google | [AdWords Home](#) | [Editorial Guidelines](#) | [Privacy Policy](#)

4. Select the language in which you'd like to view your AdWords account and the format you'd like for your account's times, dates, and numbers.

5. Click **Save changes**.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis](#) [Billing](#) [My account](#)

[Account access](#)
[Notification settings](#)
Preferences

Help
[Contact Us](#)
 How do I change my login information?
 How do I set a time zone, and can I change it later?
 How do I change the display language for my AdWords account?
 How do I change the format of numbers, times, and dates listed in my account to match my country's standard?

[Help Center](#)

Preferences

Email [Edit in Google Accounts](#)

Preferences for (scapture.demo@gmail.com)

Language and number preferences [Edit](#)

Display language [English \(United Kingdom\)](#)
 Number format [United Kingdom](#)

Account preferences

Time zone
 Time zone **(GMT-08:00) Pacific Time**

Tracking
 Auto-tagging **No, thanks** [Edit](#)

Account Cancellation
 Want to stop running your AdWords ads? [Cancel this account](#)

© 2012 Google | [AdWords Home](#) | [Editorial Guidelines](#) | [Privacy Policy](#)

[Try it now](#)

Making changes to all your Google products

To change your personal name, nickname, country, or time zone for all your Google products:

1. Sign in to your Google Account at <https://accounts.google.com>.
2. Next to "Email addresses," click **Edit**.

The screenshot shows the Google Accounts settings page. At the top, there's a navigation bar with links for +You, Search, Images, Maps, Play, YouTube, News, Gmail, Documents, Calendar, and More. Below the navigation bar, the Google logo is on the left, and there are buttons for 0 notifications, Share, and a user profile icon. The main content area has a heading 'Accounts'. On the left, a sidebar lists account settings: Account (selected), Security, Privacy, Personalization, Google+, Products, Language, and Data liberation. The 'Account' section shows 'Email addresses and usernames' with 'Email addresses' listed as '(Primary email)'. There's an 'Edit' link next to it. Below this, under 'Google+', 'Products', and 'Language', there are some basic settings with 'Edit' links. Under 'Data liberation', there's a section for 'Connected accounts' with a note about improving the Google experience by connecting accounts from other services. The 'Services' section at the bottom includes links for deleting profile and Google+ features, deleting the entire Google account, and viewing web history. At the very bottom, there's a copyright notice for 2012 Google and links for Google Home, Privacy & Terms, Help, and a 'Send feedback' button.

3. Change your nickname, zip code, country, and time zone as you wish. The default choices for time zone are based on your choice of countries -- if you don't see the time zone you want, click the box next to "Display all time zones."



Manage account information

Edit personal details

Nickname *(optional)*

Zip code *(optional)*

Country *(optional)*

Time zone Display all timezones

Change your associated email addresses

You can use alternate email addresses to sign in to your Google Account, recover your password, and more. Alternate email addresses can only be associated with one Google Account at a time.

In some cases, a person who shares an item with your alternate email address will be able to see your primary email address. [Learn more](#)

Primary email

Add a new alternate address

[Save](#)

[Cancel](#)

4. Click **Save**.



Manage account information

Edit personal details

Nickname (optional)

Zip code (optional)

Country (optional)

Time zone

Display all timezones

Change your associated email addresses

You can use alternate email addresses to sign in to your Google Account, recover your password, and more. Alternate email addresses can only be associated with one Google Account at a time.

In some cases, a person who shares an item with your alternate email address will be able to see your primary email address. [Learn more](#)

Primary email

Add a new alternate address

[Save](#)

[Cancel](#)

Try it now

To change your privacy settings:

1. Sign in to your Google Account at <https://accounts.google.com>.
2. In the navigation menu, select **Profile and privacy**.

The screenshot shows the Google Accounts dashboard under the 'Privacy' section. At the top, there's a navigation bar with links like '+You', 'Search', 'Images', 'Maps', 'Play', 'YouTube', 'News', 'Gmail', 'Documents', 'Calendar', and 'More'. Below the navigation is the Google logo and a 'Share' button. The main content area has a header 'Accounts' and a 'Take our survey!' link. On the left, a sidebar lists categories: Account, Security, Privacy (which is selected and highlighted in red), Personalization, Google+, Products, Language, and Data liberation. The main content area shows privacy settings for these products. For each product, there's a small icon, a link to its settings, and a brief description. A search bar 'Search privacy settings' and a 'Expand all' button are also present.

3. To change these privacy settings, click the button next to the product whose settings you want to change. To see and edit the privacy settings for even more products, click **Sign into Dashboard** near the bottom of the page.



0 + Share

Accounts

[Take our survey!](#)[Account](#)[Your privacy](#)[Security](#)

View or change your privacy settings for all the Google products you use.
Changes are saved automatically.

[Privacy](#)[Personalization](#)[Google+](#)

Click a product to view its privacy settings.

 Search privacy settings[Expand all](#)[Products](#)[Language](#)

+1 personalization on non-Google sites.

[Data liberation](#)

With personalized ads, we can improve your ad experience by showing you ads related to websites you visit, recent searches and clicks, or information from your Gmail inbox.



Email that's easy and efficient. And maybe even fun.



Real-life sharing, rethought for the web.



Fast and easy photo sharing from Google. Share with friends and family, or explore public photos.



Search the world's information, including webpages, videos, and more.



Chat, call or hangout with friends, family and coworkers.



Share your videos with friends, family, and the world.

[Send feedback](#)[Try it now](#)

updated 03/16/2013

Setting up time zones and currency

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704358&topic=2799755&path=2799682-2799680&ctx=leftnav>

March 28, 2013

When you create your account, you'll be asked to choose your time zone and currency. You won't be able to change these settings after you choose them because they're used to determine how you're billed.

Choosing your account time zone

Your reports, statistics, and billing are all affected by the time zone you select. For example, settings such as your daily budget run on a 24-hour schedule. We recommend you choose your local time zone so your budget cycle ends when your day ends.

In the event you set your account time zone in error, account time zones may be changed up to one time over the life of an account. To request such a change, please [contact us](#).

Choosing your currency

You should select the currency that you want to use to pay your advertising costs. In addition, your choice of currency can affect [your choices for paying your bills](#). For example, if you select Euros as your currency, you'll only be able to pay in Euros and you might not be able to use certain credit cards.

Next steps

- Read more about [paying for AdWords](#)
- Get started on [creating your first ad](#) after you've set up your time zone and currency

updated 03/16/2013

Change your AdWords sign-in information

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704356&topic=2799755&path=2799682-2799680&ctx=leftnav>

March 28, 2013

You can change the information you use to sign in to your AdWords account in several ways. The method you choose affects how you sign in to your other Google products.

If you're having trouble signing in to your account, you can also try our [sign-in troubleshooter](#).

Changing your password

Changing your password for AdWords will also change the password you use to sign in to all Google products.

To change your password:

1. Sign in Google Accounts using your AdWords email address at <https://accounts.google.com>.
2. In the "Security" section, click **Change password**.

The screenshot shows the Google Accounts security settings page. At the top, there's a navigation bar with links for +You, Search, Images, Maps, Play, YouTube, News, Gmail, Documents, Calendar, More, and a Google logo. Below the navigation is a sidebar with links for Account, Security (which is selected and highlighted in red), Privacy, Products, and Data liberation. The main content area has three sections: 'Password management' with 'Change password' and 'Account recovery options' buttons, '2-step verification' (status: OFF) with an 'Edit' button, and 'Authorizing applications and sites' with an 'Edit' button. To the right, there's a 'Help' section with a link to 'Visit help center' and a note about Google account security.

3. Enter your current password and the new password you want to use. We recommend you use a [strong password](#).

Ways to change your email address or username

Changing your email address for AdWords will also change the email address you use to sign in to all Google products. Because of that, you might consider simply adding email addresses to your account or link other [Google Accounts](#) to your AdWords account, giving you greater flexibility.

Here are your options for changing sign-in information:

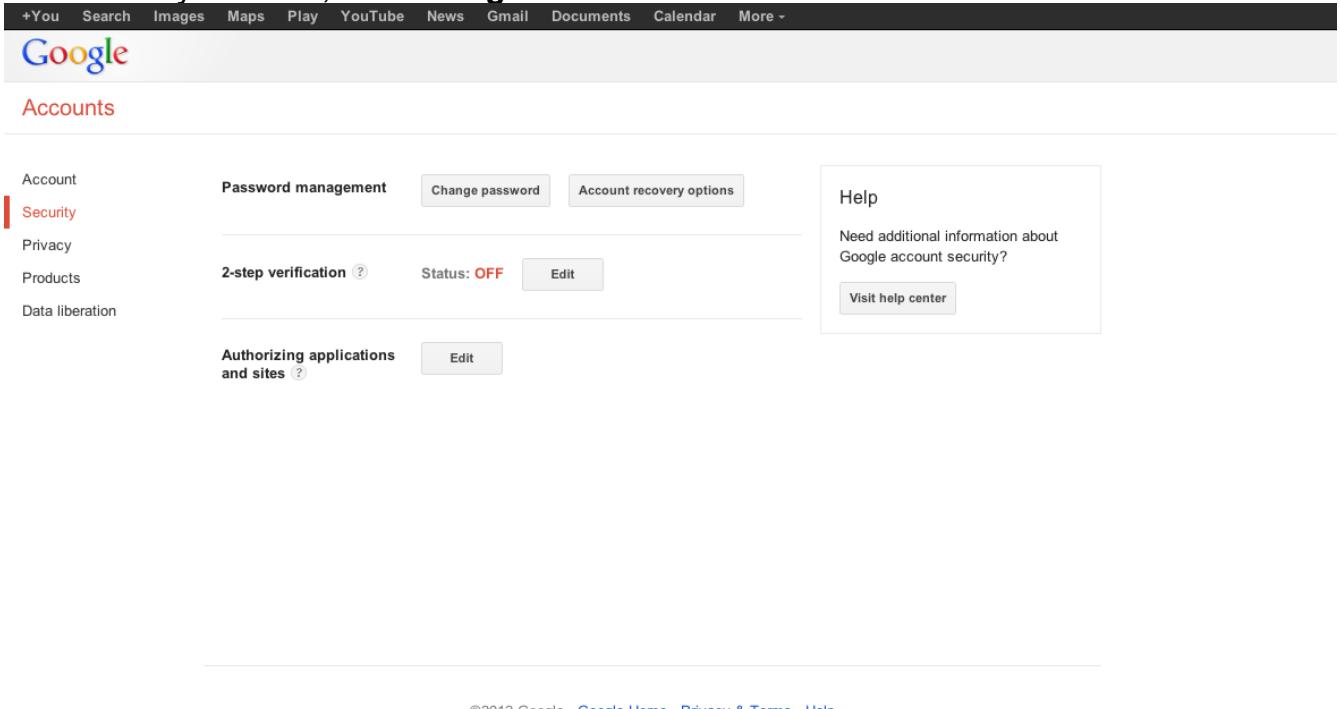
1. Change the email address on your account
This will change the email address you use to sign in to all Google products and is not available to Gmail users.
2. Add alternate email addresses to your account
This will allow you to use multiple email addresses to sign in to all Google products.
3. Allow another email address to access your AdWords account
This allows two separate accounts to sign in, view, and edit your AdWords account.

Change the email address on your account

If you don't use Gmail, you can change the email address for your account. This change will affect all Google products you use, so other Google products might send emails to this email address and you'll have to sign in to all products using this email address.

To change the email address on your account:

1. Sign in to your AdWords account at <https://accounts.google.com>.
2. In the "Security" section, click **Change email**.



The screenshot shows the Google Accounts security settings page. The navigation bar at the top includes links for +You, Search, Images, Maps, Play, YouTube, News, Gmail, Documents, Calendar, More, and the Google logo. Below the navigation bar, the 'Accounts' section is selected. On the left, a sidebar lists Account, Security (which is highlighted with a red bar), Privacy, Products, and Data liberation. The main content area has three sections: 'Password management' with 'Change password' and 'Account recovery options' buttons; '2-step verification' with a status of 'OFF' and an 'Edit' button; and 'Authorizing applications and sites' with an 'Edit' button. To the right, a 'Help' section provides information about Google account security and a 'Visit help center' button. At the bottom of the page, there is a copyright notice: '©2012 Google - Google Home - Privacy & Terms - Help'.

3. Enter your new email address and your current password.
4. Click **Save**.

Once you've saved your changes, you should receive a verification message at the email address you just entered. To complete the changes, you'll need to click the verification link in this message. You should also receive a message at your old email address confirming that you're no longer using this email to sign in.

Add an alternate email address

You can add an email address that is not already the primary email address on another Google Account or a Gmail account. Alternate email addresses function nearly the same as your primary

email address -- you can use alternate email addresses to sign in and receive notifications, among other things.

To add an alternate email address to your Google Account:

1. Sign in to your AdWords account at <https://accounts.google.com>.
2. Click **Edit** next to "Email addresses."
3. Add your alternate email address in the box next to "Add an additional email address."

The screenshot shows the 'Manage account information' page on Google. At the top, there's a navigation bar with links for '+You', 'Search', 'Images', 'Maps', 'Play', 'YouTube', 'News', 'Gmail', and 'More'. Below the navigation is the Google logo. The main content area has a heading 'Manage account information'.

Edit personal details

Fields for personal details include:

- First name: [input field]
- Last name: [input field]
- Nickname (optional): [input field]
- Zip code (optional): [input field]
- Country (optional): [dropdown menu set to 'United States']
- Time zone (optional): [dropdown menu] with a checkbox below it labeled 'Display all timezones'

Change your associated email addresses

A note states: "You can use alternate email addresses to sign in to your Google Account, recover your password, and more. Alternate email addresses can only be associated with one Google Account at a time." Another note says: "In some cases, a person who shares an item with your alternate email address will be able to see your primary email address. [Learn more](#)"

Primary email

Add a new alternate address: [input field]

Buttons: Save (blue button) and Cancel.

At the bottom of the page, there are links for '© 2012 Google', 'Terms of Service', 'Privacy Policy', and 'Help'.

4. Click **Save**.

Give access to your AdWords account

If you don't want to change the email address on your account, you can allow other Google Accounts to access your AdWords account. The account with access will have different abilities to edit or view your account depending on the level of access you give the account.

updated 03/16/2013

Understanding alerts, announcements, and notifications

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704338&topic=2799756&ctx=topic&path=2799682-2799680>

March 28, 2013

There are three types of messages you might see in your AdWords account: alerts, announcements, and notifications. We send them to keep you informed about your account and new AdWords features. We'll describe the three types of messages and show you how to turn off the optional messages.

Difference between alerts, announcements, and notifications

When you sign in to your AdWords account, you might occasionally see *alerts* from Google on your **Home**, **Campaigns**, and **Billing** tabs. In addition, you might see *announcements* on your **Home** tab, and receive *notifications* by email.

Here are the types of messages you might see and what they tell you:

Type of message	What it's used for	Where it appears	Example uses
Alerts	- Important messages to help keep your account active and running	- In red at the top of a tab	- If your ads aren't running
	- Messages about potential problems to fix	- Together with announcements in a section on the left of your Home tab	- If your billing information needs to be updated
		- In the "Messages" section at the top of each tab	- If a negative keyword is blocking a positive keyword
Announcements	Product-related messages to let you know about updates to AdWords. These might not apply to everyone and are usually not critical to keeping your account running	- On the Announcements page, which you can find at the very top of each page	An announcement of a new feature in AdWords to help you better track your ads
		- Together with alerts in a section on the left of your Home tab	
Notifications	Optional messages to keep you updated on the performance of your account	Either in your account or by email	An email with performance reports about a certain ad

campaign

How to set your alert and notification preferences

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. From the **My account** tab, select **Notification settings**.

The screenshot shows the Google AdWords dashboard. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account (which is currently selected). Below the navigation bar, there's a section for 'Customize modules' with options like Account access, Notification settings, and Preferences. A date range selector shows 'Last 7 days Jun 19, 2012 - Jun 25, 2012'. The main content area displays performance metrics: Clicks (0), Impr. (0), CTR (0.00%), Avg. CPC (\$0.00), Conv. (1/click) (0), Cost/conv. (1/click) (\$0.00), and Cost (\$0.00). There are two tabs: 'Alerts and announcements (0)' and 'Performance graph'. The 'Alerts and announcements' tab shows 'Woohoo, no alerts!'. The 'Performance graph' shows a horizontal line with data points from Jun 19, 2012, to Jun 25, 2012, representing Clicks. Below the graph, there are sections for 'All enabled ad groups (5)' and 'All non-active ad groups (0)', both indicating 'No matching ad groups.' At the bottom left, there's a checkbox for 'Make this my starting page' and some reporting details. Copyright information at the bottom right includes '© 2012 Google | AdWords Home | Editorial Guidelines | Privacy Policy'.

3. In the "Email" column, select which types of notifications you want. Email notifications are sent to the email address on the AdWords account.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing ▾](#)[My account ▾](#)**Account access****Notification settings****Preferences****Help**[Contact Us](#)[What types of notifications can each user get?](#)[What are custom alerts?](#)[How can I add a contact email address to my account?](#)[Help Center](#)[Search help center](#)[Go](#)

Notification settings

Notification settings for:

Notification method

Email

[Edit in Google Accounts](#)**Notification topics**

In addition to these alerts, when necessary, we may send you communications about your advertising agreement with Google.

Notification topics [\(?\)](#)**Email**

Billing alerts

All

Disapproved ads and policy alerts

All

Campaign maintenance alerts

Only critical

Reports

All available reports

Customized help and performance suggestions

Yes

Newsletters

Yes

Google market research

Yes

Special offers

Yes

We may analyze how our communications affect your use of AdWords, such as changes in Help Center visits after receiving performance suggestions. We won't analyze account-specific data, such as personal or campaign data, unless we notify you first.

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Try it now

You can't turn off critical alerts about billing, disapproved ads, and campaign maintenance. You can select a setting so these don't show in your AdWords account, but you'll still get an email with this information.

Example of an alert on a home page

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Customize modules All time Dec 16, 2010 - Jul 2, 2012

All campaigns Primary metric Clicks Compare to Metric Cost

Clicks 811	Impr. 1,087,290	CTR 0.07%	Avg. CPC \$0.50	Conv. (1/click) 0	Cost/conv. (1/click) \$0.00	Cost \$401.45
----------------------	---------------------------	---------------------	---------------------------	-----------------------------	---------------------------------------	-------------------------

Alerts and announcements (1)

- Increase traffic with new keywords (50)

[View alerts »](#) 1-1 of 1

Performance graph

Dec 16, 2010 Jul 2, 2012

Good quality but low traffic keywords (24)

Keyword	Clicks	Cost	CTR	Impr.	Conv. (1/click)
example keyword	4	\$3.12	1.79%	224	0
example keyword	3	\$1.30	0.63%	479	0
example keyword	2	\$1.82	0.66%	303	0
example keyword	2	\$1.59	0.68%	296	0
example keyword	2	\$1.73	3.92%	51	0

[View saved filter »](#) 1-5 of 24

All enabled keywords (84)

Keyword	Clicks	Cost	CTR	Impr.	Conv. (1/click)
example keyword	7	\$5.12	1.59%	440	0
example keyword	6	\$4.15	3.11%	193	0
example keyword	4	\$3.12	1.79%	224	0
example keyword	4	\$1.96	0.66%	606	0
example keyword	3	\$2.82	0.67%	451	0

[View saved filter »](#) 1-5 of 84

All enabled ad groups (12)

Ad group	Clicks	Cost	CTR	Impr.	Conv. (1/click)
Ad Group #1	543	\$257.57	0.07%	811,405	0
Ad Group #1	220	\$107.69	0.12%	183,279	0
Ad Group #1	12	\$10.19	0.02%	55,032	0
Ad Group #1	1	\$0.88	0.03%	3,289	0
Ad Group #1	0	\$0.00	0.00%	0	0

[View saved filter »](#) 1-5 of 12

All non-active keywords (80)

Keyword	Clicks	Cost	CTR	Impr.	Conv. (1/click)
example keyword	2	\$1.09	1.49%	134	0
example keyword	2	\$1.82	0.66%	303	0
example keyword	2	\$1.59	0.68%	296	0
example keyword	1	\$0.30	0.38%	261	0
example keyword	1	\$0.82	0.73%	137	0

[View saved filter »](#) 1-5 of 80

Keywords below first page bid (12)

All non-active campaigns (0)

Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times:(GMT-08:00) Pacific Time. [Learn more](#)

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Example of an alert on a campaign page

Home **Campaigns** **Opportunities** **Tools and Analysis** **Billing** **My account**

Search

This account has been canceled.
The ads are not running and all other account activity has stopped. Any edits you make here will take effect only if you reactivate the account. If you would like to do so, please [click here](#).

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #6
- Campaign #7
- Sweet Tea

All online campaigns

User invitations pending for your account (1)

Last 7 days
Jun 25, 2012 - Jul 1, 2012

Campaigns **Ad groups** **Settings** **Ads** **Keywords** **Dimensions** **Display Network**

All but deleted campaigns Filter [View Change Hist](#)

1 Clicks

Jun 25, 2012 Jul 1, 2012

+ New campaign		Change status...	Alerts	Automate	Labels						
	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)
<input type="checkbox"/>	Sweet Tea	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00
<input type="checkbox"/>	Campaign #7	\$40.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00
<input type="checkbox"/>	Campaign #1	\$70.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00
<input type="checkbox"/>	Campaign #3	\$90.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00
<input type="checkbox"/>	Campaign #6	\$677.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00
		Total - all but deleted campaigns		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00
		Total - Search		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00
		Total - Display Network		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00
		Total - all campaigns	\$887.00/day	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00

Show rows: 10 1 - 5 of 5

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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updated 03/16/2013

Organizing your account for success

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375470&topic=2799756&path=2799682-2799680&ctx=leftnav>

March 28, 2013

Good account organization helps you make changes quickly, target your ads effectively, and, ultimately, reach more of your advertising goals. By creating well-structured campaigns by theme or product, you'll get more than just an account that's easy to manage and keep organized: you'll also have sets of ads and keywords that are directly related to each other, which helps improve your Quality Score. With a higher Quality Score, you can get more bang for your buck.

A well-structured account consists of separate campaigns for each of your product lines, general themes, or types of services you offer. Each of those campaigns, in turn, consists of tightly themed ad groups that focus on one specific product, service, or theme. And each ad group should contain specific keyword lists that relate directly to the associated ad text.

With a well-structured account, you can:

- Determine which ads are creating the optimal conversions (like sales or leads) and traffic.
- Monitor changes easily.
- Have better control over budgets and costs.
- Locate specific keywords quickly.
- Manage and edit your campaigns easily.

Top three tips for structuring your account

1. Organize your campaign to mirror your website

A good rule of thumb for creating an effective campaign structure is to mirror your website's structure. By creating campaigns and ad groups around a specific theme or product, you can create keyword lists that directly relate to the corresponding ad text, and ads that link directly to that product's page in your website.

For example, a furniture store's website is likely to have different sections for each type of product, like bedroom furniture and dining room furniture. The website might also have separate sections or pages for each specific product, like a certain bed or model of table.

Here's an example of good account structure:

- The account contains everything relating to the furniture store.
- The campaigns are organized around broad product areas (the categories of furniture as a customer might group them).
- Each campaign contains several ad groups that focus on one specific product (like tables and beds).



This format can be changed to match your business and the scope of your advertising. For example, if you sell many types of beds, you can have a "Beds" campaign with ad group themes like "Bunk beds," "Queen size beds," and "Sofa beds." Or, if you sell only one product or service, you can create a simple campaign structure around that product. For example, if you sell only lamps, you can create several ad groups based on descriptive themes like "beaded lamps" and "modern lamps."

- **Create separate campaigns for multi-region advertising**

If your business serves several areas, you might create a separate campaign for each location. For example, if you have a store in France and one in Italy, set up two separate campaigns, each targeting one of these locations. Each campaign should be translated to the local language and should emphasize that your services or products are available in that country.

Examples

- The campaigns mentioned above that target Italy and France should have ads in Italian and French, respectively.
- Local businesses such as furniture stores, real estate developers, or car dealerships may create a campaign for each region, and within each campaign, create a different ad group for each city or metropolitan area they cover. If you're running a promotion in a specific city, you might create a campaign targeting that city only.

Tip

If you only plan to change bidding for a region, you can do so in the same campaign using enhanced campaigns. Learn more about [enhanced campaigns](#).

- **Use AdWords Editor to manage your campaigns**

Tool: AdWords Editor is a free Google application for managing your AdWords ad campaigns. You can use it to make changes to your account quickly and conveniently, whether you're editing one keyword or adding hundreds of text ads.

Among other benefits, you can:

- Add, edit, and delete campaigns, ad groups, ads, keywords, and placements.

- Make large-scale changes quickly.
- Perform advanced searches and edits.
- Sort and view performance statistics.
- Copy or move items between campaigns, ad groups, and accounts.
- Export a snapshot of your account for archiving or sharing.

[Download AdWords Editor](#) to help optimize your AdWords campaigns.

updated 03/16/2013

[Introduction to AdWords](#)[Account management](#)[Campaign and ad group management](#)[Keyword targeting](#)[Language & location targeting](#)[Ad formats](#)[Budgets and bidding](#)[Measurement and optimization](#)[Performance, profitability, and growth](#)[Managing multiple accounts](#)

Campaign and ad group management

Campaign strategy

[Organizing campaigns and ads in your account](#)[Developing a plan for your campaigns](#)

Campaign set-up

[Create your first ad campaign](#)[Choose the campaign type that's right for you](#)[Choose your location and language settings](#)[Choose your bid and budget](#)[Choose an ad delivery method](#)

Managing campaigns

[Understanding your campaign status](#)[Managing multiple campaigns and ads](#)

Introduction to ad group management

[How ad groups work](#)[Create a new ad group](#)

Understanding your ad status

[Understanding your ad status](#)[Check your ad's approval status](#)[Resubmit a disapproved ad](#)[Paused ads and the approval process](#)

Organizing campaigns and ads in your account

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704396&topic=2799735&ctx=topic&path=2799683-2799680-2799680>

March 28, 2013

Now that you've mastered your first ad, you're on your way to creating many more, right? Before you do, it's important to know the three-layer design of AdWords. Understanding these layers can help you organize your ads and keywords into ad groups and campaigns so that AdWords can then target your ads for the right audience.

How AdWords is organized

AdWords is organized into three layers: account, campaigns, and ad groups.

1. Your **account** is associated with a unique email address, password, and billing information.
2. Your ad **campaign** has its own budget and settings that determine where your ads appear.
3. Your **ad group** contains a set of similar ads and the words and phrases, known as **keywords**, that you want to trigger your ads to show.

Watch this video

Why you should organize your ads into ad groups and campaigns

When people are searching online and they type a word or phrase, they're looking for information that's closely tied to those words. For example, if Eric types "digital cameras" and he sees an ad for film reels, he probably won't click the ad.



To show ads that are relevant to the searches of people you're trying to reach, bundle related ads with related keywords. In other words, create **ad groups**. A collection of ad groups forms a **campaign**. Your campaign is the master control for your ad groups where you can choose how much you're willing to spend on clicks or conversions from your ads, the networks and geographical locations where you want your ads to show, and other top-level settings that affect clusters of ad groups.

Example

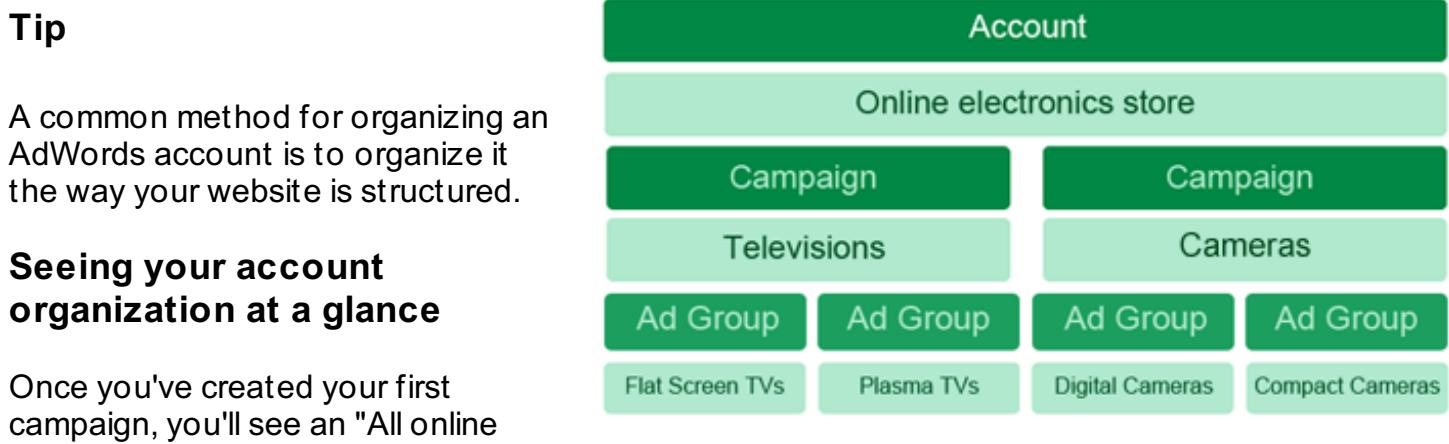
Let's say you own an online electronics store and you create an AdWords account so you can begin to advertise the products that you sell. The top-most layer of your account might look as follows:

You've decided to advertise your inventory of televisions and cameras and create two separate campaigns for each. Splitting your account into two campaigns ensures that you can devote at least half of your online advertising budget to each product area.

Focusing on your camera campaign, you might create various ad groups for different types of cameras like digital cameras and compact cameras.

Within a particular ad group, such as digital cameras, you choose keywords that are very closely linked to your ad text. Types of keywords you might try are different brands, models, and prices for digital cameras.

Tying it all together, your overall account structure might look like this:



Seeing your account organization at a glance

Once you've created your first campaign, you'll see an "All online campaigns" panel appear on the left side in the **Campaigns** tab of your AdWords account. From this panel, you can see at a glance how your campaigns and ad groups are organized. This folder structure also allows you to quickly move around your account.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days May 31, 2012 - Jun 6, 2012

All online campaigns Campaign #1 Sweet tea

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network

All but deleted campaigns Segment Filter Columns Search View Change Histc

1 Clicks 0 May 31, 2012 Jun 6, 2012

+ New campaign Change status... Alerts Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
		Total - all but deleted campaigns		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Search		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Display Network		0	0	0.00%	\$0.00	\$0.00	0	
		Total - all campaigns	\$6.00/day	0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library Reports Automated rules Custom alerts Labels Help Center Search help center Go

Tip

Start organizing your campaigns and ad groups as you create them.

Reorganizing your account after you've created several campaigns and ad groups wipes out all the valuable data you've accumulated, possibly affecting how your ads perform.

AdWords account limits

These are the limits for an AdWords account:

- 10,000 campaigns (includes active and paused campaigns)
- 20,000 ad groups per campaign
- 20,000 individual targeting items per ad group (such as keywords, placements, audience lists, and product targets)
- 300 display ads per ad group (includes image ads)
- 4 million active or paused ads per account

- 5 million individual targeting items per account (such as keywords, placements, audience lists, and product targets)
- 10,000 location targets (targeted and excluded) per campaign, including up to 500 proximity targets per campaign
- 100,000 active legacy ad extensions per account
- 1.3 million references to legacy ad extensions per account*
- 100,000 active upgraded ad extensions per account
- 10,000 ad group references to upgraded ad extensions per account**
- 10,000 campaign references to upgraded ad extensions per account**
- *For example, suppose you have one campaign that uses a legacy sitelink extension. Then you add three more campaigns, each sharing the same legacy sitelink extension. Now, your account has four references to one active legacy ad extension.
- **For example, let's say you have one campaign that uses an upgraded sitelink extension. Then you add one more campaign and one more ad group, each sharing the same upgraded sitelink extension. Now, your account has 1 active upgraded ad extension, two campaign references to an upgraded ad extension, and one ad group reference to an upgraded extension.

Most advertisers don't reach this limit. Many accounts are best organized by creating one campaign and several ad groups within that campaign, and two or three ads and 10-35 keywords within each ad group.

If your ad groups are close to reaching their keyword limit, we'll place a notice in your account. Learn more about [keyword limits and how to create an effective keyword list](#).

Top Contributor



What our advertisers are saying

ScottyD, 08/08/2012

"Having an effective AdWords account structure is like having a solid foundation for a building. If either are built poorly, then it is likely the end result will prove to be ineffective." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Developing a plan for your campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799816&topic=2799735&ctx=topic&path=2799683-2799680-2799680>

March 28, 2013

Before you start building your campaigns, it's important to develop a plan for your AdWords advertising. Think hard about your business and what you want to accomplish with your ads.

For every campaign you create, you get to choose a budget, pick where your ads appear geographically (within a specific country, city, or within a custom-created area that you specify), and select where your ads appear online (on search pages, display network pages, or both).

When you're creating your campaigns, ask yourself the following questions to get a better picture of how you should set them up to maximize your

AdWords success:

- **What does your business offer?**
- How is your business different from its competitors?
- **Who is your core audience?**
- Where do you provide services?

Once you know what you want to do with your AdWords campaigns, it's time to put your plan into action. Structure each campaign around just one goal – like increasing signups or selling more coffee beans. We suggest you separate campaigns by theme or product line (such as coffee beans, coffee gifts, teas). Or use the same structure for your campaigns as you do **for your website**.

Remember to keep your audience in mind. Target only the locations where you offer services, and target the language in which your ads are written.

If you have an international audience, split your campaigns by country.

Finally, give each campaign an appropriate name – such as its goal.

This makes tracking and editing your campaigns much easier later on.

updated 11/29/2012

Create your first ad campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704395&topic=2799758&ctx=topic&path=2799683-2799680-2951627>

March 28, 2013

The first time you create an ad campaign, AdWords guides you through several steps where you'll choose your ad campaign's settings, write your first ad, and select **keywords** that you think your customers would use when they're searching for information related to your products or services. Thinking about your customers' preferences, habits, and traits can help you choose the right settings for your campaign – settings that can influence whether your ads reach the right people.

Picturing your customer

Create a mental profile of your audience or your customers. Here are some important areas to consider about your customers' preferences and behavior:

- Words and phrases they use to search online
- Favorite websites
- Geographical location
- Whether they tend to email you or call your business phone number

Tip

Before you dive into your first campaign, think about who your customers are, how much you want to spend to reach them with your ads, and what results you're expecting for your campaign to be a success.

Creating a campaign

Choose campaign settings based on your audience or customer profile. You'll also select the budget you want to spend each day to show your ads:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click **Create your first campaign**.
3. You'll be taken to the "Select campaign settings" page. Choose your campaign settings.
4. Click **Save and continue**. You can [edit your campaign settings](#) at any time.

Creating your ad and choosing keywords

After you've saved your campaign settings, you'll be taken to the "Create ad and keywords" page.

Tip

While you can choose from multiple ad formats, newer advertisers may want to begin their AdWords journey with text ads. Writer's block? Discover [tips for creating successful ads](#).

1. In the "Create an ad" section, select "Text ad" and type in your headline, description, [display URL](#), and [destination URL](#). Both URLs should come from the same website.
2. In the "Keywords" section, enter a list of 10-20 keywords. You can add more keywords later. Learn how to [choose keywords when you create a campaign](#).
3. Click **Save and continue to billing**. You've just created your first text ad campaign!

updated 03/19/2013

Choose the campaign type that's right for you

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2567043&topic=2799758&path=2799683-2799680-2951627&ctx=leftnav>

March 28, 2013

As you get started with your campaign setup, you'll be asked to pick a campaign type. This determines which settings and options you see as you customize your campaign -- for example, which types of ads you can design and where customers can see them.

Choosing the right campaign type can save you time, by tailoring the campaign setup to just what's appropriate for your goals, and eliminating unrelated features.

Keep in mind that once you've saved your campaign type, switching types can mean that some features you used may be hidden or deactivated.

About campaign types

Whenever you create a campaign, we ask you to choose a campaign type. The campaign type you pick determines which settings we'll show you as you create or edit your campaign -- settings such as budget and targeting.

When choosing a campaign type, first you pick which networks you want to target your ads to -- the [Search Network](#) only, [Display Network](#) only, or both Search & Display.

- **Search and Display Networks**

Your ad will show on the Google Search Network, which includes Google Search, Shopping, Maps, and search sites that partner with Google, like AOL, and the Google Display Network, which includes sites and apps that partner with Google as well as Google sites like Gmail, YouTube, Blogger, and Google Finance. This is a good choice if you want your ads to reach the widest set of possible customers.

- **Search Network only**

Your ad will show on Google search sites, including Google Search, Shopping, Maps, Images, and Groups, as well as on search results on sites that partner with Google, like AOL.

- **Display Network only**

Your ad will show on Google's network of partner websites, as well as on Google sites like Gmail, YouTube, Blogger, and Google Finance.

Next, you'll choose which more specific sub-type of campaign you want to create. If you're a new advertiser, or want an effective campaign with fewer complications, we recommend the Standard campaign type. We've also included a side-by-side comparison of features below.

Note: if you have specific questions about device-targeting, we recommend that you [learn about enhanced campaigns](#).

Search and Display Network campaign types

Campaign type	Summary	Available features	Unavailable features
---------------	---------	--------------------	----------------------

Standard	Keyword-targeted text ads for Search and Display Networks	<ul style="list-style-type: none"> Basic location targeting Basic bidding and budget settings Common ad text extensions to include a phone number, URL, location, or social link. 	<ul style="list-style-type: none"> Product ad extensions Advanced social and experimental settings Ad scheduling and ad delivery method options Advanced location options Advanced language targeting Mobile app extensions Advanced keyword matching IP exclusions The Display Network tab, which includes targeting methods such as managed placements, topics, remarketing, interest categories, and demographics
All features	All the features and options available for the Search and Display Networks	<ul style="list-style-type: none"> All the standard settings, plus ad delivery methods and all ad extensions 	<ul style="list-style-type: none"> None

Search Network only campaign types

Campaign type	Summary	Available features	Unavailable features
Standard	Keyword-targeted text ads showing on the Google Search Network	<ul style="list-style-type: none"> Basic location targeting Basic bidding and budget settings Common ad text extensions to include a phone number, URL, location, or social link. 	<ul style="list-style-type: none"> Product ad extensions Advanced social and experimental settings Ad scheduling and ad delivery method options Advanced location options

		<ul style="list-style-type: none"> • Advanced language targeting • Mobile app extensions • Advanced keyword matching • IP exclusions
Product listing ads	Ads promoting your product inventory from Google Merchant Center	<ul style="list-style-type: none"> • Features and options essential to providing product details • Advanced location options • Product ad extensions
All features	All the features and options available for the Search Network	<ul style="list-style-type: none"> • Sitelinks • Advanced social and experimental settings • Advanced keyword matching • None

Display Network only campaign types

Campaign type	Summary	Available features	Unavailable features
All features	All the features and options available for the Display Network	<ul style="list-style-type: none"> • All the standard settings • Option to target by operating systems, device models, carriers and wireless networks • Ad delivery methods and all ad extensions 	<ul style="list-style-type: none"> • None
Mobile apps	Ads on the Google / AdMob network of mobile apps	<ul style="list-style-type: none"> • Settings needed to reach users on mobile applications • Option to target by operating systems, device 	<ul style="list-style-type: none"> • Product ad extensions • Advanced social and experimental

		models, carriers and wireless networks	settings
		• Ad scheduling and ad delivery method options	• Advanced location options
			• Mobile app extensions
			• Advanced keyword matching
			• Sitelinks
			• Advanced language targeting
			• IP exclusions
Remarketing	Ads targeting people who have previously visited your website	<ul style="list-style-type: none"> Keyword and audience features needed to create a remarketing campaign Option to target by operating systems, device models, carriers and wireless networks Advanced social settings 	<ul style="list-style-type: none"> Advanced location options Product ad extensions Advanced keyword matching Mobile app extensions Advanced experimental settings

Changing campaign types

Once you choose a campaign type and create your campaign, you can switch between types. However, keep in mind that if you switch between two types that are very different, you may see some features hidden or deactivated when you switch. These features may affect ad serving.

For example, if you switch between a **Display - Remarketing** campaign and a **Search - Product Listing Ads** campaign, many of your settings related to remarketing will no longer apply, and you'll need to choose new options to best highlight your products.

To switch campaign types, you can follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.

2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the name of the campaign you'd like to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to "Type," under "General."
6. Choose a campaign type to switch to, then click **Save**.

If you want to use all available features of the campaign type you've selected, make sure to select "All features" for that campaign type (for example, select Search & Display Networks - All features).

Next steps

Ask the AdWords Community about this topic

[Visit the Community](#)



updated 03/16/2013

Choose your location and language settings

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722072&topic=2799758&path=2799683-2799680-2951627&ctx=leftnav>

March 28, 2013

You can help ensure that your ads reach the customers you want. Use **location and language settings** to have your ads appear to customers in your targeted geographic locations, or to customers who have selected your targeted language as their interface language.

With your location settings, you can target the geographic areas where your ads can appear. For example, if you own an e-commerce store in the United States and you want to target the state of California, you can use your location settings to do just that.

Your language settings allow you to put your ads on Google products and third-party websites in the languages that your customers speak.

Example

Let's say that you own a business in Norway and you've targeted your ads to the country of Norway, and set your target language to Norwegian. This means that your ads can appear on Google for customers in Norway who have set Norwegian as their interface language.

How to choose your location and language settings

1. Click the **Campaigns** tab.
2. In the left hand panel, click **All online campaigns**.
3. Click the **+ New campaign** button.
4. You'll be taken to a page where you'll be able to update your campaign settings. Look for the section titled "Locations and Languages."
5. To target locations, you have the option to:
 - Select a location from the listed options...
 - Or enter a location in the search box.

All online campaigns >
Campaign: Campaign #2

Enabled Budget: \$50.00/day Targeting: All available sites All devices English Ireland; Meilen, Canton of Zurich, Switzerland; Munich, Bavaria, Germany; Maui, Hawaii, United States

Ad groups Settings Ads Keywords Dimensions Display Network ▾

Campaign settings

General

Campaign name **Campaign #2** [Edit](#)

Locations and Languages

Locations [?](#)

Targeted locations	Reach ?	Remove all
Juneau, Alaska, United States - city	15,000	Remove Nearby
Tempe, Arizona, United States - city	292,000	Remove Nearby
Munich, Bavaria, Germany - city	5,560,000	Remove Nearby
Meilen, Canton of Zurich, Switzerland - city	5,000	Remove Nearby
Ireland - country	2,380,000	Remove Nearby

Maui [Advanced search](#)

Matches	Reach ?	
Maui, Hawaii, United States - city	110,000	Add Exclude Nearby
Locations that enclose: Maui, Hawaii, United States		
Honolulu HI, United States - metro	583,000	Add Exclude Nearby
Waikiki, Hawaii, United States - state	576,000	Add Exclude Nearby
English - United States - country	193,000,000	Add Exclude Nearby

[Location options \(advanced\)](#)

Languages [?](#)

Networks and devices

Networks [?](#) All [Edit](#)

Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks, manual maximum CPC bidding [Edit](#)

Budget [?](#) \$50.00/day [Edit](#)

[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
- [Ad delivery: Ad rotation, frequency capping](#)
- [Demographic](#)
- [Social settings](#)
- [Keyword matching options](#)
- [Automatic campaign optimization \(Display Network only\)](#)
- [Experiment BETA](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

- To edit your target language, click **Edit** in the "Languages" section.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

Select campaign settings Create ad group

All online campaigns

- Campaign #1
- Campaign #2
 - Ad Group #1
- New campaign

Select campaign settings

Load settings **Campaign type** or Existing campaign

General

Campaign name

Locations and Languages

Locations What locations would you like to target (or exclude) in your campaign?

All countries and territories
 United States and Canada
 United States
 Let me choose...

For example, a country, city, region or zip code.

Languages What languages do your customers speak?
English

[Location options \(advanced\)](#)

Networks and devices

Networks All available sites (Recommended for new advertisers)
 Let me choose...

Devices All available devices (Recommended for new advertisers)
 Let me choose...

Bidding and budget

Bidding option Basic options | [Advanced options](#)
 I'll manually set my bids for clicks

You'll set your maximum CPC bids in the next step.
 AdWords will set my bids to help maximize clicks within my target budget

Default bid \$

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget \$ per day
Actual daily spend may vary.

[Delivery method \(advanced\)](#)

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

Location Extend my ads with location information
Sitelinks Extend my ads with links to sections of my site
Call Extend my ads with a phone number
Social Increase the social relevance of my ads by associating them with my Google+ Page
Mobile App Extend my ads with a link to a mobile/tablet app.

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)
 [Ad delivery: Ad rotation, frequency capping](#)
 [Demographic](#)
 [Social settings](#)
 [Keyword matching options](#)
 [Automatic campaign optimization \(Display Network only\)](#)

- Check the boxes next to the languages that you'd like to target.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis](#) [Billing](#) [My account](#)

All online campaigns >
Campaign: Campaign #2

Enabled Budget: \$20.00/day Targeting: All available sites All devices English Ireland; Meilen, Canton of Zurich, Switzerland; Munich, Bavaria, Germany; Maui, Hawaii, United States

[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Dimensions](#) [Display Network](#) [Edit](#)

Campaign settings

General

Campaign name **Campaign #2** [Edit](#)

Locations and Languages

Locations [Targeted locations:](#)

- Ireland (country)
- Meilen, Canton of Zurich, Switzerland (city)
- Munich, Bavaria, Germany (city)
- Maui, Hawaii, United States (city)

[Edit](#)

Languages [What languages do your customers speak?](#)

This setting determines whether your ad can show for a specific language setting on Google. Note that AdWords doesn't translate your ads.

<input type="checkbox"/> All languages	<input type="checkbox"/> German	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Arabic	<input type="checkbox"/> Greek	<input type="checkbox"/> Romanian
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Russian
<input type="checkbox"/> Catalan	<input type="checkbox"/> Hindi	<input type="checkbox"/> Serbian
<input type="checkbox"/> Chinese (simplified)	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Slovak
<input type="checkbox"/> Chinese (traditional)	<input type="checkbox"/> Icelandic	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Croatian	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Spanish
<input type="checkbox"/> Czech	<input type="checkbox"/> Italian	<input type="checkbox"/> Swedish
<input type="checkbox"/> Danish	<input type="checkbox"/> Japanese	<input type="checkbox"/> Thai
<input type="checkbox"/> Dutch	<input type="checkbox"/> Korean	<input type="checkbox"/> Turkish
<input checked="" type="checkbox"/> English	<input type="checkbox"/> Latvian	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Estonian	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Urdu
<input type="checkbox"/> Filipino	<input type="checkbox"/> Norwegian	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Finnish	<input type="checkbox"/> Polish	
<input type="checkbox"/> French		

[Save](#) [Cancel](#)

[Location options \(advanced\)](#)

Target [People in, searching for, or viewing pages about my targeted location](#) [Edit](#)

Exclude [People in my excluded location](#) [Edit](#)

Networks and devices

Networks [All](#) [Edit](#)

Devices [All](#) [Edit](#)

Bidding and budget

Bidding option [Focus on clicks, manual maximum CPC bidding](#) [Edit](#)

Budget [\\$20.00/day](#) [Edit](#)

[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)

[Ad group targeting](#) [Ad extension targeting](#) [Ad schedule targeting](#) [Ad placement targeting](#) [Ad targeting](#)

- Ad delivery: Ad rotation, frequency capping
- Demographic
- Social settings
- Keyword matching options
- Automatic campaign optimization (Display Network only)
- Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- After you choose the rest of your campaign settings, click **Save and continue**.

updated 03/16/2013

Choose your bid and budget

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375454&topic=2799758&path=2799683-2799680-2951627&ctx=leftnav>

March 28, 2013

To run your ads on Google, you'll need to decide on the right campaign budget and ad group bids. Your **budget** establishes a charging limit for an individual campaign, so it should be an amount you'd be comfortable spending per day (or seeing on your monthly credit card bill if you multiplied your budget by 30.4, the average number of days in a month). Your actual costs may be lower, depending on how you manage your bids.

Your **bid** is the most you're willing to spend per click. By managing your bids, you may influence the amount of traffic your ads receive, as well as the **ROI** they generate. With higher bids, your campaign is likely to receive more traffic while spending more money. With lower bids, your campaign is likely to improve its ROI, but receive fewer clicks and conversions.

Here you'll learn the steps for setting bid and budget in a new campaign, and how to estimate how much you'll spend.

Steps to set your bidding and budget for a new campaign

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the **+New campaign** button.
4. In the **Bidding and budget** section of your campaign settings, select a bidding option. If you choose the "manual" option, enter a **Default bid** as well.
5. For **Budget**, the amount you enter should be the most you're willing to spend on your campaign on average per day over a month. You can also apply a shared budget that you've previously created.
6. Click **Save and Continue** (on the next settings page, you'll be prompted to create and save your ad group).
7. You may edit your bidding option and budget again at any time by returning to your campaign's **Settings** tab.

About your campaign bidding options

When many people think of an auction, they often think of a prize being sold for the highest bid. But our ad auction uses both quality and bid to determine your ad's position. So even if your competition bids higher than you, you can still win a higher position -- at a lower price -- with highly relevant keywords and ads. You'll often pay less than your maximum bid, because with the ad auction you pay no more than what's needed to rank higher than the advertiser immediately below you. The amount you pay is called your actual CPC.

AdWords essential

The ad auction

Your maximum cost-per-click **Max CPC** is the highest price you're willing to pay when someone clicks on your ad. With higher bids, your campaign is likely to receive more traffic while spending more money. With lower bids, your campaign is likely to improve its return on investment (ROI), but receive fewer clicks and conversions.

There are two basic bidding options (for advanced details, see [Determining a bid option based on your goals](#)):

- **Manual bidding:** This is the default option to let you manage your maximum CPC bids yourself. You can set bids at the ad group level, or for individual keywords.
- **Automatic bidding:** If you're new to AdWords (or if you're busy), we recommend this option. All you have to do is set a daily budget, and the AdWords system manages your bids for you, to bring you the most clicks possible within your budget.

With manual bidding, your ad group's **Default bid** amount will be applied to all keywords in your new campaign's ad group. You may change your bid amount at any time. You also may change this value for individual keywords via the Max CPC column on the **Keywords** tab. Learn how to [Choose a bid for your keywords](#).

Tip

Try the [Keyword Traffic Estimator](#) tool to get an idea of the potential click traffic, average CPC, and cost per day for your keywords.

Setting bid adjustments

With [enhanced campaigns](#), you can [set bid adjustments](#) that increase or decrease your bids when your ad is competing to appear on mobile devices, in specific locations, and at particular days and times. Bid adjustments can give you more control over when and where your ad appears, and are applied on top of your existing bids. You can also customize your bidding strategy by setting multiple adjustments that work together, such as location and time of day, or time of day and mobile devices.

About your campaign budget

Keep in mind that your budget amount is for a single campaign, as opposed to a total amount for all your campaigns overall. Your campaign's budget should be the highest amount that you're willing to spend on average per day over a month. If you're working with a monthly advertising budget, you can estimate your average daily budget by dividing that amount by 30.4 (the average number of days per month). Note that this estimate may vary slightly, due to some months being longer or shorter.

Tip

Start small. If you're a beginner, try a daily budget of US\$10 to US\$50. Check your account soon after applying a new budget to see how your campaigns have performed.

Because customer traffic fluctuates from day to day, Google may allow up to 20% more clicks (or other ad activity for campaigns on another bidding option) in one day than your daily budget specifies. We call this [overdelivery](#).

However, our system makes sure that in a given billing period, you're never charged more than 30.4 multiplied by your daily budget amount. For example, if you budget \$10 per day, the maximum you would pay is \$304.

If Google overdelivers your ads too much, and your accrued costs in a billing period exceed the charging limit for your budget, a credit will automatically be applied to your account. For instance, if your monthly charging limit is \$304, and you've accrued \$310 in costs in a given billing period, you'll receive a credit for \$6 and only be charged \$304.

Tip

Are your campaigns using up all of your budget? Your budget settings include the option to **View recommended budget**, which is based on analysis of your campaign performance, typically from the past 15 days.

Next steps

- [Set a budget for your campaign](#)
- [Using custom scheduling](#)

updated 03/16/2013

Choose an ad delivery method

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404248&topic=2799758&path=2799683-2799680-2951627&ctx=leftnav>

March 28, 2013

Some advertisers may see different options in their campaigns' settings tabs. This is because different campaign types support different features. If you can't locate the options below, learn how you can [switch campaign types](#) to see them.

[Ad delivery](#) determines how often your ads show throughout the day. After you set your campaign's budget, you have the option to choose one of two ad delivery methods:

- **Standard delivery** (the default option) distributes your budget throughout the day to avoid reaching your budget early on. This option is recommended if you want to reach your audience evenly throughout the day, rather than just in the morning.
- **Accelerated delivery** displays your ads more quickly until you run out of budget. So, if your campaign is limited by budget, your ad might stop running earlier in the day.

There are more ad delivery options in "Advanced settings." [Ad rotation](#) determines how often we deliver your active ads in relation to one another within an ad group. You can choose to optimize either for clicks or conversions, or to rotate your ads more evenly. If you're running ads on the [Display Network](#), you can set a limit on the number of times your ad appears to a unique visitor using [frequency capping](#).

Understanding ad delivery and your budget

For most advertisers, budget is used whenever a potential customer clicks your ad. The more often your ad shows, the faster you'll use up your daily budget. Your ad will stop showing as soon as your daily allocated budget is spent. So your choice of delivery method determines how often and over how much time your ad shows, and how long your budget lasts.

Choosing standard delivery or accelerated delivery

Standard delivery (default method):

- **How it works:** We'll try to evenly distribute your ad delivery across the entire day (12 a.m.–11:59 p.m.).
- **Who it's best for:** This method is best if you want to reach customers at different times throughout the day. If you have a small budget, this method can also help you avoid spending your entire budget in the morning. For instance, if you run a gourmet food delivery business, you'd want to make sure you reach customers at breakfast, lunch, and dinner.
- **What to expect:** Since your ad delivery occurs throughout the day, you might not see your ad appear every time you look for it. (Remember, to see your ad in context, it's better to use the [ad preview tool](#) than to do a search on Google.)

Accelerated delivery :

- **How it works:** As soon as each day starts (12 a.m.), your ad appears more quickly until you hit your budget limit.

- **Who it's best for:** This method is best if it's important to you that your ads show starting in the morning and more quickly thereafter until your budget is reached, even if that means they might not show all day.
- **What to expect:** Remember that your ads will stop showing once you've reached your budget allocated for that day (see below for more details). So, if you reach your budget limit early in the morning, your ad won't run again until the next day.

Selecting a standard or accelerated delivery method

Here's how to set your delivery method:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be delivered.
4. Click the **Settings** tab.
5. In the "Bidding and budget" section, click **Delivery method (advanced)**. Note that the availability of certain settings, like this one, may depend on the campaign type you choose. [Compare campaign types in detail](#) and learn how you can change yours.
6. Next to "Delivery method," click **Edit**.
7. Select **Standard** (the default) or **Accelerated**.



Search



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?[English](#) [Edit](#)[Location options \(advanced\)](#)Target [?](#) People in, searching for, or viewing pages about my targeted location [Edit](#)Exclude [?](#) People in, searching for, or viewing pages about my excluded location [Edit](#)

Shared library

Reports

Automated rules

Custom alerts

Labels

Help

Help Center

Search help center

Go

Networks and devices

Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks, manual maximum CPC bidding [Edit](#)Budget [?](#) \$5.00/day [Edit](#)[Delivery method \(advanced\)](#)Delivery method [?](#) Standard: Show ads evenly over time Accelerated: Show ads as quickly as reasonably possible[Save](#)[Cancel](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

[+](#) Schedule: Start date, end date, ad scheduling[+](#) Ad delivery: Ad rotation, frequency capping[+](#) Demographic[+](#) Social settings[+](#) Keyword matching options[+](#) Automatic campaign optimization (Display Network only)[+](#) Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

8. Click **Save**.

[Try it out](#)

Choosing an ad rotation setting for your campaign

Ad rotation is the way we deliver your ads on both the Search Network and the Display Network. If you have multiple ads within an ad group, your ads will rotate, because no more than one ad from your account can show at a time. If you'd like to specify how often you'd like the ads in your ad group to be served relative to one another, you have four options:

- **Optimize for clicks (default):** Ads expected to provide more clicks are delivered more often into the ad auction than other ads in the ad group. These higher-quality ads gain more impressions than other ads in the ad group, resulting in higher ad-served percentages. By using this option, your ad group will likely receive more impressions and clicks overall, since higher-quality ads attain better positions and attract more user attention.
 - **How it works:** the Optimized algorithm sends ads into auctions based on principles of statistical analysis. As data is accumulated, ad serving will become weighted more heavily in favor of the ads that appear statistically likely to perform better. It's possible for ad serving to remain relatively even within this setting, if ads in an ad group have similar performance or if the ad group does not receive a substantial amount of impressions and clicks for some period of time.
- **Optimize for conversions:** Ads expected to provide more conversions are delivered more often into the ad auction than other ads in the ad group. This option optimizes for conversions, so it takes both clickthrough rate (CTR) and conversion rate into consideration. If there isn't enough conversion data to determine which ad will provide the most conversions, ads will rotate using "Optimize for clicks" data. Although this option may result in your ad group receiving fewer clicks than the previous option, it will likely receive more conversions, which can result in an improved return on investment (ROI).
- **Rotate evenly:** Delivers your ads more evenly into the ad auction. If ads in an ad group are unchanged for 90 days, the campaign will automatically begin to optimize for clicks or conversions. If the campaign is using Conversion Optimizer or Enhanced CPC, it will optimize for conversions, otherwise it will optimize for clicks.

Even though this setting is at the campaign level, the even rotation period is tracked separately for each ad group. It starts (and resets) for an ad group whenever the ads in that ad group change: specifically, when a new ad gets added, when an existing ad is changed, or when a paused/deleted ad is enabled. When the even rotation period ends and we optimize for clicks, the campaign setting will continue to say "Rotate evenly." Note that for campaigns using the CPM bidding option, ads will continue to rotate more evenly beyond the 90 days.

- **Rotate indefinitely:** Similar to the "Rotate evenly" setting, this option delivers your ads more evenly into the ad auction, but does so for an indefinite amount of time and does not optimize. This option is not recommended for most advertisers.

Note that in general, rotating evenly allows ads with lower clickthrough rates and conversion rates to show more often, so this option could result in a lower average position or fewer clicks and conversions.

Also note that in the "Rotate evenly" and "Rotate indefinitely" options, the percentages of ads

served in the ad group will be more even than the other ad rotation options. However, they may not be exactly even because AdWords considers an ad's Quality Score when ranking on a search result page and an ad with a high quality score may appear on the first page of search results where it accrues an impression every time it's served vs an ad with a low Quality Score that appears on subsequent pages that only accrue impressions if the user clicks through to that page.

Setting the ad rotation for your campaign

Here's how to set your ad rotation:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be delivered.
4. Click the **Settings** tab.
5. In the "Advanced settings" section, click **Ad delivery: Ad rotation, frequency capping**. Note that the availability of certain settings, like this, may depend on the campaign type you choose. [Compare campaign types in detail](#) and learn how you can change yours.
6. Next to "Ad rotation," click **Edit** to select a method for showing your ads.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾

Search

**All online campaigns**[Campaign #1](#)[Sweet tea](#)

Black tea

Green tea

[All online campaigns](#) >**Campaign: Sweet tea** Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States[Ad groups](#)[Settings](#)[Ads](#)[Keywords](#)[Dimensions](#)[Display Network](#)**Campaign settings****General**Campaign name **Sweet tea** [Edit](#)**Locations and Languages**Locations [?](#) Targeted locations:

- **Canada (country)**
- **United States (country)**

[Edit](#)Languages [?](#) What languages do your customers speak?**English** [Edit](#)[+ Location options \(advanced\)](#)**Networks and devices**Networks [?](#) **All** [Edit](#)Devices [?](#) **All** [Edit](#)**Bidding and budget**Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[+ Delivery method \(advanced\)](#)**Ad extensions**Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ac](#) [extensions](#) tab. [Take a tour.](#)**Advanced settings**[+ Schedule: Start date, end date, ad scheduling](#)[- Ad delivery: Ad rotation, frequency capping](#)Ad rotation [?](#)

- Optimize for clicks: Show ads expected to provide more clicks
- Optimize for conversions: Show ads expected to provide more conversions
- Rotate evenly: Show ads more evenly for 30 days, then optimize for clicks

[Save](#)[Cancel](#)Frequency capping [?](#) **No cap on impressions** [Edit](#)

Display Network only

[+ Demographic](#)[+ Social settings](#)[+ Keyword matching options](#)[+ Automatic campaign optimization \(Display Network only\)](#)[+ Experiment^{BETA}](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

7. Click **Save**.

[Try it out](#)

Setting a frequency cap on impressions for Display Network ads

Frequency capping limits the number of times your ads appear to the same unique user on the Google Display Network. It doesn't apply to the Search Network.

If you turn on frequency capping for a campaign, you specify a limit for the number of impressions you'll allow per day, per week, or per month for an individual user. You also choose whether the cap applies to each ad, ad group, or campaign. If you're advertising on websites that see a lot of repeat visitors (like *The New York Times*), this helps you avoid showing your ad too much to the same folks.

How to set a frequency cap

Here's how to set a frequency cap:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be delivered.
4. Click the **Settings** tab.
5. In the "Advanced settings" section, click **Ad delivery: Ad rotation, frequency capping**. Note that the availability of certain settings, like this, may depend on the campaign type you choose. [Compare campaign types in detail](#) and learn how you can change yours.
6. Click **Edit** next to "Frequency capping."
7. Enter the number of impressions. The value must be a whole number (such as 100, not 100.5).

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾ Search **All online campaigns**

- [Campaign #1](#)
- [Sweet tea](#)
 - [Black tea](#)
 - [Green tea](#)

[All online campaigns >](#)
Campaign: Sweet tea**Enabled** Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Dimensions](#) [Display Network](#) ▾**Campaign settings****General**Campaign name **Sweet tea** [Edit](#)**Locations and Languages**Locations [?](#) Targeted locations:

- **Canada (country)**
- **United States (country)**

[Edit](#)Languages [?](#) What languages do your customers speak?**English** [Edit](#)[+ Location options \(advanced\)](#)**Networks and devices**Networks [?](#) **All** [Edit](#)Devices [?](#) **All** [Edit](#)**Bidding and budget**Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[+ Delivery method \(advanced\)](#)**Ad extensions**Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ac](#) **extensions** tab. [Take a tour.](#)**Advanced settings**[+ Schedule: Start date, end date, ad scheduling](#)[□ Ad delivery: Ad rotation, frequency capping](#)Ad rotation [?](#) **Optimize for clicks: Show ads expected to provide more clicks** [Edit](#)Frequency capping [?](#)

Display Network only

 No cap on impressions impressions

per day ▾

per ad group ▾

[Save](#)[Cancel](#)**Shared library****Reports****Automated rules****Custom alerts****Labels****Help**[Help Center](#)[Search help center](#)[Go](#)

- [+ Demographic](#)
- [+ Social settings](#)
- [+ Keyword matching options](#)
- [+ Automatic campaign optimization \(Display Network only\)](#)
- [+ Experiment^{BETA}](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

8. Select a time interval (**per day**, **per week**, or **per month**) and a level (**per ad group**, **per ad**, or **for this campaign**).
9. Click **Save**.

[Try it out](#)

Tip

If you want more control over when your ad appears, and if you've done some research about what times and days your customers click your ads the most, you can create a custom ad schedule to select these times and days to show your ad. Learn more about [using custom ad scheduling](#).

Next step

- [Use custom scheduling](#).
- Seeing your ad show more or less in a day than your daily budget in one day? [Learn more about overdelivery](#).

updated 03/19/2013

Understanding your campaign status

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722131&topic=2799757&ctx=topic&path=2799683-2799680-2799680>

March 29, 2013

The "Status" column of your "All online campaigns" page tells you whether your campaigns are active or not, and whether your campaign is limited by budget. When you check your account alerts and top-level statistics, check your campaign status as well to make sure that your ads are running as you'd expect – and if they aren't, find out why.

Where to find your campaign status

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab to get to the "All online campaigns" page.
3. Look for the "Status" column, next to "Budget."

The screenshot shows the Google AdWords interface. The top navigation bar includes links for Home, Campaigns (which is selected), Opportunities, Tools and Analysis, Billing, and My account. A search bar is at the top left. On the left, there's a sidebar with sections for All online campaigns (listing Campaign #1, Sweet tea, Black tea, Green tea), Shared library, Reports, Automated rules, Custom alerts, Labels, Help (with a Help Center link), and a search bar for help center. The main content area is titled 'All online campaigns' and shows a table of campaigns. The table has columns for Campaign name, Budget, Status, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., and Labels. The 'Status' column is highlighted. The table shows three active campaigns: 'Campaign #1' (Eligible), 'Sweet tea' (Paused), and 'Campaign #2' (Deleted). Below the table, there are summary rows for 'Total - all but deleted campaigns', 'Total - Search', 'Total - Display Network', and a final row for 'Total - all campaigns' with values \$1.00/day, 0 clicks, 0 impressions, 0.00% CTR, \$0.00 Avg. CPC, \$0.00 Cost, and 0 Avg. Pos. The bottom of the page includes a note about reporting being not real-time, a disclaimer about conversion tracking, and links to AdWords Home, Editorial Guidelines, and Privacy Policy.

Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
Sweet tea	\$5.00/day	Paused	0	0	0.00%	\$0.00	\$0.00	0	--
Campaign #2	\$1.00/day	Deleted	0	0	0.00%	\$0.00	\$0.00	0	--
Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	
Total - Search			0	0	0.00%	\$0.00	\$0.00	0	
Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	
Total - all campaigns	\$1.00/day		0	0	0.00%	\$0.00	\$0.00	0	

[Try it now](#)

How to interpret your campaign status

The "Status" column from the "All online campaigns" page displays information about the current state of each campaign in your account at the time you sign in. From this page, you can find the status of every campaign you've ever created. Here are the different types of campaign statuses and what they mean:

Campaign status	What it means
Eligible	Active and can show ads.
Paused	Inactive because you paused it. Pausing a campaign means that your ads don't show or accumulate new costs until resumed.
Deleted	Inactive because you deleted it. Deleting a campaign means that ads don't show or accumulate new costs until re-enabled.
Pending	Inactive but scheduled to begin at a future date.
Ended	Inactive because it's past its scheduled end date.
Suspended	Inactive because your prepaid account balance has run out. Suspended accounts don't show ads or accumulate new costs until additional funds are added under "Billing."
Limited by budget	Active, but showing ads only occasionally due to budget constraints. You can place your mouse over the bubble next to this status to see your "Recommended budget."

Tip

Click the heading of the "Status" column to sort your campaigns by status.

Filter campaigns to view "all," "all enabled," or "all but deleted" campaigns

If you have a lot of campaigns in your "All online campaigns" page and you only want to see the campaigns that are active, or all but deleted, click the "All campaigns" dropdown button under the **Campaigns** tab to filter by "all enabled" or "all but deleted" campaigns respectively.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns

Last 7 days
May 31, 2012 - Jun 6, 2012

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network ▾

All but deleted campaigns ▾ Segment ▾ Filter ▾ Columns ▾ Search

All All enabled All but deleted

View Change Histc

0 May 31, 2012 Jun 6, 2012

+ New campaign ▾ Change status... ▾ Alerts ▾ Automate ▾ Labels ▾

<input type="checkbox"/>	● Campaign	Budget	Status	↑ Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	● Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	II Sweet tea	\$5.00/day	Paused	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	✗ Campaign #2	<input type="button"/>	Deleted	0	0	0.00%	\$0.00	\$0.00	0	--
		Total - all but deleted campaigns		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Search		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Display Network		0	0	0.00%	\$0.00	\$0.00	0	
		Total - all campaigns	\$1.00/day	0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 ▾ 1 - 3 of 3

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library

Reports

Automated rules

Custom alerts

Labels

Help

Help Center

Search help center Go

updated 03/16/2013

Managing multiple campaigns and ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722093&topic=2799757&ctx=topic&path=2799683-2799680-2799680>

March 29, 2013

Did you know that an AdWords account can contain as many as 10,000 campaigns (includes active and paused campaigns) per account, 20,000 ad groups per campaign, and 50 text ads per ad group? That's a lot to manage! Fortunately, you can manage your campaigns and ads from just two places in your account. The **Ads** and **Campaigns** tabs (both under your main **Campaigns** tab) are where you can view and edit your campaigns and ads. You can even copy settings from one campaign to multiple campaigns and make new ads based on existing ads.

Tip

If you're running several individual campaigns to make sure your ads show across different devices, enhanced campaigns can help you simplify the way you manage your campaigns. With enhanced campaigns you can show your ads across all devices from within one single campaign. Learn more about [enhanced campaigns](#).

What you can do in your Campaigns and Ads tabs

The **Campaigns** and **Ads** tabs are the two locations in your account where you'll spend a lot of your time.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days May 31, 2012 - Jun 6, 2012

All online campaigns

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network

All but deleted campaigns Segment Filter Columns Search View Change Histc

1 Clicks

0 May 31, 2012 Jun 6, 2012

+ New campaign Change status... Alerts Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
		Total - all but deleted campaigns		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Search		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Display Network		0	0	0.00%	\$0.00	\$0.00	0	
		Total - all campaigns	\$6.00/day	0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library Reports Automated rules Custom alerts Labels Help Help Center Search help center Go

Here are just a few of the things you can do in these locations:

- See everything, from costs to clicks, at a glance.
- Sort campaigns and ads based on budget, clicks, and other statistics.
- Make direct changes to your campaigns and ads when you click the pencil icon.
- Drill deeper to the settings or keywords associated with a campaign or ad.
- Make changes to multiple campaigns or ads through the **Edit** drop-down menu

Copy settings from one campaign to multiple campaigns

From your **Campaigns** tab, you can edit individual campaigns directly as well as copy the settings of one campaign to multiple campaigns. Here are the settings that can be changed for multiple campaigns at once:

Status

Networks and devices

Ad schedule

Location targeting

Budget

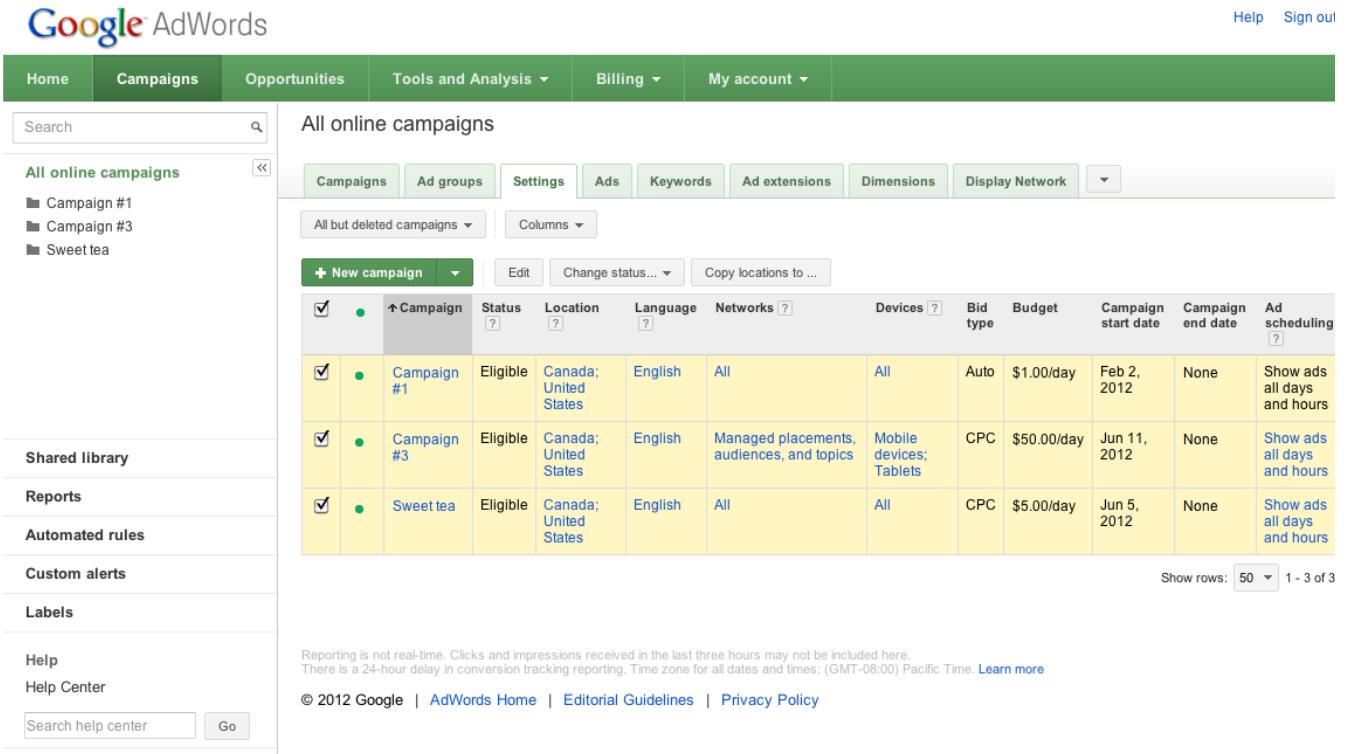
Delivery method

Language targeting End date

Ad rotation

Here's how you copy a campaign's settings to multiple campaigns in your account:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. From the **All online campaigns** page, click the **Settings** tab.
3. Select the checkboxes next to the campaign whose settings you want to copy to other campaigns as well as the campaigns whose settings you want to change.



The screenshot shows the AdWords interface with the 'Campaigns' tab selected. On the left, a sidebar lists 'All online campaigns' with three entries: 'Campaign #1', 'Campaign #3', and 'Sweet tea'. The main area displays a table of campaigns. Three rows are highlighted in yellow, indicating they are selected. The columns in the table include: Campaign, Status, Location, Language, Networks, Devices, Bid type, Budget, Campaign start date, Campaign end date, and Ad scheduling. The first selected campaign is 'Campaign #1' with settings: Eligible, Canada; United States, English, Managed placements, audiences, and topics, Mobile devices; Tablets, CPC, \$1.00/day, Feb 2, 2012, and None. The second selected campaign is 'Campaign #3' with similar settings. The third selected campaign is 'Sweet tea' with identical settings. A copy icon (a small yellow square with a white arrow) is visible in the 'Campaign' column of the first selected row. At the bottom of the table, there is a note about reporting and a footer with copyright information.

Campaign	Status	Location	Language	Networks	Devices	Bid type	Budget	Campaign start date	Campaign end date	Ad scheduling
Campaign #1	Eligible	Canada; United States	English	Managed placements, audiences, and topics	Mobile devices; Tablets	CPC	\$1.00/day	Feb 2, 2012	None	Show ads all days and hours
Campaign #3	Eligible	Canada; United States	English	Managed placements, audiences, and topics	Mobile devices; Tablets	CPC	\$50.00/day	Jun 11, 2012	None	Show ads all days and hours
Sweet tea	Eligible	Canada; United States	English	Managed placements, audiences, and topics	Mobile devices; Tablets	CPC	\$5.00/day	Jun 5, 2012	None	Show ads all days and hours

4. Click **Edit** at the top of the table.
5. The selected campaigns are now in editing mode and highlighted in yellow. Put your mouse over the setting of the campaign you want to copy to other campaigns.
6. A copy icon  will appear in the cell of the campaign settings you want to copy to the other selected campaigns. Click the icon to apply that campaign's setting to all of the other selected campaigns.

Home | Campaigns | Opportunities | Tools and Analysis | Billing | My account |

All online campaigns

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted campaigns Columns

Editing campaigns (3) Save Cancel Actual daily spend may vary. ?

	Campaign	Status	Location	Language	Networks	Devices	Bid type	Budget	Campaign start date	Campaign end date	Ad scheduling
<input checked="" type="checkbox"/>	Campaign #1	Eligible	Canada; United States	English	All	All	Auto	\$ 1.00 per day	Feb 2, 2012	<input checked="" type="radio"/> None	Show ads all days and hours
<input checked="" type="checkbox"/>	Campaign #3	Eligible	Canada; United States	English	Managed placements, audiences, and topics	Mobile devices; Tablets	CPC	\$ 50.00 per day	Jun 11, 2012	<input checked="" type="radio"/> None	Show ads all days and hours
<input checked="" type="checkbox"/>	Sweet tea	Eligible	Canada; United States	English	All	All	CPC	\$ 5.00 per day	Jun 5, 2012	<input checked="" type="radio"/> None	Show ads all days and hours

Show rows: 50 1 - 3 of 3

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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7. Click **Save** at the top of the table.

Here's how you change the campaign status of multiple campaigns at once:

1. On the **All online campaigns** page, select the checkboxes next to the campaigns you want to edit.
2. Click **Edit** at the top of the table.

Home | Campaigns | Opportunities | Tools and Analysis | Billing | My account |

All online campaigns Jun 25, 2012 - Jul 1, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted campaigns Segment Filter Columns

View Change His

Clicks

	Change status...	Alerts	Automate	Labels		
<input type="checkbox"/>	Enable					
<input type="checkbox"/>	Pause					
<input checked="" type="checkbox"/>	Campaign #1	Eligible	0	0.00%	\$0.00 \$0.00 0 0 \$0.00 0.00% 0 0	
<input type="checkbox"/>	Sweet tea	\$5.00/day	Eligible	0	0.00%	\$0.00 \$0.00 0 0 \$0.00 0.00% 0 0
<input type="checkbox"/>	Campaign #3	\$50.00/day	Eligible	0	0.00%	\$0.00 \$0.00 0 0 \$0.00 0.00% 0 0
Total - all but deleted campaigns			0	0.00%	\$0.00 \$0.00 0 0 \$0.00 0.00% 0 0	
Total - Search			0	0.00%	\$0.00 \$0.00 0 0 \$0.00 0.00% 0 0	
Total - Display Network			0	0.00%	\$0.00 \$0.00 0 0 \$0.00 0.00% 0 0	
Total - all campaigns		\$56.00/day	0	0.00%	\$0.00 \$0.00 0 0 \$0.00 0.00% 0 0	

Show rows: 50 1 - 3 of 3

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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3. Select the new status. Try it now

Make new ads from existing ads

From your **Ads** tab, you can edit individual ads directly and create new ads based on existing ads. Here's how you copy the settings of an existing ad to create a new ad:

1. Click the **Ads** tab.

The screenshot shows the Google AdWords interface with the 'Ads' tab selected. The main view displays 'All online campaigns' with a single ad listed:

Ad	Campaign	Ad group	Status	Labels	% Served	Clicks	Impr.
Your hotel away from home Why stay at a hotel when You can have a home? www.example.com	Branding campaign	Be our favorite customer	Campaign paused	—	0.00%	0	0
Total - all but deleted ads						0	0
Total - Search						0	0
Total - Display Network						0	0
Total - all account						0	0

On the left sidebar, under 'Shared library', there are sections for 'Bulk operations', 'Reports', and 'Labels'. A note at the bottom states: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)'.

2. Select the checkbox next to the ad whose settings you want to duplicate.

Home | Campaigns | Opportunities | Tools and Analysis | Billing | My account |

Last 7 days
Jun 25, 2012 - Jul 1, 2012

All online campaigns

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted ads Segment Filter Columns Clicks

View Change Hist

Jun 25, 2012 Jun 26, 2012 Jun 27, 2012 Jun 28, 2012 Jun 29, 2012 Jun 30, 2012 Jul 1, 2012

+ New ad | Change status... | Alerts | Automate | More actions... | Labels |

	Ad	Campaign	Ad group	Copy	Labels	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)
<input checked="" type="checkbox"/>	100% organic black tea	Sweet tea	Black tea	<input type="checkbox"/> Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
<input type="checkbox"/>	100% organic green tea	Sweet tea	Green tea	<input type="checkbox"/> Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
<input type="checkbox"/>	Example mobile ad	Campaign #3	Ad Group #1	<input type="checkbox"/> Approved	--	0	0	0.00%	\$0.00	\$0.00	0	0
<input type="checkbox"/>	Example	Campaign #1	Ad Group #1	<input type="checkbox"/> Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
<input type="checkbox"/>	Example	Campaign #1	Ad Group #2	<input type="checkbox"/> Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
Total - Search ?						0	0	0.00%	\$0.00	\$0.00	0	0
Total - Display Network ?						0	0	0.00%	\$0.00	\$0.00	0	0
Total - all ads						0	0	0.00%	\$0.00	\$0.00	0	0

Show rows: 50 | 1 - 5 of 5

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3. From the **Edit** drop-down menu above the table, select **Copy**.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with Home, Campaigns, Opportunities, Tools and Analysis, and Billing. Below the navigation bar, a search bar and a date filter set to 'Yesterday Oct 27, 2012' are visible. The main area is titled 'All online campaigns' and shows a table of ads. One ad is selected, and a context menu is open, listing options like 'Enable', 'Pause', 'Delete', 'Change text ads...', 'Copy...', and 'Recent bulk edits'. The table includes columns for Campaign, Ad group, Status, Labels, % Served, Clicks, and Impr. The table shows one row for a 'Branding campaign' with an 'Ad group' of 'Be our favorite customer'. The status is 'Campaign paused'. The 'Labels' column shows a red minus sign. The 'Clicks' and 'Impr.' columns both show 0. The bottom right of the table area says 'Show rows: 50 1 - 1 of 1'. On the left side, there's a sidebar with links for Shared library, Bulk operations, Reports, and Labels.

4. Select the destination campaign and ad group. You can choose to copy the ad into the original ad group if you'd like.
5. Click **Copy to ad group**.
6. Click the new, duplicate ad and tweak the settings as you like. It's important that you don't edit the original ad; otherwise, you'll lose all of the historical statistics associated with this ad.
7. Optional: if you're copying an ad so you can move it to another ad group, delete the original ad.

Sort your campaigns and ads

To sort your campaigns or ads, simply click the heading of the column you want to sort. Columns can have different sorting rules. For example, when you click the **Campaigns** column to sort your campaigns, it'll sort in alphabetical or reverse-alphabetical order. When you click on columns that contain numerical statistics, it'll sort by the largest or smallest numbers.

updated 03/16/2013

How ad groups work - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375404&topic=2799760&ctx=topic&path=2799683-2799680-2799680>

March 29, 2013

An **ad group** contains one or more ads which target a shared set of keywords. You set a bid, or price, to be used when an ad group's keywords trigger an ad to appear. This is called a **cost-per-click (CPC)** bid. You can also set prices for individual keywords within the ad group. Use ad groups to organize your ads by a common theme, such as the types of products or services you want to advertise.

Keep stuff together that belongs together

Many advertisers find it helpful to base their ad groups on the sections or categories that appear on their website. For example, let's say you build and repair lasers in your secret laboratory and then sell them on your website.

In the table below, each ad group contains a keyword list focusing on a product you'd sell. The keyword list in each ad group tells our system to show ads for these products only on websites related to them.

Ad group: laser systems	Ad group: laser gases	Ad group: laser crystals
solid-state laser	helium neon laser	titanium laser crystal
solid state lasers	helium neon lasers	titanium laser crystals
gas laser	argon laser	chromium laser crystal
gas lasers	argon lasers	chromium laser crystals
free-electron laser	nitrogen laser	neodymium laser crystal
free-electron lasers	nitrogen lasers	neodymium laser crystals

updated 03/16/2013

Create a new ad group

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375452&topic=2799760&path=2799683-2799680-2951627&ctx=leftnav>

March 29, 2013

Within a given AdWords campaign, an **ad group** lets you easily manage the status and default bids for one or more related ads as well as their shared set of keywords.

For example, let's say you own an art supplies shop. You could create a series of ads for all your watercolor paints, and bundle them into a single ad group named "watercolors." From the "Ad groups" tab, you could pause all your watercolor ads simultaneously (if you're temporarily sold out), or increase the default bid of all their keywords to get more clicks.

Creating a new ad group in a campaign

If you don't have any campaigns yet, click **Create a new campaign** and follow the instructions on the page to complete your ad group.

If you already have a campaign, follow these steps:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the name of the campaign that you'd like to add an ad group to.
4. Click the **Ad groups** tab.
5. Click the **+ New ad group** button.
6. On the "Create ad group" page that appears, follow the instructions to complete your new ad group (you'll be given the chance to create an initial ad and its keywords).
7. Click **Save ad group**.

All online campaigns

Campaign: Bargain Books

Last 7 days
Jul 2, 2012 - Jul 8, 2012

Enabled Type: Search & Display Networks - All features Edit Budget: \$5.00/day Edit Targeting: All devices Edit English Edit United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted ad groups Segment Filter Columns

1 Clicks

0 Jul 2, 2012 Jul 8, 2012

+ New ad group		Edit		Change status...		Alerts		Automate		Labels				
	Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
	General	Paused	\$1.00	\$0.10	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - all but deleted ad groups				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - Search				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0

Show rows: 50 1 - 1 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Once you've created your new ad group, you'll most likely want to fill it out with more ads and keywords. You can do this by clicking on your ad group's name, then click on its **Ads** or **Keywords** tabs.

Tips

- A single ad group may contain up to 50 text ads, and up to 20,000 individual targeting items (individual targeting items include keywords, negative keywords, placements, audience lists, and product targets). In turn, a single campaign may contain up to 20,000 ad groups.
- Use keyword matching options to help control which search terms will trigger your ad to appear. When you enter keywords, we'll make them broad match by default. This means your ad is eligible to appear when someone searches for any variation of those keywords. To use the other keyword matching options, you'll need to add special punctuation to your keywords. For example, with the exact match option, you can make your ad eligible to show only when someone searches for your exact keyword and nothing else. You just need to add brackets, like **[tennis shoes]**, to your keyword.

Editing your ad groups

In the table on the **Ad groups** tab, you can edit a single ad group by simply clicking on its status icon or its bid in the "Default Max. CPC" column. To change the ad group's name, click the pencil

icon that appears when your cursor is next to the ad group's name. Note that if you click the ad group's name instead, you'll jump to the **Keywords** tab. Regardless of which tab you're on, your ad group's details are both visible and editable at the top of the page!

All online campaigns Bargain Books
Ad group: General

Last 7 days
Jul 2, 2012 - Jul 8, 2012

Great Bargain Books
Find Your Favorite Books And Save!
Browse Our Huge Selection Today
www.google.com

Paused
Ad group bids (Max. CPC) [Edit](#)
Default bid \$1.00 Display Network bid \$0.10

Keywords

Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted keywords Segment Filter Columns

View Change Hist

1 Clicks

0 Jul 2, 2012 Jul 8, 2012

+ Add keywords		Edit		Change status...		Keyword details		Alerts		Automate		More actions...		Labels	
	Keyword	Status	Max. CPC	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv.	Conv. rate (1-per-click)	View-through Conv.	Labels	
	book store	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	online book store	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	book stores	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	online book stores	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	used book store	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	"Bargain Books"	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	books google	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	"Buy Bargain Books"	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	"Browse Bargain Books"	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	"Get Bargain Books"	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	"Search Bargain Books"	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	"Find Bargain Books"	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	"Discover Bargain Books"	Ad group paused	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0		
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0		
	Total - all keywords			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0		

Show rows: 50 1 - 13 of 13

Negative keywords

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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To "batch edit" in the table on the **Ad groups** tab, click the checkbox next to one or more ad groups to enable the **Edit** button (or click the header row's checkbox to "Select all"). This enables you to edit the status, name, and pricing for the selected ad groups.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns Bargain Books

Ad group: General

Last 7 days Jul 2, 2012 - Jul 8, 2012

Great Bargain Books
Find Your Favorite Books And Save!
Browse Our Huge Selection Today
www.google.com

II Paused Ad group bids (Max. CPC) Edit ? Default bid \$1.00 Display Network bid \$0.10

Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ L ↴ D Search View Change Hist

1 Clicks

0 Jul 2, 2012 Jul 8, 2012

Editing keywords (2) Save Cancel Prefill all CPCs to first page bid

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
book store	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
online book store	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
book stores	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
online book stores	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
used book store	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
"Bargain Books"	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
books google	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
"Buy Bargain Books"	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
"Browse Bargain Books"	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
"Get Bargain Books"	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
"Search Bargain Books"	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
"Find Bargain Books"	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
"Discover Bargain Books"	Enabled	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
Total - Search			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
Total - all keywords			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 50 ▾ 1 - 13 of 13

[Negative keywords](#) ?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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Understanding your ad status

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722129&topic=2799761&ctx=topic&path=2799683-2799680-2799680>

March 29, 2013

The "Status" column of your **Ads** tab signals whether or not an ad is active and the reason for its status. The status of an ad reflects changes that you make to that ad or its campaign and whether or not that ad's been approved based on AdWords policies.

Where to find your ad status

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the **Ads** tab.
4. Look at the "Status" column, next to "Ad," to see an ad's status.

The screenshot shows the Google AdWords interface with the 'Campaigns' tab selected. On the left, there's a sidebar with links like Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main area displays 'All online campaigns' with a search bar and filters for 'Last 7 days' (Jun 18, 2012 - Jun 24, 2012). The 'Ads' tab is selected, showing a table of ads with columns for Ad, Campaign, Ad group, Status, Labels, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., and Conv. (1-per-click). The table lists several ads, all of which are currently 'Approved'. The bottom of the page includes a note about reporting being not real-time and a link to learn more, along with copyright information for 2012 Google.

Ad	Campaign	Ad group	Status	Labels	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)
100% organic black tea	Sweet tea	Black tea	Approved	--	0	0	0.00%	\$0.00	\$0.00	0	0
100% organic green tea	Sweet tea	Green tea	Approved	--	0	0	0.00%	\$0.00	\$0.00	0	0
Example mobile ad	Campaign #3	Ad Group #1	Approved	--	0	0	0.00%	\$0.00	\$0.00	0	0
Example	Campaign #1	Ad Group #1	Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
Example	Campaign #1	Ad Group #2	Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
Total - all but deleted ads					0	0	0.00%	\$0.00	\$0.00	0	0
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	0
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	0
Total - all account					0	0	0.00%	\$0.00	\$0.00	0	0

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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How to interpret your ad status

The "Status" column from the **Ads** tab displays information about the current state of your ad at the time you sign in. Here are the different types of ad statuses:

1. **Paused**
2. **Pending**
3. **Ended**
4. **Deleted**
5. Under review
6. Eligible
7. Approved
8. Approved (non-family)
9. Approved (adult)
10. Approved (limited)
11. Disapproved
12. Site suspended

Here we'll only cover the four ad statuses over which you have control:

- **Paused:** Inactive because you paused it. Pausing an ad means that your ads don't show or accumulate new costs until resumed. You can also see "Campaign paused" or "Ad group paused" from your **Ads** tab if you paused the campaign or ad group that contains this ad. Even when ads are paused, they're subject to review. We review paused ads to ensure that they comply with AdWords policies and applicable laws, and also so that ads that do get approved while under review can run as soon as you unpause them.
- **Pending:** Inactive but scheduled to begin at a future date. You can also see "Campaign pending" or "Ad group pending" from your **Ads** tab if the campaign or ad group that contains this ad is pending.
- **Ended:** Inactive because it's past its scheduled end date. You can also see "Campaign ended" or "Ad group ended" from your **Ads** tab if the campaign or ad group that contains this ad has ended.
- **Deleted:** Inactive because you deleted it. Deleting an ad means that ads don't show or accumulate new costs until re-enabled. You can also see "Campaign deleted" or "Ad group deleted" from your **Ads** tab if you deleted the campaign or ad group that contains this ad.

The remaining types are statuses related to your ad's approval or disapproval.

updated 03/16/2013

Check your ad's approval status

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704380&topic=2799761&path=2799683-2799680-2951627&ctx=leftnav>

March 29, 2013

When we review your ad, we give it one of several approval statuses. If your ad isn't showing for certain users, or if it's not showing at all, it could be because of your ad's approval status. Some approval statuses, like **Approved (adult)** or **Approved (limited)**, mean that your ad can only show for certain users. Other approval statuses, like **Disapproved** or **Site suspended**, mean that your ad can't show at all right now.

Possible approval statuses

Here are the approval statuses your ad can receive:

- Under review
- Eligible
- Approved
- Approved (non-family)
- Approved (adult)
- Approved (limited)
- Disapproved
- Site suspended

Before we dive into the nitty gritty of each approval status, let's look at how to check your ad's approval status.

How to check your ad's approval status

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Click the **Ads** tab.
4. Look at the **Status** column.
5. Next to each ad, you should see the ad's current status.

All online campaigns >
Campaign: Sweet tea

Last 7 days
Jun 1, 2012 - Jun 7, 2012

Enabled Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted ads Segment Filter Columns Search

View Change Hist

0 Jun 1, 2012 Jun 7, 2012

+ New ad	Change status...	Alerts	Automate	More actions...	Labels	Ad	Ad group	Status	% Served	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	<input checked="" type="checkbox"/> 100% organic black tea	Black tea	--	Approved	0.00%	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	\$0.00	0
<input type="checkbox"/>	<input checked="" type="checkbox"/> 100% organic green tea	Green tea	--	Disapproved	0.00%	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	\$0.00	0
	Total - Search					0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	\$0.00	0
	Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	\$0.00	0
	Total - all ads					0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	\$0.00	0

Show rows: 50 1 - 2 of 2

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Try it now

What each approval status means

Click any of the approval statuses below to see what it means.

Under review

Ads with this status are still under review and can't show anywhere yet.

When you save your ad, it'll get either an "under review" status or an "eligible" status. While "eligible" ads are allowed to run on certain pages before they're approved, "under review" ads can't run anywhere until they're approved because they need a closer look. Below are some examples of ads that will initially get an "under review" status:

- Ads targeting our partner sites (websites such as AOL.com that partner with Google to show ads)
- Text ads that mention products with certain advertising restrictions, like gambling or alcohol
- Image and video ads

Every time you submit new ads or make changes to existing ads, they're automatically submitted for review. We work to review all ads in our program as quickly as possible, usually within three business days. Once we've reviewed your ad, the Status column will update to reflect the ad's new

status. If your ad is waiting for review, we'll get to it as soon as we can.

Eligible

Ads with this status are still being reviewed, but can show on Google search pages.

When you save your ad, it'll get either an "under review" status or an "eligible" status. "Under review" ads can't run anywhere until they're approved. "Eligible" ads are allowed to run on Google search pages before they're approved because we think the ads are probably acceptable. Here are the restrictions for eligible ads:

- Eligible ads can only run on Google search pages until they're approved.
- Eligible ads can only show for users who've turned off [SafeSearch filtering](#).
- Eligible ads can't run on the Search Network and Display Network until they're approved.

Every time you submit new ads or make changes to existing ads, they're automatically submitted for review. We work to review all ads in our program as quickly as possible, usually within three business days. Once we've reviewed your ad, the Status column will update to reflect the ad's new status. If your ad is waiting for review, we'll get to it as soon as we can.

Approved

Ads with this status are allowed to show on all networks, since they're considered to have content that's safe for all audiences.

Approved (non-family)

Ads with this status are considered to have content that may be inappropriate for certain audiences. For example, certain gambling or dating site ads may fall under this category.

These ads won't appear for users who've turned on [SafeSearch filtering](#). Also, some sites in the Google Network might not accept any ads that are rated "adult" or "non-family" safe.

Approved (adult)

Ads with this status are considered to have "adult" content. For example, ads that promote sites with nude images may fall under this category.

These ads will only appear for searches considered "adult" in nature, and won't appear for users who've turned on [SafeSearch filtering](#). Also, some sites in the Google Network might not accept any ads that are rated "adult" or "non-family" safe.

Adult ads aren't allowed in certain countries. See our [Family Status policy](#) for a list of countries where adult ads aren't allowed.

Approved (limited) Disapproved

Ads with this status have an issue with one or more of our advertising policies, and therefore can't show until the issue is resolved.

To fix the issue, find out which policy your ad violated, then edit your ad so that it follows our policies. See how to [fix disapproved ads](#).

Site suspended

Ads with this status are pointing to a suspended website, and therefore can't show until the issue is resolved. A suspended website is a site that violates one or more of our policies.

To fix the issue, find out which policy your site violated, then edit your website so that it follows our policies. See how to [fix suspended sites](#).

Serving (video ads)

A video ad is approved to appear on YouTube, and Google hasn't detected any issues with it.

Note: The video ad may not necessarily be running at this time.

Not serving (video ads)

All formats (headline, description, video, etc.) of the video ad have been disapproved.

Not yet serving (video ads)

A video ad is not yet approved to appear on YouTube but is under review.

With issues (video ads)

One or more of a video ad's formats are marked as "Disapproved" or "Approved (limited)." This means the ad is not running.

View policy details for each ad

Are you wondering why your ad has an **Approved (limited)**, **Disapproved**, or **Site suspended** status? If so, the **Policy details** column can show you information about which policies are affecting the approval status of your ads.

Here's how to enable the **Policy details** column:

1. Go to the **Ads** tab in your account.
2. Click the **Columns** button in the toolbar above the statistics table.
3. Click **Customize columns**.
4. In the Attributes section, click **Add** next to **Policy details**.
5. Click **Apply**.

After following the steps above, you'll now see a **Policy details** column in your Ads tab. This column gives you policy information about certain approval statuses:

- If your ad has an **Approved (limited)** status, you'll see details on why that ad is limited to a certain audience.
- If your ad has a **Disapproved** status, you'll see the reason why that ad wasn't approved. Click the disapproval reason to learn more about that policy, then make changes to your ad (and website, if needed) so that it complies with our policies.

- If your ad has a **Site suspended** status, check your email for details about why your site was suspended from AdWords. The email will tell you the name of the policy that was violated, the site that's in violation, and a link that points you to more information about that policy and how to fix the issue.

updated 03/20/2013

Resubmit a disapproved ad

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=116204&topic=2799761&path=2799683-2799680-2951627&ctx=leftnav>

March 29, 2013

Before resubmitting your ad, make sure that you first [fix your disapproved ad](#) so that it complies with our policies.

If your ad gets disapproved, you can make changes to your ad and/or website to make sure that they comply with our advertising policies. Once you do that, you can resubmit that ad to Google for another review. There are different instructions depending on whether you've made a change to your ad or to your website.

Resubmit your ad for review

To resubmit a single ad for review, you just have to edit and save it. Your ad will then be automatically resubmitted to us for review.

1. Go to the **Ads** tab.
2. Hover over the ad that you want to resubmit, and then click the pencil icon next to your ad.
3. Make any change to your ad and click **Save**.
 - Make sure that you actually edit your ad in some way. If you don't make any changes to your ad, it won't be resubmitted for review. Know that after you save, you can always edit your ad again to change it back to the way it was.
4. Your ad automatically gets resubmitted to us for review. The Status column will soon reflect the change in approval status – it will change from "Disapproved" to either "Eligible" or "Under review." We strive to review all ads as quickly as possible, usually **within three business days**.

Try it now

Editing your ad is the same as deleting your original ad and creating a new one, so any statistics for that ad will be reset to zero when resubmitting your ad this way. Also, resubmitted ads may get disapproved again. Depending on the situation, repeated disapprovals may lead to your account getting suspended, so please think twice before resubmitting your ads.

Resubmit some entire campaigns for review

If your ads were disapproved for issues with your ad's destination URL, you may have the option to use a link in your account to resubmit all eligible ads within that entire campaign. For example, if your ads were originally disapproved because your landing page was temporarily down, you can use this option to resubmit that campaign once your webpage is back up again.

Note that this option is only available for ads that have been disapproved for certain issues relating to your site or destination URL.

1. Go to the **Campaigns** tab and select a campaign.
2. Select the **Ads** tab.



3. Look at the Status column and hover over the white speech bubble next to "Disapproved."
4. Click "**Resubmit my campaign for review**." Remember that this link will appear only if your ad was disapproved for certain issues relating to your site or destination URL.
5. Follow the on-screen instructions to resubmit the eligible disapproved ads in that campaign.
6. The Status column will soon reflect the change in approval status – it will change from "Disapproved" to "Eligible" or "Under review." We strive to review all ads as quickly as possible, usually **within three business days**.

Try it now

Resubmitting your ads this way will not affect your ads' statistics. However, resubmitted ads may get disapproved again. Depending on the situation, repeated disapprovals may lead to your account getting suspended, so please think twice before resubmitting your ads.

Have a suspended site? If your website was suspended for policy issues, you can fix the issues and then resubmit your site for review.

Next steps

- Review our advertising policies.
- Learn about approval statuses.

updated 03/20/2013

Paused ads and the approval process

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2580392&topic=2799761&path=2799683-2799680-2951627&ctx=leftnav>

March 29, 2013

All ads in AdWords are subject to review, whether they're paused or active. By reviewing your paused ads, we can help you have your ads ready when you're ready to make them live.

Most ads are reviewed within three business days.

Imagine you're launching a big new campaign next week. If you wait until next week to create your ads, there's a chance that those ads won't run immediately because it can take up to three business days to get your ads reviewed. Wouldn't it be great if you could just flip a switch and have your ads run immediately? AdWords allows you to do this by creating your ads in advance and then pausing them. As long as there are no issues with your ads during review, they'll be able to run as soon as you unpause them.

Fixing disapproved ads that were paused

If we find that your paused ad doesn't comply with our [Advertising Policies](#), we may disapprove it. If your paused ad shows a "Disapproved" status when you unpause it, follow our instructions on how to [robots.txt configuration](#) to keep it out of the crawl index. This way Google won't display your new web page in our search results before it's officially launched.

- Don't link to the new web page from the rest of your site.
- Create your ads and immediately pause them. You can also create your ads in a paused campaign or ad group so that it's easier to resume multiple ads at once.

When you're ready for the campaign to go live, you can resume your paused ads, campaigns, or ad groups, remove any robots.txt configuration, and add links to the new page.

updated 03/16/2013

[Introduction to AdWords](#)[Account management](#)[Campaign and ad group management](#)[Keyword targeting](#)[Language & location targeting](#)[Ad formats](#)[Budgets and bidding](#)[Measurement and optimization](#)[Performance, profitability, and growth](#)[Managing multiple accounts](#)

Keyword targeting

Introduction to keyword targeting

[How keywords work](#)[Using keyword matching options](#)[Using broad match](#)[Using phrase match](#)[Using exact match](#)[Add negative keywords to your campaign](#)

Keyword management & troubleshooting

[How to build the best keyword list](#)[Understanding your keyword status](#)

Keywords and the display network

[How placements and keywords work together](#)[Choose keywords for your Display Network campaigns](#)[Improve your keyword-targeted Display Network campaigns](#)

How keywords work - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704371&topic=2799762&ctx=topic&path=2799684-2799680-2799680-2951627>

March 29, 2013

Keywords are words or phrases you choose to match your ads with corresponding user search terms and relevant web content on the Google Network. Selecting high quality, relevant keywords for your advertising campaign can help you reach the customers you want, when you want.

Imagine you're craving a hamburger. You head to a restaurant, and see that the items on the menu are "Food" and "Meat in between bread." Even if this restaurant served the best burger in town, you might leave without ordering anything. They'd lose your business -- simply because the words they used weren't the same words you had in mind.

To get your ads to appear when people search for your product or service, the keywords you choose need to match the words or phrases that people use, or should be related to the content of the websites your customers visit.

Watch this video

Example

If you sell frisbees, you can add "buy frisbee" as a keyword in your AdWords campaign. When people type "buy frisbee" on Google search, your ad might appear on the search results page. In addition, your ad could also appear on websites about ultimate frisbee.

You can also add **negative keywords**, so your ad *doesn't* show for searches that include those terms. This can help you reduce costs by making sure your ad shows just to the audience you want.

When you select keywords, you choose how much you're willing to pay each time a customer clicks your ad (this is your cost-per-click or CPC). Choosing the most relevant keywords can improve the performance of your ads and help you maintain low CPCs.

How keywords work on Google search, search partner sites, and the Google Display Network

- **Google search and search partner sites:** When you build your ad groups, you select keywords relevant to the terms people use when they search, so your ads reach customers precisely when they're looking for what you offer.
- **Google Display Network:** If you've chosen to show ads on Display Network sites, AdWords uses your keywords to place your ads next to content that matches your ads. Google's technology scans the content and web address of a webpage and automatically displays ads with keywords that closely match the subject or web address of the page. For example, on a webpage that includes brownie recipes, AdWords might show ads about chocolate brownies or delicious dessert recipes.

Keyword quality

You want your keywords to be relevant and high-quality. That's because keywords that are too general make it difficult to reach potential customers, so you might make less money.

If you choose a generic keyword like "bags" to promote your luggage products, your ad could appear to people searching for unrelated items like "tea bags" and "vacuum cleaner bags." Making your keywords more specific and adding words that describe what you sell might help you reach the right customers with your ads. In this case, you could choose more relevant keywords like "luggage bags," "carry-on travel bags," and "buy luggage online."

Tips

- **Choose your keywords carefully.** Include terms or phrases that your customers would use to describe your products or services. Make sure your keywords directly relate to the theme of your ad and the page you're directing your customers to. Keywords of two or three words tend to work most effectively.
- **Group similar keywords.** Try grouping your keywords into themes. These themes can be based on your products, services, or other categories. For example, if you sell rings, you can have a group of keywords for "engagement rings" and another group of keywords for "wedding rings." Then you can create separate ad groups for these groups of keywords and have specific ads for "engagement rings" and specific ads for "wedding rings."
- **Pick the right number of keywords.** Most advertisers find it useful to have somewhere between five and 20 keywords per ad group.

Keyword bidding

Keywords also help determine how much you pay. Each of your keywords has a CPC bid amount. These bids specify the maximum amount you're willing to pay each time someone clicks your ad. This is called the maximum cost-per-click (max. CPC). However, you might not need to pay the full max. CPC amount for each click. An auction is run every time a customer searches, which determines which ads show for this search and in what order.

The AdWords system evaluates your keyword for each auction and calculates its Quality Score. The Quality Score is based on the recent performance of the keyword and your ad, how relevant the two are to the search term, and other factors. The higher the score, the lower the bid requirement.

Tip

If you're just beginning to use AdWords, you might want to use automatic bidding. With this type of bidding, you set a target 30-day budget, and AdWords sets your bids for you, aiming to bring you the most clicks possible within that budget. If you want more control over your keyword bids, choose manual bidding so you can set each bid yourself.

When setting your maximum CPC bids, consider the value of a click. How much is it worth to you to have someone visit your website? If high value, then you might want to set a higher bid. In general, a higher CPC bid can allow your ad to show at a higher position on the page.

Improving clickthrough rate with negative keywords

Negative keywords help make sure that your ad *doesn't* show for searches that include that term, which can help you reduce costs. Negative keywords work with your normal keywords to show

your ads just to the audience you want. For example, if you sell dog clothes but your business doesn't carry any cat clothes, you can add "cat" as a negative keyword to make sure your ad doesn't appear to people looking for cat clothes.

updated 03/19/2013

Using keyword matching options

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497836&topic=2799762&path=2799684-2799680-2951627&ctx=leftnav>

March 29, 2013

You can use match types with your keywords to help control which searches can trigger your ad. Ranging from broad to narrow, here are the different match types: broad match, broad match modifier, phrase match, exact match, and negative match.

In general, the broader the keyword matching option, the more traffic potential that keyword has; while the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your [return on investment \(ROI\)](#).

About keyword match types

Each match type, which is specified by a special symbol, will trigger your ad to show for a customer's search in different ways.

The chart below serves as an introduction to the different match types, and we'll give more information on each option in the sections below.

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	are synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>woman's hats</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-baseball	are searches without the term	<i>baseball hats</i>

How keyword match types work

Here's an overview of each match type, in order from broad to narrow:

Broad match

The default matching option, broad match means that your ad may show if a search term contains your keyword terms in any order, and possibly along with other terms. Your ads can also show for close variations of your keywords.

Sticking with the broad match default is a great choice if you don't want to spend a lot of time building your keyword lists and want to capture the highest possible volume of ad traffic.

Example

Broad match keyword	Ads may show on searches for
women's hats	women's hats buy ladies hats womens caps hats for girls womans hats Buy red hats for women

Broad match modifier

You can add a modifier, a plus sign (+), to any of the terms that are part of your broad match keyword phrase. By adding a modifier, your ads can only show when someone's search contains those modified terms, or close variations of the modified terms, in any order.

Unlike broad match keywords, modified broad match keywords won't show your ad for synonyms or related searches. For this reason, it adds an additional level of control. Using broad match modifier is a good choice if you want to increase relevancy even if it means you might get less ad traffic than broad match.

Example

Broad match modifier	Ads may show on searches for	Ads won't show on searches for
+women's +hats	women's hats buy women's hats Hats for women	helmets for women women's visors

Phrase match

With phrase match, your ad can show when someone searches for your exact keyword, or your exact keyword with additional words before or after it. We'll also show your ad when someone searches for close variations of that exact keyword, or with additional words before or after it.

Using phrase match can help you reach more customers, while still giving you more precise targeting. In other words, your keywords are less likely to show ads to customers searching for terms that aren't related to your product or service.

To use a phrase match keyword, simply surround the entire keyword with quotation marks. For example, "women's hats".

Example

Phrase match keyword	Ads may show on searches for	Ads won't show on searches for
"women's hats"	women's hats buy women's hats woman's hats Women's hats	girls hats womens baseball hats

Exact match

With exact match, your ads can appear when someone searches for your exact keyword, without any other terms in the search. We'll also show your ad when someone searches for close variations of that specific keyword.

Unlike phrase match, if someone searches for additional words before or after your exact keyword, your ad won't show. Using exact match means that your keywords are targeted more precisely than broad match or phrase match.

To use an exact match keyword, simply surround the entire keyword with brackets. For example, [women's hats].

Example

Exact match keyword	Ads may show on searches for	Ads won't show on searches for
[women's hats]	women's hats woman's hats	buy women's hats women's hats on sale

Negative match

You can use negative match prevent your ad from showing to people searching for certain terms. Your ad won't show if a search term contains the keyword term you define with a minus sign (-) prefix. Negative keywords are an especially useful way to filter out irrelevant traffic and thus prevent unwanted clicks.

As shown in the screenshot below, negative keywords have their own section (which is minimized by default) below your keyword table. When you create a negative keyword (or make one from an existing keyword by adding the negative symbol), it will show up there. Note that you can use negative keywords in conjunction with other match types. For example, you could use an exact match negative keyword to prevent your ad from showing to people who searched for that exact keyword.

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Search

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- Campaign #5
- Sweet tea

All online campaigns

All online campaigns

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All but deleted keywords Segment Filter Columns Search View Change Histc

1 Clicks

0 Jul 19, 2012 Jul 25, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
<input type="checkbox"/>	Black tea	Sweet tea	Black tea	<input type="checkbox"/> Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Oolong tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Green tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	White tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Blooming tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	Oolong Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Black Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Herbal Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	White Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Organic Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search						0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network						0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords						0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 ▾ 14 1 - 10 of 11 ▶ ▷

Negative keywords

Ad group level Campaign level Keywords | Keyword lists

Add Edit Delete Download Add Edit Delete Download

↑ Negative keyword Campaign Ad group

Coffee	Broad match	Save	Cancel
--------	-------------	------	--------

Show rows: 10 ▾ 1 - 1 of 1

↑ Negative keyword Campaign

There are no campaign level negative keywords.

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Example

If your keyword is *baseball hats* and you add the negative keyword *-baseball* your ad won't appear for any searches that contain the word *baseball*.

Negative match keyword	Ads may show on searches for	Ads won't show on searches for
-baseball	women's hats sun hats	baseball hats baseball caps

It's important to keep in mind that you should only add the minus sign (-) prefix to the keyword that you don't want to trigger your ad, like *-baseball* as shown in this example.

Notes

- Close variations include misspellings, singular and plural forms, acronyms, stemmings (such as *floor* and *flooring*), abbreviations, and accents.
- For broad match keywords, your ads are also eligible to appear for related searches or when someone searches for synonyms of your keywords.
- Since we'll automatically show your ads for close variations in your new and existing campaigns, there's no need to separately add variations of your keyword.
- Keywords aren't case-sensitive, which means they're matched without regard to upper-case or lower-case letters. For example, you don't need to enter *women's hats* and *Women's Hats* as keywords -- just *women's hats* will cover both.

How to narrow your exact match and phrase match targeting

As mentioned in the sections above on exact match and phrase match, we'll show your ads for close variations of your exact match and phrase match keywords. We recommend doing so to maximize your potential to show your ads on relevant searches.

You can narrow your exact match and phrase match targeting for new campaigns or existing ones. Just remember that doing so means your ads won't show for close variations of both your exact match and phrase match keywords.

Keep in mind

To narrow your exact match and phrase match targeting, you'll need to choose one of the following campaign types when you create your campaign or already be using one of these campaign types:

- "Search Network only - All features"
- "Search & Display Networks - All features"

Learn about the different [campaign types available](#)

If you have a different campaign type, you won't be able to restrict your matching options. You can switch your campaign type at any time. Keep in mind that doing so may hide or deactivate some

features that affect ad serving.

Follow these steps to restrict exact and phrase matching:

1. Sign in to your AdWords account at <http://adwords.google.com/>.
2. Click the **Campaigns** tab.
3. If you'd like to restrict your exact and phrase matching for a new campaign, click **+ New campaign**. If you'd like to restrict your exact and phrase matching for an existing campaign, select that campaign and click the **Settings** tab.
4. Scroll to the "Advanced settings" section. Click the **Keyword matching options** link. Keep in mind that if you don't see the link, it might be because you can only restrict your exact and phrase matching for certain campaign types, like "Search Network only - All features."

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- Campaign #5
- Campaign #6
- Campaign #7
- Sweet tea
- Black tea
- Green tea
- New Ad Group

[All online campaigns >](#)
Campaign: Sweet teaEnabled Type: **Search & Display Networks - All features** Budget: **\$5.00/day** Targeting: **All devices English Canada; United States**[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Ad extensions](#) [Dimensions](#) [Display Network](#) [All settings](#) [Locations](#) [Ad Schedule](#)**Campaign settings****General**Campaign name **Sweet tea** [Edit](#)Type [?](#) **Search & Display Networks - All features** [Edit](#)**Networks**Networks [?](#) [All](#) [Edit](#)**Desktops & laptops, mobile devices and tablets**Devices [?](#) [All](#) [Edit](#)**Locations**

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#) [View location info »](#)

[⊕ Location options \(advanced\)](#)**Languages**

Languages [?](#) What languages do your customers speak?
English [Edit](#)

Bidding and budgetBidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[⊕ Delivery method \(advanced\)](#)**Ad extensions**

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

- [⊕ Schedule: Start date, end date, ad scheduling](#)
- [⊕ Ad delivery: Ad rotation, frequency capping](#)
- [⊕ Demographic](#)
- [⊕ Social settings](#)
- [⊖ Keyword matching options](#)

Exact and phrase match [?](#)

Search Network only

 Include plurals, misspellings, and other close variants Do not include close variants Save Cancel

- [⊕ Automatic campaign optimization \(Display Network only\)](#)
- [⊕ Experiment BETA](#)
- [⊕ IP exclusions](#)
- [⊕ Tracking URL for dynamic links](#)

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There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

5. In the "Exact and phrase match" section, select **Do not include close variants**.

How to choose the right keyword match types

When choosing the appropriate match type for a keyword, we typically recommend following a broad-to-narrow strategy. This will make it easier to compare and filter for relevance based on observed performance. To get started, trying using the [Keyword Tool](#) to brainstorm for keyword ideas and explore the keyword variations that could trigger your ad.

As your broad matches quickly gather impressions and clicks, review the [search terms report](#) to monitor which keyword variations triggered your ads. You can use the "Match type" column in your search terms report to see how closely the search terms that triggered your ads on Google are related to the keywords in your account. Then, you can use this information to get an idea of which match types you might want to use for your keywords. For example, if you find that most of the variations shown in your search terms report are irrelevant to what you're advertising, consider making your keyword match types more specific.

The search terms report can also help you identify new search terms with high potential that you'll want to add as keywords, and weed out any terms that aren't as relevant to your business by adding them as negative keywords.

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All but deleted keywords Segment Filter Columns Search View Change Histc

1 Clicks

Jul 19, 2012 Jul 25, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Labels	Qual. Pos.	Dest. score
Black tea			Broad match	\$1.25	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
Oolong tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
Green tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
White tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
Blooming tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
Oolong Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
Black Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
Herbal Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
White Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
Organic Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--	
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--	
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--	

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+ Negative keywords

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Note

As you get started with keyword match types, keep in mind that you can use them with campaigns that show ads on the Search Network or both the Search and Display Networks combined. Learn more about [network settings](#).

updated 03/19/2013

Using broad match - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=249782&topic=2799762&path=2799684-2799680-2951627&ctx=leftnav>

March 29, 2013

When you use broad match, your ads automatically run on relevant variations of your keywords (including misspellings), even if these terms aren't in your keyword lists. This helps you attract more visitors to your website, spend less time building keyword lists, and focus your spending on keywords that work.

Broad match is the default match type that all your keywords are assigned if you don't specify another match type (exact match, phrase match, or negative match). The Google AdWords system automatically runs your ads on relevant variations of your keywords, even if these terms aren't in your keyword lists.

Keyword variations can include synonyms, singular and plural forms, possible misspellings, and phrases containing your keywords.

Example

Broad match keyword: Ads may show on searches for:

low-carb diet plan	carb-free foods low-crab diets low calorie recipes Mediterranean diet plans low-carbohydrate dietary program
--------------------	--

How broad match can help you

You can set any or all of your search-targeted keywords to broad match to help you do the following:

- **Get more clicks and conversions for your ads:** Variations of broad-matched keywords account for one-third of all Google search clicks and conversions, so using broad match can help you get additional relevant traffic.
- **Spend less time building keyword lists:** You don't have to think of every possible keyword variation -- our system does the work for you. That's a time saver, since 20 percent of the queries Google receives each day are ones we haven't seen in at least 90 days. This unpredictable search behavior can make it nearly impossible for you to create a keyword list using only exact match that covers all possible relevant queries.
- **Spend your money on keywords that work:** If your ad receives no clicks on a particular keyword variation, our system will quickly stop showing your ads for that and similar search queries. This prevents you from accruing click charges for keyword variations that aren't working and helps you focus on the keywords that work.

When other options might be more helpful

- Your Quality Score helps determine where your ad shows, and broad match keywords may contribute to a low [Quality Score](#) if your keywords appear relevant for too many queries. For example, consider the one-word keyword "hose" (and one-word keywords are almost always too general). You may sell garden hoses, but your keyword will also be relevant to queries for automotive hoses, hosiery, fire hoses, and more.
- You'll generally achieve a higher [Clickthrough rate \(CTR\)](#) with exact and phrase match because your ads include the exact terms your customers are searching on.

Use broad match modifier for more control over broad match

Adding modified broad match keywords can increase campaign clicks and conversions, while providing more precise control than broad match. Modified broad match lets you specify that certain broad match keyword terms, or their close variants, must appear to trigger your ad. Close variants include misspellings, singular/plural forms, abbreviations and acronyms, and stemmings (such as "floor" and "flooring"). Variants don't include synonyms or related searches.

Tips

- We suggest using a combination of two or more keyword match types to run an effective ad campaign. If you use broad and phrase match, for example, you'll reach a broader audience while also controlling who can see your ad.
- If you want to make sure your ads don't show for a certain search query, add that term to your ad group or campaign as a [negative keyword](#).
- Pausing or deleting a keyword won't stop one of your active broad-matched keywords from "expanding" to that term. For example, if your ad group contains the broad-matched keywords flowers and tulips, and you pause the keyword tulips, your ads could still potentially show for the search query tulips, since it's similar to the active broad-matched keyword flowers.

updated 03/19/2013

Using phrase match

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497584&topic=2799762&path=2799684-2799680-2951627&ctx=leftnav>

March 29, 2013

With phrase match, you can show your ad to customers who are searching for your exact keyword and close variants of your exact keyword, with additional words before or after. Phrase match is more targeted than the default *broad match*, but more flexible than *exact match*. It gives you more control over how closely the keyword must match someone's search term so your ad can appear.

How phrase match works

With phrase match, your ad can appear when people search for your exact phrase, even if they include one or more words before or after it. We'll also show your ad when someone searches for a close variant of your phrase match keyword. Close variants include misspellings, singular and plural forms, acronyms, stemmings (such as *floor* and *flooring*), abbreviations, and accents. Word order is important with phrase match, meaning that your ad won't appear if someone enters an additional word in the middle of your keyword.

Phrase match is more flexible than exact match, but is more targeted than the default broad match option. With phrase match, you can reach more customers, while still showing your ads to customers who are most likely searching for your product or service.

Example

Phrase match keyword:	Ads may show on searches for:	Ads won't show on searches for:
tennis shoes	red leather tennis shoes buy tennis shoes on sale red tenis shoes	shoes for tennis tennis sneakers laces

Note

We'll use your exact keyword - and not close variants - to determine your [Quality Score](#) and [first page bid estimate](#).

How phrase match can help you

You can set any or all of your search-targeted keywords to phrase match to help you do the following:

- **Create ads with the same keywords your customers search on:** You can [view the search terms](#) your customers were using when they clicked your ad. Then add the words and phrases you find to your keyword list, and use exact phrases in your new ads to reach customers who are more likely to be interested in your product or service.
- **Increase your clickthrough rate (CTR):** Phrase match increases the likelihood of a click

because your ad shows only when it matches the searcher's phrase. It also helps decrease unwanted impressions for search terms that don't match your phrase.

- **Have your ad text appear in bold:** Whenever your exact keyword matches someone's search term, your keyword will appear in bold. This can help attract a searcher's attention when your ad appears. Plus, you can't manually add bold text or other formatting to your ad text, so phrase match is a good matching option to make your ad more noticeable.

When other match types might be more helpful

- **Exact match is a better option** if you know your customers well and want your ad to trigger with the exact words they search for.
- **Broad match may be a better option** if you are trying to reach a wider audience than what phrase match can provide.

Tip

We suggest using a combination of two or more keyword match types to run an effective ad campaign. If you use broad and phrase match, for example, you'll reach a broader audience while also controlling who can see your ad.

How to narrow your exact match and phrase match targeting

We'll show your ads for close variations of your exact match and phrase match keywords. We recommend doing so to maximize your potential to show your ads on relevant searches.

You can narrow your exact match and phrase match targeting for new campaigns or existing ones. Just remember that doing so means your ads won't show for close variations of both your exact match and phrase match keywords.

Keep in mind

To narrow your exact match and phrase match targeting, you'll need to choose one of the following campaign types when you create your campaign or already be using one of these campaign types:

- "Search Network only - All features"
- "Search & Display Networks - All features"

Learn about the different [campaign types available](#)

If you have a different campaign type, you won't be able to restrict your matching options. You can switch your campaign type at any time. Keep in mind that doing so may hide or deactivate some features that affect ad serving.

Follow these steps to restrict exact and phrase matching:

1. Sign in to your AdWords account at <http://adwords.google.com/>.
2. Click the **Campaigns** tab.
3. If you'd like to restrict your exact and phrase matching for a new campaign, click **+ New**

campaign. If you'd like to restrict your exact and phrase matching for an existing campaign, select that campaign and click the **Settings** tab.

4. Scroll to the "Advanced settings" section. Click the **Keyword matching options** link. Keep in mind that if you don't see the link, it might be because you can only restrict your exact and phrase matching for certain campaign types, like "Search Network only - All features."
5. In the "Exact and phrase match" section, select **Do not include close variants**.

updated 03/16/2013

Using exact match - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497825&topic=2799762&path=2799684-2799680-2951627&ctx=leftnav>

March 29, 2013

With exact match, you can show your ad to customers who are searching for your exact keyword, or close variants of your exact keyword, exclusively. Of the four keyword matching options, exact match gives you the most control over who sees your ad, and can result in a higher clickthrough rate (CTR).

How exact match works

With exact match, your ads will appear when someone searches for your exact keyword, without any additional words before, after, or in the middle of your keyword. We'll also show your ad when someone searches for close variants of your keyword. Close variants include misspellings, singular and plural forms, acronyms, stemmings (such as *floor* and *flooring*), abbreviations, and accents.

When you use exact match, you might not receive as many impressions or clicks, but you'll probably see a higher [clickthrough rate \(CTR\)](#). That's because your ads can appear to people who are searching for terms that are almost exactly related to your product or service.

Example

Exact match keyword	Ads may show on searches for	Ads won't show on searches for
[tennis shoes]	tennis shoes tenis shoes	red tennis shoes buy tennis shoes

Note

We'll use your exact keyword - and not close variants - to determine your [Quality Score](#) and [first page bid estimate](#).

How exact match can help you

- Limit who sees your ad:** You can use exact match to limit who sees your ad to only those who search for your exact keywords or close variants of your exact keywords. These are the people who are likely most interested in what you offer.
- Have your ad text appear in bold:** Whenever your exact keyword matches someone's search term, your keyword will appear in bold. Your keyword in bold can help attract someone's attention when your ad appears. You can't manually add bold text or other formatting to your ad text, so exact match is a good matching option to make your ad more noticeable.

When other options might be more helpful

- Building and maintaining a list of exact match keywords, including choosing maximum bids for each keyword, requires a time commitment that's difficult for those with busy schedules.
- With exact match, you probably won't receive as many impressions, clicks, or conversions as you would with other matching options. However, the traffic you do receive could be more interested in your product or service.

Get help building your keyword list

To make sure you include as many exact matches as you can, there are a couple of things you can do:

- **Run a search terms report** to see a list of search terms that people have used before seeing your ad and clicking it.
- **Use the Keyword Tool** to find all the relevant variations of words you might not have thought to add to your keyword list. You'll find the tool by clicking the **Tools and Analysis** tab in your account.

Then, you can add to your keyword list the words and phrases you find that match your business, and use those terms in your new ads.

Tips

- We suggest using a combination of two or more keyword match types to run an effective ad campaign. If you use broad and exact match, for example, you'll reach a broader audience while also precisely targeting who can see your ad.
- If you want to make sure that your ads don't show for a certain search term, add that term to your ad group or campaign as a [negative keyword](#).

How to narrow your exact match and phrase match targeting

We'll show your ads for close variations of your exact match and phrase match keywords. We recommend doing so to maximize your potential to show your ads on relevant searches.

You can narrow your exact match and phrase match targeting for new campaigns or existing ones. Just remember that doing so means your ads won't show for close variations of both your exact match and phrase match keywords.

Keep in mind

To narrow your exact match and phrase match targeting, you'll need to choose one of the following campaign types when you create your campaign or already be using one of these campaign types:

- "Search Network only - All features"
- "Search & Display Networks - All features"

Learn about the different [campaign types available](#)

If you have a different campaign type, you won't be able to restrict your matching options. You can

switch your campaign type at any time. Keep in mind that doing so may hide or deactivate some features that affect ad serving.

Follow these steps to restrict exact and phrase matching:

1. Sign in to your AdWords account at <http://adwords.google.com/>.
2. Click the **Campaigns** tab.
3. If you'd like to restrict your exact and phrase matching for a new campaign, click **+ New campaign**. If you'd like to restrict your exact and phrase matching for an existing campaign, select that campaign and click the **Settings** tab.
4. Scroll to the "Advanced settings" section. Click the **Keyword matching options** link. Keep in mind that if you don't see the link, it might be because you can only restrict your exact and phrase matching for certain campaign types, like "Search Network only - All features."
5. In the "Exact and phrase match" section, select **Do not include close variants**.

updated 03/19/2013

Add negative keywords to your campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453972&topic=2799762&path=2799684-2799680-2951627&ctx=leftnav>

March 29, 2013

Negative keywords can help you reach the most interested customers, reduce your costs, and increase your return on investment. When you add terms as negative keywords (for "Search Network only" and "Search & Display Networks" campaigns) or as keyword exclusions (for "Display Network only" campaigns), your ad won't show to people searching for those terms or visiting sites that contain those terms.

With negative keywords, you can:

- Prevent your ad from showing to people searching for or visiting websites about things you don't offer.
- Show your ads to people who are more likely to click them.
- Reduce costs by excluding keywords where you might be spending money but not getting a return.

When you select negative keywords, you'll want to choose search terms that are similar to your keywords, but signal that people are looking for a different product.

Example

Let's say you're an optometrist who sells glasses. You'd want to prevent your ad from showing to someone searching for or visiting webpages that contain terms like "wine glasses" and "drinking glasses," since that person isn't likely to buy a pair of your eyeglasses.

Add negative keywords ("Search Network only" or "Search & Display Networks" campaigns)

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the campaign or the ad group that you'd like to add negative keywords to.
3. Select the **Keywords** tab.

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 - Sweet tea

All online campaigns

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All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ Search

Clicks

0

Jul 12, 2012

Jul 18, 2012

Select an ad group

Choose... ▾

Add keywords

Add your keywords below, one per line.

To choose relevant keywords, try to imagine how your customers would describe your products or services.

Want to create keywords, bids, and URLs in bulk? [Add keywords by spreadsheet](#)

Add your keywords here

 Need ideas? Try the [Keyword Tool](#) or check out these sample keywords based on a scan of your website.
Advanced: learn how to use [keyword match types](#) for more control.

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

[Save](#)[Cancel](#)

- All online campaigns
- Campaign #1
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 - Campaign #4
 - Campaign #5
 - Sweet tea

	Keyword	Campaign	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Labels Pos. ?	Qual. score ?	Dest. URL ?
□	● Black tea	Sweet tea	Black tea	☐ Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Oolong tea	Sweet tea	Green tea	☐ Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Green tea	Sweet tea	Green tea	☐ Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● White tea	Sweet tea	Green tea	☐ Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Blooming tea	Sweet tea	Green tea	☐ Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
□	● Oolong Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Black Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Herbal Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
□	● White Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Organic Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
	Total - Search ?					0	0	0.00%	\$0.00	\$0.00	0	--	
	Total - Display Network ?					0	0	0.00%	\$0.00	\$0.00	0	--	
	Total - all keywords										0	--	

Go to page: Show rows: ▾ ▲ ▾ ▲ 1 - 10 of 11 ▾ ▾

⊕ Negative keywords ?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

Help

Help Center

4. Scroll down to find the negative keywords section below the main keywords table. Expand the section by clicking "+".



Help Sign out

All online campaigns

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All but deleted keywords Segment Filter Columns Clicks

View Change Hist

0 Jul 12, 2012 Jul 18, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
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Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 1 4 1 - 10 of 11

+ Negative keywords

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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5. You'll see two tables: "Ad group level" and "Campaign level."

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Campaigns	Ad groups	Settings	Ads	Keywords	Ad extensions	Dimensions	Display Network						
All but deleted keywords	Segment	Filter	Columns										
View Change Hist.													
<input type="button" value="Add keywords"/> <input type="button" value="Edit"/> <input type="button" value="Change status..."/> <input type="button" value="Keyword details..."/> <input type="button" value="Automate..."/> <input type="button" value="More actions..."/> <input type="button" value="Labels"/>													
Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
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Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
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Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 1 - 10 of 11

Negative keywords

Ad group level

Add	Edit	Delete	Download
Negative keyword	Campaign	Ad group	
<input type="checkbox"/> Coffee	Sweet tea	Black tea	

Show rows: 10 1 - 1 of 1

Campaign level

Add	Edit	Delete	Download
Name	Campaign		
<input type="checkbox"/> Example list	Sweet tea		

Show rows: 10 1 - 1 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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- To add negative keywords to an ad group, click the **+ Add** button in the "Ad group level" table. To add negative keywords to a campaign, click the **Add** button in the "Campaign level" table.

7. Add your negative keywords, one per line. There's no need to include a negative sign (-) before each keyword. If you add broad-matched negative keywords, you'll need to add their plural versions, such as "wines." To add a negative phrase-matched keyword, surround the term with quotation marks. To add a negative exact-matched keyword, surround the term with brackets.

Note

Make sure that your negative keywords don't overlap with your regular keywords, because this will cause your ad not to show.

8. Click **Save**.

Edit, delete, or download negative keywords ("Search Network only" or "Search & Display Networks" campaigns)

Once you add negative keywords to your campaigns, you can edit, delete, or download them.

To get started, follow these steps:

1. Select the campaign or the ad group that includes the negative keywords you'd like to edit, delete, or download.
2. Select the **Keywords** tab.

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All online campaigns

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All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ Search

Clicks

0

Jul 12, 2012

Jul 18, 2012

Select an ad group

Choose... ▾

Add keywords

Add your keywords below, one per line.

To choose relevant keywords, try to imagine how your customers would describe your products or services.

Want to create keywords, bids, and URLs in bulk? [Add keywords by spreadsheet](#)

Add your keywords here

 Need ideas? Try the [Keyword Tool](#) or check out these sample keywords based on a scan of your website.
Advanced: learn how to use [keyword match types](#) for more control.

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

[Save](#)[Cancel](#)

- All online campaigns
- Campaign #1
 - Campaign #3
 - Campaign #4
 - Campaign #5
 - Sweet tea

	Keyword	Campaign	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Labels Pos. ?	Qual. score ?	Dest. URL ?
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□	● Herbal Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
□	● White Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Organic Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
	Total - Search ?					0	0	0.00%	\$0.00	\$0.00	0	--	
	Total - Display Network ?					0	0	0.00%	\$0.00	\$0.00	0	--	
	Total - all keywords										0	--	

Go to page: Show rows: ▾ ▲ ▾ ▲ 1 - 10 of 11 ▾ ▲ ▾

⊕ Negative keywords ?

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Help

Help Center

3. Scroll down to find the negative keywords section below the main keywords table. Expand the section by clicking the **+Negative keywords** link.



Help Sign out

All online campaigns

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All but deleted keywords Segment Filter Columns Clicks

View Change Hist

0 Jul 12, 2012 Jul 18, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
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Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 1 4 1 - 10 of 11

+ Negative keywords

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4. You'll see two tables: "Ad group level" and "Campaign level."

Home Campaigns Opportunities Tools and Analysis ▾ Billing My account ▾

Search All online campaigns Last 7 days Jul 12, 2012 - Jul 18, 2012

All online campaigns Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted keywords Segment Filter Columns Clicks Search View Change Hist

0 Jul 12, 2012 Jul 18, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 14 1 1 - 10 of 11

□ Negative keywords

Ad group level Campaign level Keywords | Keyword lists

Add	Edit	Delete	Download	Name	Campaign
<input type="checkbox"/>				<input type="checkbox"/>	Negative keyword
<input type="checkbox"/>				<input type="checkbox"/>	Campaign
<input type="checkbox"/>				<input type="checkbox"/>	Ad group
<input type="checkbox"/>				<input type="checkbox"/>	
<input type="checkbox"/>				<input type="checkbox"/>	Coffee
				<input type="checkbox"/>	Sweet tea
				<input type="checkbox"/>	Black tea

Show rows: 10 1 - 1 of 1

Add	Edit	Delete	Download	Name	Campaign
<input type="checkbox"/>				<input type="checkbox"/>	Name
<input type="checkbox"/>				<input type="checkbox"/>	Example list
				<input type="checkbox"/>	Sweet tea

Show rows: 10 1 - 1 of 1

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Follow these steps to edit your negative keywords:

- Select the checkboxes next to the negative keywords you'd like edit.

2. Click **Edit** in the "Ad group level" table or the "Campaign level" table. Make your changes to each individual negative keyword in the boxes that appear. Select a match type from the drop-down menu to change each negative keyword's match type.

Google AdWords

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Home Campaigns Opportunities Tools and Analysis Billing My account

Search

All online campaigns Last 7 days
Jul 12, 2012 - Jul 18, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted keywords Segment Filter Columns

View Change Hist.

1 Clicks

Jul 12, 2012 Jul 18, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 1 - 10 of 11

Negative keywords

Ad group level

Number of negative keywords being edited: 1

Save **Cancel**

Negative keyword	Campaign	Ad group	
Coffee	Broad match	Sweet tea	Black tea

Show rows: 10 1 - 1 of 1

Campaign level **Keywords | Keyword lists**

Add Edit Delete Download

Name	Campaign
Example list	Sweet tea

Show rows: 10 1 - 1 of 1

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3. Click **Save**.

Follow these steps to delete your negative keywords:

1. Select the checkboxes next to the negative keywords you'd like to delete.
2. Click **Delete** in the "Ad group level" table or the "Campaign level" table.

Home Campaigns Opportunities Tools and Analysis ▾ Billing My account ▾

Search All online campaigns Last 7 days Jul 12, 2012 - Jul 18, 2012

All online campaigns

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted keywords Segment Filter Columns Clicks Search View Change Hist

Jul 12, 2012 Jul 18, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 14 1 1 - 10 of 11

Negative keywords

Ad group level Campaign level Keywords | Keyword lists

Add	Edit	Delete	Download	Name	Campaign
<input checked="" type="checkbox"/>	Negative keyword				
<input checked="" type="checkbox"/>	Coffee	Sweet tea	Black tea		

Show rows: 10 1 - 1 of 1

Add	Edit	Delete	Download	Example list	Campaign
<input type="checkbox"/>				Sweet tea	

Show rows: 10 1 - 1 of 1

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Follow these steps to download your negative keywords:

- Select the checkboxes next to the negative keywords you'd like to download.

2. Click **Download** in the "Ad group level" table or the "Campaign level" table.
3. You'll see a "Download and schedule report" section. Enter a name for your report in the "Report name" box. Select a format for your file from the "Format" drop-down menu.

The screenshot shows the Google AdWords interface. On the left, there's a sidebar with navigation links like Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main area displays 'All online campaigns' with a list of keywords under 'Sweet tea' campaign. A timeline at the top shows data from Jul 12, 2012, to Jul 18, 2012. Below the timeline is a detailed keyword performance table. At the bottom of the page, there are sections for 'Negative keywords', 'Ad group level', 'Campaign level', and 'Keywords | Keyword lists'.

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

At the bottom of the main content area, there's a note about reporting being non-real-time and a link to learn more. The footer includes links to Help Center, Privacy Policy, and Copyright information.

4. Click **Create**.

Exclude keywords ("Display Network only" campaigns)

You can limit the visibility of your ads on the Google Display Network by excluding keywords. When you exclude keywords from your campaign or ad group, AdWords avoids showing your ads on

Display Network sites that contain those terms.

Your negative keywords don't have to be comprehensive. For example, to prevent ads from showing on placements about wine glasses, adding the negative keyword **-wine** should do the trick. An exception to this is compound keywords, like "baby spinach." If you were to just use the negative keyword **-baby**, your ad might still appear on pages that contain the term "baby spinach" because the meaning changes when "baby" and "spinach" are combined.

If you exclude keywords from an ad group with placements, your ads will be less likely to appear on placements about the excluded keywords that you've selected. However, excluded keywords aren't as precise on the Display Network as they are on search, so your ad may still occasionally appear on pages containing these terms depending on the other keywords in your ad group.

Example

Let's say you select five different shopping websites as placements, then add the negative keyword **-wine** to the ad group. Your ad may appear on any of the five websites, but it will be less likely to appear on pages of those websites that are about wine glasses.

Here's how to exclude keywords:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the campaign or the ad group that you'd like to exclude keywords from.
3. Click the **Display Network** tab.
4. Click the **Exclusions** link below the statistics tabel. You might need to scroll down to find it.
5. Click the **Keywords** tab.
6. You'll see two tables: "Ad group level" and "Campaign level."
7. To exclude keywords from an ad group, click the **Add exclusions** button in the "Ad group level" table. To exclude keywords from a campaign, click the **Add exclusions** button in the "Campaign level" table.
8. Add your keywords, one per line.

Note

Make sure that your excluded keywords don't overlap with your regular keywords, because this will cause your ad not to show.

9. Click **Save**.

Tip

Try [excluding sites or categories](#) to limit the visibility of your ads.

Get negative keyword ideas

You can run a search terms report to get negative keyword ideas. The search terms report will show you every search that resulted in your ad being triggered and clicked.

Here's how to run a search terms report:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the campaign or the ad group that you'd like to get negative keyword ideas for.
3. Click the **Keywords** tab.
4. Select the checkboxes next to the keywords that you'd like to run a search terms report for, or you can run a search terms report for all of your keywords. It's best to set the date range menu in the top corner of the page to the "Last 14 days" or "Last 30 days." That way, you should get enough information to help you choose ideas.
5. Click the **Keyword details** button. Click **Selected** to generate the report for the keywords with marked checkboxes. Otherwise, select **All** to generate the report for all the keywords listed.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns

Last 7 days
Jul 12, 2012 - Jul 18, 2012

Campaigns Ad groups Settings Ads **Keywords** Ad extensions Dimensions Display Network

All but deleted keywords Segment Filter Columns Search

View Change Hist

1 Clicks

0 Jul 12, 2012 Jul 18, 2012

+ Add keywords				Edit	Change status...	Keyword details	Automate	More actions...	Labels	Qual. score	Dest. URL			
□	● Keyword	Campaign	Ad group	SEARCH TERMS				TR	Avg. CPC	Cost	Avg. Pos.	Labels		
□	● Black tea	Sweettea	Black tea	Selected				%	\$0.00	\$0.00	0	--	3/10	
✓	● Oolong tea	Sweettea	Green tea	<input type="checkbox"/> Ignore	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
✓	● Green tea	Sweettea	Green tea	<input type="checkbox"/> Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
✓	● White tea	Sweettea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
□	● Blooming tea	Sweettea	Green tea	<input type="checkbox"/> Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
□	● Oolong Tea	Sweettea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
□	● Black Tea	Sweettea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
□	● Herbal Tea	Sweettea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
□	● White Tea	Sweettea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
□	● Organic Tea	Sweettea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search ?							0	0	0.00%	\$0.00	\$0.00	0	--	
Total - Display Network ?							0	0	0.00%	\$0.00	\$0.00	0	--	
Total - all keywords							0	0	0.00%	\$0.00	\$0.00	0	--	

Go to page: 1 Show rows: 10 14 4 1 - 10 of 11

Negative keywords [?](#)

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6. A list of search terms will appear on the page. Check the boxes next to the keywords that you'd like to add as negative keywords, and click the **Add as negative keyword** button.

All online campaigns

Last 7 days
Jun 1, 2012 - Jun 7, 2012

Search term	Match type	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv.	Conv. rate (1-per-click)	View-through Conv.
Other search terms				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
Total				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library

Reports

Automated rules

Custom alerts

Labels

Help

Help Center

Search help center

Note

Make sure that your negative keywords don't overlap with your regular keywords, because this will cause your ad not to show.

7. You can choose to add the negative keywords at the ad group level, or at the campaign level.
8. Click **Save**.

Keep in mind

- Choose your negative keywords carefully. If you use too many negative keywords, then your ads might reach fewer customers.
- If you don't use negative keywords, then your ads could show to people who aren't interested in your business or service. For search campaigns in particular, this can lower your keywords' Quality Score and hurt your return on investment.
- Your ads still might show on searches and pages that contain variations of the terms that you select as negative keywords. Your ads might still show on searches that contain only one of your negative keyword terms if your keyword terms are more than one word. Let's say you add the negative keyword "wine bottle." Your ad might still show for searches and pages that contain "stemless wine glasses," "red wine," or "glass bottle." However, your ad wouldn't show for searches on "red wine bottle," "wine bottle opener," or "bottle opener for wine."
- We still might show your ad when someone searches for a phrase that's longer than 10 words.

words and your negative keyword follows that 10th word. Let's say your negative keyword is "discount." Your ad can show when someone searches for "nice clean hotel rooms in Los Angeles close to beach discount" because your negative keyword is the 11th word in the phrase. On the other hand, we won't show your ad when someone searches for "nice clean hotel rooms in Los Angeles beach views discount" because your negative keyword is the 10th word in the phrase.

Next steps

- Find out how to [create negative keyword lists](#) to use with multiple campaigns.
- Read about other ways to [improve your return on investment](#).

updated 03/16/2013

How to build the best keyword list

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453981&topic=2799736&ctx=topic&path=2799684-2799680-2951627>

March 29, 2013

VIDEO

Basic tips: Choosing and organizing your keywords

1. Think like a customer when you create your initial list.

Write down the main categories of your business and the terms or phrases that might fall under each of those categories. Include terms or phrases your customers would use to describe your products or services.

Example

If you sell men's athletic footwear, you might start off with some basic categories that customers would use, like *men's sports shoes*. You can also add *men's sneakers*, or *men's tennis shoes*, if you find out these are commonly used terms for your products. Expand your list further by including your brand and product names.

Tips

- When you add keywords to an ad group, you can manually enter one keyword per line or add keywords with an embedded spreadsheet. To use a spreadsheet, click the **Add keywords by spreadsheet** link.
- If you'd like to add keywords that contain multiple words (phrases), you don't need to use hyphens or any other punctuation. For example, if you'd like to add the keyword *men's sports shoes*, you would add it to your list as *men's sports shoes*.

2. Select more general or specific keywords depending on your goal.

To reach customers more effectively, select specific keywords that directly relate to your ad's theme. Using more specific keywords would mean that your ad only appears for terms that apply to your business. But keep in mind that if the keywords are too specific, you might not be able to reach as many people as you'd like.

Example

If you sell men's athletic footwear, you might choose specific keywords like *men's cross country shoes*, a type of shoe you offer. That way, for example, your ad would be eligible to appear when someone visits a website about cross country running.

Choose general keywords if you'd like your ad to be eligible to appear for a large number of search terms. In most cases, adding very general keywords might make it difficult to reach potential

customers because your ad could appear for searches that aren't always related to your business. Also, more general keywords can be more competitive and may require higher bid amounts.

Example

If you're a large shoe retail store, you might choose a general keyword like *shoes*. That way, for example, your ad would be eligible to appear when someone searches for a wide variety of shoes or visits websites about fashion.

You should try testing out more and less specific keywords and then decide which ones give you better results. No matter how general or specific your keywords are, they should always be as relevant to your ads and website as possible. Note that it's a good practice to avoid having duplicate keywords in your account as Google shows only one ad per advertiser on a particular keyword.

3. Group similar keywords into themes.

Try grouping your keywords into themes based on your products, services, or other categories. That way, you can create ads about your keyword themes and then, we can show more relevant ads to potential customers when they're searching for a specific product or service. Additionally, you can keep your account better organized if your keywords are grouped into themes.

Example

If you own a candy store, you can have a group of keywords for *chocolate candy* and another group of keywords for *sour candy*. Then, you can create separate ad groups for these groups of keywords and have specific ads for *chocolate candy* and for *sour candy*. That way, we can show potential customers your ad about chocolate candy when they search for one of the keywords in your "chocolate candy" ad group, such as *chocolate truffles*.

4. Pick the right number of keywords.

Most advertisers find it useful to have somewhere between five and 20 keywords per ad group, although you can have more than 20 keywords in an ad group. However, remember to group your keywords into themes. If you use broad match type, you don't need to include other variations of your keywords, like possible misspellings or plural versions. Keywords of two or three words (a phrase) tend to work most effectively.

Example

If your ad group contained the broad match type keyword *tennis shoes*, your ad would be eligible to appear when someone searched for any variation or term in the table below.

Broad match keyword	Ads might appear on searches for these terms
tennis shoes	tennis shoes buy tennis shoes running shoes

tennis sneakers

Did you know...

You can have up to 20,000 individual targeting items (including keywords) per ad group and as many as 5 million individual targeting items in your account. However, most advertisers find that a handful of well-targeted keywords will likely deliver the majority of their relevant clicks.

Intermediate tips: Using the Keyword Tool, negative keywords, and the search terms report

5. Use the Keyword Tool to find and select new keywords.

You can get keyword ideas by using the [Keyword Tool](#). This tool will also show you how often people searched for those keywords idea, which can help you decide which keywords to add without as much guesswork.

Example

If you enter the phrase *chocolate candy* in the Keyword Tool, it might show you *gourmet chocolate candy* or *dark chocolate candy* as additional keywords to consider.

[Try it out](#)

6. Improve your clickthrough rate with negative keywords.

In some cases, you'll want to prevent your ad from showing for terms that aren't relevant to your product or service. Try adding [negative keywords](#) to help you reduce costs and make your ad appear only for the search terms you want.

Example

Let's say you're advertising an online bookstore that only sells new books. If you don't want your ad to appear for used books, you might consider adding the terms *used* and *secondhand* as negative keywords to keep these terms from triggering your ad.

7. Use the search terms report to further improve your keyword list.

The [search terms report](#) gives you information on what people were searching for when they saw your ad. This information can help you remove poorly performing keywords or add new ones. You can also use the search terms report to help you identify negative keywords.

Advanced tips: Using keyword match types and choosing keywords for the Display Network

8. Use keyword match types to better control who sees your ads.

Keyword match types give you greater control over who sees your ads. For example, with the exact match option, you can make your ad eligible to show up only when someone searches for that exact keyword or close variations of that exact keyword, like misspellings or plural versions, and nothing else.

Keywords aren't case-sensitive; they're matched without regard to upper-case or lower-case letters. For example, you don't need to enter *chocolate candy* and *Chocolate Candy* as keywords -- just *chocolate candy* will cover both.

Example

If you sell chocolate candy and want to show your ad to people who are interested in buying chocolate candy only, you might want to add terms like *buy chocolate candy* and *gourmet chocolate candy* as exact match keywords. That way, your ad will be eligible to show when people search for those exact terms or close variations of them only.

9. Choose keywords that relate to the websites your customers see.

On the Display Network, your keyword list helps us show your ads on relevant websites that your customers visit. Try choosing keywords that are related to each other and are related to the websites your customers see. Learn more about choosing keywords for Display Network campaigns.

Since we match your ads to relevant websites using your keywords, all keywords used for Display Network campaigns are considered broad match. You can fine-tune your keywords by excluding certain keywords from ad groups that target the Display Network. Here's an example of when you might want to exclude certain keywords.

Example

Let's say you're an optometrist and you create a keyword list that includes glasses terms. Websites about vision care would target keywords on your list, such as *eye glasses* and *eye exam*. You could also exclude the term *wine* to prevent your ads from appearing on sites about wine glasses.

Next steps

- Learn how to add, edit, or delete your keywords.
- Read more about organizing your account for success.

Top Contributor



What our advertisers are saying

pankaj1782, 03/09/2012

"In addition to the Google Keyword Tool, Google Insights for Search will help you in identifying which terms are most popular in which parts of the world." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/20/2013

Fundamentals

Keyword targeting

- Keyword management & troubleshooting

How to build the best keyword list

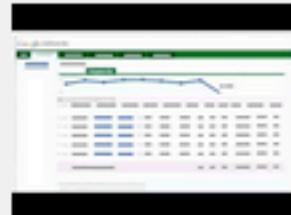
Understanding your keyword status

How to build the best keyword list

Selecting the right keyword list for your campaign can help you show your ads to the customers you want, as they search for specific terms or visit certain websites. The keywords you choose should match the terms your potential customers would use to find your products or services. Click the links below to check out some tips that can help you build an effective keyword list.

- Basic tips: Choosing and organizing your keywords
- Intermediate tips: Using the Keyword Tool, negative keywords, and the search terms report
- Advanced tips: Using keyword match types and choosing keywords for the Display Network

VIDEO



How to Choose the Right Keywords

Learn how to select keywords that get your ads in front of thousands of potential customers. Get tips on creating keyword lists; find out how negative keywords can help you reach the right audience and how to discover new keywords with the Keyword Tool.

Understanding your keyword status

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453978&topic=2799736&path=2799684-2799680-2951627&ctx=leftnav>

March 29, 2013

Your keyword status lets you know whether your keywords are active or not. There are a number of different keyword status types, but we try to display the status that's most relevant to your campaign at any time. You can see your keyword status in the "Status" column in your AdWords statistics table, which you can access from the **Keywords** tab.

Where to find your keyword status

You can see your keyword status on the "Status" column in your statistics table. Here's how to access it:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Click the **Keywords** tab.
4. Look at the "Status" column.
5. Next to each keyword, you should see your keyword's current status.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns >
Campaign: Sweet tea

Last 7 days Jul 11, 2012 - Jul 17, 2012

Enabled Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ Search

View Change Hist

1 Clicks

0 Jul 11, 2012 Jul 17, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

	Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
<input type="checkbox"/>	Black tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Oolong tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Green tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	White tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Blooming tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	Oolong Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Black Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Herbal Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	White Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Organic Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 ▾ 14 ▾ 1 - 10 of 11 ▶ ▷

+ Negative keywords ?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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How we show your keyword status

The "Status" column on your **Keywords** tab shows you information about the current state of your keywords at the time you sign in. We'll organize your keyword statuses from statuses that you control to ones that are impacted by other factors, with the statuses that you control trumping ones that are impacted by other factors. That's because any change to a status that you control would have more impact on your account.

Status type

Statuses that you control

Statuses related to where your keyword is in our approval process

Examples

Campaign paused; Deleted

Eligible

Statuses that are impacted by other factors

Low search volume; Below first page bid estimate

Example

Let's say you have a keyword that's enabled, but the campaign the keyword belongs to is paused. We'll display that keyword's status as paused because the campaign's status -- paused -- trumps the keyword's status.

How to interpret your keyword status

You can control some of your keyword statuses, while others are related to where your keyword is in our approval process. Additionally, some statuses let you know whether your keywords are being impacted by other factors, such as low search volume.

Here are the different types of keyword statuses and what they mean:

Keyword status	What it means
Campaign paused	Keywords are inactive because of your campaign status. For example, if your campaign is paused, the keywords in that campaign will also stop showing ads.
Campaign pending	
Campaign deleted	
Campaign suspended	
Campaign ended	
Ad group paused	Keywords are inactive due to your ad group status. For example, if you delete your ad group, then your keyword in that ad group will stop showing.
Ad group deleted	
Ad group incomplete	
Paused	Keyword is inactive because you paused it. Pausing a keyword means that it won't show ads or accumulate new costs until restarted.
Deleted	Keyword is inactive because you deleted it. Deleting a keyword means that it won't show ads.
Eligible	Keyword is active and can show ads. In some cases, your keyword might be marked as Eligible even though it isn't currently showing your ad. That's because your ad's appearance for an eligible keyword can be affected by your bid, Quality Score, or other factors.
Below first	Keyword is active and can show ads. However, your keyword isn't currently

page bid estimate	showing ads on the first page of Google search results.
Disapproved	Keyword is inactive and isn't showing ads. A disapproved keyword usually means there's an issue with one or more of our advertising policies , such as our keyword destination URL policy.
Site suspended	Keyword is inactive and isn't showing ads because the ads in the keyword's ad group are pointing to a site that's not working or has violated one or more of our advertising policies .
Low search volume	Keyword isn't eligible to show because it's associated with very little search traffic on our properties. This means your keyword might not be relevant to people's searches, or maybe it's too specific or unusual. If the number of searches for these keywords increases even in a small amount, your keywords may be reactivated and could start triggering your ads to show again.
Rarely shown due to low quality score	Keyword isn't eligible to show ads due to a low Quality Score. This means you should consider deleting this keyword, and adding a more relevant keyword to your account.

Tips

- Don't do anything if your keyword has a low search volume. If the number of searches for these keywords increases even in a small amount, your keywords may be reactivated and could start triggering your ads to show again. This is particularly relevant if you're advertising a new brand, term, or product.
- Try optimizing your account by [improving your ads and keywords](#).

updated 03/16/2013

How placements and keywords work together

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2580292&topic=2799737&ctx=topic&path=2799684-2799680-2951627>

March 29, 2013

Placements and keywords team up to determine where your ads will appear on the Display Network and how much you'll pay for them. You can choose to show your ads based only on your keyword list, using placements to adjust your bidding. Or, you can use a combination of placements and keywords to refine where your ads are eligible to show.

Keywords or placements for your campaigns

When you're creating campaigns or ad groups for the [Display Network](#) you can use keywords, placements, topics, interest categories, remarketing, age, or gender to show your ads. Keep in mind that the choice is always yours. Plus, if you start to use keywords for your campaign or ad group, you can always add placements later, for example. Or, you could start to use keywords, add placements later, and then decide to stop using keywords entirely. Either way, you're not locking yourself into a choice.

To access all Display Network features and manage a specific budget for your display advertising, you might want to create a "Display Network only - All features" campaign. This would limit your campaign's exposure to just people browsing sites on the Display Network. You can also access all Display Network features when you create a "Search & Display Networks - All features" campaign. Learn more about [campaign types](#).

Using placements

You might want to use placements for your campaign or ad group if you'd like to choose specific places for your ad to appear. This can help you promote your brand by having your ads appear on a certain website or a certain group of sites on the Display Network. Or, you might want to review all the possible placements yourself before selecting them.

Using keywords

If you're most interested in having your ads appear next to relevant content, then using keywords for your campaigns or ad groups might be the right choice for you. For example, if you simply want your ad to appear on sites about tennis, it might be best to start with keywords.

Using keywords and placement to show your ads

When you add placements and keywords to an ad group to target your ads, you restrict your ads to specific sites and show them only when the content of a page is relevant to your keywords. AdWords will automatically find pages in the Display Network with content that matches your keywords, which is called [contextual targeting](#). If a placement has multiple webpages, only pages that match your keywords can show your ads.

Using keywords to refine the targeting for your ads on placements is a good option when you're targeting sites that have a wide variety of content, such as news sites and social networks. That way, your ads will be more likely to appear in relevant locations on those sites. Make sure to

monitor your ad's performance to check that you're seeing the results you want.

Keep in mind

When you use placements and keywords together, the combination won't affect where your ads appear on the Search Network, which only uses keywords to target your ads.

Example

Let's say that for your campaign you create an ad group with managed placements A, B, and C, and the keyword *red roses*.

Your ad will appear on placements A, B, and C only if their content is related to *red roses*. So, if our system determines that matches for *red roses* appear only on A and B, your ad won't appear on placement C, even though you've selected it. Because placement C doesn't have any content about *red roses*, it's not a contextual match for your keyword.

Now, suppose placement A is a website about flowers, with 100 different pages: five about *red roses*, and 95 about other flower varieties. Because contextual targeting happens down to the page level, our system might identify only those five pages about *red roses* as a good match for your keyword. Your ad won't appear on the other 95 pages of A if those pages aren't a good match for your keywords, even though you've targeted the entire website.

Learn more about [targeting settings on the Display Network](#).

How ads that target placements and keywords compete

Ad position

Placement-targeted ads and keyword-targeted ads compete to appear on pages on the Display Network based on their [Ad Rank](#). Ad Rank for placement-targeted or keyword-targeted ads, as well as all other ads targeted to the Display Network, is determined depending on whether the campaign uses cost-per-click (CPC) or cost-per-thousand impressions (CPM) bidding. Here's how your ads compete based on the bidding they're using:

- An ad unit can show one or more text ads or one display ad depending on the Ad Rank and auction results.
- Text ads that are using CPC bidding -- regardless of whether they're keyword-targeted or placement-targeted text ads -- compete with each other to appear on an ad unit that can contain one or more text ads.
- Text ads that are using CPM bidding -- regardless of whether they're keyword-targeted or placement-targeted text ads -- won't appear on an ad unit with other text ads.
- Display ads -- regardless of whether they're keyword-targeted or placement-targeted display ads using CPC bidding or CPM bidding -- compete with each other to appear on an entire display ad unit. Your display ads won't share an ad unit with other ads.

Destination URLs

For Display Network campaigns, you can add a destination URL for a particular managed placement and keyword. If an impression that's served has multiple destination URLs, AdWords will use the URL of the most specific targeting method.

Monitoring your performance data

You can see your performance data, including impressions, for your placement-targeted and keyword-targeted ads.

Impressions for placements you've targeted

When your ad appears on a placement you've chosen, the impression will be reported both as a placement impression and a keyword impression.

You can see your data for placements and keywords by selecting the **Display Network** tab. Keep in mind that you can see your performance data for campaigns that target the Search and Display Networks or the Display Network only.

Here's how to find your statistics:

- To see your managed placement impressions, click the **Placements** tab. Next, click the **Managed placements** link and you'll see a table with your performance data, including impressions.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns Last 7 days
Jul 17, 2012 - Jul 23, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

+ Change display targeting Display Keywords Placements Topics Interests & Remarketing

All but deleted placements ▾ Segment ▾ Filter ▾ Columns ▾

[View Change History](#)

1 Clicks

0 Jul 17, 2012 Jul 23, 2012

Managed placements

Change status... Edit Copy... See details ▾

	Placement	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Dest. URL
<input type="checkbox"/>	Google Play Android Apps > Business	Campaign #3	Ad Group #1	Eligible	\$10.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
<input type="checkbox"/>	Google Play Android Apps > Communication	Campaign #3	Ad Group #1	Eligible	\$10.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
<input type="checkbox"/>	Google Play Android Apps > Finance	Campaign #3	Ad Group #1	Eligible	\$10.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Total - all placements							0	0	0.00%	\$0.00	\$0.00	\$0.00
Total - Display Network							0	0	0.00%	\$0.00	\$0.00	\$0.00

Show rows: 50 ▾ 1 - 3 of 3

Automatic placements

Exclusions

Display Keywords Placements Topics Interests & Remarketing Categories

Campaign level

Add exclusions Delete

Excluded category Campaign

Click the "Add exclusions" button to add exclusions to your campaign.

[Manage IP address exclusions \(Settings tab\)](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- To see your keyword impressions, click the **Display Keywords** tab. You'll see a table with your performance data, including impressions.

Home Campaigns Opportunities Tools and Analysis Billing My account

All online campaigns > Campaign: Sweet tea

Last 7 days Jul 26, 2012 - Aug 1, 2012

Enabled Experiment: Running Edit Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

+ Change display targeting Display Keywords Placements Topics Interests & Remarketing

All but deleted keywords Segment Filter Columns L Download

View Change History

Clicks

0 Jul 26, 2012 Aug 1, 2012

These keywords are also used to show your ads on Google search. To make changes, go to the [Keywords](#) tab.

Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Dest. URL
Black tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Oolong tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Green tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	\$0.00	
White tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Blooming tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Oolong Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Black Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Herbal Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
White Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Organic Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Early Grey	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Total - all Display keywords				0	0	0.00%	\$0.00	\$0.00	\$0.00	
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	\$0.00	

Show rows: 50 1 - 11 of 11

+ Exclusions

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Example

Let's say your ad group has three keywords -- *roses*, *tulips*, and *sunflowers* -- and you have chosen www.example.com as a placement. If AdWords [contextual targeting](#) decides that www.example.com is a match for your keywords and places your ad on that website, it will be reported both as a keyword impression and a placement impression. That's because you have included www.example.com as a placement in this ad group.

Impressions for placements you haven't targeted

When keywords in your ad group trigger your ad to show on a placement that you didn't target, then the impression will be reported both as a keyword impression and placement impression.

You can see your data for placements and keywords by selecting the **Display Network** tab. Keep

in mind that you can see your performance data for campaigns that target search and the Display Network, the Search and Display Networks, or the Display Network only.

Here's how to find your statistics:

- To see your automatic placement impressions, click the **Placements** tab. Next, click the **Automatic placements** link and you'll see a table with your performance data, including impressions.

The screenshot shows the Google AdWords interface with the 'Placements' tab selected. In the top navigation bar, the 'Campaigns' tab is active. The main content area displays 'All online campaigns' with a focus on 'Automatic placements'. A chart titled 'Clicks' shows a single data point at 0 clicks on Jul 18, 2012, extending to Jul 24, 2012. Below the chart, a table lists 'Automatic placements' for various websites and ad groups, including metrics like Clicks, Impr., CTR, Avg. CPC, Avg. CPM, Cost, Total conv. value, Conv. value / cost, and Conv. value / click. The table also includes columns for Sites, Ad group, Campaign, and Targeting mode. At the bottom of the table, there are summary rows for 'Total - Automatic Placements' and 'Total - Display Network'.

Sites	Ad group	Campaign	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Total conv. value	Conv. value / cost	Conv. value / click	Targeting mode
example.com	Sweet tea	Black tea	1	1	100.00%	\$0.68	\$680.00	\$0.68	0	0	0	Standard
example.com	Sweet tea	Black tea	1	2	50.00%	\$0.78	\$390.00	\$0.78	0	0	0	Standard
example.com	Sweet tea	Black tea	0	109	0.00%	\$0.00	\$0.00	\$0.00	0	0	0	Standard
example.com	Sweet tea	Black tea	1	2	50.00%	\$0.30	\$150.00	\$0.30	0	0	0	Standard
example.com	Sweet tea	Black tea	1	1	100.00%	\$0.38	\$380.00	\$0.38	0	0	0	Standard
example.com	Sweet tea	Black tea	1	2	50.00%	\$0.11	\$55.00	\$0.11	0	0	0	Standard
example.com	Sweet tea	Black tea	1	1	100.00%	\$0.38	\$380.00	\$0.38	0	0	0	Standard
example.com	Sweet tea	Black tea	1	1	100.00%	\$0.51	\$510.00	\$0.51	0	0	0	Standard
example.com	Sweet tea	Black tea	1	2	50.00%	\$0.54	\$270.00	\$0.54	0	0	0	Standard
example.com	Sweet tea	Black tea	1	3	33.33%	\$0.32	\$106.67	\$0.32	0	0	0	Standard
Other domains			4	520,178	0.00%	\$0.40	\$0.00	\$1.59	0	--	0	
Total - Automatic Placements			708	1,031,161	0.07%	\$0.47	\$0.32	\$333.83	0	0	0	
Total - Display Network			759	1,117,070	0.07%	\$0.47	\$0.32	\$354.01	0	0	0	

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- To see your keyword impressions, click the **Display Keywords** tab. You'll see a table with your performance data, including impressions.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns >
Campaign: Sweet tea

Last 7 days
Jul 26, 2012 - Aug 1, 2012

Enabled Experiment: **Running** Edit Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

+ Change display targeting Display Keywords Placements Topics Interests & Remarketing

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ L Download

View Change History

1 Clicks

0 Jul 26, 2012 Aug 1, 2012

These keywords are also used to show your ads on Google search. To make changes, go to the [Keywords](#) tab. ?

Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Dest. URL
Black tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Oolong tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Green tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	\$0.00	
White tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Blooming tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Oolong Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Black Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Herbal Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
White Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Organic Tea	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Early Grey	New Ad Group	Ad group paused	\$4.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Total - all Display keywords				0	0	0.00%	\$0.00	\$0.00	\$0.00	
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	\$0.00	

Show rows: 50 ▾ 1 - 11 of 11

+ Exclusions

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Next steps

- Learn more about [where your ads can appear on the Display Network](#).
- Find out more about how [individual destination URLs for placements and keywords](#) work together.

updated 03/16/2013

Choose keywords for your Display Network campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453986&topic=2799737&path=2799684-2799680-2951627&ctx=leftnav>

March 29, 2013

Choosing keywords for a Display Network campaign is like playing matchmaker for your friend: You want to pick keywords, or potential mates, that best fit your campaign, or picky friend. For example, if your friend likes to hike, you might pair her with someone who enjoys the outdoors.

Here are three things you should do when choosing keywords for your Display Network campaigns:

- **Create ad groups** for your products or services so we can show ads related to them.
- **Choose keywords** that your customers would use to describe your products or services and keywords that are related to each other.
- **Get ad group and keyword ideas or see potential placements** using our Contextual Targeting Tool.

Create ad groups

Before you start to choose keywords for your Display Network campaigns, make sure that the ad groups for each of your campaigns are organized by the products or services that you offer. It's best to start with keywords that describe the products or services that you're advertising. Then, you can create ads related to those keywords, which we can show to customers when they're on websites related to your products or services. You can keep your account better organized by grouping your keywords by your products or services.

Example

Let's say you're building a campaign for your bakery. When you set up your campaign, you should separate your ad groups into the different types of products that you sell.

Here are examples of poorly structured and effectively structured ad groups to get a better idea of how to organize your ad groups:

Poorly structured ad group

Ad group: Bakery

Keywords:

chocolate chip cookies oatmeal cookies snickerdoodles chewy brownies brownies with nuts dark chocolate brownies red velvet cupcakes vanilla cupcakes chocolate cupcakes

Effectively structured ad group

Ad group: Cookies

Keywords:

chocolate chip cookies oatmeal cookies snickerdoodles

**Ad group:
Brownies**

Keywords:

chewy brownies
brownies with nuts
dark chocolate
brownies

**Ad group:
Cupcakes**

Keywords:

red velvet cupcakes
vanilla cupcakes
chocolate cupcakes

Tip

Add more keywords that are similar to those that are performing well for you.

Your ad group's keyword list helps us show your ads on relevant websites that your customers visit. Follow these guidelines to create a high-quality keyword list:

- Choose keywords related to your product or service.
- Create a set of five to 20 keywords that relate closely to one another and to the ads in that ad group. Keywords of two or three words (phrases) tend to work most effectively.
- Select keywords that are related to each other. For example, if you sell flowers, you might want to add "roses" and "chocolates" to your keyword list. That way, your keywords can show your ads to customers who could be interested in buying a dozen roses and box of chocolates.
- Select keywords related to the websites your customers see.
- If you have a strong and well-recognized brand, include branded keywords.

Example

Ad group: brownies

Keywords: chocolate brownies, dark chocolate brownies, chewy brownies, dessert recipes, brownie recipes

Our technology scans the content and web address of a webpage to determine its central theme. We then automatically use your keywords and topic selections, plus your language and location targeting, and other settings to match the themes to your ads. Sometimes, we might show ads when keywords match the content of pages a person has recently browsed.

Tips

- Try excluding keywords to make sure your ads don't appear on irrelevant websites.
- Refine your keyword list by adding or removing keywords.

Get ad group and keyword ideas or see potential placements

You can use the Contextual Targeting Tool to get themed ad group and keyword ideas that you might not think of when you build your campaigns. This can help you generate additional clicks and conversions. You can also use the Contextual Targeting Tool to see potential webpages where your ad can appear based on your keywords.

When you enter words or phrases in the Contextual Targeting Tool, it gives you a set of keyword ideas related to your terms, and groups the keywords into themed ad groups. Then you can see potential placements for the keywords in each of those ad groups.

Here's how to use the Contextual Targeting Tool:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click **Tools and Analysis**, and select **Contextual Targeting Tool**.
3. Enter words or phrases that describe your product (for example, "chocolate brownies"). The tool shows a list of keywords grouped into thematically relevant ad groups.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾**Tools**[Keyword Tool](#)
[Traffic Estimator](#)[Placement Tool](#)
[Contextual Targeting Tool](#)**Help**[Contact Us](#)
[What's the Contextual Targeting Tool?](#)
[How can I see potential placements for my keywords?](#)
[Help Center](#)[Search help center](#) [Go](#)**Tools: Contextual targeting Beta!**Find groups of keywords to add to your new ad groups. [Learn more](#)

Chocolate brownies

[Advanced Options](#)

Locations: United States

Languages: English

[Search](#)[Add to campaign](#)[Export to AdWords Editor](#)[Remove](#)[About this data](#)

<input type="checkbox"/> Suggested ad group name	Keywords	Suggested bid <small>[?]</small>
<input checked="" type="checkbox"/> Chocolate Brownies	white chocolate brownies , mint chocolate brownies , chocolate brownie recipe , chocolate caramel brownies , double chocolate brownies	\$0.62
<input checked="" type="checkbox"/> Chocolate Brownie Recipe	chocolate brownie recipe , chocolate zucchini brownies , vegan chocolate brownies , chocolate brownie , best chocolate brownies	\$0.32
<input checked="" type="checkbox"/> White Chocolate	white chocolate brownies , white chocolate brownie recipe , white chocolate brownies recipe , white chocolate brownie , white chocolate brownie mix	\$0.99
<input type="checkbox"/> Chocolate Chip	chocolate chip brownie recipe , chocolate chip brownies , chocolate chip brownies recipe , how to make chocolate chip brownies , chocolate chip brownie	\$0.41
<input type="checkbox"/> Double Chocolate	double chocolate brownies , double chocolate brownie recipe , double chocolate brownies recipe , ghirardelli double chocolate brownie mix , ghirardelli double chocolate brownies	-
<input type="checkbox"/> Chocolate Mint	mint chocolate brownies , chocolate mint brownies , mint chocolate brownie recipe , mint chocolate chip brownies , mint chocolate brownies recipe	-
<input type="checkbox"/> Chocolate Cookies	chocolate brownie cookies , chocolate brownie cookies recipe , chocolate cookies , chocolate brownie cookie recipe , chocolate brownie cookie	\$0.79
<input type="checkbox"/> Dark Chocolate	dark chocolate brownies , dark chocolate brownie recipe , dark chocolate frosting , dark chocolate brownie , dark chocolate	\$0.88
<input type="checkbox"/> Fudge	chocolate fudge brownies , fudge brownies , fudge brownies recipe , fudge brownies from scratch , chocolate fudge brownie recipe	\$0.26

Show rows: [50](#) [1 - 9 of 9](#)

Important Note: We cannot guarantee that these ad groups and keywords will improve your campaign performance, or that your ads will appear on the specific placements shown in the details view section. We reserve the right to disapprove any added ad groups or keywords. You are responsible for the ad groups and keywords you select, and for ensuring that your use of ad groups and keywords does not violate any applicable laws.

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4. Click the  **Expand** button to see more related groups of keywords. Or click the **View Predicted Placements** button to see a list of potential webpages where your ad could appear based on your keywords.

Tips

- If we have enough historical data for those placements, we'll show you a bid suggestion for your ad.
- Once you review your list of potential placements, try entering different keywords to see other potential placements for new keywords.
- [Exclude potential placements](#) that might not be relevant to your ads.

You can create new ad groups with the related keyword ideas directly from AdWords or from AdWords Editor.

Create an ad group in AdWords:

1. Select the suggested ad groups and click the **Add to campaign** button.
2. Select a campaign and click **Create ad groups** to add the ad groups to your campaign.

Google AdWords

Help Sign out

Home Campaigns Opportunities Tools and Analysis Billing My account

Tools

Keyword Tool Traffic Estimator

Placement Tool **Contextual Targeting Tool**

Help

Contact Us

What's the Contextual Targeting Tool?

How can I see potential placements for my keywords?

Help Center

Search help center Go

Tools: Contextual targeting **Beta!**
Find groups of keywords to add to your new ad groups. [Learn more](#)

Chocolate brownies

Advanced Options Locations: United States Languages: English

Search

Add to campaign Export to AdWords Editor Remove About this data

Add to campaign
Select a campaign and then click "Create ad groups" to add the selected ad groups to your campaign.
Your new ad groups will be paused until you assign ads to them. You might also need to change their status to "active."

Campaign Campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea

Create ad groups Cancel

<input type="checkbox"/>	Suggested ad group name	Keywords	Suggested bid
<input checked="" type="checkbox"/>	Chocolate Brownies	white chocolate brownies, mint chocolate brownies, chocolate brownie recipe, chocolate caramel brownies, double chocolate brownies	\$0.62
<input checked="" type="checkbox"/>	Chocolate Brownie Recipe	chocolate brownie recipe, chocolate zucchini brownies, vegan chocolate brownies, chocolate brownie, best chocolate brownies	\$0.32
<input checked="" type="checkbox"/>	White Chocolate	white chocolate brownies, white chocolate brownie recipe, white chocolate brownies recipe, white chocolate brownie, white chocolate brownie mix	\$0.99
<input type="checkbox"/>	Chocolate Chip	chocolate chip brownie recipe, chocolate chip brownies, chocolate chip brownies recipe, how to make chocolate chip brownies, chocolate chip brownie	\$0.41
<input type="checkbox"/>	Double Chocolate	double chocolate brownies, double chocolate brownie recipe, double chocolate brownies recipe, ghirardelli double chocolate brownie mix, ghirardelli double chocolate brownies	-
<input type="checkbox"/>	Chocolate Mint	mint chocolate brownies, chocolate mint brownies, mint chocolate brownie recipe, mint chocolate chip brownies, mint chocolate brownies recipe	-
<input type="checkbox"/>	Chocolate Cookies	chocolate brownie cookies, chocolate brownie cookies recipe, chocolate cookies, chocolate brownie cookie recipe, chocolate brownie cookie	\$0.79
<input type="checkbox"/>	Dark Chocolate	dark chocolate brownies, dark chocolate brownie recipe, dark chocolate frosting, dark chocolate brownie, dark chocolate	\$0.88
<input type="checkbox"/>	Fudge	chocolate fudge brownies, fudge brownies, fudge brownies recipe, fudge brownies from scratch, chocolate fudge brownie recipe	\$0.26

Show rows: 50 1 - 9 of 9

Important Note: We cannot guarantee that these ad groups and keywords will improve your campaign performance, or that your ads will appear on the specific placements shown in the details view section. We reserve the right to disapprove any added ad groups or keywords. You are responsible for the ad groups and keywords you select, and for ensuring that your use of ad groups and keywords does not violate any applicable laws.

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Note

Your new ad groups will be paused until you create ads and activate them.

Create an ad group using AdWords Editor:

First, download AdWords Editor, then follow these instructions:

updated 03/16/2013

Create an ad group using AdWords Editor:

First, download AdWords Editor  , then follow these instructions:

1. Select suggested ad groups and click the **Export to AdWords Editor** button.
2. Enter a campaign name and then click **Export** to download the suggested ad group as a CSV file.
3. Import the file into AdWords Editor .
4. Post your changes to your AdWords account .
5. Set daily budget and ad creatives, and make sure you target the Display Network only.

Try it out



Next steps

- Try [excluding placements](#) to prevent your ads from showing on certain sites.
- Set up [AdWords Conversion Tracking](#) to better understand the performance of your campaign.
- Learn about the [position of your keyword-targeted ad](#) on a Display Network page.



Improve your keyword-targeted Display Network campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497680&topic=2799737&path=2799684-2799680-2951627&ctx=leftnav>

March 29, 2013

Now that you're running a Display Network campaign, it's time to evaluate your keywords and improve the poor-performing ones. It's best to think about your keyword performance in relation to your advertising goals. That way, you can make changes to your keywords based on whether you'd like to increase traffic to your website or increase conversions, such as sales.

Increase traffic to your website

If your main advertising goal is to increase the number of people who visit your website, you'll want to follow the tips below.

Add more generic keywords

Try adding more general keywords to your campaign if you'd like your ad to be eligible to appear for a large number of websites. For example, if you own a retail store, you might want to choose a general keyword like "shoes" instead of a more specific keyword like "black leather heels."

Add different keywords

We encourage adding new keywords that are unique terms, ideas, or concepts to improve traffic to your ad. For example, instead of adding the keyword "shoe," try adding the keyword "sneaker." These different, unique keywords can help you match your ad to additional pages on websites, which might help you accrue more impressions.

Increase your bids for well-performing keywords

Increase your cost-per-click (CPC) bids for those keywords that are performing well to help you be more competitive. Keep in mind that if you'd like to set a bid at the keyword level, there should be no Display Network bid set for the ad group.

Use keyword insertion

Try using [keyword insertion](#) to dynamically update your ad text to include one of your keywords that triggered your ad. Keyword insertion can make your ads more relevant to customers, helping to increase your clickthrough rate (CTR).

Limit your costs on keywords that don't lead to conversions

For some keywords, you might see that people are clicking your ad but aren't buying your product, for example. In that case, you'll want to make changes to your keywords to help improve your sales and conversions.

Add more specific keywords

Try reaching customers more effectively with specific keywords that directly relate to your product or service. For example, if you own a large retail store, you might want to choose a specific keyword like "leather boots" instead of a more generic keyword like "shoe." It's important to remember that you might not be able to reach as many people as you'd like with more specific keywords.

Decrease your bids on poor-performing keywords

You might have certain keywords that aren't performing as well as others and you'd like to limit the amount you spend on those keywords. You can decrease your cost-per-click (CPC) bids for those keywords so you're spending more of your budget on keywords that are performing well. Keep in mind that if you'd like to set a bid at the keyword level, there should be no Display Network bid set for the ad group.

Pause poor-performing keywords

Let's say you decreased your cost-per-click (CPC) bids for poor-performing keywords, but you'd still like to improve your campaign's performance. Try [pausing or removing](#) those keywords to prevent them from performing poorly in the future.

Prevent your ad from showing for terms that aren't relevant to your product or service

Try excluding certain keywords from your campaign to prevent your ad from showing on certain websites that aren't relevant to your product or service. That way, you can avoid paying for clicks that aren't likely to lead to conversions. For example, if you run a shoe store, you might want to exclude keywords like "used" and "second hand" to prevent your ad from showing on websites that sell used shoes. Keep in mind that if you exclude too many keywords, your ads might reach fewer customers.

Exclude poor-performing websites

See how your ads are performing on specific placements on the Display Network by viewing your [placement performance data](#). You might see that your ads are showing on placements that your customers don't visit or aren't appropriate for your ads. Then, you can [exclude those placements](#) from your campaign.

Enable Conversion Optimizer

Try using Conversion Optimizer, an AdWords feature that uses your AdWords Conversion Tracking data to get more conversions at a lower cost. (Note that your campaign must be [eligible for the feature](#)). Conversion Optimizer can help you avoid unprofitable clicks and get you as many profitable clicks as possible.

Implement keyword destination URLs

Drive traffic to your site's page that's directly related to a keyword by implementing destination

URLs at the keyword level. If you're using keyword-level destination URLs in your search campaign, you might want to do the same for the Display Network. Find out how to [edit your destination URL](#).

Tips

- On the Display Network, all keywords are considered [broad match](#) only. This means that you don't need to include plurals, misspellings, and other variants of your keywords.
- Try using the [Contextual Targeting Tool](#) to get keyword ideas for your Display Network campaigns.

Next step

- [Choose a bid for your keywords](#)

updated 03/16/2013

Introduction to AdWords

Account management

Campaign and ad group management

Keyword targeting

Language & location targeting

Ad formats

Budgets and bidding

Measurement and optimization

Performance, profitability, and growth

Managing multiple accounts

Language & location targeting

Introduction to language and location targeting

[Choose your location and language settings](#)

Location targeting

[Target ads to a selected geographic location](#)

[Exclude ads from a selected geographic location](#)

[How geographic location is used to match ads to customers](#)

[Understanding ad reach](#)

[Refine your location targeting](#)

[Location target types by country](#)

[Advanced location options](#)

Language targeting

[Set up your ad's target language](#)

Choose your location and language settings

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722072&topic=2799763&ctx=topic&path=2799685-2799680-2799680-2951627>

March 29, 2013

You can help ensure that your ads reach the customers you want. Use **location and language settings** to have your ads appear to customers in your targeted geographic locations, or to customers who have selected your targeted language as their interface language.

With your location settings, you can target the geographic areas where your ads can appear. For example, if you own an e-commerce store in the United States and you want to target the state of California, you can use your location settings to do just that.

Your language settings allow you to put your ads on Google products and third-party websites in the languages that your customers speak.

Example

Let's say that you own a business in Norway and you've targeted your ads to the country of Norway, and set your target language to Norwegian. This means that your ads can appear on Google for customers in Norway who have set Norwegian as their interface language.

How to choose your location and language settings

1. Click the **Campaigns** tab.
2. In the left hand panel, click **All online campaigns**.
3. Click the **+ New campaign** button.
4. You'll be taken to a page where you'll be able to update your campaign settings. Look for the section titled "Locations and Languages."
5. To target locations, you have the option to:
 - Select a location from the listed options...
 - Or enter a location in the search box.

All online campaigns > **Campaign: Campaign #2**

Enabled Budget: \$50.00/day Targeting: All available sites All devices English Ireland; Meilen, Canton of Zurich, Switzerland; Munich, Bavaria, Germany; Maui, Hawaii, United States

[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Dimensions](#) [Display Network](#) ▾

Campaign settings

General

Campaign name **Campaign #2** [Edit](#)

Locations and Languages

Locations [?](#)

Targeted locations	Reach ?	Remove all
Juneau, Alaska, United States - city	15,000	Remove Nearby
Tempe, Arizona, United States - city	292,000	Remove Nearby
Munich, Bavaria, Germany - city	5,560,000	Remove Nearby
Meilen, Canton of Zurich, Switzerland - city	5,000	Remove Nearby
Ireland - country	2,380,000	Remove Nearby

Maui [Advanced search](#)

Matches	Reach ?	
Maui, Hawaii, United States - city	110,000	Add Exclude Nearby
Locations that enclose: Maui, Hawaii, United States		
Honolulu HI, United States - metro	583,000	Add Exclude Nearby
Waikiki, Hawaii, United States - state	576,000	Add Exclude Nearby
English - language	193,000,000	Add Exclude Nearby

[Location options \(advanced\)](#)

Languages [?](#)

Networks and devices

Networks [?](#) [All](#) [Edit](#)

Devices [?](#) [All](#) [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget [?](#) **\$50.00/day** [Edit](#)

[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
- [Ad delivery: Ad rotation, frequency capping](#)
- [Demographic](#)
- [Social settings](#)
- [Keyword matching options](#)
- [Automatic campaign optimization \(Display Network only\)](#)
- [Experiment BETA](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

- To edit your target language, click **Edit** in the "Languages" section.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

Select campaign settings Create ad group

All online campaigns

- Campaign #1
- Campaign #2
 - Ad Group #1
- New campaign

Select campaign settings

Load settings **Campaign type** or Existing campaign

General

Campaign name

Locations and Languages

Locations What locations would you like to target (or exclude) in your campaign?

All countries and territories
 United States and Canada
 United States
 Let me choose...

For example, a country, city, region or zip code.

Languages What languages do your customers speak?
English

[Location options \(advanced\)](#)

Networks and devices

Networks All available sites (Recommended for new advertisers)
 Let me choose...

Devices All available devices (Recommended for new advertisers)
 Let me choose...

Bidding and budget

Bidding option [Basic options](#) | [Advanced options](#)
 I'll manually set my bids for clicks
You'll set your maximum CPC bids in the next step.
 AdWords will set my bids to help maximize clicks within my target budget

Default bid \$

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget \$ per day
Actual daily spend may vary.

[Delivery method \(advanced\)](#)

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

Location Extend my ads with location information
Sitelinks Extend my ads with links to sections of my site
Call Extend my ads with a phone number
Social Increase the social relevance of my ads by associating them with my Google+ Page
Mobile App Extend my ads with a link to a mobile/tablet app.

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)
 [Ad delivery: Ad rotation, frequency capping](#)
 [Demographic](#)
 [Social settings](#)
 [Keyword matching options](#)
 [Automatic campaign optimization \(Display Network only\)](#)

- Check the boxes next to the languages that you'd like to target.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis](#) [Billing](#) [My account](#)

All online campaigns >
Campaign: Campaign #2

Enabled Budget: \$20.00/day Targeting: All available sites All devices English Ireland; Meilen, Canton of Zurich, Switzerland; Munich, Bavaria, Germany; Maui, Hawaii, United States

[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Dimensions](#) [Display Network](#) [Edit](#)

Campaign settings

General

Campaign name **Campaign #2** [Edit](#)

Locations and Languages

Locations [Targeted locations:](#)

- Ireland (country)
- Meilen, Canton of Zurich, Switzerland (city)
- Munich, Bavaria, Germany (city)
- Maui, Hawaii, United States (city)

[Edit](#)

Languages [What languages do your customers speak?](#)

This setting determines whether your ad can show for a specific language setting on Google. Note that AdWords doesn't translate your ads.

<input type="checkbox"/> All languages	<input type="checkbox"/> German	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Arabic	<input type="checkbox"/> Greek	<input type="checkbox"/> Romanian
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Russian
<input type="checkbox"/> Catalan	<input type="checkbox"/> Hindi	<input type="checkbox"/> Serbian
<input type="checkbox"/> Chinese (simplified)	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Slovak
<input type="checkbox"/> Chinese (traditional)	<input type="checkbox"/> Icelandic	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Croatian	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Spanish
<input type="checkbox"/> Czech	<input type="checkbox"/> Italian	<input type="checkbox"/> Swedish
<input type="checkbox"/> Danish	<input type="checkbox"/> Japanese	<input type="checkbox"/> Thai
<input type="checkbox"/> Dutch	<input type="checkbox"/> Korean	<input type="checkbox"/> Turkish
<input checked="" type="checkbox"/> English	<input type="checkbox"/> Latvian	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Estonian	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Urdu
<input type="checkbox"/> Filipino	<input type="checkbox"/> Norwegian	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Finnish	<input type="checkbox"/> Polish	
<input type="checkbox"/> French		

[Save](#) [Cancel](#)

[Location options \(advanced\)](#)

Target [People in, searching for, or viewing pages about my targeted location](#) [Edit](#)

Exclude [People in my excluded location](#) [Edit](#)

Networks and devices

Networks [All](#) [Edit](#)

Devices [All](#) [Edit](#)

Bidding and budget

Bidding option [Focus on clicks, manual maximum CPC bidding](#) [Edit](#)

Budget [\\$20.00/day](#) [Edit](#)

[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)

- Ad delivery: Ad rotation, frequency capping
- Demographic
- Social settings
- Keyword matching options
- Automatic campaign optimization (Display Network only)
- Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- After you choose the rest of your campaign settings, click **Save and continue**.

updated 03/16/2013

Target ads to a selected geographic location

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722043&topic=2799764&ctx=topic&path=2799685-2799680-2799680-2951627>

March 29, 2013

When it comes to advertising on AdWords, consider the real estate adage: "Location, location, location!" Regardless of how great your ad is, it probably won't perform as well if it doesn't appear in the right places. Reach your customers where they are and where your business can serve them by using AdWords location targeting.

AdWords location targeting allows your ads to appear in the geographic locations that you choose, as well as additional areas that AdWords suggests. Location targeting helps you focus your advertising on the areas where you'll find the right customers, and can increase your return on investment (ROI) as a result.

You can set and then adjust your location targeting settings at any time using the methods listed below. Click an option for more details:

Target entire countries

Targeting your ads to a country or multiple countries is a good idea if you provide products and services to those large areas. Targeting entire countries also allows you to receive more exposure than you would by targeting individual cities or regions within a country.

You might target entire countries if you run a national business, have an e-commerce site that ships all over the world, or your service area covers an entire country.

Example

If you sell surfboards online and ship to all regions of the U.S. and Canada, you could target both countries.

Who could benefit from national and international location targeting:

- An online retailer that ships worldwide
- A business that ships products to all regions in one or more countries
- An international business selling to several countries that share a common language

Who might not benefit from targeting entire countries:

- A business that doesn't serve all regions or cities. In this case, you might target individual regions or cities, which we'll explain in the next section.

How to target a country

Here's how to target a country:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.

3. Click the name of the campaign that you'd like to edit.

4. Click the **Settings** tab.

5. Click **Edit** next to Locations.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns (selected), Opportunities, Tools and Analysis, Billing, and My account. The left sidebar has sections for Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Help Center. The main content area shows a campaign named "Sweet tea" with various settings tabs: Ad groups, Settings (selected), Ads, Keywords, Dimensions, and Display Network. A modal dialog is open over the "Locations and Languages" section, specifically targeting the "Networks" settings. The modal shows two options: "All available sites (Recommended for new advertisers)" (selected) and "Let me choose...". At the bottom of the modal are "Save" and "Cancel" buttons. Below the modal, there are sections for Bidding and budget, Ad extensions, and Advanced settings, each with expandable options like Schedule, Ad delivery, Demographic, Social settings, Keyword matching options, Automatic campaign optimization, and Experiment (BETA). A note at the bottom states: "Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)".

6. Enter the name of the country that you'd like to target.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns >
Campaign: Sweet tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

Campaign settings

General

Campaign name Sweet tea Edit

Locations and Languages

Locations [?]

Targeted locations	Reach [?]	Remove all
Maui, Hawaii, United States - city	95,000	Remove Nearby
Munich, Bavaria, Germany - city	4,680,000	Remove Nearby
Meilen, Canton of Zurich, Switzerland - city	6,000	Remove Nearby
Ireland - country	2,270,000	Remove Nearby

Brazil [?] Advanced search

Matches	Reach [?]	
Brazil - country	36,900,000	Add Exclude Nearby
Brazil, Indiana, United States - city	2,000	Add Exclude Nearby
Brazilian Federal District, Brazil - state	807,000	Add Exclude Nearby
Brasília, Brazilian Federal District, Brazil - city	807,000	Add Exclude Nearby
Amapá, Brazil - state	9,000	Add Exclude Nearby

Languages [?] W Er

Location options (advanced)

Networks and devices

Networks [?] All Edit

Devices [?] All Edit

Bidding and budget

Bidding option [?] Focus on clicks, manual maximum CPC bidding Edit

Budget [?] \$5.00/day Edit

Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour](#).

Advanced settings

- Schedule:** Start date, end date, ad scheduling
- Ad delivery:** Ad rotation, frequency capping
- Demographic**
- Social settings**
- Keyword matching options**
- Automatic campaign optimization (Display Network only)**
- Experiment** BETA

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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7. Click **Add** to add the location.

Search
All online campaigns

- Campaign #1
- Sweet tea
- Black tea
- Green tea

All online campaigns >
Campaign: Sweet tea
Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

Campaign settings
General

Campaign name **Sweet tea** [Edit](#)
Locations and Languages
Locations ?

Targeted locations	Reach	Remove all
Maui, Hawaii, United States - city	95,000	Remove Nearby
Munich, Bavaria, Germany - city	4,680,000	Remove Nearby
Meilen, Canton of Zurich, Switzerland - city	6,000	Remove Nearby
Ireland - country	2,270,000	Remove Nearby

Brazil

[Advanced search](#)

Matches	Reach	
Brazil - country	36,900,000	Add Exclude Nearby
Brazil, Indiana, United States - city	2,000	Add Exclude Nearby
Brazilian Federal District, Brazil - state	807,000	Add Exclude Nearby
Brasília, Brazilian Federal District, Brazil - city	807,000	Add Exclude Nearby
Amapá, Brazil - state	9,000	Add Exclude Nearby
Related locations		
Des Moines-Ames IA, Iowa, United States - metro	487,000	Add Exclude Nearby

Languages ?

Location options (advanced)
Networks and devices
Networks ? [All](#) [Edit](#)
Devices ? [All](#) [Edit](#)
Bidding and budget

Bidding option ? Focus on clicks, manual maximum CPC bidding [Edit](#)

Budget ? \$5.00/day [Edit](#)
Delivery method (advanced)
Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

- ⊕ Schedule: Start date, end date, ad scheduling
- ⊕ Ad delivery: Ad rotation, frequency capping
- ⊕ Demographic
- ⊕ Social settings
- ⊕ Keyword matching options
- ⊕ Automatic campaign optimization (Display Network only)
- ⊕ Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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8. Click **Save** to save your settings.

[Try it now](#)

Target areas within a country

If your business doesn't serve all regions or cities, or you'd like to focus your advertising efforts on certain areas within a country, you'll want to choose more precise targeting. Depending on the country, you can target regions, Nielsen® DMA®s (metro areas), cities, or postal codes. [See location targeting options by country.](#)

Example

If you run a bakery in San Francisco, you can target your ads to the city of San Francisco to attract local customers when they search for *baguettes* on Google.com.

Who could benefit from targeting areas within a country:

- A small local business
- A business delivering unique advertising messages to selected areas
- A business promoting special offers only in selected locations
- A business trying to measure the success of ads in selected regions
- A business selling products only in selected regions or cities

Who might not benefit from targeting areas within a country:

- A business that is trying to reach most of the regions in a country, with just a few exceptions (say, all of the U.S. except for Alaska). In this case, it might be better to target the whole country, and then exclude the other areas.

Tip: Airport targeting

You also have the ability to target potential customers in more than 350 airports around the world, so you can reach travelers who are interested in the products and services that you offer. You'll be able to show your ads to customers in airports on their mobile or tablet devices, or when they indicate their location of interest as an airport on their desktop devices.

To target an airport, enter the full [airport name](#) along with the name of the country (e.g. San Francisco International Airport, United States). If that doesn't work, try using the [airport code](#).

Airport targeting is available for locations where we have high-quality data. Not all airports may be included at this time, but they may be included in the future. See the [full list of airports that you can target in AdWords](#) (select "Airport" as the Target Type).

How to target an area within a country

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign that you'd like to edit.
4. Click the **Settings** tab.

5. Click **Edit** next to Locations.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, the main content area shows a campaign named "Sweet tea". The left sidebar contains a tree view of campaigns: "All online campaigns" (Campaign #1, Sweet tea), "Black tea", and "Green tea". The right sidebar has sections for Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Help Center. The main content area has tabs for Ad groups, Settings, Ads, Keywords, Dimensions, and Display Network. The "Settings" tab is selected. Under "Campaign settings", there are sections for General (Campaign name: Sweet tea, Edit), Locations and Languages (Locations: Targeted locations: Canada (country), United States (country), Edit), Networks and devices (Networks: All available sites (Recommended for new advertisers), Let me choose..., Save, Cancel), Devices (Devices: All, Edit), Bidding and budget (Bidding option: Focus on clicks, manual maximum CPC bidding, Edit, Budget: \$5.00/day, Edit), Delivery method (advanced), Ad extensions (Note: Use this option to show relevant business information with your text ads. You can create and manage your extensions from the Ad extensions tab. Take a tour.), and Advanced settings (Schedule: Start date, end date, ad scheduling, Ad delivery: Ad rotation, frequency capping, Demographic, Social settings, Keyword matching options, Automatic campaign optimization (Display Network only), Experiment^{BETA}). At the bottom, there's a note about reporting and links for AdWords Home, Editorial Guidelines, and Privacy Policy.

6. Enter the postal code or name of the location that you'd like to target.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis](#) [Billing](#) [My account](#)

Search

All online campaigns

- Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States
- Campaign #1
- Sweet tea
- Black tea
- Green tea

All online campaigns >
Campaign: Sweet tea

● Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Ad extensions](#) [Dimensions](#) [Display Network](#)

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#)

Targeted locations	Reach ?	Remove all
Canada - country	22,400,000	Remove Nearby
United States - country	182,000,000	Remove Nearby
Paris, France		Advanced search
Matches	Reach ?	
Paris, Île-de-France, France - city	6,360,000	Add Exclude Nearby
Locations that enclose: Paris, Île-de-France, France		
Île-de-France, France - region	9,910,000	Add Exclude Nearby
France - country	30,200,000	Add Exclude Nearby
English Edit		

[Location options \(advanced\)](#)

Networks and devices

Networks [?](#) [All](#) [Edit](#)

Devices [?](#) [All](#) [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget [?](#) \$5.00/day [Edit](#)

[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)
[Ad delivery: Ad rotation, frequency capping](#)
[Demographic](#)
[Social settings](#)
[Keyword matching options](#)
[Automatic campaign optimization \(Display Network only\)](#)
[Experiment^{BETA}](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
 There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Tip

If you're entering a city name, add the country name as well. You don't want to target Paris,

France, if you're trying to sell cowboy hats to customers in Paris, Texas.

7. Click **Add** to add the location.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area displays a campaign named "Sweet tea". The campaign status is Enabled, with a budget of \$5.00/day targeting All available sites, All devices, English, Canada; United States. The "Campaign settings" tab is selected, showing sections for General, Locations and Languages, Networks and devices, Bidding and budget, and Advanced settings. In the Locations and Languages section, the "Targeted locations" table lists Canada (22,400,000 reach), United States (182,000,000 reach), and Paris, France (6,360,000 reach). The "Languages" section lists English (30,200,000 reach) and French. The "Bidding and budget" section shows a budget of \$5.00/day. The "Advanced settings" section includes options for scheduling, delivery, demographic targeting, social settings, keyword matching, automatic optimization, and experiments. A note at the bottom states that reporting is not real-time and there is a 24-hour delay in conversion tracking reporting. The left sidebar contains links for Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Search help center.

All online campaigns >
Campaign: Sweet tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

Campaign settings

General

Campaign name Sweet tea Edit

Locations

Targeted locations	Reach	Remove all
Canada - country	22,400,000	Remove Nearby
United States - country	182,000,000	Remove Nearby
Paris, France	6,360,000	Add Exclude Nearby
Paris, Île-de-France, France - city	9,910,000	Add Exclude Nearby
Île-de-France, France - region	30,200,000	Add Exclude Nearby

Advanced search

Matches Reach

Paris, Île-de-France, France - city 6,360,000 Add | Exclude | Nearby

Locations that enclose: Paris, Île-de-France, France

Île-de-France, France - region 9,910,000 Add | Exclude | Nearby

France - country 30,200,000 Add | Exclude | Nearby

English Edit

Location options (advanced)

Networks

Devices

Bidding and budget

Bidding option Focus on clicks, manual maximum CPC bidding Edit

Budget \$5.00/day Edit

Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the Ad extensions tab. Take a tour.

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Demographic

Social settings

Keyword matching options

Automatic campaign optimization (Display Network only)

Experiment BETA

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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8. Click **Save** to save your settings.

Try it now

Target a radius around a location

If you run a delivery service or your local business relies on foot traffic, then radius targeting (also known as proximity targeting or "Target a radius") would help target your ads to customers within a certain distance around your location. Radius targeting helps you identify an area around your business to target, rather than choosing individual cities, regions, or countries.

Example

If your business is a movie theater in Philadelphia, you can target your ads to an area within a 10-mile radius around your theater, so only your likeliest movie fans will see your ad.

When you target a radius, you'll be able to target the cities and/or regions within the radius that you've chosen in your settings. We will show you a list of locations that are contained within the radius, also known as 'Locations within this target'. You can review these locations to make sure that you've captured the areas that you expect to target.

How to target a radius around a location Best practices for selecting a radius

For best results when selecting a radius, see the suggested tips for desktop and mobile-only campaigns below.

Desktop campaigns (campaigns that target people using desktop computers):

- **Minimum radius:** We suggest setting a minimum radius of 10 miles/20 kilometers for your location target. If the radius is smaller than the recommended distance, your ad might not reach customers because it doesn't sufficiently cover a full city or region. When a city or region is only partially covered, it might not be targeted at all. We suggest checking which locations are included in your radius to make sure that you're able to reach the cities or regions that you plan to target.
- **Add all:** We suggest that you select **Add all** instead of adding the radius target for all desktop campaigns. The **Add all** option will give you much more clarity in seeing the individual locations that would be included in the radius.
- **Locations within this target:** If you want to refine the list of areas that you'd like to reach, you can target only certain locations or exclude some locations from the **Locations within this target** list.

Mobile-only campaigns (campaigns that target people using mobile devices):

- **Minimum radius:** We suggest setting a minimum radius of 10 miles/20 kilometers for your location target. However, mobile devices with full internet browsers, such as Android devices or iPhones, can be targeted with more accuracy than desktop computers or laptops, so targeting down to 1 mile/1 kilometer is possible. Find out more about creating campaigns that [target only mobile devices with full internet browsers](#).
- **Add all:** We suggest that you select the radius target instead of **Add all** for all mobile-only campaigns where the radius target radius is less than 5 km/3 miles.

Location targets within each country

Some AdWords target types aren't available in all countries. See [available target types for each country](#).

You can also see a downloadable list of all available location targets and their unique names in the [AdWords API help center](#). Click the country name to see the targetable locations within each country.

Tips

- If you own an e-commerce company, target all the locations you ship to, not just where your business is physically located.
- It's a good idea to keep your language and location targeting settings consistent. For example, if you're targeting users in France, you may also want to target the French language, and be sure that your ads are written in French. Find out more about [how language targeting works](#).

Location targeting suggestions

You may have noticed that when you edit your location targeting settings, AdWords suggests other locations that you might want to target. You can review these suggestions to see if they make sense for your ad campaign.

[See available location targeting suggestions](#)

Search

All online campaigns >
Campaign: Sweet tea

All online campaigns
Campaign #1
Sweet tea
Black tea
Green tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

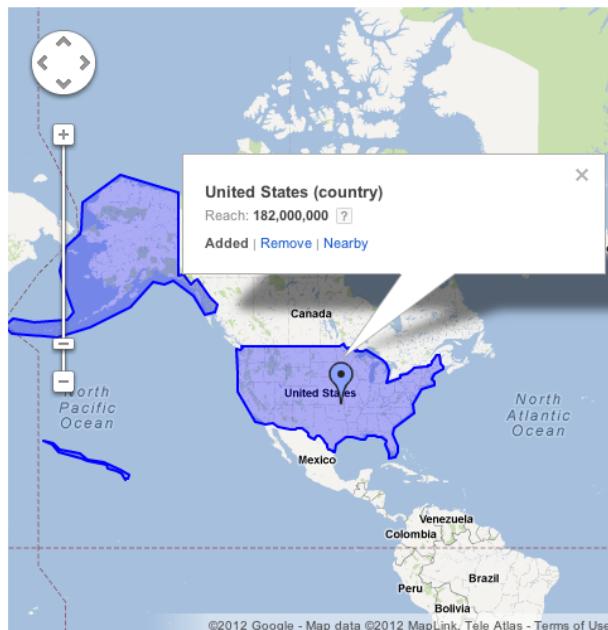
[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Ad extensions](#) [Dimensions](#) [Display Network](#) ▾

Campaign settings

General

Campaign name Sweet tea [Edit](#)

Choose your locations



Search Radius targeting Bulk locations		
<input type="text"/> New	<input type="button" value="Search"/>	<input type="button"/>
For example: New York, New York, United States	Matches	Reach [?]
New York, New York, United States - city	8,810,000	Add Exclude Nearby
New York, United States - state	12,700,000	Add Exclude Nearby
New Orleans, Louisiana, United States - city	358,000	Add Exclude Nearby
New South Wales, Australia - state	7,510,000	Add Exclude Nearby
New Jersey, United States - state	4,400,000	Add Exclude Nearby
New Zealand - country	3,000,000	Add Exclude Nearby
Newark, New Jersey, United States - city	134,000	Add Exclude Nearby
Newport Beach, California, United States - city	68,000	Add Exclude Nearby
New Mexico, United States - state	684,000	Add Exclude Nearby
Locations that enclose: New York, New York, United States		
New York NY, United States - metro	15,300,000	Add Exclude Nearby
New York, United States - state	12,700,000	Add Exclude Nearby
United States - country	182,000,000	Added Nearby

[Hide locations on map](#) [?]

[Send feedback](#)

S
R
A
C
L
H

Help Center

Search help center

Go

Reports

Automated rules

Custom alerts

Labels

Help

Help Center

Search help center

Go

Take a tour.

Advanced settings

- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic
- Social settings
- Keyword matching options
- Automatic campaign optimization (Display Network only)
- Experiment BETA

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- **Locations that enclose:** Enclosing locations are larger areas that contain the location you've selected. You might consider adding this larger enclosing location if you want to reach a larger audience.
- **Related locations:** Related locations may be near the location that you've entered, have a similar name, or enclose a location that has a similar name. Related locations can be added to or excluded from your campaigns.

- **Nearby locations:** Next to the name of a location, you may also see a **Nearby** link. Nearby locations are, as you might have guessed, locations that are nearby that you may also consider adding to or excluding from your campaigns.



Help Sign out

All online campaigns

- Campaign #1
- Sweet tea**
- Black tea
- Green tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

Campaign settings

General

Campaign name Sweet tea Edit

Choose your locations

New York, New York, United States (city)
Reach: 8,810,000 [?](#)
[Add](#) [Exclude](#) [Nearby](#)

Map of New York City and surrounding areas.

Search | Radius targeting | Bulk locations
Enter a location to target or exclude. [Search](#)
For example, a country, city, region or zip code. Or, click the button above to show available locations within the map area.

New York, New York, United States - city	Reach	Add	Exclude	Nearby
New Jersey, United States - state	4,400,000	Add	Exclude	Nearby
Connecticut, United States - state	1,840,000	Add	Exclude	Nearby
Brooklyn, New York, United States - city	1,030,000	Add	Exclude	Nearby
Bronx, New York, United States - city	344,000	Add	Exclude	Nearby
Staten Island, New York, United States - city	200,000	Add	Exclude	Nearby

[Show locations on map](#)

Enclosing locations	Reach			
New York NY, United States - metro	15,300,000	Add	Exclude	Nearby
New York, United States - state	12,700,000	Add	Exclude	Nearby
United States - country	182,000,000	Add	Exclude	Nearby

Selected locations
Targeted (1) [Show locations](#)

[Send feedback](#)

Done Cancel

Help Center

Search help center Go

Reports

Automated rules

Custom alerts

Labels

Help

Help Center

Search help center Go

Targeting multiple locations in bulk

If you'd like to target multiple locations in bulk, AdWords allows you to add a list of up to 1000 location targets at a time, rather than adding each location one-by-one. We also offer other tools for bulk editing. Click an option below to find out more.

How to add multiple location targets in bulk

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign you wish to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to "Locations" and click **Advanced search**.
6. Click **Bulk locations**.
7. In the box, paste or type the names of up to 1000 locations that you'd like to target, and add locations from one country at a time. See the list of [targetable locations](#).
8. Select the [country code](#) for this set of locations.
9. Once you've entered your locations, click **Search**.
10. We'll display all locations that matched your search in the review panel. Review your results, then click **Add all matched locations** to target all of the locations that matched your search.
11. Under the section "Selected locations", you'll see the location targets that you've just added.
12. Click **Done**.
13. Once you've confirmed your changes, click **Save** on the Settings tab.

[Try it now](#)

Tips

- Selecting **Remove all matched locations** will remove all locations from the review panel, as well as from your existing location targets or location exclusions.
- To target a city or zip code, include the full name of the country or state as well -- for example, *Oxford, England* or *94103, California*.
- To target more than 1000 locations, you can add location targets in bulk multiple times. For example, if you'd like to target 1200 locations, add your first 1000 location targets. When you're done, add the remaining 200 locations.
- If you searched for any location targets that weren't found, you'll find them in the box where you entered the list of locations.

Other bulk editing options

Top Contributor



What our advertisers are saying

ScottyD, 08/08/2012

"if I had a luxury car servicing business in London and someone outside the city (my target area) searched "luxury car servicing London" then I still have the opportunity for my ad to be shown to them." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/22/2013

Exclude ads from a selected geographic location

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722040&topic=2799764&ctx=topic&path=2799685-2799680-2799680-2951627>

March 29, 2013

Where your ads should appear is important -- but where they shouldn't appear is just as crucial to your campaign's success. **Location exclusion** can allow you to prevent your ad from showing in certain parts of your targeted locations, such as a region within a country, or a city within a state. This helps you use your budget wisely by preventing your ad from showing to people who most likely wouldn't have access to what you're offering.

You can exclude locations one-by-one for more control, or for added convenience, you can exclude a large amount of locations all at once with our bulk locations feature.

Who might benefit from excluding areas within targeted locations:

- A business that doesn't ship to or provide services in a city or region within a larger area.
- A business that offers a special promotion that isn't eligible in a few regions of a targeted area.

Example

If you run ad campaigns for an independent real estate brokerage in Hawaii, but you don't have a location on Maui, you can target the entire state of Hawaii but exclude Maui only.

How to exclude individual areas

Setting up location exclusions is very similar to setting up location targeting -- all you have to do is enter the name of the area that you'd like to exclude.

To exclude areas within the locations you've selected, follow these steps:

If you select "Show locations on map," your excluded locations will also appear with a red outline on the map.

Try it now

How to exclude areas in bulk

If you'd like to exclude multiple locations in bulk, AdWords allows you to add a list of up to 1000 location exclusions at a time, rather than adding each location one-by-one.

To exclude multiple areas within the locations you've selected, follow these steps:

Try it now

Tip

Keep in mind that the option to **Remove all matched locations** will remove all locations from the review panel, as well as from your existing location targets or location exclusions.

Tip

Remember, there's no need to exclude areas that you haven't already targeted -- we won't show your ads in places unless you explicitly target them.

The exception is if you target an area by locations that people searched for or viewed pages about, and exclude other areas by your customers' physical location. This gets a little more complicated -- check out our article on [advanced location options](#) for more information.

updated 03/16/2013

How geographic location is used to match ads to customers

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453995&topic=2799764&path=2799685-2799680-2951627&ctx=leftnav>

March 29, 2013

AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the country, region, or city where you do business. Several factors are considered when determining where your ad can appear, including search terms, physical location, and the domain being viewed.

Geographic targeting on desktop

If your ads are targeted by geographic location, AdWords reviews several different conditions to determine whether to show your ad:

- **Location of interest**

If we detect geographic areas that someone is interested in, we may show appropriate ads targeted to those areas, even if she isn't physically located in the location. We may detect a location of interest if she does any of the following:

- Includes the name of a recognizable location in her search
- Searches within an area of the map on Google Maps
- Sets a custom location for Google search results

On the Search Network, location-specific terms in customers' searches will take precedence over other factors when determining where to show your geographically-targeted ad. You can choose whether or not to target by location of interest in your advanced location options.

Example

Matt is located in California and searches for *New York restaurant* on www.google.com. He sees ads targeted to customers in New York because he included *New York* in his search.

Tip

Location of interest works only if the location in the search is in the same country where the searcher is physically located. If you searched for *France hotel* while located in the United States, you won't see ads targeted to France even though your search showed interest in France. (You could still see ads for French hotels that are targeted to the United States, though!)

However, say you're in the United States and search for *France hotel* on Google.fr, the French domain. We'll identify your location as France because of the domain, and you'll be able to see ads targeted to France.

Example

The Google domain in France is www.google.fr, so customers who visit www.google.fr will see ads targeted to France.

- **Google domain**

Google domains in each country have a unique URL that helps us determine searchers' locations.

- **Physical location (IP address)**

When possible, we determine general physical location based on someone's computer or device location. That location is usually based on the computer's Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.

- **Google profiles**

Ads on the [Google Display Network](#) may also be targeted using the declared location in customers' Google profiles, but only when they're signed in to their Google account. If the location on a customer's Google profile is different than the location determined from her IP address, the customer is eligible to see ads targeted to both locations.

Geographic targeting on high-end mobile devices

You can also target ads by geographic location on high-end mobile devices, which are mobile devices with full Internet browsers. AdWords reviews several different conditions to determine whether to show your ad:

- **Location of interest**

If we detect geographic areas that someone is interested in, we may show appropriate ads targeted to those areas, even if she isn't physically located in the location. We may detect a location of interest if she does any of the following:

- Includes the name of a recognizable location in her search
- Searches within an area of the map on Google Maps for Mobile

Location-specific terms will take precedence over other factors when determining where to show your geographically-targeted ad.

- **Device location**

If [My Location](#) is enabled, we can get more precise information about searchers' locations when they use Google. We choose the most accurate source from various methods of detecting device location:

- **GPS:** Accuracy varies depending on GPS signal and connection.
- **Wi-Fi:** Accuracy should be similar to the access range of a typical Wi-Fi router.
- **Google's cell ID (cell tower) location database:** Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.

- **Physical location (IP address)**

If connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we'll use the carrier IP to determine the device's location.

- **Google Search history**

Based on the location obtained from a searcher's last few queries, we may estimate his approximate physical location and serve relevant ads.

Tip

When you target a city, we may also show your ad to customers in nearby, closely related cities that normally couldn't be targeted because of low population, insufficient data about the geographic area, or because city-level targeting isn't available. For example, if you target the city of Portland, we may also show your ads to searchers in nearby suburbs of Portland.

About Google.cn and Google.com.hk

Location targeting works differently for users who search on [google.cn](#) and [google.com.hk](#):

updated 03/05/2013

About Google.cn and Google.com.hk

Location targeting works differently for users who search on [google.cn](#) and [google.com.hk](#):

- Users in Hong Kong who search on either [google.cn](#) or [google.com.hk](#) will see ads targeted to Hong Kong.
- Users outside of Hong Kong who search on either [google.cn](#) or [google.com.hk](#) will see ads targeted to China.



Related articles

- [Advanced location options](#)
- [Get more specific with your location](#)
- [Learn more about geographic performance](#)



updated 03/05/2013

Understanding ad reach

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722045&topic=2799764&path=2799685-2799680-2951627&ctx=leftnav>

March 29, 2013

Reach is an estimate of the number of users in a selected location target, based on unique cookies. You can use the provided numbers to get an idea of how many users your ads can reach within a geographic area.

With reach, you can estimate how many customers can see your ads in Michigan or Montana, or compare the number of people who might see your ad in Detroit and Ann Arbor. You can use those estimates to decide whether you've targeted the right areas, or if you need to select other areas that may provide the right level of exposure.

Tip

Reach estimates should only be used as general guidance for determining the relative number of users in a location target, as compared with other location targets.

When you search for or select a location to target in AdWords, you'll find the location's estimated reach in the **Reach** column. You may also find some locations have limited reach, which means that ads targeting these locations may have a more limited audience. We'll explain more about reach and limited reach in the sections below.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Campaign: Campaign #2

Enabled Budget: \$50.00/day Targeting: All available sites All devices English Ireland; Meilen, Canton of Zurich, Switzerland; Munich, Bavaria, Germany; Maui, Hawaii, United States

Ad groups Settings Ads Keywords Dimensions Display Network

Campaign settings

General

Campaign name Campaign #2 Edit

Locations and Languages

Locations [?]

Targeted locations	Reach [?]	Remove all
Juneau, Alaska, United States - city	15,000	Remove Nearby
Tempe, Arizona, United States - city	292,000	Remove Nearby
Munich, Bavaria, Germany - city	5,560,000	Remove Nearby
Meilen, Canton of Zurich, Switzerland - city	5,000	Remove Nearby
Ireland - country	2,380,000	Remove Nearby

Maui Advanced search

Matches Reach [?]

Location	Reach	Action
Maui, Hawaii, United States - city	110,000	Add Exclude Nearby

Locations that enclose: Maui, Hawaii, United States

Honolulu HI, United States - metro Reach 583,000 Add | Exclude | Nearby

Hawaii, United States - state Reach 576,000 Add | Exclude | Nearby

United States - country Reach 193,000,000 Add | Exclude | Nearby

Languages [?] Languages [?]

Er

Networks and devices

Networks [?] All Edit

Devices [?] All Edit

Bidding and budget

Bidding option [?] Focus on clicks, manual maximum CPC bidding Edit

Budget [?] \$50.00/day Edit

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Demographic

Social settings

Keyword matching options

Automatic campaign optimization (Display Network only)

Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

How reach numbers are estimated

Reach in AdWords is based on an estimate of the number of users seen on Google properties within the specified geographic area. Therefore, you may find that reach numbers in AdWords may differ significantly from census population data or other sources due to a range of factors, including:

- **Number of devices** (such as computers, laptops, mobile phones, or tablets used to access the internet) per person. Devices may be shared by multiple people.
- **Number of web browsers** (such as Chrome, Firefox, Internet Explorer) used per person. Web browsers may be shared by multiple people.
- **Number of temporary visitors** to a geographic location.
- **Length of time** each person spends on a website.
- **Cookies** (possibly deleted or expired) that double-counted or didn't record a person's visit.
- **Search partner or Google Display Network** visits which aren't included in reach number estimates.

Reach numbers should only be used as general guidance to help you compare how many people are within a location target relative to other location targets.

Tip

Reach helps you estimate the total number of people you could potentially reach with your ads, but it won't be able to tell you the total number of impressions your ads could receive. To estimate the total number of impressions for your ads, check out the [Traffic Estimator](#) for search campaigns or the [Double Click AdPlanner](#) for ads on the [Google Display Network](#).

Working with limited reach locations

For some locations, you may see a "Limited reach" warning in AdWords. Limited reach means we aren't able to associate people with a selected geographic location by their [Internet Protocol \(IP\)](#) addresses. Possible reasons include a low number of users in the location, or the quality of IP to location mapping.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Campaign: Campaign #2

Enabled Budget: \$50.00/day Targeting: All available sites All devices English Ireland; Meilen, Canton of Zurich, Switzerland; Munich, Bavaria, Germany; Maui, Hawaii, United States

Ad groups Settings Ads Keywords Dimensions Display Network ▾

Campaign settings

General

Campaign name Campaign #2 Edit

Locations and Languages

Locations [?]

Targeted locations	Reach [?]	Remove all
Juneau, Alaska, United States - city	15,000	Remove Nearby
Tempe, Arizona, United States - city	292,000	Remove Nearby
Munich, Bavaria, Germany - city	5,560,000	Remove Nearby
Meilen, Canton of Zurich, Switzerland - city	5,000	Remove Nearby
Ireland - country	2,380,000	Remove Nearby

Maui Advanced search

Matches Reach [?]

Location	Reach	Action
Maui, Hawaii, United States - city	110,000	Add Exclude Nearby

Locations that enclose: Maui, Hawaii, United States

Honolulu HI, United States - metro Reach 583,000 Add | Exclude | Nearby

Hawaii, United States - state Reach 576,000 Add | Exclude | Nearby

United States - country Reach 193,000,000 Add | Exclude | Nearby

Languages [?] Languages [?]

Er

Networks and devices

Networks [?] All Edit

Devices [?] All Edit

Bidding and budget

Bidding option [?] Focus on clicks, manual maximum CPC bidding Edit

Budget [?] \$50.00/day Edit

Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

- ⊕ Schedule: Start date, end date, ad scheduling
- ⊕ Ad delivery: Ad rotation, frequency capping
- ⊕ Demographic
- ⊕ Social settings
- ⊕ Keyword matching options
- ⊕ Automatic campaign optimization (Display Network only)
- ⊕ Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

Targeting areas with limited reach

Limited reach may be due to low population in an area, or limited information about IP address mapping. But, this doesn't mean that you can't target customers in locations with limited reach. Your ads can still appear in the following scenarios:

Example

Molly advertises her charming bed-and-breakfast on AdWords. Her hotel is located near Andover, New York. Molly recently added Andover to her location targets, although the small town has limited reach.

Ralph has a mobile phone with the "My location" feature enabled and is visiting Andover. He needs a place to stay, so he searches for nearby inns on his mobile phone. Because the "My location" feature helps identify his location, Molly's ad appears on Ralph's phone.

Example

John currently lives in Los Angeles, and he's planning to visit Andover. He wants to find a place to stay in preparation for his trip, so he searches for "Andover ny inn" on Google. Because he used the location term "Andover" in his search, Molly's ads appear in his search results.

- **Target using physical location** If your customer has enabled the "[My location](#)" feature on his high-end mobile device and he's physically located in the area that you've targeted, your ads can appear on the device.
- **Target using search intent** Your ads can appear when someone searches for related location terms along with your keywords.

updated 03/19/2013

Refine your location targeting

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404184&topic=2799764&path=2799685-2799680-2951627&ctx=leftnav>

March 29, 2013

Improve your ad performance by location, and focus more of your online advertising efforts in regions where your business is most successful.

Think about your overall advertising goals. Are you interested in more impressions? Clicks? [Conversions](#)? AdWords location targeting allows you to [target geographic locations](#) for your ads to appear, but it can also be used as an [optimization](#) tool to help you increase your [return on investment](#) (ROI). Whether you're advertising to an entire country or just a few cities, you can use AdWords geographic data to analyze your campaigns by market and make improvements.

We've listed some handy tips below to help you get started.

Make your ads more effective

View performance by location

You can use your [geographic performance data](#) to confirm that your ads are appearing in certain locations, as well as compare how your ads are performing in different locations. Use this information to pinpoint the areas that you'd like to focus on, and check out the tips in this list to help you make your ads more effective in each area.

Example

You have a campaign that targets the entire country of Japan, but you're located in a different country. By viewing your geographic performance data, you confirm that your ads are getting impressions in cities throughout Japan. Also, you find that your ads do better in Tokyo and Kyoto, so you decide to come up with a new advertising strategy that targets those areas.

Assign more or less of your budget to certain areas

If your campaign is performing better in certain areas, you may want to run separate campaigns targeted only to the more successful areas. This allows you to increase your keyword bids and budgets to maximize ad impressions in high-performing cities. Likewise, consider creating a separate campaign that targets areas outside of your top-performing cities. You may want to use the same keywords as your other campaigns, but set lower keyword bids.

Example

You've been targeting the entire United States in your snorkeling equipment ad campaign, but you sell most of your snorkeling equipment to customers in Hawaii. You create a separate campaign targeting only Hawaii so you can easily see how your campaign performs in that state, and adjust your budget.

Write ad text that stands out in certain geographic areas

Highlight unique selling points of your business, such as certain products or services that are more likely to interest customers in those areas. You can also offer promotions available only to certain areas.

Example

You find that your online clothing store sells the most red mittens to people in the state of Minnesota. To attract customers in Minnesota, you create an ad targeted to Minnesota customers that promotes your red mittens.

Use location-specific landing pages

If you have different landing pages on your website for each region that you serve, send customers to the landing page most relevant to their geographic areas. That way, they don't have to spend time searching for the information that's relevant to them.

Example

You're a real estate agent and your website has listings for apartments for sale throughout Florida. If a customer is searching for apartments in Miami, you'll want to send them to your landing page with Miami apartments, rather than Orlando apartments.

Use location extensions to highlight your business address

If it's important for your customers to know where your business is located, it can be helpful to add location extensions to your ads. Location extensions merge your business address and phone number seamlessly with your ad text.

If all of the businesses in your location extensions are in the U.S., you can target a radius around your location extensions to show ads to people located near your business. With bid multipliers, you can also set different bids for these areas.

Example

Let's say you own a bicycle repair shop in downtown Chicago. With location extensions, a customer near your store who searches for bicycle repair shops can see your ad, along with your full address and phone number -- and head your way with his flat tire.

Exclude regions that don't perform well

If you're consistently getting clicks with a low conversion rate from certain regions, or clicks from regions where you don't want your ads to show, consider [excluding the regions from your targeting](#).

Example

If you've been targeting the entire United States, but you find that clicks from Wyoming aren't converting well for your business, you can exclude Wyoming to avoid showing your ads in that state.

updated 03/16/2013

Location target types by country

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722075&topic=2799764&path=2799685-2799680-2951627&ctx=leftnav>

March 29, 2013

Like dining etiquette and power outlets, location target types vary by country. AdWords allows you to target different types of locations, including postal codes, cities, regions, and more. Keep in mind that some target types aren't available in all countries.

Note

We've recently upgraded our metro targeting areas to [Nielsen® DMA®](#) (Designated Market Areas) regions. Most advertisers will continue to see similar traffic, but in some instances, traffic may increase or decrease slightly.

Targeting Nielsen® DMA® regions is available only in the United States.

Take a look at the chart below to see examples of the location target types available for AdWords:

Target type	Examples
Autonomous community (Spain only)	<ul style="list-style-type: none">• Andalusia• Valencia
Canton (Switzerland only)	<ul style="list-style-type: none">• Bern• Zurich
City	<ul style="list-style-type: none">• San Francisco, California• Paris, France
Congressional district (US only -- updated as of 2010 Census)	<ul style="list-style-type: none">• CA-12: 12th District of California• AL-4: 4th District of Alabama
Country	<ul style="list-style-type: none">• Mexico• Sweden
County	

Department (France only)	<ul style="list-style-type: none"> • Claire, Ireland • Nord-Trøndelag, Norway • Vukovar-Syrmia, Croatia
<u>Nielsen®</u> DMA® (Designated Market Areas) regions (US only)	<ul style="list-style-type: none"> • Loire • Val-de-Marne
Governorate (Egypt only)	<ul style="list-style-type: none"> • Detroit, MI • Cincinnati, OH
Municipality (Bulgaria only)	<ul style="list-style-type: none"> • Gharbia • Beheira
Postal code (US and Canada only)	<ul style="list-style-type: none"> • Burgas • Plovdiv
Prefecture (Japan only)	<ul style="list-style-type: none"> • 76622 • 01009
Province	<ul style="list-style-type: none"> • Aichi • Fukuoka
Region	<ul style="list-style-type: none"> • Navarre, Spain • Mersin Province, Turkey
State	<ul style="list-style-type: none"> • Asti, Italy • Busan, South Korea
	<ul style="list-style-type: none"> • Alaska, United States • Uttar Pradesh, India

Territory
(Canada only)

- Saarland, Germany

Union territory
(India only)

- Northwest Territories
- Yukon

- Delhi
- Lakshadweep

See the [full list of target types](#) available in each country.

All available location targets

To see the full list of available location targets in AdWords, including specific countries, cities, regions, and more, see the [Targets table](#) in our [AdWords API](#) documentation. Here are a few tips for using the table:

- **Filter by target type:** Locate the dropdown menu above the “Target Type” heading. Choose the target type that you’d like to use to filter your table. For example, select **City** to view all cities that can be targeted in AdWords.
- **Filter by country code:** Above the **Country code** heading, enter a country code to see all the location targets available within that country. You can also filter by target type. For example, enter “FR” as the country code and select **City** to view all targetable cities in France.
- **Sort:** Click any column header in the table to sort your results alphabetically by that column. For example, click **Name** to sort the names alphabetically in the table.

Next steps

- Find out how to [target ads to a specific geographical location](#).
- Exclude [ads from specific geographical locations](#).

updated 03/16/2013

Advanced location options

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722038&topic=2799764&path=2799685-2799680-2951627&ctx=leftnav>

March 29, 2013

Once you've defined your location targeting and location exclusion settings, you may want to refine your traffic even more. **Advanced location options** allow you to reach or exclude people based on where they're likely to be located or the places that they're searching for. This way, you can make the most of your budget by pinpointing your ideal customers.

Advanced location **targeting** options allow you to reach:

- People in, searching for, or viewing pages about your targeted location (*default*)
- People in your targeted location
- People searching for or viewing pages about your targeted location

Advanced location **exclusion** options allow you to exclude:

- People in, searching for, or viewing pages about your excluded location (*default*)
- People in your excluded location

Your advanced location options apply to ads on both the [Search Network](#) and the [Google Display Network](#).

Keep in mind

To update your advanced location options, you'll need to use one of the following campaign types:

- “Search & Display Networks - All Features”
- “Search Network only - Product Listing Ads”
- “Search Network only - Dynamic Search Ads”
- “Search Network only - All Features”
- “Display Network only - Remarketing”
- “Display Network only - All Features”

If you have a different campaign type from the ones listed above, you won't be able to modify your campaign's advanced location options. Learn about [AdWords campaign types](#).

Comparing targeting options

By default, you'll be able to reach people who are likely to be physically located in your targeted areas, as well as those who show interest in your targeted geographic areas. Areas that people show interest in are also known as **locations of interest**.

If you like, you can also switch to using only one of these targeting options. Let's take a look at

our available targeting options, and examine how they work with some example campaigns. Click any of the options below for more information.

Tip

Most campaigns will see a decrease in impressions when switching from the default targeting option. We suggest that you change your targeting option only if you want to refine the traffic that your campaign is getting.

Reach people in, searching for, or viewing pages about my targeted location

The default and recommended advanced location targeting option reaches people that are likely to be located in your targeted location, as well as people searching for or viewing pages about your targeted location.

This means we'll show your ads to anyone who is likely to be physically located within the area that you've targeted (with exceptions, as we explain in the tip below), as well as anyone who included the name of the location in their searches, viewed content about a particular location, or selected the location in their search settings.

Tip

When you choose to "Reach people in, searching for, or viewing pages about my targeted location," your ads can appear for people who are likely to be physically located in your targeted location. However, if someone is physically located in your targeted location, but is searching for pages about a location outside of that targeted location, we won't show your ad.

For example, let's say you're advertising your vineyard and you target California. Someone in California searches for "oregon wine," but she won't see your ad, since she was searching for a location outside of California.

This exception doesn't apply to the Display Network. If the same person in California looks at websites about wine in Oregon, she's eligible to see the ads that you've targeted to California.

Example

Your Napa vineyard wants to reach people who are in California, as well as anyone in the U.S. who is interested in wine from California. By using the default setting to target either physical location or by locations that people show interest in, your ads can appear for people in California, as well as people throughout the U.S. searching for *california wine*.

Targeting option	Target location	Target keyword	Network	Person's location	Searching for or viewing pages about	Person sees your ad
People in, searching for, or viewing pages about my targeted	California	wine	Search or Display	New York	california wine	

location	Network			
	Search or Display Network	California	wine	
	Search Network	California	oregon wine	
	Display Network	California	oregon wine	

Reach people in my targeted location

If you choose to reach people who are likely to be located in your targeted location, this means we'll show your ads to anyone who is likely to be physically located within the area that you've targeted.

In addition, if someone who is physically located in your targeted area includes terms related to a different location in her search, she'll still be eligible to see your ad.

If people outside of your targeted area include terms related to your targeted locations in their searches, they won't see your ads.

Example

Suppose you have a vineyard in Napa, California, and you choose to reach people located in your targeted location, which is California. This allows you to reach customers who are likely to be physically located in California when they search for your keyword *wine*.

If someone in California searches for *oregon wine*, she'll still be eligible to see your ad because of her physical location.

If someone located in New York searches for *california wine*, your ads won't appear, even though the term *california* is in her search.

Targeting option	Target location	Target keyword	Network	Person's location	Searching for or viewing pages about	Person sees your ad
People in your targeted location	California	wine	Search or Display Network	California	wine	
				California	oregon wine	
				New York	california wine	

Reach people searching for or viewing pages about your targeted location

If you choose to reach people searching for or viewing pages about your targeted location, this means we can show your ads to anyone who shows interest in your targeted location. People can show interest in a location by including the name of the location in their searches, by viewing content about a location, or by the location that they defined in their search settings. When using this targeting option, the actual location of the person is ignored.

On the Display Network, a location mentioned on a page may not always indicate interest in that location. For example, if someone is reading news about New York, he might not be interested in ads for New York flower shops. For that reason, we'll determine location from a limited set of pages when we believe it can be useful for targeting your ads.

Example

Consider your Napa vineyard again. You decide you want to reach any people in the U.S. who are searching for wine from California. A customer in New York, California, or any other part of the U.S. who searches for *california wine* can now see your ad.

However, if a customer in California searches only for *wine*, she won't be able to see your ad. And suppose a Parisian searches for *california wine*? Since he isn't located in the same country as the targeted location, California, he won't be able to see your ad either.

Targeting option	Target location	Target keyword	Network	Person's location	Searching for or viewing pages about	Person sees your ad
People searching for or viewing pages about your targeted location	California	wine	Search or Display Network	New York	california wine	
				California	california wine	
				California	wine	
				Paris, France	california wine	

Did you know...

We can only identify interest in a location if the customer is physically located in the same country as the location that he showed interest in.

Also, keep in mind that if the customer is located in one country, but he visits Google on a domain for a different country, we'll use the country of the domain in determining his location. For example, if you live in the United States, but search for *french bistro* on google.fr, we'll consider

France to be your location and show ads targeted to France.

Edit your targeting option

Keep in mind

Don't see advanced location options? This feature is accessible only for certain [campaign types](#). You can change your campaign type at any time, but keep in mind that doing so may hide or deactivate some features that affect ad serving.

To edit your targeting option, follow the steps below:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign you want to edit.
4. Click the **Settings** tab.
5. Click **Location options (advanced)**.
6. Click **Edit**.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns >
Campaign: Sweet tea

Enabled Type: Search & Display Networks - All features Budget: \$5.00/day Targeting: All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All settings Locations Ad Schedule

Campaign settings

General

Campaign name: Sweet tea [Edit](#)

Type: [Search & Display Networks - All features](#) [Edit](#)

Networks

Networks [All](#) [Edit](#)

Desktops & laptops, mobile devices and tablets

Devices [All](#) [Edit](#)

Locations

Locations [Targeted locations:](#)

- Canada (country)
- United States (country)

[Edit](#) [View location info »](#)

[Location options \(advanced\)](#)

Target: [People in, searching for, or viewing pages about my targeted location](#) [Edit](#)

Exclude: [People in, searching for, or viewing pages about my excluded location](#) [Edit](#)

Languages

Languages [What languages do your customers speak?](#)

English [Edit](#)

Bidding and budget

Bidding option: [Focus on clicks, manual maximum CPC bidding](#) [Edit](#)

Budget: [\\$5.00/day](#) [Edit](#)

[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour.](#)

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)
[Ad delivery: Ad rotation, frequency capping](#)
[Demographic](#)
[Social settings](#)
[Keyword matching options](#)
[Automatic campaign optimization \(Display Network only\)](#)
[Experiment BETA](#)
[IP exclusions](#)
[Tracking URL for dynamic links](#)

7. Select your targeting option.
8. Once you've made your selection, click **Save**.

[Try it now](#)

Comparing exclusion options

By default, you'll exclude people physically located in, searching for, or viewing pages about your excluded locations. This default setting helps you avoid getting impressions for your excluded areas, regardless of whether someone is located or interested in those areas.

If you like, you can change your default setting to exclude just people who are located in your excluded locations. Let's take a look at our available exclusion options, and examine how they work with some example campaigns. Click any of the options below for more information.

Exclude people in, searching for, or viewing pages about your excluded locations

With this setting, we won't show your ads to people who are physically located in your excluded location OR to those who showed interest in your excluded location by either searching for, viewing content about, or have settings related to the excluded location.

Example

You want to make sure that your ski equipment store ads won't appear for anyone that searches for Utah ski equipment since those searchers are probably looking for ski shops in Utah. Excluding by physical location or search intent keeps your ads from appearing for people physically located in Utah OR people who search for *Utah ski equipment*.

Exclusion option	Targeted location	Excluded location	Network	Target keyword	Person's location	Searching for or viewing pages about	Person sees your ad
People in, searching for, or viewing pages about your excluded locations	United States	Utah	Search or Display Network	ski equipment	Utah	ski equipment	
					California	Utah ski equipment	

Exclude people in your excluded location

This setting keeps your ads from appearing to people who are likely to be physically located in the area that you've excluded. People that are physically outside these areas may still see your ads.

Example

Let's say you own a ski equipment store in Colorado that ships anywhere in the United States. You've found that you have very few sales from Kansas, so you want to divert more of your budget to other areas. You decide to use physical location exclusion to keep your ads from appearing for people in Kansas who search for *ski equipment*.

Exclusion option	Targeted location	Excluded location	Network	Target keyword	Person's location	Searching for or viewing pages about	Person sees your ad
People in your excluded location	United States	Kansas	Search or Display Network	ski equipment	Colorado	ski equipment	
					Colorado	kansas ski equipment	
					Kansas	ski equipment	

Edit your exclusion option

Keep in mind

Don't see advanced location options? This feature is accessible only for certain [campaign types](#). You can change your campaign type at any time, but keep in mind that doing so may hide or deactivate some features that affect ad serving.

To edit your advanced location options, follow the steps below:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign you want to edit.
4. Click the **Settings** tab.
5. Click **Location options (advanced)**.

6. Click **Edit**.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing ▾](#)[My account ▾](#)

Search

**All online campaigns**[Campaign #1](#)[Campaign #3](#)[Campaign #4](#)[Campaign #5](#)[Campaign #6](#)[Campaign #7](#)[Sweet tea](#)

Black tea

Green tea

New Ad Group

All online campaigns >

Campaign: Sweet tea**Enabled** Type: **Search & Display Networks - All features** Budget: **\$5.00/day** Targeting: **All devices English Canada; United States**[Ad groups](#)[Settings](#)[Ads](#)[Keywords](#)[Ad extensions](#)[Dimensions](#)[Display Network](#)[All settings](#)[Locations](#)[Ad Schedule](#)**Campaign settings****General**Campaign name **Sweet tea** [Edit](#)Type [?](#) **Search & Display Networks - All features** [Edit](#)**Networks**Networks [?](#) **All** [Edit](#)**Desktops & laptops, mobile devices and tablets**Devices [?](#) **All** [Edit](#)**Locations**Locations [?](#) Targeted locations:
• **Canada (country)**
• **United States (country)**[Edit](#) [View location info »](#)[Location options \(advanced\)](#)Target [?](#) **People in, searching for, or viewing pages about my targeted location** [Edit](#)Exclude [?](#) People in, searching for, or viewing pages about my excluded location (recommended) [?](#)
 People in my excluded location [?](#)[Save](#)[Cancel](#)**Languages**Languages [?](#) What languages do your customers speak?**English** [Edit](#)**Bidding and budget**Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[Delivery method \(advanced\)](#)**Ad extensions**Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).**Advanced settings**[Schedule: Start date, end date, ad scheduling](#)[Ad delivery: Ad rotation, frequency capping](#)[Demographic](#)[Social settings](#)[Keyword matching options](#)[Automatic campaign optimization \(Display Network only\)](#)[Experiment^{BETA}](#)[IP exclusions](#)**Shared library****Automation****Reports**

Labels

All video campaigns

Help

Help Center

Search help center

Go

Tracking URL for dynamic links

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)
© 2012 Google | [AdWords Home](#) | [Editorial Guidelines](#) | [Privacy Policy](#)
[Debug](#) | [Report a Bug \(Internal\)](#)

7. Select your exclusion option.
8. Once you've made your selection, click **Save**.

[Try it now](#)

Top Contributor, Regular Member

What our advertisers are saying

MosheTLV and PPCBossman, 08/21/2012

"We've found that by using proper targeting settings in AdWords, that are in line with advertising strategies, we gain greater control over our campaigns by only serving ads to relevant prospects and customers in the locations that we service." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/20/2013

Set up your ad's target language

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722078&topic=2799765&ctx=topic&path=2799685-2799680-2799680-2951627>

March 29, 2013

If you don't speak the native language while visiting a foreign country, you might find it tough to get your message across. Similarly with AdWords, you want to make sure your advertising message shows to your customers in the right language.

We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience. And if your customers speak many languages, we'll explain how you can create separate campaigns to manage ads and keywords for each of those languages.

With the AdWords **language targeting** feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.

See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.

How language targeting works in AdWords

Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the [Google Display Network](#) (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.

Example

Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.

Language targeting also works for ads that run on the [Google Display Network](#), a collection of websites that partner with Google to show AdWords ads.

Example

If your coffee business has an image ad for freshly ground coffee with Spanish ad text, you can target your ads to run only on Spanish language websites.

How we detect languages

Each Google domain has a default language. For example, Google.com defaults to English, Google.fr defaults to French, Google.cn defaults to Chinese, and so on.

The default language can be changed via the **Preferences** link on the Google homepage. A Spanish-speaker living in the United States, for instance, may want to perform searches on the

U.S. domain, Google.com, but could change the interface language setting to Spanish. In that case, he would see ads targeting Spanish instead of English.

Additional ways that we detect languages

While your campaign always targets searches with a matching interface language, your campaign may also target searches or Google Display Network sites that we detect are written in your target language.

Example

There are five languages that you can language target within AdWords where the alphabet of the search uniquely identifies the language of the search: Greek, Hebrew, portions of Japanese, Korean, and Thai. So if you have the keyword *λουλούδια* (Greek for flowers) in a campaign that targets the Greek language, your ad will be eligible to appear whenever a customer searches for *λουλούδια*, even if the customer's interface language is set to English.

On the Google Display Network, AdWords may look at the language of the pages that someone is viewing or has recently viewed to determine which ads to show. This means that we may detect the language from either pages that the person had viewed in the past, or the page that she is currently viewing.

Example

Maya has viewed several cooking blogs on the Google Display Network that are written in Japanese, and she sees ads from campaigns targeted to Japanese speakers. She may also see Japanese ads even when she reads other blogs on the Display Network that are written in English because of her viewing history.

Targeting ads to Persian

If you target your ads to Persian only, we'll show your ads to people that are located outside of Iran (based on the location we've detected from their IP address).

If you target your ads to Persian and other languages, and you've included Iran in your location targets, we may show your ads to people located in Iran.

Organize campaigns by language

Language targeting settings are set at the campaign level, so if you're targeting more than one language, we recommend that you create separate campaigns for each one. Creating a separate campaign for each language helps ensure that the ad you've written in one language also appears on a site that's written in the same language. This can be helpful if you're targeting your ads to multilingual countries, such as Canada or the U.S., and you have ads in multiple languages.

If you target multiple languages in a single campaign, your ads can appear on sites that are in different languages and don't match the language of your ad.

Remember, you'll always want to create ads in the language that you target, because AdWords doesn't translate ads or keywords.

Example

Let's say that you want to target French and Italian speakers with an ad campaign for your chocolate croissants. You'll want to create one campaign with French keywords and ads related to chocolate croissants targeted to the French language. Then, create a separate campaign with Italian keywords and ads related to chocolate croissants, and this time, target the campaign to the Italian language. Yum!

Keep in mind

To make changes to your ad's target language, you'll need to use one of the following campaign types:

- "Search & Display Networks - All Features"
- "Search Network only - Product Listing Ads"
- "Search Network only - Dynamic Search Ads"
- "Search Network only - All Features"
- "Display Network only - Mobile Apps"
- "Display Network only - Remarketing"
- "Display Network only - All Features"

If you use the "Search & Display Networks - Standard" or "Search Network only - Standard" campaign types, your campaign will target all languages, and you won't be able to modify your language targeting. Learn about [AdWords campaign types](#).

Set up language targeting

Keep in mind

Don't see advanced location options? This feature is accessible only for certain [campaign types](#). You can change your campaign type at any time, but keep in mind that doing so may hide or deactivate some features that affect ad serving.

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign you wish to edit to open your campaign settings.
4. Click the **Settings** tab.
5. Next to Languages, click **Edit**.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾
🔍
[Select campaign settings](#)[Create ad group](#)**All online campaigns**

- Campaign #1
- Campaign #2
 - Ad Group #1
- New campaign

Select campaign settings[Load settings](#) ?[Campaign type](#) ▾

or

[Existing campaign](#) ▾**General**Campaign name **Locations and Languages**

Locations ? What locations would you like to target (or exclude) in your campaign?

- All countries and territories
 United States and Canada
 United States
 Let me choose...

 Advanced search

For example, a country, city, region or zip code.

Languages ? What languages do your customers speak?

[English](#) [Edit](#)[Location options \(advanced\)](#)**Networks and devices**Networks ? All available sites (Recommended for new advertisers)
 Let me choose...Devices ? All available devices (Recommended for new advertisers)
 Let me choose...**Bidding and budget**Bidding option ? [Basic options](#) | [Advanced options](#)
 I'll manually set my bids for clicks

You'll set your maximum CPC bids in the next step.

 AdWords will set my bids to help maximize clicks within my target budgetDefault bid ? \$

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget ? \$ per dayActual daily spend may vary. [?](#)[Delivery method \(advanced\)](#)**Ad extensions**You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

- Location ? Extend my ads with location information
 Sitelinks ? Extend my ads with links to sections of my site
 Call ? Extend my ads with a phone number
 Social ? Increase the social relevance of my ads by associating them with my Google+ Page
 Mobile App ? Extend my ads with a link to a mobile/tablet app.

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
[Ad delivery: Ad rotation, frequency capping](#)
[Demographic](#)
[Social settings](#)
[Keyword matching options](#)
[Automatic campaign optimization \(Display Network only\)](#)

[Save and continue](#)[Cancel new campaign](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
 There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

6. Select your target language(s). In our example, we've selected only English.

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All online campaigns[Campaign #1](#)**Campaign #2**

Ad Group #1

All online campaigns >

Campaign: Campaign #2

● Enabled Budget: \$20.00/day Targeting: All available sites All devices English Ireland; Meilen, Canton of Zurich, Switzerland; Munich, Bavaria, Germany; Maui Hawaii, United States

[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Dimensions](#) [Display Network](#) ▾**Campaign settings****General**Campaign name **Campaign #2** [Edit](#)**Locations and Languages**Locations [?](#) Targeted locations:

- Ireland (country)
- Meilen, Canton of Zurich, Switzerland (city)
- Munich, Bavaria, Germany (city)
- Maui, Hawaii, United States (city)

[Edit](#)Languages [?](#) What languages do your customers speak?

This setting determines whether your ad can show for a specific language setting on Google. Note that AdWords doesn't translate your ads.

- | | | |
|--|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> All languages | <input type="checkbox"/> German | <input type="checkbox"/> Portuguese |
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Greek | <input type="checkbox"/> Romanian |
| <input type="checkbox"/> Bulgarian | <input type="checkbox"/> Hebrew | <input type="checkbox"/> Russian |
| <input type="checkbox"/> Catalan | <input type="checkbox"/> Hindi | <input type="checkbox"/> Serbian |
| <input type="checkbox"/> Chinese (simplified) | <input type="checkbox"/> Hungarian | <input type="checkbox"/> Slovak |
| <input type="checkbox"/> Chinese (traditional) | <input type="checkbox"/> Icelandic | <input type="checkbox"/> Slovenian |
| <input type="checkbox"/> Croatian | <input type="checkbox"/> Indonesian | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> Czech | <input type="checkbox"/> Italian | <input type="checkbox"/> Swedish |
| <input type="checkbox"/> Danish | <input type="checkbox"/> Japanese | <input type="checkbox"/> Thai |
| <input type="checkbox"/> Dutch | <input type="checkbox"/> Korean | <input type="checkbox"/> Turkish |
| <input checked="" type="checkbox"/> English | <input type="checkbox"/> Latvian | <input type="checkbox"/> Ukrainian |
| <input type="checkbox"/> Estonian | <input type="checkbox"/> Lithuanian | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Norwegian | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Finnish | <input type="checkbox"/> Polish | |
| <input type="checkbox"/> French | | |

[Save](#)[Cancel](#)[Location options \(advanced\)](#)Target [?](#) People in, searching for, or viewing pages about my targeted location [Edit](#)Exclude [?](#) People in my excluded location [Edit](#)**Networks and devices**Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)**Bidding and budget**Bidding option [?](#) Focus on clicks, manual maximum CPC bidding [Edit](#)Budget [?](#) \$20.00/day [Edit](#)[Delivery method \(advanced\)](#)**Ad extensions**

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
- [Ad delivery: Ad rotation, frequency capping](#)
- [Demographic](#)
- [Social settings](#)
- [Keyword matching options](#)
- [Automatic campaign optimization \(Display Network only\)](#)

7. Click **Save**.

[Try it now](#)

Next step

- More about [targeting ads to a selected geographic location.](#)

updated 03/16/2013

[Introduction to AdWords](#)[Account management](#)[Campaign and ad group management](#)[Keyword targeting](#)[Language & location targeting](#)[Ad formats](#)[Budgets and bidding](#)[Measurement and optimization](#)[Performance, profitability, and growth](#)[Managing multiple accounts](#)

Ad formats

Overview of ad formats

[Choose an ad format](#)

Text ad formats

[Tips for creating successful text ads](#)[The components of a text ad](#)

Image ad formats

[Create image ads in different sizes](#)[Image ad guidelines and policies](#)

Video ad formats

[Video Ad Guidelines & Best Practices](#)[Using AdWords to create video ads](#)

Mobile ad formats

[Types of mobile ads](#)

Introduction to ad extensions

[Enhance your ad using extensions](#)

Social ad extensions

[Show your ads with your Google+ page endorsements](#)

Ad policy review

[Relevance, clarity, and accuracy](#)[Google's advertising principles](#)

Choose an ad format

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722124&topic=2799766&ctx=topic&path=2799686-2799680-2799680-2951627>

March 29, 2013

AdWords accounts give you access to ad formats that go beyond those that appear on Google Search results. Besides text ads, you can create video ads, image ads, WAP mobile ads, app or digital content ads, and more. Each type has its own benefits, whether it's the ease and affordability of running text ad or the colorful storytelling that comes with video. You can run multiple kinds of ads from the same AdWords account and, in some cases, from the same campaign.

Ad formats available in an AdWords account

Format	Description	Main benefits
Text	Words only.*	Maintain ads quickly and easily. Reach customers when they search on Google.
	 A screenshot of a Google AdWords text ad. It features the "Google AdWords" logo and the URL "www.google.com/AdWords". Below that, the text "Try Google AdWords & Get Your Business Ads Online in Minutes!" is displayed.	
Ad extensions	Extends your ads with more information, such as additional links to your website, store address, or phone number.	Provide additional details and contact information that can make your ads more relevant to customers. You can opt to extend your ad for mobile devices differently than how you extend your ad for tablets and computers.
	 A screenshot of an Ad extension for "SomeRetailer's - Official Site SomeRetailer.net". The ad includes the website URL, a location indicator for "Chicago", and a call-to-action: "Find a Chicago Store or Shop Online - Free Shipping Order Today!". It also lists "1 Oak Blvd, Chicago, IL - (655) 650-4500 - Directions". Below the ad, there are links for "Wedding Registry", "Store Locator", "Free In-Store Pickup", "No Interest Financing", "Deals & Promotions", and "Price Match Guarantee".	
Image	Static or interactive graphics. Animated ads in .gif and Flash format can be used.	Showcase your product or service in a visual way. Reach customers on websites that partner with Google.
	 A screenshot of a magazine page from "Be Fit" magazine. The top banner features the magazine title "Be Fit" and the tagline "Natural Health for Better Living". Below the banner, there are several columns of content, including an article about getting back into shape, a sidebar with "Get Back In the Game!", and a "SUBSCRIBE & GET A FREE GIFT!" offer. At the bottom, there are sections for "CLUB Men's Fitness" and "CLUB Women's Fitness".	

WAP mobile Create text or image ads for WAP mobile devices.

Note: Wireless Application Protocol (WAP) is a standard for accessing information over a wireless network for mobile devices.



Click-to-download mobile app

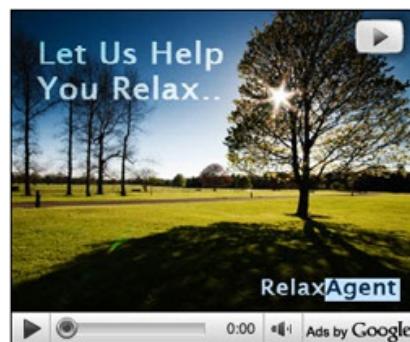
Drive app downloads with click-to-download ads.

Send your customers straight to an online app store, such as Google Play Market or the Apple App Store. Note: Ads will appear only on devices compatible with your content.

Video

Audio visual ads that show online. Run standalone video ads or insert them in streaming video content.

Deliver a rich and engaging experience to customers. Reach customers on websites that partner with Google.



Product Listing Ads

Text ads that contain product features and pricing information. Goes to a product purchase page on your website.

Encourage your customers to learn about the products that you sell before they click to your website.





* Text ads might look slightly different on the Display Network.

Campaign types and ad formats

Campaign type	Text ad	Image ad	Specialized - search	WAP mobile ad	Product listing ad	Dynamic search ad	Video ad
---------------	---------	----------	----------------------	---------------	--------------------	-------------------	----------

Search and Display Networks - Standard

Search and Display Networks - All features

Search Network only - Standard

Search Network only - All features

Search Network only - Dynamic search ads

Display Network only - All features

Display Network only - Mobile apps

Display Network only - Remarketing

Note: If you select the “Search and Display Networks - All features” campaign type or any of the “Display Network only” campaign types, you’ll have access to the Display Ad Builder tool. But, the actual ad formats available to you in the Display Ad Builder depends on the specific campaign type you select.

Learn more about the different [campaign types available](#).

Steps to choose an ad format

1. Select the campaign and ad group in which you want to create your new ad.

2. Click the **Ads** tab.
3. Click the "+ New ad" dropdown button.
4. Choose the format of the ad you'd like to create and complete the instructions specific to that ad format.
5. Click "Save ad."

After you've saved your ad, you should see your new ad listed in the **Ads** tab. However, ads may not run until they're reviewed or approved, which can take seconds or days depending on the format.

updated 03/25/2013

Campaign types and ad formats

Campaign type	Text ad	Image ad	Specialized - search	WAP mobile ad	Product listing ad	Dynamic search ad	Video ad
Search and Display Networks - Standard	✓	✗	✗	✗	✗	✗	✗
Search and Display Networks - All features	✓	✓	✓	✓	✓	✓	✗
Search Network only - Standard	✓	✗	✗	✗	✗	✗	✗
Search Network only - All features	✓	✗	✓	✓	✓	✓	✗
Search Network only - Dynamic search ads	✗	✗	✗	✗	✗	✓	✗
Display Network only - All features	✓	✓	✗	✓	✗	✗	✓
Display Network only - Mobile apps	✓	✓	✗	✗	✗	✗	✓
Display Network only - Remarketing	✓	✓	✗	✗	✗	✗	✓

Note: If you select the "Search and Display Networks - All features" campaign type or any of the "Display Network only" campaign types, you'll have access to the Display Ad Builder tool. But, the actual ad formats available to you in the Display Ad Builder depends on the specific campaign type you select.

Tips for creating successful text ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704392&topic=2799767&ctx=topic&path=2799686-2799680-2951627>

March 29, 2013

It's not easy fitting everything you want to say about your business in just a few words. Start by taking a moment to consider what you want to do with your ad. Then use the six guidelines in this article to create an ad that's accurate, to-the-point, and engaging – and hopefully brings you lots of clicks!

Watch this video

Highlight what makes your business, product, or offer unique

Free shipping? Large selection? Tell people! Highlight features or areas that make your business stand out from the competition.

Include prices, promotions, and exclusives

If you have something special to offer, make sure your customers see it. People are usually searching to make a decision about something. Give them what they need to help make their decision.

Tell your customers what they can do

Are you selling? Tell them what they can buy. Are you offering? Tell them what they'll receive. Strong verbs like *Purchase*, *Call today*, *Order*, *Browse*, *Sign up*, or *Get a quote* tell your customers what they can expect to do when they arrive at your website.

Include at least one of your keywords in your ad text

This can catch the attention of the people who searched for the keyword, and show that your ad is related to what they want. Additionally, the keyword you use will appear in bold in your ad, just like it does in the search results, making it more obvious how relevant your ad is. Let's say you include the keyword *digital cameras* in your ad's headline, like "Buy Digital Cameras," and a customer searches for *digital cameras*. Your ad's headline will appear in bold, like "**Buy Digital Cameras**." Your ad's headline could also appear in bold if a customer searched for *buy SLR cameras*, like "**Buy Digital Cameras**," since "buy" and "cameras" match words in the customer's search term.

Match your ad to your landing page

Take a look at the page on your website that you're linking to, which is called the *landing page*. Make sure the promotions or products in your ad are included in that page. If visitors don't find what they expect to see when they reach your site, they might leave.

Appeal to customers viewing your ad on a mobile device

When customers are on-the-go, certain information might be more useful to them (like your store location or phone number) or a particular message might grab their attention. If you're running an enhanced campaign, try using call extensions (also known as click-to-call) or location extensions to give customers the information they need to take action while they're on the move. Also, consider creating additional ads tailored for mobile devices, like text that highlights mobile-specific specials or discounts or a mobile-optimized display URL.

Experiment

Create three to four ads per ad group, trying out different messages to see which performs the best with your customers. AdWords can automatically show the better-performing ads within an ad group more often. This removes the guesswork and lets you build on what you've learned from your experiments.

Example

Which ad would you click on if you're searching for an 8 megapixel camera?

www.example.com we sell the main brands great prices here	www.example.com 10% off Digital Cameras. Free Delivery. Buy Today!
---	--

Successful text ads tend to contain words that match a person's search and tell them what they can expect when they click on the ad. Notice how the capital letters in the "8 Megapixel Cameras" ad make the words stand out.

Top Contributor



What our advertisers are saying

pankaj1782, 08/14/2012

"I don't really prefer using abbreviations or short forms inside my ad texts until I really don't have other choices. Reason being they could actually change the whole meaning of what you really want to express." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

The components of a text ad

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704389&topic=2799767&path=2799686-2799680-2951627&ctx=leftnav>

March 29, 2013

All online ads are essentially clickable messages that connect customers with a website.

Text ads, the simplest version of a clickable message, contain three components: a headline, display URL, and a description. Let's look at the components of the sample ad below:

Advertise with Google

adwords.google.com

Want fast results?

Create your ad campaign today!

Headline

Display URL

Description

Headline

The first line of your ad is the one that customers are most likely to notice. If you really want your headline to stand out, consider including keywords. People are more likely to notice headlines that match what they're searching for. In our sample ad, the keyword "advertise" should get the attention of people who are searching for ways to advertise online. We can show up to 25 characters in your headline.

Display URL

Appearing in green, this line of your ad shows the address of the website that you're promoting. AdWords lets you choose a brief but meaningful display URL to give people who see your ad a clear idea of where it'll take them when they click on the link. Behind the scenes, you can also assign your text ads a different destination URL, which takes the person who clicks your ad to a precise location on the same website that's relevant to the ad itself. People can only see the display URL in your ad and not the destination URL.

Long display URLs

We can show up to 35 characters of your display URL due to limited space. For languages that use double-width characters, like Chinese (simplified or traditional), Japanese, or Korean, we can show up to 17 characters of your display URL. If your display URL is longer than the maximum character length, we'll shorten your display URL when we show your ad.

Display URLs enhanced with website links

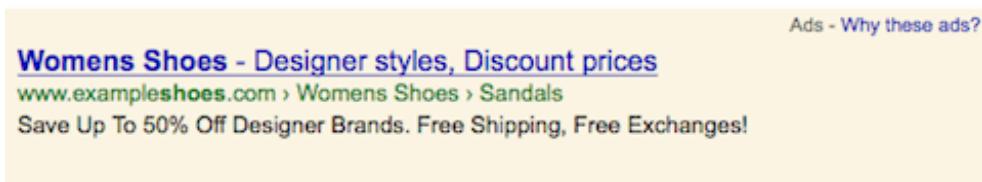
You might see that the Display URL of your text ad includes a set of links that show the locations of pages on your website. We call these links breadcrumbs - inspired by the trail of breadcrumbs Hansel left through the woods to find his way back home in the Grimm's fairy tale "Hansel and Gretel." These breadcrumb links help customers easily navigate to relevant sections of your website.

For some advertisers, we'll automatically add breadcrumbs to ads that appear at the top or

bottom of Google search results, helping to make your ads more relevant to customers. Customers can click an individual breadcrumb link to quickly navigate to the page or section of your website that they find relevant.

Example

Let's say a customer wants to buy a pair of sandals and she searches for "womens sandals". We might show her the following ad enhanced with breadcrumbs:



Deciding that she might want to see more than just sandals, she clicks the "Womens Shoes" breadcrumb link. She looks at the boots and sandals that you sell -- and finds shoes that she loves! -- so she decides to buy a pair of brown leather boots and hot pink sandals from your website.

Keep in mind

Since we use the breadcrumb annotations from the landing page of your ad to create the breadcrumb links, you're in control of which breadcrumbs are shown with your ad or whether breadcrumbs are shown at all.

How to show breadcrumbs with your ads

You can edit your website's code and add breadcrumb annotations to show your ad with breadcrumbs. Remember, you're in control of the code that's used on your website to create breadcrumbs. Learn more about how you can [modify your website code to show breadcrumbs](#).

Understanding your costs

We'll charge you each time a customer clicks any link on your ad, regardless of whether the link clicked is the headline of your ad or a breadcrumb link. You can decide the maximum amount you'd like to pay for a click by setting a [cost-per-click \(CPC\) bid](#). Keep in mind that the amount you'll pay is the same for a click on the headline or a click on a breadcrumb link. The amount won't be affected by whether the display URL of your ad does shows or doesn't show with breadcrumb links.

View your performance data

You can use [segments](#) to see how your breadcrumbs are performing. To see the number of times someone clicked your breadcrumb links to visit your website, select the **Ads** tab and segment your data by "Click type". Your performance data will be included in the "Breadcrumb" click type.

Description

The final lines of your text ad are where you describe the product or service you're advertising. Space is limited, so choose your words carefully to highlight the most important details and benefits. We can show up to 35 characters for each description line.

Keep in mind

Text ads on the Google Display Network might look slightly different.

Using characters with your ads

You can write your ads in a number of supported languages. Most non-English characters, including tildes, umlauts, and cedillas, will appear correctly in your ads, including the display URL.

For languages that use double-width characters, like Chinese (simplified or traditional), Japanese, or Korean, your text ads will appear on Google search results the same way that they appear in your account. Keep in mind that your headline, description lines, and display URL should meet our character limits. We recommend you preview your ads to make sure you're satisfied with how they appear.

updated 03/19/2013

Create image ads in different sizes

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722096&topic=2799768&ctx=topic&path=2799686-2799680-2951627>

March 29, 2013

Want to make an impression on customers with engaging graphics? Use image ads to capture people's attention as they browse websites in the Google Display Network. The network contains thousands of sites and apps, from online newspapers to blogs to Google websites, such as Blogger. Image ads give you a way to entice customers to your website, using a combination of graphics and text.

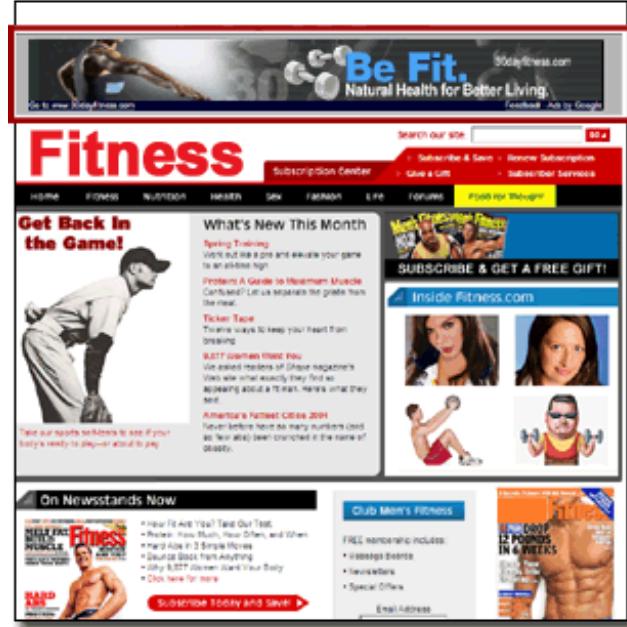
You can create image ads in various sizes. If you have a static, animated, or Flash image that you'd like to use, you can upload it into AdWords. You can also take advantage of available templates in display ad builder to build a custom ad.

If you've browsed websites and seen large graphic ads across the top of a webpage, then you're already familiar with what image ads look like. Here's an example of an image ad on a fitness site (highlighted in red):

Snazzy, huh? AdWords image ads can appear in a variety of pre-approved sizes, which are measured in pixels. Use images to simply drive awareness of your brand or increase clicks and traffic to your website.

Example

Let's say you sell hand-knitted scarves online and you want to generate more sales. Create image ads to showcase your scarves and target Display Network websites that sell clothing and accessories. Or perhaps you just want more people to learn about your brand and are not necessarily concerned with sales. In that case, you might want to use image ads on blogs or forums for knitting enthusiasts.



Supported ad sizes and formats

Before creating your ad in AdWords, you'll need to prepare an image file that is sized and formatted appropriately. The size and format requirements depend on where you plan to show your ad -- websites on desktop browsers or on mobile devices.

Learn about the [different campaign types and available ad formats](#).

Specs for image ads on desktop browsers

Acceptable file formats: .GIF, .JPG, .JPEG, .PNG, .SWF

File size limits: 50 KB or less for all files.

Supported ad sizes:

- 250 x 250 square



This ad size can appear at the top, on the side, or on the bottom of the page.

- 200 x 200 small square



This ad size can appear at the top, on the side, or on the bottom of the page.

- 468 x 60 banner



This ad size can appear at the top, in the middle, or on the bottom of the page.

- 728 x 90 leaderboard



This ad size can appear at the top, in the middle, or on the bottom of the page.

- **300 x 250 inline rectangle**



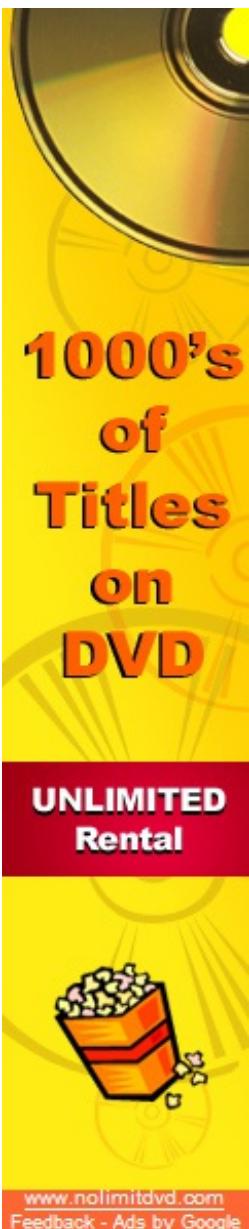
This ad size can appear at the top, on the side, or on the bottom of the page.

- **336 x 280 large rectangle**



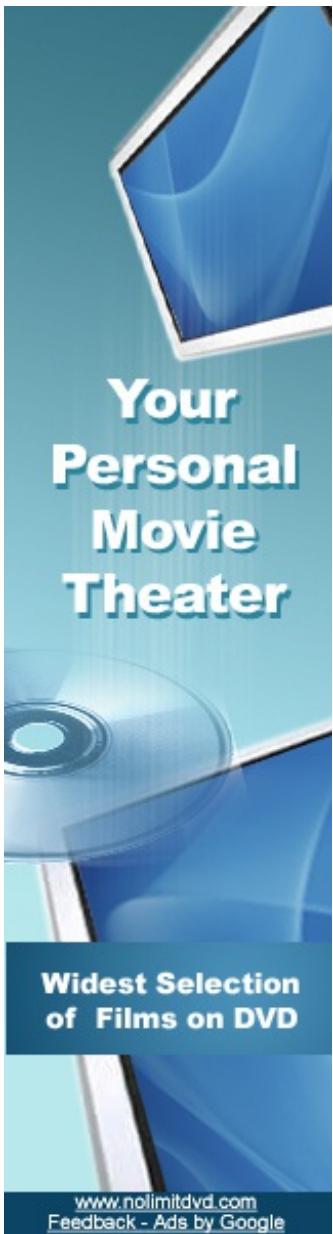
This ad size can appear at the top, on the side, or on the bottom of the page.

- **120 x 600 skyscraper**



This ad size can appear on either the left or right side of the page.

- **160 x 600 wide skyscraper**



This ad size can appear on either the left or right side of the page.

- **300 x 600 half-page ad**

Specs for image ads on high-end mobile devices

You can also create image ads to show on iPhones and other high-end mobile devices with full HTML browsers.

Acceptable file formats: .GIF, .JPG, .JPEG, .PNG

File size limits: 50 KB or less for all files.

Supported ad sizes:

- **320 x 50 mobile leaderboard**



- 200 x 200 small square



- 250 x 250 square



- 300 x 250 inline rectangle



Tips

- Once you've created your ad, make sure you choose the right device settings for your campaign in order to show the ad on high-end mobile devices. [More about high-end mobile ads](#)
- You can also create image ads for WAP-enabled devices, which usually have a smaller screen. [More about WAP image ads](#)

The ad examples above appear as they would on an XHTML mobile web page. The appearance of an ad's "user bar" -- consisting of an "[Ad]" tag and the Display URL -- can vary slightly depending upon a page's markup language.

Additional specs

We've covered just the basic specs above. Please check our [image ad advertising policies](#) for more requirements about animated image ads, Flash ads, and general ad content. Make sure you have the necessary permissions for the image you're using.

More details

- Permissions:** You need to own or have permission to use the image in your ad. This means that you can reuse old images you've created, create new images, purchase an image, or hire a company to make you an image. You can't use existing images without permission. You can also use the display ad builder to make image ads with our library of free images.
- Height and width:** Your ad's dimensions must be the height and width of the format you chose.
- Graphical Google ads overlay:** In each image ad, we'll include a small informational graphic overlay. We won't resize your image to accommodate this element. Your ad should take this overlay element into account. You can preview how your ad will appear with this overlay during the ad creation process for a standard image ad or a template image ad in the display ad builder.

Creating your image ad

You can build your image ad in two different ways:

- Upload a standard image ad:** If you have an ad file prepared, upload it in AdWords.
- Use display ad builder image ad templates:** You can also take advantage of available templates in display ad builder to build a custom ad. Use a mix of images you upload and images we provide in our stock image gallery, and edit the content of your image within the tool.

Uploading your image ad

- Sign in to AdWords at <http://adwords.google.com>.
- Click the **Campaigns** tab.

3. Click the **Ads** tab within the page.
4. Click the **+ New ad** menu and select **Image ad**. Don't see this option? Check that your ad campaign is set to show ads on the Display Network.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The left sidebar has links for All online campaigns, Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Help Center. The main content area shows a campaign named "Sweet tea" with the status "Enabled" and a budget of "\$5.00/day". The "Ads" tab is selected. A table lists ads by type: Text ad, Image ad, Display ad builder, and WAP mobile ad. The "Image ad" section contains two entries:

	Ad group	Status	Labels	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)
anic black tea	Black tea	Disapproved		0	0	0.00%	\$0.00	\$0.00	0	0
100% organic green tea	Green tea	Disapproved		0	0	0.00%	\$0.00	\$0.00	0	0
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	0
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	0
Total - all ads				0	0	0.00%	\$0.00	\$0.00	0	0

Reporting notes: Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

© 2012 Google | [AdWords Home](#) | [Editorial Guidelines](#) | [Privacy Policy](#)

5. In the "Select an ad group" section, choose the campaign and ad group that you'd like your new ad to be a part of. Your ad will use the settings you selected for that campaign and ad group.
6. Upload your ad file and fill out the fields in the "New image ad" section. Make sure your file conforms to the ad size and format guidelines above. Both the ad name and Display URL are used for reporting and approval reasons only, and won't actually be displayed in your ad.
7. Preview your ad on the right. If it looks good, click **Save**.

Try it now

Once you save your image ad, we'll review your ad to make sure it's meets our [advertising policies](#). Once approved, depending on your ad content and your campaign settings, your ad can start running almost immediately.

Using Flash in your ad?

Not all devices support Flash. To help you reach customers using devices that don't support Flash, AdWords can create a non-Flash version of the ad for you.

Don't see an option to preview a non-Flash version of your ad? Make sure your SWF file uses ActionScript 2.0 and avoid filters or blending if possible.

More details on converting your ad

AdWords can convert Flash to HTML5, which can be viewed on most major desktops, tablets, and mobile devices. The converted ad may not be 100% identical to the Flash ad you created, so be sure to preview it before saving. Most shapes, embedded fonts, timeline animation, text, movie clips, buttons, and scripting are supported, but not filters or blending. The system automatically determines which version of your ad to show, based on the device that your customer is using.

Using the display ad builder

1. Sign in to AdWords at <http://adwords.google.com>.
2. Select the campaign or ad group where you want to create your image ad.
3. Select the **Ads** tab.
4. Select **Display ad builder** from the "New ad" drop-down menu above the statistics table. If you don't see this option, make sure your campaign is set to target the Display Network.

The screenshot shows the AdWords interface with the following details:

- Header:** Google AdWords, Help, Sign out.
- Navigation:** Home, Campaigns, Opportunities, Tools and Analysis, Billing, My account.
- Left Sidebar:** All online campaigns (Campaign #1, Campaign #3, Sweet tea), Shared library, Reports, Automated rules, Custom alerts, Labels, Help, Help Center.
- Central Content:**
 - Campaign Overview:** Campaign: Sweet tea, Enabled, Budget: \$5.00/day, Targeting: All available sites, All devices, English, Canada; United States.
 - Date Range:** Last 7 days, Jun 15, 2012 - Jun 21, 2012.
 - Ad Group:** Ad groups, Settings, Ads, Keywords, Ad extensions, Dimensions, Display Network.
 - Filter:** All but deleted ads, Segment, Filter, Columns.
 - Statistics:** Clicks (1), Jun 15, 2012 to Jun 21, 2012.
 - New Ad:** + New ad, Text ad, Image ad, Display ad builder, WAP mobile ad.
 - Table:** Displays ads for "Sweet tea".

	Ad group	Status	Labels	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)
anic black tea	Black tea	Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
100% organic green tea	Green tea	Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	0
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	0
Total - all ads				0	0	0.00%	\$0.00	\$0.00	0	0
- Bottom:** Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more.
- Page Footer:** © 2012 Google | AdWords Home | Editorial Guidelines | Privacy Policy.

5. Choose an image-based template from the gallery.

Home

Campaigns

Opportunities

Tools and Analysis ▾

Billing ▾

My account ▾



Search



All online campaigns

Campaign #1

Campaign #3

Sweet tea

Black tea

Green tea

All online campaigns >
Campaign: Sweet teaLast 7 days
Jun 15, 2012 - Jun 21, 2012

Enabled Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted ads ▾ Segment ▾ Filter ▾ Columns ▾



Clicks

0 Jun 15, 2012

View Change Hist

Jun 21, 2012

» Featured ?

Starred ★

Suggested

Previously used

Show all

Media and Channels

Video ?

Image Search

Advanced

Product Showcase ?

Expandables ?

Themes

General Purpose

Seasons and Events ?

Summer

Chinese Valentine's Day

More ▾

Industries

Education

Entertainment

Financial

Retail

Technology

Travel

Try suggested ads! We've used your existing ad campaigns to create ad samples relevant to you and your business.

Sort by: Newest

Go to page: 1 Show templates: 12 ▾

14 4 1 - 12 of 12 > >>

Blank Template



Elegant 1



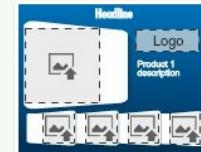
Elegant 4



All purpose 24



Roll-over Showcase: 4 Images



All purpose 15



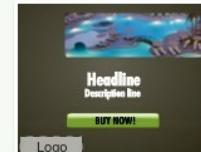
All purpose 18



All purpose 5



All purpose 6



All purpose 8



All purpose 10



All purpose 11



Go to page: 1 Show templates: 12 ▾

Cancel

All enabled and paused ads are subject to review.

Shared library

Reports

Automated rules

<input type="checkbox"/>	Ad	Ad group	Status ?	Labels	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conv. (1-per-click) ?
<input type="checkbox"/>	● 100% organic black tea Top quality black tea leaves for a delicious cup of tea, hot or cold!	Black tea	Disapproved ?	--	0	0	0.00%	\$0.00	\$0.00	0	0

Custom alerts		www.example.com											
	Labels			Green tea	Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
	●	100% organic green tea	Brew a delicious cup of green tea with flavorful green tea leaves www.example.com	Green tea	Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	0
		Total - Search ?					0	0	0.00%	\$0.00	\$0.00	0	0
		Total - Display Network ?					0	0	0.00%	\$0.00	\$0.00	0	0
		Total - all ads					0	0	0.00%	\$0.00	\$0.00	0	0

Show rows: 50 ▾ 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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6. Complete the required fields of the template, including uploading any images. You'll be able to preview what your ad will look like as you build your ad. You can select from our stock of free images, your media library of previously uploaded content, or use an image hosted on your own site.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Campaign: Sweet tea

Last 7 days Jun 15, 2012 - Jun 21, 2012

Enabled Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted ads ▾ Segment ▾ Filter ▾ Columns ▾ Search

View Change His

1 Clicks

Jun 15, 2012 Jun 21, 2012

Select an ad group

Black tea ▾

New content ▾ Color Scheme ▾

Ad Name Display Ad created 6/22/12

Preview ad Select ad sizes 300 x 250

Headline A

Description line 1 A

Description line 2 A

Click button Enter Site

Background color

Description line 1

Description line 2

Enter Site

Display URL www.yourUrl.com

Destination URL http:// www.yourUrl.com

By creating this ad, you agree that you have legal rights to distribute all content (including all images) you have provided. You are responsible for compliance with all applicable laws and regulations in the location(s) in which you have chosen to target your advertising.

Preview and Save Back Cancel

All enabled and paused ads are subject to review.

	Ad	Ad group	Status	Labels	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)
<input type="checkbox"/>	<input checked="" type="radio"/> 100% organic black tea	Black tea	<input type="checkbox"/> Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	(0)
<input type="checkbox"/>	<input checked="" type="radio"/> 100% organic green tea	Green tea	<input type="checkbox"/> Disapproved	--	0	0	0.00%	\$0.00	\$0.00	0	(0)
	Total - Search				0	0	0.00%	\$0.00	\$0.00	0	(0)
	Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	(0)
	Total - all ads				0	0	0.00%	\$0.00	\$0.00	0	(0)

Show rows: 50 ▾ 1 - 2 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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7. Click **Next** to preview your ad again in all the available image sizes. Deselect the checkboxes

for any sizes that don't display your ad content correctly.

8. Click **Save Ad** when you are finished.

Try it now

Once you save your image ad, we'll review your ad to make sure it's okay within [our advertising policies](#). Once approved, depending on your ad content and your campaign settings, your ad can start running almost immediately.

Tip

It's a good idea to include text in your image ad, such as a brief product description or a call-to-action to reinforce your ad's message. This also helps people realize they can actually engage with your ad, instead of assuming it's there for eye candy. [See more tips for creating effective display ads](#)

Want to showcase your product images on Google search results? Consider creating [product ads](#).

Keep in mind

A small "x" appears in the corner of image ads on the Google Display Network, like in the example below.

When people click the "x," they tell Google that they no longer want to see ads from that ad's web domain. This means that, in the future, Google will try to avoid showing people ads associated with this ad campaign URL. For example, if someone mutes an ad from mikesmountaineering.com, ads at the domain level of mikesmountaineering.com/hikingboots will be muted. This feature gives consumers control over the ads they see, and advertisers don't need to pay to show ads to people who aren't interested in them.



Top Contributor

What our advertisers are saying

Pankaj1782, 08/14/2012

"I think that the brand uplift is the main motivator behind image ads. I have created image ads for some of my clients and have seen that they add towards the direct sales or conversions after some time. Another benefit to add to this type of ads is the continual involvement of online users who actually see the image ad and then interact with the website to get to know more." [More from the AdWords Certification Community](#)



This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Image ad guidelines and policies

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799785&topic=2799768&path=2799686-2799680-2951627&ctx=leftnav>

March 29, 2013

Image ads are ads that appear with a picture. The rules that apply to text ads generally apply to image ads too. This policy applies to both standalone image ads and images ads created using the display ad builder.

Regardless of format, your ads should always follow the [AdWords advertising policies](#). We also recommend that you follow these guidelines to make sure your ads are eligible to run:

- Permissions: You need to own or have permission to use the image in your ad. This means that you can reuse old images you've created, create new images, purchase an image, or hire a company to make you an image. You can't use existing images without permission. You can also use the display ad builder to make image ads with our library of free images.
- Height and width: Your ad's dimensions must be the height and width of the format you chose.
- Graphical Google ads overlay: In each image ad, we'll include a small informational graphic overlay. We won't resize your image to accommodate this element. Your ad should take this overlay element into account. You can preview how your ad will appear with this overlay during the ad creation process for a standard image ad or a template image ad in the display ad builder.

To ensure your image ads are appropriate, we also have additional requirements when using the image ad format. A full review of image ad policies can be found on the [Google AdWords Policy page](#).

updated 11/30/2012

Video Ad Guidelines & Best Practices

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=156981&topic=2799769&ctx=topic&path=2799686-2799680-2951627>

March 29, 2013

Before you build your campaign, it's important to be aware of the advertising policies and requirements for the video ad format you've chosen. You'll need to build your campaign and video ads so that they are in compliance with these guidelines.

Next, to build a successful video ad campaign, it's important to be certain whether your goal is to build a branding campaign, or a direct response campaign. You can then follow best practices according to your goals and align your campaign settings and video ad content accordingly.

updated 03/16/2013

Using AdWords to create video ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375497&topic=2799769&path=2799686-2799680-2951627&ctx=leftnav>

March 29, 2013

Online videos are an exciting and interactive way to engage people on the web and encourage them to click through to your site. You have the option to advertise your business in multiple ad formats across the Google Display Network, Google's network of web content publishers. YouTube is included within the network as one of our partners.

There are two ways to create and launch video ad campaigns: **AdWords for video**, and the **display ad builder**. The one you use depends on which pricing model and ad formats you prefer. We'll explain the difference between the two so you can work with the right tool for your needs.

Use the right tool for your business goals

Publisher sites can focus on streaming videos as a core part of their site content, or they can feature videos as additional content or media rich advertising. YouTube is one of Google's largest and most powerful publishers featuring video content. There are a few ways to place your ads in videos on YouTube specifically, or videos on any publisher site within the Google Display Network.

The tool you should choose to build your video ads depends on your business goals:

- **Reach viewers with cost-per-view bidding**

If you're focused on reaching viewers with video content using cost-per-view (CPV) bidding, we suggest you select TrueView video formats and use AdWords for video. With the CPV bidding model of TrueView, you only pay when a viewer chooses to watch your video, instead of every time your ad is shown.

- **Use a mix of formats, cost-per-click (CPC), or cost-per-thousand impressions (CPM) bidding**

If you're focused on other AdWords video formats, CPC, or CPM bidding for your video campaigns, you should create standard display ad campaigns and build your ads with the display ad builder. You should also use the display ad builder if you want to use video and non-video ad formats in the same campaign.

Using AdWords for video

AdWords for video is a campaign management tool specifically designed to help you build online video campaigns more quickly. When you create video ads, you won't use the display ad builder. Instead, you'll use templates unique to AdWords for video and YouTube's TrueView formats.

- Only TrueView video formats are supported, as well as CPV pricing.
- Video ads must be hosted on YouTube.
- Reporting options include an additional level of detail specific to video ads that don't exist in the rest of AdWords' campaign management tools.
- Your campaigns can only contain TrueView video formats. They cannot include text, image, or other video ad formats.

Check out this overview of AdWords for video on YouTube (English)

[Explore AdWords for video and its available formats.](#)

Using the display ad builder

The display ad builder is an ad creation tool that offers various display ad formats in different categories, including video. You can access the tool when you begin creating a new ad on the **Ads** tab on any page of your account.

- In addition to standard display formats, you can create multiple video formats, some of which don't have to be hosted on YouTube.
- You'll use pre-designed templates unique to AdWords.
- Ads can be priced at CPC, CPM, or CPV*.
- Ads can be mixed with other ad formats in one AdWords campaign, except TrueView video ad formats.

Note

*All TrueView formats are CPV, and this reporting is only available in the AdWords for video > All video campaigns view in your account.

[Explore the display ad builder and its available formats.](#)

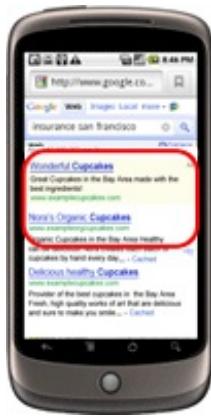
updated 03/16/2013

Types of mobile ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2472719&topic=2799770&ctx=topic&path=2799686-2799680-2951627>

March 29, 2013

With more and more people going online with mobile devices, it's important to reach your customers while they're on the go. With AdWords, your ad can show on all sorts of mobile devices, including smartphones and feature phones. Ads that show up on high-end mobile devices, such as smartphones, are called **high-end mobile ads**, and ads that show up on feature phones are called **WAP mobile ads**.



High-end mobile ad
on a smartphone



WAP mobile ad
on a feature phone

High-end mobile ads

High-end mobile devices, such as smartphones, have full Internet browsers and can display websites similar to the ones you'd see on a desktop computer. To compensate for the smaller screen size, these devices typically allow you to zoom in and out to more easily navigate around a page.

High-end mobile ads come in two varieties: text ads and image ads.

- **High-end mobile text ads:** These ads look like normal text ads that you'd see on a desktop computer. The main difference is that we can show more ads per page when someone's searching on a desktop computer, and fewer ads per page when someone's searching on a mobile device.

To have your text ads run on mobile devices, just make sure you've upgraded to [enhanced campaigns](#). With enhanced campaigns, your ads can show on all devices, including smartphones and other mobile devices.

- **High-end mobile image ads:** These ads are similar to normal image ads that you'd see on a desktop computer. However, the most common size for ads on mobile devices is the 320 x

50 banner.

To have your image ads run on mobile devices, just make sure your campaign is opted in to the Display Network. To run on mobile apps and sites that are designed for mobile devices, your image ad size should be 320 x 50.

WAP mobile ads

WAP-enabled devices let people browse mobile websites that are specifically designed for small mobile devices. These websites are typically much simpler than the full-fledged websites you'd normally see on a desktop computer.

WAP mobile ads come in two varieties: text ads and image ads.

- **WAP mobile text ads:** These ads have two lines of text, with as many as 12 or 18 characters per line, depending on the language you use. Your website URL appears on the third line, if you want to enter one. You can also add a "Call" link that allows customers to call you directly from your ad.
- **WAP mobile image ads:** These ads look like whatever image file you've uploaded.



To create WAP mobile ads, just select the "WAP mobile ad" option when creating a new ad. If you've created an image ad, your campaign will also need to be opted in to the Display Network.

Tip

You don't need to have a mobile website to run mobile ads. Instead, let customers call you straight from your ad. When creating your WAP mobile ad, just select "Connect customers to my business telephone number so that people can click to call" and a "Call" link will appear in your ad.

updated 03/16/2013

Enhance your ad using extensions

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375499&topic=2799771&ctx=topic&path=2799686-2799680-2951627>

March 29, 2013

Give potential customers more reasons to click on your ad by including additional business information upfront such as your address and phone number, more website page links, or product information.

This extra information, called ad extensions, will appear with your ad on Google.com, and in some cases across the Google Display Network. There's no cost to add extensions to your campaign, but as always you're charged for clicks on your ad, and the costs-per-click (CPCs) for ads above search results (where most extensions appear) may be higher than ads that appear beside search results. Also note that you may be charged for certain user interactions with ad extensions, such as submitting a form or viewing a video.

Most ad extensions are created at the campaign level. If you have an enhanced campaign, certain types of extensions are upgraded with additional features, including the ability to be created at the ad group level. Learn about creating and managing upgraded extensions in enhanced campaigns.

You can set extensions up while creating your campaign for the first time, or create new ones within an existing campaign. Setting up your campaign to use ad extensions includes the following:

- Selecting the best ad extension type for your business goal
- Knowing your pricing and network targeting options
- Setting up your extensions
- Sharing extensions
- Accessing ad extensions metrics

Selecting an ad extension type

Pick an extension based on what action you'd like people on the web to take when they see your ad, and what type of information you'd like to promote. In the example below, there are two ad extensions: a location extension (address of the business) and a call extension (phone number).

Example

Let's say you own a bicycle repair shop in downtown Tokyo. Rie, a customer riding a bicycle a few blocks from your store, suddenly gets a flat tire, and needs help to fix her bicycle fast. When Rie searches for "bicycle repair" on her smartphone, she'll see your ad with a location extension and phone number. Rie can click the phone number in your ad to call you right away for help, or click your address to find her way to your location in person using the navigation features on her phone.

Here are the ad extensions you can use to give customers more information about your business:

Location extensions: Help nearby consumers find or call your nearest storefront

Ad related to traveling dog ⓘ

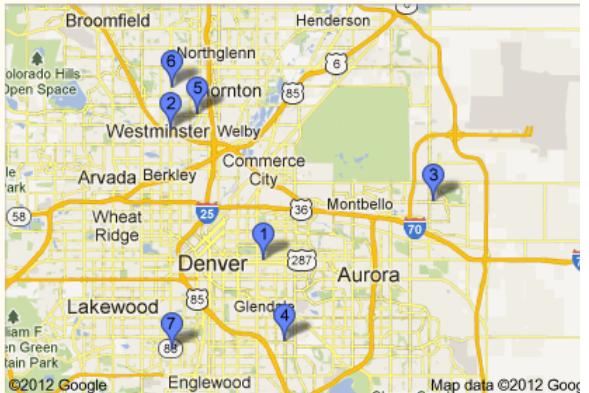
[Traveling Dog- Official Site](#)
www.travelingdog.net/

Looking for quality dog accessories? Shop one of our nearby locations.
» Map of 000 Colfax, Denver, CO and nearby [travelingdog.net](#) locations

>

[Traveling Dog- Official Site](#)
www.travelingdog.net/

Locations



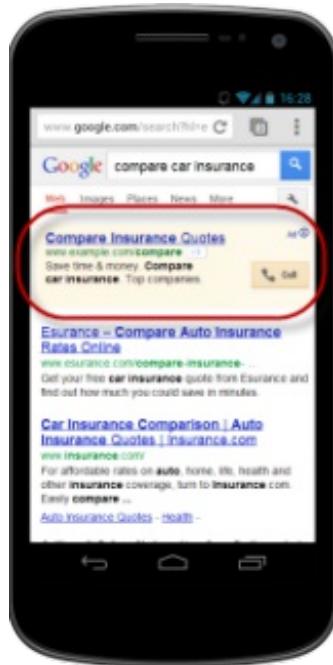
Map data ©2012 Google

1 4 Colfax, Denver, CO
(303) 355-0000 - [Directions](#)

2 6 Federal, Denver, CO
(303) 429-0000 - [Directions](#)

3 1 Green Valley Ranch, Denver
(303) 307-0000 - [Directions](#)

Call extensions: Connect users to your business directly by phone



[Compare Insurance Quotes](#)
www.example.com/compare

Save time & money. **Compare car insurance.** Top companies.

 Call

Eurance - Compare Auto Insurance Rates Online
www.eurance.com/compare-insurance...
Get your free **car insurance** quote from Eurance and find out how much you could save in minutes.

Car Insurance Comparison | Auto Insurance Quotes | Insurance.com
www.insurance.com
For affordable rates on **auto**, home, life, health and other **insurance** coverage, turn to **insurance.com**. Easily **compare**...
[Auto Insurance Quotes - Health](#) -

Social extensions: Link people's Google+ endorsements for your business +Page to your AdWords campaign

Social extensions look the same as standard ads with +1 annotations on both the Google Search and Display Networks.

Search ad example:

Product extensions: Include more product information in your ad
Seller ratings: Show your online business ratings in your ad
Sitelinks: Promote more pages within your site beyond your main ad landing page
Offer extensions: Promote in-store coupons with your online ads.
Automatic offer extensions:
Promote deals mentioned in your ad text

For some advertisers, you might see that your ad's been enhanced with an automatic offer extension, a link that's labeled "View this ad's deal." We'll automatically add this link to your ad, allowing you to promote a deal that's mentioned in your ad text with a link to your landing page and giving customers another reason to click your ad.

When you create an ad, the AdWords system will scan the ad text to see if there are any terms associated with deals or special promotions. If your ad includes such terms, then we'll review your ad's text and destination URL to make sure your advertised deal is available on your landing page and complies with our policies. If your deal is eligible to appear, we'll show the "View this ad's deal" link below your ad text. Keep in mind that the link will take customers to the same landing page that's used in your ad's destination URL or keyword's destination URL.

Example

Let's say you sell stuffed animals and create an ad promoting free delivery on your giant stuffed bears. When customers search for *giant stuffed bears*, we might show them the following ad:

Ad related to giant stuffed bears ⓘ
Giant Stuffed Bears | Free Delivery!
www.example.com/
Life-size **Stuffed Bears** - Handmade Plush Stuffed Animals
[View this ad's deal](#) - valid as of Oct 5, 2012

Hotels in Vienna Austria - Hotels up to 50% off
www.example.com/Vienna_Hotels
Save on **Hotels in Vienna, Austria**
Example.com has 432,880 followers on Google+

Women's swimwear - New 2013 Styles. Free Shipping.
www.example.com
The Web's Most Popular Swim Shop!
Carbon Gray Women's Swimsuit - Gray/Black - X-Large \$95.95
Free Swim Polyester Cut-Out Tank: Women's ... \$63.95
Women's Fitness Underwater Plaid: One Piece ... \$91.95

Tia's Ice Cream Store
www.example.com - ★★★★★ 10,159 seller reviews
Delicious **ice cream** made with the best local ingredients

Example Pizza Store
www.example.com Get Your Favorite Pizzas! Only At Your Pizza Store
Order Online Now Store Locator
Deals In Your Area Returning Customer? Order Here

Official Google Lava Lamps
www.googlestore.com/lavalamps
Direct from the Googleplex. Free Shipping!
[View offer](#) - \$10 Off Lava Lamps

Notes

- Since we use the text and destination URL that you provide to show automatic offer extensions, you're in control of whether automatic offer extensions are shown with your ad or whether they're shown at all.
- Automatic offer extensions are limited to English-language ads only. For example, this means that if your ad is written in English and targets English-speaking customers in Japan, your ad

is eligible to show automatic offer extensions.

When your ads might appear with automatic offer extensions

In addition to reviewing your ad text to determine that your ads are eligible to appear with automatic offer extensions, there are other criteria that you must meet for your ad to be eligible to appear with this feature. Here are the criteria:

- Your campaign must be opted into the Google Search Network
- Your campaign must target desktop computers
- Your ad must be eligible to appear in one of the positions above Google search results

If you want to opt out of automatic offer extensions, you can [let us know via this form](#). If you change your mind, you can always opt back in using the same form.

Understanding your costs

We'll charge you the same amount each time a customer clicks any link on your ad, regardless of whether the link clicked is the headline of your ad or the link promoting your deal. You can decide the maximum amount you'd like to pay for a click by setting a cost-per-click (CPC) bid. The amount won't be affected by whether your ad does show or doesn't show with automatic offer extensions.

How automatic offer extensions work with other ad extensions

If your ad is using an ad extension and your ad is also eligible to show automatic offer extensions, then we'll show that ad extension instead of automatic offer extensions. For example, if your giant stuffed bears ad is eligible to appear with your sitelink ad extension and it's also eligible to appear with automatic offer extensions, then we'll show your sitelinks with your ad.

Dynamic Search Ads: Match ads with searches based on your website, not keywords

Dynamic Search Ads look the same as standard ads.

Understanding your bidding and targeting options

You can add any or all of this extra information to your ads at no extra cost. Yes, free! AdWords only charges you for each click on your ad that leads to your site, even if those clicks are on product images, additional links, or other ad extensions click types.

- **Clicks on the Google Search Network:** Most ad extensions can only appear on the Google Search Network, so when you set up your campaign you'll need to set a [cost-per-click](#) (CPC) bid.
- **Impressions on the Google Display Network:** Social extensions can appear on the Google Display Network as well as the Google Search Network, so when you set up your campaign you'll have the option to set either a CPC bid or a cost-per-thousand impressions (CPM) bid.

You can choose to show your ads on the Google Search and Display Networks. Where and how your ad extensions appear on these networks depends on what extensions you create. You'll have

the option to pick one of the following network targeting options as you set up your campaign:

- **On the Google Search Network:** Most ad extensions can only appear on Google.com and some Google Search Network sites, such as Google Maps (for location extensions).
- **On the Google Display Network:** Social extensions can appear on both the Google Search and Display Networks.

Creating an ad extension

Keep in mind

Don't see the "Ad extensions" section? This feature is available only for certain campaign types that have "All features" enabled. You can [switch your campaign type](#) at any time. Keep in mind that doing so may hide or deactivate some features that affect ad serving.

Here's how to create the first extension in a campaign using the campaign creation page:

1. Sign in to your AdWords account at <https://adwords.google.com>
2. On the **Campaigns** tab, click the **New campaign** button and select the type of campaign you'd like to create.

The screenshot shows the Google AdWords interface with the following details:

- Top Navigation:** Home, Campaigns, Opportunities, Tools and Analysis, Billing, My account.
- Left Sidebar:** All online campaigns (Campaign #1, Sweet tea), Shared library, Reports, Automated rules, Custom alerts, Labels, Help (Help Center), Search help center, Go.
- Main Content Area:**
 - Search Bar:** All online campaigns, Last 7 days (May 31, 2012 - Jun 6, 2012).
 - Filter Bar:** Campaigns, Ad groups, Settings, Ads, Keywords, Dimensions, Display Network.
 - Report Headers:** Clicks, May 31, 2012, Jun 6, 2012, + New campaign, Change status..., Alerts, Automate, Labels.
 - Data Table:**

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
□	Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
□	Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
		Total - all but deleted campaigns		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Search		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Display Network		0	0	0.00%	\$0.00	\$0.00	0	
		Total - all campaigns	\$6.00/day	0	0	0.00%	\$0.00	\$0.00	0	
 - Bottom Footer:** Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more. © 2012 Google | AdWords Home | Editorial Guidelines | Privacy Policy.

3. You'll be taken to the **Settings** tab of your new campaign.
4. Under **Ad extensions**, check the box next to the ad extension type you'd like to add to your new campaign.

Google AdWords

The screenshot shows the AdWords interface for creating a new campaign. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. A search bar and a 'Select campaign settings' dropdown are also present. The main content area is titled 'Type: Search & Display Networks - Standard'. It includes sections for General (Campaign name: 'Campaign #8', Type: 'Search & Display Networks'), Networks (Google Search Network, Google Display Network), Devices (All available devices), Locations (United States and Canada), Bidding and budget (Basic options, I'll manually set my bids for clicks, note: You'll set your maximum CPC bids in the next step), and Ad extensions (Location, Sitelinks, Call, Social). At the bottom are 'Save and continue' and 'Cancel new campaign' buttons, along with a note about reporting delays.

Help Sign out

Home Campaigns Opportunities Tools and Analysis Billing My account

Select campaign settings Create ad group

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Campaign #6
- Campaign #7
- Sweet tea
- Black tea
- Green tea
- New Ad Group
- New campaign

Campaign name: Campaign #8

Type: Search & Display Networks

Standard - Keyword-targeted text ads for Search and Display Networks

All features - All the features and options available for the Search and Display Networks

Learn more about campaign types

or load settings from Existing campaigns

Networks

Networks To choose different networks, edit campaign type above, or create a new campaign.

- ✓ Google Search Network
- ✓ Include search partners
- ✓ Google Display Network This campaign uses Flexible reach. Learn more

Desktops & laptops, mobile devices and tablets

Devices All available devices (Recommended for new advertisers)

Locations

Locations What locations would you like to target (or exclude) in your campaign?

- All countries and territories
- United States and Canada
- United States
- Let me choose...

Enter a location to target or exclude. Advanced search

Bidding and budget

Bidding option Basic options | Advanced options

I'll manually set my bids for clicks

You'll set your maximum CPC bids in the next step.

AdWords will set my bids to help maximize clicks within my target budget

Default bid \$

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget \$ per day

Actual daily spend may vary.

Ad extensions

You can use this optional feature to include relevant business information with your ads. Take a tour.

Location Extend my ads with location information

Sitelinks Extend my ads with links to sections of my site

Call Extend my ads with a phone number

Social Increase the social relevance of my ads by associating them with my Google+ Page

Save and continue Cancel new campaign

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

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- If you've already created an ad extension in another campaign in your account, you can choose to use that existing extension (this is known as shared extensions). This saves

you the time and effort of manually creating the same extension for a new campaign.

While you can create any ad extension following the general steps in this article, each ad extension has its own unique setup, reporting, and best practices. Choose an extension type below to learn more:

Using a shared extension

When you create a new extension during campaign setup, or later when you add an extension to an existing campaign, you'll be offered the option to skip some extra steps by using an existing extension. You can also share multiple types of extensions. For example, if you have call and product extensions in one campaign, you can share extensions for both types in a new campaign.

See an example: [Adding an existing location extension setting to a new campaign.](#)

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

Select campaign settings Create ad group

All online campaigns

- Campaign #1
- Sweettea
- New campaign

Select campaign settings

Load settings Campaign type or Existing campaign

General

Campaign name Campaign #2

Locations What locations would you like to target (or exclude) in your campaign?

All countries and territories
 United States and Canada
 United States
 Let me choose...

Enter a location to target or exclude. Advanced search
For example, a country, city, region or zip code.

Based on your targeted locations, you may want to target pages that use these interface languages:

- English
- French

[Target suggested languages](#)

Languages What languages do your customers speak?
[English](#) [Edit](#)

[Location options \(advanced\)](#)

Networks and devices

Networks All available sites (Recommended for new advertisers)
 Let me choose...

Devices All available devices (Recommended for new advertisers)
 Let me choose...

Bidding and budget

Bidding option Basic options | [Advanced options](#)
 I'll manually set my bids for clicks

You'll set your maximum CPC bids in the next step.

AdWords will set my bids to help maximize clicks within my target budget

Default bid \$
This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget \$ per day
Actual daily spend may vary.

[Delivery method \(advanced\)](#)

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#).

Location Extend my ads with location information
 Use addresses from a [Google Places](#) account
 Use manually entered addresses

1.  Example Company	Edit Delete
1211 Goodle Lane	

Mountain View, CA 94043

Select extension ▾

Sitelinks Extend my ads with links to sections of my site
 Call Extend my ads with a phone number
 Social Increase the social relevance of my ads by associating them with my Google+ Page
 Mobile App Extend my ads with a link to a mobile/tablet app.

Advanced settings

- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic
- Social settings
- Keyword matching options
- Automatic campaign optimization (Display Network only)

Save and continue **Cancel new campaign**

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- **Editing shared extensions:** When you edit a shared extension, the change will apply across all the campaigns that share the extensions. If you only want to change one extension for one of the shared campaigns, you should create a new and separate extension.
- **Deleting shared extensions:** If you have at least one campaign remaining with the extension, deleting the extensions from other campaigns will simply mean that those campaigns will not be sharing extensions. If you have only one campaign with the extension and delete the extension, this change is permanent and your extension settings will not be saved.
- **Using filters for shared extensions:** [Filters](#) are included as part of the extension.

Example

Let's say you create a location extension for Campaign "Shoes Sale." It uses Google Places Feed X with a filter on *business name=HappyShoes*. Next, you decide to share this extension with Campaign "Shoes Full Price." The filter will also apply to "Shoes Full Price."

If you change the filter for Campaign "Shoes Sale" to *business name=SunnyShoes*, Campaign, "Shoes Full Price" will be updated to use the same filter.

- **Location extensions -- sharing manual addresses:** With location extensions, you can either attach a Google Places feed or manually enter addresses. These manual addresses are also shareable among campaigns. However, there's currently no way to define a set of manual addresses and share this set among campaigns. You can share more than one manual address across a campaign, but you'll need to do this one at a time for each manual address.

Next step:

- [Understand ad extensions metrics and the Ad Extensions tab](#)

updated 03/22/2013

Show your ads with your Google+ page endorsements

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722132&topic=2799738&ctx=topic&path=2799686-2799680-2951627>

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Google+ makes it easy for people to share web content. When you link your Google+ page to your ads, Google can show more endorsements for your business from your customers and supporters. This can raise the social awareness of your business and increase its relevance.

To link your Google+ page to your AdWords ads, you'll use social extensions. Here's what you'll need to know to start using them:

- How you can integrate Google+ into your ad campaigns
- How social extensions work with your ads and different AdWords features
- The ad policy guidelines to follow when creating your social extension
- How to set up your social extension

About Google+ and +1 annotations

With Google+, people can click to +1, or endorse, web content wherever they see a +1 button. This can include Google.com search results, a Google+ page, or any post within any Google+ user's streams (like videos, articles, comments, or photos).

If a person is signed in to Google+ when they click the +1 button, Google shows their endorsement to their other connections across the web as an annotation. For example, someone might see that several of their friends who use Google+ have also +1'd an interesting article. We show these annotations to help make the content web users see more relevant, whether they're looking at organic search results, website content, or ads.

Tip

+1 annotations are basically text notations that let you know if someone in your social circle also endorses the web content you're looking at. If you're signed out of Google+, or there are people who aren't in your circle who've endorsed the content, you'll see less detailed annotations.

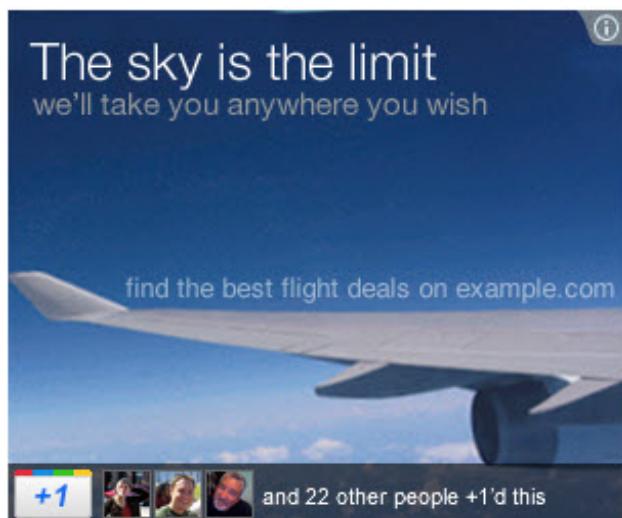
As an AdWords advertiser, you're probably also a website owner, so you can take advantage of the social features of Google+ by adding the +1 button to your website pages or creating a Google+ page. Both of these tasks will help increase the social visibility of your business for people browsing the web.

About Google+ pages

Google+ pages allow anyone using Google+ to create a profile, which can be especially useful for businesses working to build a brand online through social networking. Once you've built a Google+ page, you can link your page to your AdWords account using social extensions.

People on the web can reach your page in any number of ways while browsing or following the social updates you post online. They can +1 the page itself, along with the content you feature within your page. They can also +1 your page if they see it on other sites across the web, or Google search results.

By creating a Google+ page and linking that page to your website and ads, you can maximize the number of times these +1 endorsements appear on your ad creatives.



How social extensions work

By default, AdWords ads that appear on Google or the Google Display Network all have a +1 button. A web user +1'ing your ad endorses your specific landing page, and vice versa.

With social extensions, a +1 on your ad applies to your Google+ page. All +1's from your Google+ page are also applied to your AdWords ads.

This creates a larger social web presence for both your ads and your Google+ page, making it more likely that someone who sees them will see an annotation. Since annotations make your ads more relevant, they may also increase your overall ad performance.

Example

George creates a Google+ page for his company, Happy Burgers. He also creates an AdWords campaign, some ads, and then a social extension by linking his Google+ page to his campaign. When 32 people +1 one of his ads, Happy Burgers' page will receive 32 new +1's. Alternatively, if George connects his AdWords campaign to his Google+ page after it already had 32 +1's, all of his ads can now have these +1's as social annotations.

How social extensions work with AdWords features

Here's how social extensions work with other aspects of your ad campaigns:

- **Availability:** Social extensions are currently available in all countries.
- **Pricing:** You'll be charged for standard clicks on your text ads when users click the ad to visit your site. You won't be charged when a user +1's your ad, or clicks a link in a +1 annotation.
- **Network:** Annotations for ads appear across all AdWords ad formats, regardless of the network. Annotations may not always appear with your ads, but are more likely to appear when you use social extensions and connect your Google+ page to your campaigns.
- **Targeting:** This feature is compatible with all AdWords targeting options.

- **Reporting:** To find out how +1 Annotations impact overall ad performance, apply the "+1 Annotations" segment.
- **Compatibility with other ad tools:** This feature is not yet configurable via AdWords Editor or the AdWords API.

Social extensions advertising guidelines

Please be sure to follow the [standard advertising policies](#), including the [social interaction incentives policies](#) outlined within the AdWords Policy Center.

How to set up a social extension

You can set up a social extension in a new or existing campaign. After you've set up your social extension for one campaign, the extension can be used in your other campaigns.

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Create a new campaign or navigate to an existing one.
4. For a new campaign:
 1. Navigate to the "Ad extensions" section of the campaign creation page and look for "Social."
 2. Select "Increase the social relevance of my ads by associating them with my Google+ page."

For an existing campaign:

1. Go to the **Ad extensions** tab.
2. Select the "View: Social Extensions" option from the "View" dropdown menu.
3. Click the **+ New extension** button.
5. Enter the URL of your Google+ page.

Examples

- URL with a number ID: <https://plus.google.com/1234567890>
- URL with a brand ID: <https://google.com/+GoogleBusiness>

6. Click **Save and continue**.

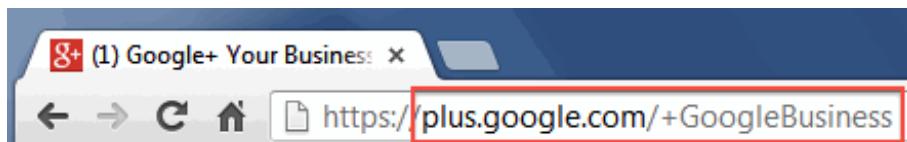
Note

How you enter your Google+ page URL and whether you link your Google+ page with your website are essential to getting your social extension up and running.

How to enter your Google+ page URL

How to find the right URL

1. Sign in to your Google+ account at <http://profiles.google.com/me>.
2. Choose **Pages** from the side menu (**Pages** may also be listed under **More**).
3. Select the Google+ page you want.
4. Copy the URL in your browser's address bar. This is the Google+ page URL you want to enter when you set up a social extension.



It's a common mistake to enter the URL of your Google+ profile instead of your Google+ page. Be sure to check that you're on your Google+ page when you copy the URL. If someone else owns the Google+ page, like a colleague or client who has given you permission to use the page, browse to this page and copy the URL.

How to format the URL

Format your Google+ page URL like the one below, with just the domain (green) and number or brand ID (grey):

<https://plus.google.com/1234567890>

Remove any extraneous characters like "/" or "/about."

How to link your Google+ page and website

Link your Google+ page with your website by showing your website's URL on your Google+ page and adding your Google+ page URL to your website's homepage. After our system confirms that your Google+ page and website are linked, we can activate your social extension. This can take a few days.

How to show your website's URL

1. Sign in to your Google+ account at <http://profiles.google.com/me>.
2. Check whether your Google+ page is showing your website's URL.

3. If it is, you're done. If it's not, click the **Edit profile** button.
4. Click "your primary website" and enter your website's URL.
5. Click **Save**.

How to add your Google+ page URL to your homepage

Work with your webmaster to add your Google+ page URL to your website's homepage. You'll also want to make sure that your homepage is available to appear in Google's search results. Go to Google's Webmaster Help Center for [detailed instructions](#).

Next step

- Review [Google+ interactions metrics](#) for your ads.

Ask the AdWords Community about this topic



[Visit the Community](#)

updated 03/06/2013

Relevance, clarity, and accuracy

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=176098&topic=2799739&ctx=topic&path=2799686-2799680-2951627>

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What's the policy?

Ad text must be relevant, clear, accurate, and descriptive of the products or services offered.

Relevance

- Your ads and keywords must directly relate to the content on the landing page for your ad. When users see your ad, they should be able to understand what kind of product, service, or other content they'll find on your site.
- Products or services that are promoted in your ad must be reflected on your landing page. Also, see the [advertiser claims](#) policy.

Phone numbers

- Phone numbers and vanity phone numbers can't be used anywhere in ad text or in a [sitelinks extension](#), except for company names that are actual phone numbers (such as "1800-EXAMPLE"). Phone numbers in ads are confusing to users who might be expecting to be led to a call session as opposed to a website. To let customers call you directly from your ad, use [call extensions](#) instead.

Clarity

- Ads can't simulate email inbox notifications.
- Ads can't have any missing lines of text, excessive spacing, or extremely bad grammar.
- Ads using keyword insertion must be grammatically and logically correct, and result in meaningful ad text for the user.
- Ads can't use call-to-action phrases such as "click here" or "click +1" that could apply to any ad, regardless of content. This includes phrases in the third line of your ad that lead into your display URL, such as "See this site."

We've created this policy to help our users find clear, accurate information about the products or services they're looking for.

Examples

Example ad	Acceptable?
adwords.google.com Affordable online advertising Create your campaign today!	<u>Acceptable</u> The ad text is clear and descriptive. <u>Not acceptable</u>

adwords.google.com
We are the words that
ad the world. Advertise!

The ad text is unclear and confusing.

adwords.google.com

Create your campaign today!

Not acceptable

The ad text is missing a line of text.

example.com
Your friend has a crush
on you. Learn more!

Not acceptable

The ad text is trying to simulate an inbox notification or message request.

For an account, click here
Learn more. Visit us at:
adwords.google.com

Not acceptable

The phrase "click here" isn't allowed. Also, the third line continues into the display URL, which isn't allowed either.

example.com
Search **Free games no downloads**
View **Free games no downloads**

Not acceptable

The inserted keywords result in an ad that doesn't make sense.

example.com/search/DSLR+Camera
Buy DSLR Cameras
Save big!

Not acceptable

The ad doesn't clearly indicate that the resulting landing page will be a search page.

example.com/search/DSLR+Camera
Search for DSLR Cameras
Find great deals!

Acceptable

The ad clearly mentions that users will be able to search for DSLR cameras.

What can I do if my ad gets disapproved?

If your ad gets disapproved for violating this policy, try reviewing the following tips to help resolve your issue:

- Double check your ads and keywords and make sure they directly relate to what a user will see when they click on your ad.
- Make sure the products or services that you promote in your ad are displayed on your landing page.
- Review your ad text and fix any ads that have missing lines of text, excessive spacing, or extremely bad grammar.
- Instead of including a phone number in your ad text or sitelinks, consider using [call extensions](#).
- Check to see that your ads don't simulate email inbox notifications or fake "friend/crush" requests or notifications.

How do I resubmit my ad for review?

If your ad gets disapproved, you can resubmit it for review by simply editing your ad and then saving it. To avoid getting disapproved again, make sure that your ad complies with our policies before saving your ad.

Here's how to edit your ad:

1. [Visit your account's Ads tab](#).
2. Hover over the table row that lists the ad you want to edit. Click the pencil icon next to your ad, and you'll be able to edit your ad right there.
3. Click **Save** when you're done editing your ad.

After editing and saving your ad, the **Status** column will change from "Disapproved" to "Under review" or "Eligible." We work to review all ads in our program as quickly as possible, usually within three business days.

What happens if I violate this policy?

- **Ad disapproval:** Ads that don't follow this policy may get disapproved. A disapproved ad won't be able to run until the policy violation is fixed and the ad is approved.
- **Domain disabling:** We may suspend websites that violate this policy, meaning that the website can no longer be advertised with AdWords until the problem is fixed.
- **Account suspension:** An account may get suspended if you have several violations or a serious violation. If this happens, all ads in the suspended account will stop running, and we may no longer accept advertising from you. Any related accounts may also get permanently suspended and your new accounts may get automatically suspended at setup. Learn more about [suspended accounts](#).

Contact information

If you still have questions about this policy, you can contact us via the link below. You'll be taken to a form where you can write to us about your issue. [Contact AdWords Support](#)

updated 03/29/2013



Google's advertising principles

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799818&topic=2799739&path=2799686-2799680-2951627&ctx=leftnav>

March 29, 2013

Our advertising requirements can be summed up by Google's Advertising Principles shown below. To promote a safe and positive experience for our users, each ad is reviewed based on these advertising principles.

User Experience

- Advertising should provide a positive experience to users.

Showing users the right ads at the right time can truly enhance a user's experience. We believe that advertising can be effective, engaging, and useful – without being annoying. When people click on our ads, they trust us to deliver them to a destination that's relevant, original, and easy to navigate.

Safety and Security

- Advertising should be safe for all users.

User safety is everyone's business, and we can't do business with those who don't agree. Scams, phishing, viruses, trojans, and other badware on the Internet all damage the value of the Internet for everyone – users, publishers, developers, and advertisers. Trying to get around policies or "game the system" is unfair to our users, and we can't allow that.



Accurate Ads

*

Advertising should be accurate and truthful.

Advertising can be informative, entertaining, metaphorical, or even tell a story. However, any factual claims and offers should always be credible and accurate. Misleading, inaccurate, and deceitful ads hurt everyone – users, publishers, developers, and advertisers.



Transparency and Privacy

*

Advertising shouldn't violate users' trust or privacy.

Transparency and privacy are core company principles that you'll see in our software principles and privacy principles. Users should know when they're looking at an ad, and they should be able to easily find out who's behind it. We strive to be open and honest with our users, and we expect advertisers to do the same. Similarly, we expect all advertisers and publishers to respect users' personal information, by adhering to strong standards of disclosure, choice, responsibility, and user benefit.



Legal

*

Advertising should comply with laws and regulations.

Many products and services are regulated by law, which can vary from country to country. All advertising, as well as the products and services being advertised, must clearly comply with all applicable laws and regulations.

For the most part, our policies aren't designed to describe the actual laws in every country. All advertisers bear their own responsibility for understanding the laws applicable to their business. Our policies are often more restrictive than the law, because we need to be sure we can offer services that are legal and safe for all users.



Google's Brand

Advertising should be compatible with Google's brand decisions.

*

Ads must be compatible with company brand decisions. Our company has a strong culture and values, and we've chosen not to allow ads that promote products and services that are incompatible with these values. In addition, like all companies, Google sometimes makes decisions based on technical limitations, resource constraints, or requirements from our business partners. Our policies reflect these realities.

Refer to the [AdWords Policy Center](#) for the full list of policies, which may differ based on country.

updated 11/29/2012

[Introduction to AdWords](#)[Account management](#)[Campaign and ad group management](#)[Keyword targeting](#)[Language & location targeting](#)[Ad formats](#)

Budgets and bidding

[Measurement and optimization](#)[Performance, profitability, and growth](#)[Managing multiple accounts](#)

Budgets and bidding

Introduction to bidding

[Understanding bidding basics](#)[Determining a bid option based on your goals](#)[Choose a bid for your keywords](#)[Choose a bid amount that works for you](#)

Bidding types

[Cost-per-click bidding](#)[Enhanced cost-per-click \(ECPC\)](#)[Cost-per-thousand-impressions bidding](#)

Bidding on the display network

[Choose a bid for your Display Network campaign](#)

Introduction to budgets

[Set a budget for your campaign](#)[Why costs might exceed your daily budget](#)[Avoid a depleted daily budget](#)

Quality score and ad rank

[How Ad Quality Is Defined](#)[Check and understand Quality Score](#)[Understanding landing page experience](#)

Understanding bidding basics

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2459326&topic=2799772&ctx=topic&path=2799731-2799680-2799680-2951627>

March 29, 2013

AdWords gives you several ways to bid for your ads, depending on what matters most to you and your business. Most advertisers focus on clicks, impressions, or conversions.

Now that you're advertising on AdWords, you probably have a clear goal in mind for your ads. If you sell coffee, maybe you want to get more people to visit your shop. If you run a hiking club, maybe you're aiming to get more people to sign up for your newsletter. And so on.

Knowing what you want your ads to do will help you decide how to bid.

Tip

AdWords runs an auction every single time it has an ad space available -- on a search result, or on a blog, news site, or some other page. Each auction decides which AdWords ads will show at that moment in that space. Your bid puts you in the auction.

You can focus on three different things when you bid: clicks, impressions, or conversions. Which would you choose? Let's look at these more closely.

Focus on clicks

If your main goal is to have people visit your website, then clicks are a good place to start. Use cost-per-click (CPC) bidding and you'll pay only when someone actually clicks on your ad and comes to your site.

CPC bidding gives you these choices:

- **Automatic bidding**

This is the easiest way to bid. Set a daily budget and let AdWords adjust your CPC bids to bring you the most clicks possible within that budget.

- **Manual bidding**

Take full control of your CPC bids. Manual bidding lets you set bids at the ad group level, or for individual keywords or ad placements, so you know you're bidding just what you want for the clicks that mean the most to you.

Example

If you run a hiking club in Vermont, you might want to bid a lot for direct-hit keywords like "Vermont hiking" and a different amount for broader keywords like "hiking maps."

Focus on impressions

Instead of paying by the click, you can pay by the number of times your ad is shown, if your

campaign is targeting just the Display Network. That's called cost-per-thousand impressions (CPM) bidding, since you pay for every 1,000 times your ad appears. If you're mostly interested in getting your name or logo in front of lots of people, this is a smart option.

CPM bidding, like CPC manual bidding, lets you set bids at the ad group level, or for individual placements. Note that CPM bidding is only available for the following [campaign types](#):

- "Display Network only - All features"
- "Display Network only - Remarketing"

Focus on conversions

With this advanced bidding method, you can set your account to tell AdWords the amount you're willing to pay for a conversion. A conversion is a particular action you want to see on your website: often that's a sale, but it could be an email signup or some other action. We call this cost-per-acquisition (or CPA) bidding, since you're acquiring one conversion.

To use CPA bidding you must have [conversion tracking](#) turned on, among other things, so CPA bidding is suited for intermediate and advanced AdWords users.

[AdWords essential](#)

[The auction: how AdWords decides which ads to show](#)

[Try it out](#)

You can change your bid type any time you like. Use the "Bidding and budget" section on the **Settings** tab of any of your campaigns.

updated 03/16/2013

Determining a bid option based on your goals

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2472725&topic=2799772&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

AdWords offers several bidding options that are tailored to different types of campaigns. Depending on which networks your campaign is targeting, and whether you want to focus on getting clicks, impressions, or conversions, you can determine which option is best for you.

- Drive customers to your website with cost-per-click bidding (manual or automatic).
- Ensure customers see your message with cost-per-impression bidding.
- Maximize conversions on your site with cost-per-acquisition bidding.

AdWords essential

The auction: how Google decides which ads to show and their order

Each bidding option is suited for different kinds of campaigns and advertising goals. For the purposes of bidding, you'll want to consider three basic types of goals, along with your current campaign settings.

- If you want to generate traffic to your website, focusing on clicks could be ideal for you. Cost-per-click (CPC) bidding -- manual or automatic -- may be right for your campaign.
- If you want to increase brand awareness -- not drive traffic to your site -- focusing on impressions may be your strategy. You can use cost per thousand impression (CPM) bidding to put your message in front of customers.
- If you want customers to take a direct action on your site, and you're using [conversion tracking](#), then it may be best to focus on conversions. The advanced bidding option, cost-per-acquisition (CPA) bidding, lets you do that.

Focus on clicks with CPC bidding

If you're focusing on gaining clicks to generate traffic to your website, there are two cost-per-click bidding options you should consider: automatic CPC bidding and manual CPC bidding.

Automatic CPC bidding

Automatic CPC bidding is the simplest and most commonly used bidding option. All you have to do is set a [daily budget](#), and the AdWords system automatically manages your bids for you, to bring you the most clicks possible within your budget.

Automatic CPC bidding could be a good option for you if the following describes your campaign:

- You have an advertising budget you'd like to reach consistently.
- You don't want to spend time monitoring and updating individual cost-per-click (CPC) bids, and you're willing to let the AdWords system update CPC bids automatically.
- You're mainly interested in increasing website traffic.

- You're new to AdWords or don't know exactly how much to bid for particular keywords or placements.
- Your campaign targets the [Search Network](#), the [Display Network](#), or both.

Automatic bidding isn't a good choice for you if your advertising goals include maintaining a specific ad position or cost per conversion. Also note that it's not possible to use automatic bidding with the following [campaign types](#):

- "Search Network only - Product listing ads"
- "Display Network only - Mobile apps"

Example

You have a website that sells a variety of art supplies, and your main goal is to bring more customers to your site. You have a set amount that you want to spend on advertising each month, and there isn't a particular product you want to emphasize most. Automatic CPC bidding lets you decide the overall amount of your budget, then we'll find you the most customers based on that.

It isn't possible to set individual CPC bids with automatic bidding, but you can set a maximum CPC bid for your entire campaign.

Manual CPC bidding

Manual CPC bidding is the default option to let you manage your maximum CPC bids yourself. You can set different bids for each ad group in your campaign, or for individual keywords or placements.

With manual CPC bidding, you can fine-tune your maximum CPC bids to help control the cost and volume of clicks on your ads. If you've found that certain keywords or placements are more profitable, you can use manual bidding to allocate more of your advertising budget to those keywords or placements.

Manual CPC bidding could be a good choice for you if your campaign fits this description:

- You'd like to control maximum CPC bids for individual ad groups, keywords, or placements.
- You're mainly interested in increasing website traffic, not necessarily brand awareness.
- You don't need to reach a target budget every month. (If you do need to reach a target budget, automatic bidding may be a better choice.)
- Your campaign targets the Search Network, the Display Network, or both.

If you're not sure which keywords or placements are most profitable, or if you don't have time to devote to managing manual bids, automatic bidding is probably a better fit for you.

Example

Although your website sells a wide range of art supplies, you're most interested in selling paint brushes. With manual CPC bidding, even if your ad group has 15 keywords, you can choose to set

a higher bid for only the keyword "paint brushes," which will apply whenever that keyword triggers your ad.

Focus on impressions with manual CPM bidding

Manual bidding for impressions, also known as CPM bidding, lets you control the visibility of your ads by fine-tuning your maximum CPM bids.

Here are some cases in which we'd recommend manual CPM bidding:

- Your campaign type is "Display Network only - Remarketing", not Google Search Network.
- Your ads are designed to increase awareness, but not necessarily generate clicks or traffic.
- You prefer the traditional industry metrics of CPM (cost-per-thousand impressions) campaigns.
- You're targeting particular placements, not just keywords. (Combined with placement targeting, bidding for impressions can help ensure your ads appear to a specific audience that will be interested in your ads.)
- You're mainly interested in increasing brand awareness. Image ads and other multimedia formats often serve that purpose best, and these ad formats run on the Display Network.
- Your message is in the ad itself, so you don't need people to click through to your site. This may apply to events (such as a television premiere) or political advertising.

Manual CPM bidding probably isn't for you if the goal of your campaign is a direct response from customers, like buying a product or filling out a form.

Example

You're giving a free concert in Paris, and want to get as many music lovers to come as possible. You're running a campaign with vibrant image ads that share the date, time, and location of the event -- everything a rock fan needs to know to show up. As long as people see your ad, they'll know your whole message. CPM bidding can help you get it in front of as many eyes as possible.

Focus on conversions with CPA bidding

CPA (cost-per-acquisition) bidding is an advanced option that lets you bid directly for conversions.

Your campaign must meet a few requirements in order to be eligible to use CPA bidding:

- You have conversion tracking enabled.
- Your campaign has received at least 15 conversions in the last 30 days. The AdWords system requires this conversion history in order to make accurate predictions about your future conversion rate.
- Your campaign has been receiving conversions at a similar rate for at least a few days.
- Your campaign targets the Search Network, the Display Network, or both.

We also recommend these characteristics:

- Your campaign has been using AdWords conversion tracking for at least two weeks. The AdWords system relies on historical conversion data, so the longer conversion tracking has been running, the more data the system has and the better job it can do optimizing your ROI. If your campaign receives low traffic, we suggest running conversion tracking even longer before trying CPA bidding.
- Your campaign is direct-response oriented. For example, the campaign focuses on generating sign-ups or sales on an e-commerce website.
- Your campaign has a single well-defined conversion type, such as a completed purchase or signup.
- Your campaign has a relatively stable conversion rate, with no major changes (such as redefining the conversion event or moving the conversion tracking code) within the last two weeks.

Note

If your campaign is already using CPA bidding and it drops below 15 conversions in the last 30 days, CPA bidding will remain enabled unless you turn it off. However, if you stop using CPA bidding, you won't be able to enable it until you've reached the requirement.

Choosing your bidding option

To change your bidding option, follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. In the **Campaigns** list, click the campaign name.
3. Select the "Settings" tab.
4. Click **Edit** next to the bidding option.
5. Select your new bidding option.
6. Click **Save**.



Search



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Ad groups

Settings

Ads

Keywords

Dimensions

Display Network



Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?[English](#) [Edit](#)[Location options \(advanced\)](#)

Networks and devices

Networks [?](#) [All](#) [Edit](#)Devices [?](#) [All](#) [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks - use maximum CPC bids I'll manually set my bids for clicks AdWords will set my bids to help maximize clicks within my target budget CPC bid limit [?](#) \$ Enhanced CPC [?](#) Use my conversion tracking data and bids to optimize for conversionsUnavailable because conversion tracking isn't set up. Setup [conversion tracking](#). Focus on conversions (Conversion Optimizer) - use CPA bidsUnavailable because conversion tracking isn't set up. Setup [conversion tracking](#).[Save](#)[Cancel](#)Budget [?](#) **\$5.00/day** [Edit](#)[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)[Ad delivery: Ad rotation, frequency capping](#)[Demographic](#)[Social settings](#)[Keyword matching options](#)[Automatic campaign optimization \(Display Network only\)](#)[Experiment^{BETA}](#)Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

[Try it now](#)

updated 03/16/2013

Choose a bid for your keywords

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2472712&topic=2799772&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

When you select each keyword, you can choose how much you're willing to pay whenever a customer searches on that keyword and clicks your ad. This is your keyword's maximum cost-per-click, or max CPC, bid amount. Some advertisers like the control they maintain with manual bids, while others are comfortable letting the AdWords system make bids for them.

Use automatic bidding to simplify bidding

Automatic bidding is ideal for advertisers who don't want to spend a lot of time setting bids, but would like to get the most clicks possible for their ads within their budget. You don't need to specify individual bids for your keywords, ad groups, or placements. All you do is set a daily budget, and the AdWords system automatically adjusts your [max CPC bids](#) to bring you the most clicks possible within your budget. For more control over your bids, you can set a CPC bid limit if you don't want to exceed a particular price per click. Note that it's not possible to use automatic bidding with the following [campaign types](#):

- "Search Network only - Product listing ads"
- "Display Network only - Mobile apps"

Use manual bidding for more control over bidding

This is the default option to let you [manage your max CPC bids yourself](#). You can set bids at the ad group level, or for individual keywords. Your ad group's default bid amount will be applied to all keywords in your new campaign's ad group. You may change your bid amount at any time for any or all keywords. You also may change this value for individual keywords via the max CPC column on the **Keywords** tab.

Tips

- New to Adwords and not sure what keyword bid amount to set? Many advertisers start with a max CPC bid of US\$1.
- When using automatic bidding you can easily switch to manual bidding which gives you full control to set the bid amounts yourself.

Use AdWords tools to help choose a keyword bid

Some tools help you identify keywords that you may want to adjust manually. Other more advanced tools do the bidding for you, based on an amount you select.

- **The Opportunities tab** in your account can help you identify which of your keywords seem to be good candidates for bid changes. Suggestions are for increased bids (to help capture more clicks) and decreased bids (to help lower your costs). Find out [how to use the Opportunities tab](#).

- **The Bid Simulator** runs "what-if" scenarios such as: "How many more impressions would I have received if I had raised my bid by US\$0.10?" so you can adjust your bids to the right level for your budget. The simulator doesn't predict the future, but it does estimate the click, cost, and impression data that your ads would have received over the last seven days had you set higher or lower keyword bids.
- **Enhanced CPC** is a bidding feature that looks for ad auctions that are more likely to lead to sales for you, and then raises your max CPC bid up to 30 percent to compete harder for those clicks. When it sees auctions that don't look promising, it lowers your bid. That way you get more sales and conversions out of the ad dollars you spend.
- **Conversion tracking** is an advanced feature that shows you which keywords most often lead customers to take the actions you want them to take (these actions, such as a purchase or newsletter signup, are called *conversions*). Tracking your conversions can help you decide whether to increase your max CPC for keywords that are performing well, and decrease it for those that are underperforming.

Find keyword bids for first page ad position

If it's important for you to have your ad show on the first page of Google search results, first page bid estimates will show you an approximate CPC bid needed for your ad to regularly reach the first page of Google search results when a search query exactly matches your keyword. The estimate is based on the keyword's [Quality Score](#) and current advertiser competition for that keyword, so there's no guarantee you'll consistently be on the first page. Learn about [viewing first page bid estimates](#).

Find keyword bids for top of page ad position

If your goal is to have your ad in the top spot on the first page, top of page bid estimates will show you an approximate CPC bid needed for your ad to appear above the first page of Google search results when a search query exactly matches your keyword. This estimate is similar to the first page bid estimate. Learn about [viewing top of page bid estimates](#).

How to change your keyword bids

If you'd like to replace some of your original bids with new bids, here's how: on your **Campaigns** tab, click the **Keywords** tab. Then, in the "Max. CPC" column of the table, click the bid you want to change and enter a new bid amount.

Home Campaigns Opportunities Tools and Analysis Billing My account

All online campaigns > **Campaign: Sweet tea** Last 7 days Jul 18, 2012 - Jul 24, 2012

Enabled Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups **Settings** **Ads** **Keywords** **Ad extensions** **Dimensions** **Display Network**

All but deleted keywords Segment Filter Columns Search

View Change Hist.

1 Clicks

0 Jul 18, 2012 Jul 24, 2012

+ Add keywords		Edit	Change status...	Keyword details	Automate	More actions...	Labels	Qual. score	Dest. URL			
Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Green tea	Eligible	\$	Save	Cancel		\$0.00	\$0.00	0	--	4/10	
Oolong Tea	New Ad Group	Ad group paused					\$0.00	\$0.00	0	--	3/10	
Black Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords				0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 1 - 10 of 11

Negative keywords

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Tip

If you have a campaign that targets **Google search and the Display Network**, we use your keyword bid for both. We encourage you to keep this setting. However, if you prefer, you can set a Display Network bid that will override all keyword bids for the Display Network.

If your campaign targets **only the Display Network**, we suggest setting ad group bids for all your keywords. We also encourage you to set specific bids for your keywords based on how they're performing. If you use Display Network bids, they'll override any of the individual keyword level bids.

updated 03/16/2013

Choose a bid amount that works for you

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2471184&topic=2799772&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

For cost-per-click bidding campaigns, you set a maximum cost-per-click (Max CPC) that's the highest amount that you're willing to pay for a click on your ad.

Using Max CPC to bid strategically, you can increase your account's return on investment (ROI) and spend your budget on the keywords and placements that are proven to work for you.

In general, evaluating your bids over time can give you the best idea of whether you're on the right track to reach your goals. You can also use the Bid Simulator and first page estimates to consider other bidding strategies.

The maximum cost-per-click (Max CPC) bid is the highest amount that you're willing to pay for a click on your ad.

There's no one recommended bid amount that works best for everyone. The right Max CPC bid for you will depend on evaluating the cost of your keywords, the type of campaign you're running, and your profits.

Bidding strategy basics

To get the best results from your campaign, it's important to know how to bid strategically. There are three basic steps to strategic bidding:

1. Identify how much your keywords cost in comparison to how much revenue they bring in.
2. Update your bids as needed to maximize your return on investment.
3. With [enhanced campaigns](#), [set bid adjustments](#) to gain more control over when and where your ad appears.

Example

Let's say you own a skateboard shop. You profit \$5 from every skateboard purchase a customer makes, and you've seen that about one in five visits to your site results in a purchase. To make sure you keep profits rolling, you should spend less than \$1 for a click on an ad promoting one of your skateboards. So you should set your Max CPC bid as less than \$1. And by continuing to experiment, you can find a lower Max CPC bid, and increase your profits even further.

If you discover that your ads perform well at times when teenagers are likely to be surfing the web on their mobile phones, you can set a bid adjustment to increase your Max CPC bid for mobile devices, and on Friday nights.

If you're not sure what Max CPC bid to set, try starting with \$1. You can always change your default bid or bids for specific keywords or placements at any time. Your default maximum CPC for your ad group will be applied to any keywords and placements for which you haven't set an individual CPC bid.

Tip

Don't have the time to evaluate your bids? If you'd prefer to let Google do the work for you, then automatic CPC bidding may be a good option. With automatic CPC bidding, you set a daily budget, and AdWords will help adjust your cost-per-click (CPC) bids to receive the most possible clicks within your budget. Although you can still set a Max CPC to limit the most you spend for a click, it isn't necessary to do so. Note that it's not possible to use automatic bidding with the following [campaign types](#):

- "Search Network only - Product listing ads"
- "Display Network only - Mobile apps"

Experiment and evaluate your advertising profits

We recommend editing CPC amounts in small increments. Once you've set new maximum CPC amounts, see how many clicks your keywords begin to accrue, and whether they lead to business results on your website, before editing again. Also, remember that Internet traffic is always changing, so it's important to re-evaluate your CPC bids regularly.

Once you've collected enough data, you'll be able to identify how profitable your keywords are with their current cost-per-click (CPC) bids. You can then edit their maximum CPCs accordingly.

If a keyword has a low average CPC but each click converts well, for example, you may try increasing its maximum CPC. This could improve the keyword's position, giving your ads more exposure and potentially increasing your ROI.

Or, if a keyword has a high average CPC but clicks seldom result in conversions, you may try reducing its maximum CPC. A lower maximum CPC is likely to decrease the keyword's average position, the number of impressions and clicks it receives, and, as a result, its cost. Not only can this strategy improve your ROI on low-performing keywords, but it frees up part of your budget to invest in more valuable keywords. Over time, if it continues to perform poorly, you may wish to delete that keyword entirely.

Tip

If you want to move beyond the \$1 bid, we recommend setting up conversion tracking to measure the performance of your keywords and placements. [Conversion tracking](#) is a free tool that will tell you how many clicks on your ads turned into conversions on your website. It shows you what happens after a user clicks on your ad, whether they purchased your product or signed up for your newsletter.

Tools to get the most from your bids

Google offers several tools to help guide you in choosing a bid that will work for your goals. After your campaigns run for a few weeks, our tools will have enough information to give you more personalized recommendations:

- Get answers to "what-if" scenarios like, "How many more impressions would I get if I raised my bid by \$0.10?" from [Bid Simulator](#). This tool can help you tweak your bids to just the right level for you.

- Want your ad to show on the first page of Google search results? [First-page bid estimates](#) will show you how much you'd need to bid to get there.
- Your **Opportunities** tab also highlights [CPC bid ideas](#) related to goals that you choose.
- See how often some keywords get searched, and get cost estimates at a glance with [Traffic Estimator](#).

Bidding recommendations for the Search and Display Networks

- **Search Network:** You might want to edit your bids to show your ad higher or lower on the search results page. For example, if you find that your ad is performing well on some keywords but not on others, you may want to raise your bid for the well-performing keywords and consider lowering it on others that aren't performing as well.
- **Display Network:** You set a maximum bid for all automatic placements. For managed placements, you can set different bids for different sites. Then if some managed placements are performing well, you can consider raising the bid for those specific placements. [Set bid adjustments](#) to increase or decrease bids for targeting methods like placements and topics.
- **Both networks:** For more control over your bidding strategy, you can set campaign-level bid adjustments in enhanced campaigns. They increase or decrease your bids for searches occurring on mobile devices, in specific locations, and at particular days and times.

updated 03/16/2013

Cost-per-click bidding

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2464960&topic=2799773&ctx=topic&path=2799731-2799680-2799680-2951627>

March 29, 2013

Cost-per-click (CPC) bidding allows you to set a maximum price on the cost of someone clicking on your AdWords ads. This bidding method gives you good value because you pay only when a viewer is interested enough to click your ad and learn more.

Think about billboards: Advertisers pay for billboard space based on how many people *might* see their ad as they drive by, whether those people actually notice the ad or not.

Internet ads are different: Viewers *click* your ad when they want to know more. When they click, you know that they saw your ad and (you hope) liked what they saw.

AdWords CPC bidding lets you pay by the click, and *only* if someone clicks. If 100 people view your ad and 3 click it, you pay for the 3 clicks, not for the other 97 views.

Setting a CPC bid

To set a CPC bid, you enter the highest price you want to pay for a click. That is called your maximum CPC bid, or simply "max CPC."

Example

If you think it's worth 25 cents to have someone visit your website, you can set US\$0.25 as your max CPC. You'll pay a maximum of US\$0.25 when a person reads your ad and clicks it, and you pay nothing if they don't click.

CPC bidding lets you choose your own bid amounts -- that's called manual bidding -- or choose [automatic bidding](#) and let AdWords set your max CPC for you. With automatic bidding, you're telling us, "Set my max CPC bids to get me as many clicks as you can for my overall budget."

Example

You create a text ad and set a max CPC bid of US\$0.20. Five hundred people see the ad, and 23 of them click to learn more. You pay only for those 23 clicks. Your max CPC bid was US\$0.20, so you'll pay no more than 23 clicks x US\$0.20, or US\$4.60 -- and often you'll pay less than that amount.

How a max CPC bid affects your ad rank

The max CPC you set helps determine your ad's position among other ads on search results pages in the [Search Network](#). If you run your ads on the [Display Network](#), your max CPC plays the same key role there. In both cases, raising your max CPC will probably increase your ad's chances of appearing.

Your actual CPC

Your maximum CPC bid is the most you'll be charged for a click, but you'll often be charged less --

sometimes much less. That final amount you're charged for a click is called the [actual CPC](#).

Actual CPC is often less than Max CPC because with the AdWords auction, you will pay no more than what's needed to rank higher than the advertiser immediately below you.

Now, two other elements affect the actual CPC you pay: [Quality Score](#) and Ad Rank. Your Quality Score is a measure of how useful your ad is to the people who see it. It's based on your click-through rates and other factors. Once your Quality Score is determined, it's combined with your Max CPC bid to rank your ads among other advertisers' ads. That combination is called Ad Rank.

Ways to set your max CPC bid

You can set your max CPC bid several ways. Let's say you have a bakery, and you've set up a breakfast ad group with keywords like donuts, crullers, and apple fritters. Here's how you might set your bids:

- **Ad group CPCs:** Set the same max CPC for all keywords in one ad group. If you choose a US\$1 CPC, then that's your max CPC when someone searches for donuts, crullers, apple fritters -- any of your keywords. The same bid applies to placements, if you're running your ad on the Display Network. This is the easiest way to manage your CPCs.
- **Keyword-level CPCs:** Set a separate max CPC for each keyword in an ad group. For instance, if you know that people who search for "apple fritters" tend to buy more than people searching for "donuts," then you might bid \$1.25 for each click on "apple fritters" and \$1 for each click on "donuts."
- **Placement-level CPCs:** Advertising on the Display Network? You can set a CPC for each placement if you like. If you know that a certain website gets great results for you, you can bid more for placement there.

Using bid adjustments

With [enhanced campaigns](#), you can [set bid adjustments](#) that increase or decrease your bids for searches occurring on mobile devices, in specific locations, and at particular days and times. You can also set bid adjustments for targeting methods in your ad group, like topics or placements, if your campaign targets the Display Network. Bid adjustments give you more control over when and where your ad appears, and are applied on top of your existing bids.

How to decide what CPC bid amount to set

How do you know what CPC to set? You can figure this out based on what you know about your business and the value of a sale. For example, if you sell US\$5,000 diamond rings, one new customer is probably worth more than if you sell US\$0.99 packs of gum. Or you can use the tools Google has created to help you learn more:

- [Bid Simulator](#) runs "what-if" scenarios like, "How many more impressions would I get if I raised my bid by \$0.10?"
- [Traffic Estimator](#) shows you how often some keywords get searched, and gives you cost estimates at a glance.
- [First-page bid estimates](#) helps you see how much you may need to bid to put your ad on the first page of Google search results.

Next step

- Choose your bid and budget

updated 03/16/2013

Enhanced cost-per-click (ECPC)

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2464964&topic=2799773&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

Enhanced cost-per-click (ECPC) is a bidding feature that raises your bid for clicks that seem more likely to lead to a sale or conversion on your website. That helps you get more value from your ad budget.

Imagine that your job is to stand outside a barber shop and bring in new customers. If a businessman with shaggy hair comes walking by, you give him a big wave and a hello. If a bald man walks by, not so much.

ECPC does a similar job for your AdWords ads. It's a bidding feature that looks for ad auctions that are more likely to lead to sales for you, and then raises your max CPC bid up to 30 percent to compete harder for those clicks. When it sees auctions that don't look promising, it lowers your bid. That way you can get more sales and conversions out of the ad dollars you spend.

ECPC works on Google, the Search Network, and the Display Network, but isn't available for the "Display Network only - Mobile Apps" campaign type.

Example

Suppose you sell shoes on your site, and you've set your max CPC for US\$1, and you have ECPC bidding turned on. If the AdWords system sees an auction that looks likely to lead someone to buy shoes on your site, it might set your bid as high as US\$1.30 for that auction (that is, your US\$1 max CPC bid plus 30 percent more).

Enhanced CPC

How does ECPC know which auctions are promising?

The AdWords system looks for patterns of clicks and conversions and compares them to your past results. If certain search or keyword combinations lead to more sales, for instance, it will know. That's why, to use ECPC you have to have conversion tracking turned on, because that's where the data comes from.

ECPC will increase your max CPC bid by up to 30 percent when it sees a good opportunity. It'll also lower your max CPC by any amount (even more than 30 percent) if it determines a conversion isn't likely, so you'll pay less for clicks that convert less.

Tip

Because ECPC will increase your max CPC bid by up to 30 percent when it sees a good opportunity, don't be surprised if your AdWords report shows average CPCs that are over your max CPC.

How will I know ECPC is helping me?

ECPC double-checks itself by leaving part of your traffic alone to work with your regular max CPC

bids. Then it compares the two sets of results and adjusts accordingly. So when you choose ECPC, you should see conversion results that are better than, or at least the same as, the results you get without it.

How is ECPC different from Conversion Optimizer?

Both ECPC and [Conversion Optimizer](#) work to get you more conversions. The key difference: ECPC works with the max CPC bid you set, never going more than 30 percent over it. Conversion Optimizer needs no max CPC, though it does require a CPA bid.

Conversion Optimizer gives you the very best chance to improve your results, but ECPC provides a level of control and comfort that some people prefer.

Both ECPC and Conversion Optimizer

- Use conversion tracking or [Google Analytics](#) data from your account
- Predict a conversion rate for each auction
- Adjust your bids to help you win the most promising clicks
- Works with all your campaign settings and max CPC bids
- Can raise bids by up to 30 percent
- Works with third-party bidding systems

Conversion Optimizer

- Lets you set either a target CPA or max CPA
- Has full freedom to set your CPC bid for each auction
- May not work with some API-based bid management solutions

Tip

If your campaign doesn't have conversion tracking turned on, opting into ECPC will have no impact on your bids.

How to turn on ECPC

1. Sign in to your AdWords account at <https://adwords.google.com>
2. From your Campaigns tab, click the name of the campaign you want to work with.
3. Click the Settings tab.
4. Find the Bidding and budget section. Next to "Bidding Options," click Edit.
5. Find Enhanced CPC, and check the box reading "Use my conversion tracking data and bids to optimize for conversions."

When you choose ECPC, we'll automatically set your [ad rotation settings](#) to "optimize for conversions," even if it's currently set to "optimize for clicks."

Remember that you also must have conversion tracking enabled for ECPC to work.

Top Contributor



What our advertisers are saying

pankaj1782, August 2012

"I use Enhanced CPC little cautiously because of a small risk factor that involves higher Cost per Acquisition at times, but keep on experimenting this feature every time so as to see if it's in the benefit of my clients or not." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Cost-per-thousand-impressions bidding

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2630842&topic=2799773&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

Many advertisers hope viewers will *click* their ad -- but that's not always the main goal. Maybe you just want a lot of people to see your ad. In that case, bidding by cost-per-thousand-impressions (CPM) is a good way to go. With CPM bidding, you bid for your ad based on how often it appears on the Google Display Network. You set the max amount you want to pay for ads, whether they're clicked or not.

Why use CPM bidding

Some people prefer CPM bidding because they want to be able to set a maximum amount they'll pay for each impression, instead of for each click.

Others simply don't care about clicks for their ad campaign. Businesses that just want to get their name in front of more people, for instance, may care more about ad views than about clicks and visits to their website.

CPM bidding is currently available for the "Google Display Network - All features" and "Google Display Network - Remarketing" campaign types only.

Tip

If your main goal is online sales or visits to your website, then cost-per-click (CPC) bidding may be a better option for you.

A quick comparison of CPM and CPC bidding

We'll get into a few more details below, but here are some of the basics:

	CPM bidding	CPC bidding
Consider using this if:	You care more about your ads being viewed than about clicks generated	You care more about clicks
Bid:	Maximum amount you're willing to spend for 1000 impressions	Maximum amount you're willing to spend for 1 click
Actual amount charged:	No more than what's needed to rank higher than the advertiser immediately below you	No more than what's needed to rank higher than the advertiser immediately below you

How CPM and CPC bids compete

Ads with different bid types can compete for the same Display Network placements.

To keep things fair, when CPC and CPM ads compete for the same Display Network placement, the two types of ads are compared apples-to-apples on how much they're effectively willing to pay for the impression. With a CPM ad, the max CPM bid represents how much the advertiser is willing to pay for each 1000 impressions; with a CPC ad, Google estimates how many clicks the ad might receive in 1000 impressions to get the comparison.

Learn [more about how CPM and CPC bids compete](#).

How to use CPM bidding

With CPM bidding, you set the highest amount you want to pay for each 1,000 ad impressions. We call this the maximum CPM bid, or just "max CPM."

The higher your max CPM, the greater the chance that your ad will appear. As always, the AdWords system will charge you only what is needed to place your ad above the next-highest ad.

Tip

CPM text ads can have a special edge: when they win a placement, they're sometimes given the entire ad space, rather than sharing the space with other text ads. That makes them more likely to be noticed.

For typical campaigns, a reasonable starting point for a CPM bid is somewhat higher than the CPC bid you'd use for CPC text ads with the same targeting.

You can set your max CPM bid in a couple of ways. Let's say you sell flowers, and you've set up an ad group with keywords like roses, daisies, and tulips.

- **Ad group CPMs:** Set your max CPM at the ad group level, and you'll have the same CPM for all keywords and placements in that ad group. Let's say you choose an ad group CPM of US\$1.20. If your ad shows on a site that's associated with roses or tulips, or appears on a blog about flowers, the max CPM is always US\$1.20. This is the easiest way to manage your CPM bids.
- **Placement-level CPMs:** You can set a CPM bid for each placement if you like. If you know a site gets great results for you, you can bid more for placement there.

[Try it now](#)

Next step

- [Switch to CPM bidding](#).

Choose a bid for your Display Network campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454058&topic=2799774&ctx=topic&path=2799731-2799680-2799680-2951627>

March 29, 2013

Google Display Network bids let you get the most value from your ads by setting just the right price for your ads on the [Display Network](#). Learn how you can use Display Network bids when you target both the Search Network and the Display Network.

Search ads and display ads reach people at different moments. When people are actively looking for something, your search ad may be the answer they need. However, people who see your ad on the Display Network may simply be browsing a favorite blog or watching videos -- not actively searching for what you offer.

[Clickthrough rates \(CTRs\)](#) are often lower on the Display Network, because it can be harder to get a reader's attention. That's why Display Network bidding exists: to let you set a [Maximum CPC bid](#) for clicks that happen just on the Display Network. You get more control over your costs and you can make sure your bids fit the value you get from your ads.

Keep in mind

For campaigns that you're targeting to the Display Network only, we don't recommend setting a Display Network bid because AdWords will use that bid instead of individual keyword bids, if you have them. Instead, we suggest using your basic ad group bid or enabling custom bids -- if they're available in your ad group -- for one of your targeting methods. Learn about [setting custom bids](#).

Tip

With [enhanced campaigns](#), you can also set bid adjustments for better control over when and where your ad appears. Bid adjustments can be set at the campaign level (for mobile devices, times, days, and locations) and can also be used to bid more competitively for specific targeting methods, like placements or interests, in your ad groups.

Choosing your first bid

To find the right Display Network bid, you can make a starting bid, see what happens, and then edit it. If you don't set a specific Display Network bid, AdWords will use your ad group's default bid.

The Display Network may give you results that are better or worse than search ads, depending on your business and the ways you advertise. If you sell cameras, for example, a blog for photographers may be a very good spot for your ads, with an audience that's excited about what you sell.

After you make your first bid, wait for a few days and then go to your account, and on the "All campaigns" view, find the "Totals" row for the Display Network. There, you'll see the number of impressions, clicks, and costs for your ad. You might ask yourself not just "do I get a lot of clicks?" but "do those clicks lead to the results I want?" Continue to monitor impressions and clicks, but you should wait a couple weeks before making too many changes. If you edit your bids too frequently, you might not be able to assess your performance accurately.

We recommend enabling [Conversion Tracking](#) because it can help you see which clicks are getting you good results on your site.

Tip

Your ad performance on the Display Network does *not* affect your rank for search ads. And lower CTR on the Display Network doesn't affect the [Quality Score](#) of your ads for search.

Setting a Display Network bid

If your campaign targets the Search and Display Networks, you can follow these steps to set your own Display Network bid:

1. Click the campaign name.
2. Click the **Ad groups** tab.
3. Look for the column titled "Display Network Max CPC."

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area displays 'All online campaigns' from Jul 12, 2012 - Jul 18, 2012. The 'Display Network' tab is selected in the navigation bar. The left sidebar lists 'All online campaigns' (Campaign #1, Campaign #3, Campaign #4, Campaign #5, Sweet tea) and 'Shared library'. The main table lists ad groups under the 'Sweet tea' campaign. The columns include Ad group, Campaign name, Status, Default Max. CPC, Display Network Max. CPC, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Relative CTR, and Conv. rate (1-per click). A modal dialog is open over the third row (Ad Group #1) with a text input field for 'Display Network Max. CPC' containing '\$10.00', a 'Save' button, and a 'Cancel' button. A note below the input field says 'Leave blank to use your default bid (or keyword bids if you set them)'. The bottom of the page includes reporting notes about real-time data and a 24-hour delay, along with copyright information for 2012 Google.

4. Each ad group row will have one of the following:

- o an existing bid (if you've set one)
- o the ad group bid (which appears greyed out, if you've set manual bidding for your

campaign but have not set any specific bids)

- the word "auto" (if the campaign has an automated bidding strategy, such as Conversion Optimizer)

5. Click directly on the bid, and a box will open where you can type your new bid. Keep in mind that you can't click an ad group bid or a bid that has been set to "auto."

Google AdWords

[Help](#) [Sign out](#)

The screenshot shows the AdWords interface with the 'All online campaigns' view. On the left, there's a sidebar with links like Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main area displays a table of campaigns and ad groups. One row for 'Ad Group #1' under 'Campaign #3' has a bid value of '\$10.00'. A tooltip is overlaid on this cell, containing the text: 'Leave blank to use your default bid (or keyword bids if you set them)'. At the bottom of the table, there are summary rows for 'Total - all but deleted ad groups' and 'Total - all ad groups'.

Campaign name	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Relative CTR	Conv. rate (1-per-click)
Black tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Green tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Ad Group #1	Campaign #3	Eligible	\$10.00	\$ [input]	Save	Cancel	Leave blank to use your default bid (or keyword bids if you set them).				
Ad Group #1	Campaign #1	Eligible	auto: \$0.28	auto	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Ad Group #2	Campaign #1	Eligible	auto: \$0.28	auto	0	0.00%	\$0.00	\$0.00	0	--	0.00%
New Ad Group	Sweet tea	Paused	\$5.00	\$4.00	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all but deleted ad groups (In all but deleted campaigns)				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%

6. Enter the bid, then click **Save**.

Some ad groups in your campaigns might show the "Bidding" drop-down menu above the statistics table on the **Display Network** tab. If you see this menu, you'll be able to enable custom bids for one targeting method in your ad group. This lets AdWords know what bid you'd like to use.

Tip

If you can't click the word "auto," that means you've selected "automatic bidding" in your campaign settings. [Edit your bidding and budget](#) settings to choose your own bids.

If you're creating a brand new ad group, you'll see the "Display Network bid" field near the end of the process. You can enter your bid there.

updated 03/19/2013

Set a budget for your campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375420&topic=2799740&ctx=topic&path=2799731-2799680-2799680-2951627>

March 29, 2013

If you've ever planned a vacation, you know the importance of identifying a limit for how much you can spend while allowing for the unanticipated. In the same way, AdWords lets you set daily budgets for your campaigns with the flexibility to change them at any time.

Decide how much to spend

With AdWords, you choose a daily budget for each campaign based on your advertising goals and the general amount you're comfortable spending each day. If you're used to working with a monthly advertising budget, you can find your daily budget by dividing your monthly budget by 30.4 – the average number of days per month.

Tip

Start small. If you're a beginner, try a daily budget of US\$10 to US\$50. Check your account soon after applying a new budget to see how your campaigns have performed.

Set your daily budget

Your daily budget applies to a single campaign, not all campaigns in your account. Here's how to choose it:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click **+New campaign**.
4. On the "Select campaign settings" page, scroll to the "Bidding and budget" section and enter a daily campaign budget.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾ [Select campaign settings](#) [Create ad group](#)**All online campaigns**

- Campaign #1
- Sweet tea
- New campaign

Select campaign settings[Load settings](#) ?[Campaign type](#) ▾

or

[Existing campaign](#) ▾**General**[Campaign name](#)

Campaign #2

Locations and Languages**Locations** ? What locations would you like to target (or exclude) in your campaign?

- All countries and territories
- United States and Canada
- United States
- Let me choose...

[Advanced search](#)

For example, a country, city, region or zip code.

Languages ? What languages do your customers speak?[English](#) [Edit](#)[+ Location options \(advanced\)](#)**Networks and devices****Networks** ? All available sites (Recommended for new advertisers)

- Let me choose...

Search Google search Search partners (requires Google search)Display Display Network ? Broad reach: Show ads on pages that match my primary targeting method ?

Example: Show ads if keywords match

 Specific reach: Show ads only on pages that match all my targeting methods ?

Example: Show ads only if both keywords and placements match

 Your ads won't show on Google Search or search partners.**Devices** ? All available devices (Recommended for new advertisers)

- Let me choose...

Bidding and budget**Bidding option** ? [Basic options](#) | [Advanced options](#)

- I'll manually set my bids for clicks

 You'll set your maximum CPC bids in the next step. AdWords will set my bids to help maximize clicks within my target budget**Default bid** ? \$

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget ? \$ per day

Actual daily spend may vary. ?

[+ Delivery method \(advanced\)](#)**Ad extensions**You can use this optional feature to include relevant business information with your ads. [Take a tour](#). Extend my ads with location information Extend my ads with links to sections of my site Extend my ads with a phone number Increase the social relevance of my ads by associating them with my Google+ Page Extend my ads with a link to a mobile/tablet app.

The screenshot shows the 'Advanced settings' section of the AdWords interface. On the left, a sidebar lists navigation links: Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Help Center. Below the sidebar are search and go buttons. The main content area is titled 'Advanced settings' and contains a list of campaign optimization options: Schedule, Ad delivery, Demographic, Social settings, Keyword matching options, and Automatic campaign optimization (Display Network only). At the bottom of this section are 'Save and continue' and 'Cancel new campaign' buttons. A note below the buttons states: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time.' A copyright notice at the bottom reads: '© 2012 Google | AdWords Home | Editorial Guidelines | Privacy Policy'.

5. Finish (or skip) choosing your other campaign settings and click **Save and continue**.

Tip

Get a recommendation. AdWords shows recommended budgets for campaigns that repeatedly meet their daily budget but have the potential to earn more clicks and impressions. Learn how to find your [recommended daily budget](#).

Change your daily budget at any time

You can change your daily budget at any time and as many times as you like.

Tip

Don't set and forget. Check your account regularly to look for campaigns that are limited by budget or have leftover dollars. A limited budget could mean fewer clicks and impressions than you might have otherwise earned, whereas a bloated budget may actually increase the [cost per click](#) of your ads if you're using automatic bidding. You can check the Status column on your Campaigns tab to see whether any of your campaigns show a "Limited by budget" status.

Here's how to edit your daily campaign budget from the **Campaigns** tab:

1. In the **Campaigns** table, click the budget you'd like to edit.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area displays 'All online campaigns' with two active campaigns: 'Campaign #1' and 'Sweet tea'. A timeline at the top shows data from May 31, 2012, to Jun 6, 2012. Below the timeline is a table with columns for Campaign, Budget, Status, Clicks, Impressions, CTR, Avg. CPC, Cost, Avg. Pos., and Labels. The table shows data for each campaign and their respective totals. At the bottom of the page, there is a note about reporting delays and links to Google's terms and conditions.

Campaign	Budget	Status	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	
Total - Search			0	0	0.00%	\$0.00	\$0.00	0	
Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	
Total - all campaigns	\$6.00/day		0	0	0.00%	\$0.00	\$0.00	0	

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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2. Enter a new campaign budget.

3. Click **Save**.

[Try it now](#)

Here's how to edit your daily campaign budget from a campaign's **Settings** tab:

1. Select the campaign you want to edit.
2. Click the **Settings** tab.
3. In the "Bidding and budget" section, click the **Edit** link next to your campaign's daily budget.

The screenshot shows the AdWords interface for managing a campaign named "Sweet tea". The left sidebar contains links like Home, Campaigns, Opportunities, Tools and Analysis, Billing, My account, Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Help Center. The main content area displays campaign settings under "Campaign settings". It includes sections for General (Campaign name: Sweet tea), Locations and Languages (Targeted locations: Canada (country) and United States (country)), Networks and devices (Networks: All available sites selected, Let me choose... option available), Devices (Devices tab selected), Bidding and budget (Bidding option: Focus on clicks, manual maximum CPC bidding), Budget (\$5.00/day), and Ad extensions (disabled). Advanced settings are also listed.

Campaign settings

General

Campaign name: **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- **Canada (country)**
- **United States (country)**

[Edit](#)

Languages [?](#) What languages do your customers speak?
English [Edit](#)

[Location options \(advanced\)](#)

Networks and devices

Networks [?](#)

All available sites (Recommended for new advertisers)
 Let me choose...

[Save](#) [Cancel](#)

Devices [?](#) **All** [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget [?](#) **\$5.00/day** [Edit](#)

[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)
[Ad delivery: Ad rotation, frequency capping](#)
[Demographic](#)
[Social settings](#)
[Keyword matching options](#)
[Automatic campaign optimization \(Display Network only\)](#)
[Experiment^{BETA}](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

4. Enter the new budget.

5. Click **Save**.

[Try it now](#)

Edit your campaign budgets in bulk

If you want to change the budget for multiple campaigns at once:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Check the box next to any campaigns you want to edit. You can also select all campaigns by checking the box in the menu bar.
4. Click **Edit**, then choose **Change budget...**

All online campaigns

Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Branding	\$0/day	Paused	0	0	0.00%	\$0.00	\$0.00	0	-
Total - all but deleted			0	0	0.00%	\$0.00	\$0.00	0	
Total - Search		Change budget...	0	0	0.00%	\$0.00	\$0.00	0	
Total - Display		Recent bulk edits	0	0	0.00%	\$0.00	\$0.00	0	
Total - all campaigns	\$0.00/day		0	0	0.00%	\$0.00	\$0.00	0	

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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5. In the window that appears, you can set your budget to a specific amount, or increase or decrease your budget by a percentage or specific amount.

The screenshot shows the Google AdWords interface. On the left, there's a sidebar with links like Home, Campaigns, Opportunities, Tools and Analysis, Billing, My account, Search, Shared library, Bulk operations, Reports, Labels, Help, Contact Us, and a Help Center. The main area displays 'All online campaigns' with a table showing one campaign: 'Branding campaign' with a budget of \$0.50/day, status Paused, 0 clicks, 0 impressions, 0 CTR, \$0.00 cost, and 0 average position. A modal window titled 'Change budget (1 campaigns selected)' is open, showing the current budget of \$0.50/day and a dropdown menu for 'Set budget to'. Below the table, a note says 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more'.

6. Click **Preview changes** to see what your edits will look like, or click **Make changes** to edit your selected campaigns.

How budget changes take effect

When you change your daily campaign budget you'll see these adjustments immediately in your account. Based on when you edit your budget, the way that your campaign consumes your budget can vary. Here's what happens to your budget based on the time or frequency of your change:

Mid-day Campaigns will typically spend around 50% of their budget in the day's first half and the remainder in the day's second half. However, if demand for your ads happens to be greatest early in the day, you might spend 70% of your daily budget in the morning. If you made a budget change around noon, you might spend an additional 50% of your new daily budget in the afternoon, which could result in a total spend for the day which is slightly greater than either of the daily budgets which were in effect that day. This results from the fact that the system is designed to make up for low traffic days by slightly exceeding your daily budget on higher traffic days, as long we never exceed your monthly charging limit.

If you've lowered your daily budget significantly, it's also possible that your ad distribution will slow significantly for the rest of the day.

Multiple times a day You'll be charged based on the highest daily budget that you chose for that day.

day

Mid-month You'll be charged for the month no more than the new budget **multiplied by** the number of days that remain in the month **plus** the total amount spent for the campaign before the budget change.

For example, if on November 24th your daily budget is US\$5, and you've already spent US\$113 this month, and on the same day you change your daily budget to US\$10, you'd be charged no more than as follows:

$$\$113 \text{ spent so far} + (\$10/\text{day} \times 7 \text{ days remaining}) = \$183$$

Multiple times a month The same calculation applies as the one for changing your budget mid-month.

Tip

Even if you don't deliberately change your daily campaign budget, the following actions are considered budget changes (for computing the maximum amount you'll be charged within a calendar month):

- Changing your campaign end date.
- Changing your delivery mode (standard delivery or accelerated delivery).
- Choosing a different time zone for your AdWords account.

Find out [how to select a time zone, and how it affects your budget cycle](#).

updated 02/25/2013

Why costs might exceed your daily budget

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375423&topic=2799740&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

AdWords helps you maximize your return on investment (ROI) by looking out for days when search traffic is higher, and then showing your ads more often on those days. When this happens, your total daily cost could be up to 20% more than your usual daily budget – but AdWords prevents your campaign from overspending for the month as a whole based on a monthly charging limit.

When campaigns cost more than their daily budget

If you've noticed that the total daily cost of an ad campaign is more than the amount you budgeted for that day, that means your campaign is spending more of your budget on days with higher search traffic and less on days with lower traffic. This way, up to 120% of your daily campaign budget can be used to show your ads on certain days of the week or certain times of the month based on fluctuations in traffic, but not more than you spend on your campaigns each month.

Search traffic can fluctuate for the following reasons:

1. Whether it's a weekend or weekday
2. Seasonality and holidays
3. Geopolitical and cultural events

Dipping into your daily budget for other days in the month helps your campaigns reach their potential. However, in cases where costs exceed the 120% cap, you'll still only be charged for the 20% over your daily budget.

For example, if your daily budget is US\$10 per day, and you've accumulated US\$15 in costs on a given day, you'll only be charged US\$12. AdWords uses a monthly charging limit to prevent you from accidentally getting overcharged.

Monthly charging limit

While the cost of your campaign can be 20% above your daily budget on any given day, AdWords uses a monthly charging limit. As long as your budget is consistent for an entire month, you won't be charged more than your daily budget multiplied by the average number of days in a month, which is 365 days in a year ÷ 12 months or 30.4 days/month.

Example

If your budget is US\$10 per day throughout an entire month, the maximum you'd be charged is US\$304 (US\$10 daily budget x 30.4 average days per month) in that billing cycle.

If your budget is the same value throughout a month, and you accrue more costs in a calendar month than your monthly limit allows, you'll only be charged your monthly limit. For instance, if your daily budget is US\$10 per day throughout a month (a US\$304 monthly charging limit), and you've accrued \$310 in costs over a calendar month, you'll only be charged \$304.

However, a monthly charging limit won't be used if your daily budget changes throughout the month, even though the 120% daily limit still applies. For campaigns that are paused in the middle of the month or that otherwise don't run for the full month, you may see discrepancies between your average daily budgets and your total charges.

Next steps

- [Understanding why you've been charged](#)
- [Avoid a depleted daily budget](#)

updated 03/20/2013

Avoid a depleted daily budget

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375418&topic=2799740&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

If you have a limited budget, you want to make the most of every cent you spend on your advertising campaign. Instead of discontinuing your campaigns and missing out on clicks, or spending more than you can comfortably afford, consider the following techniques for spending your campaign budget more effectively:

- Lower your bids for campaigns that are "limited by budget," potentially reducing the average [cost per click](#).
- Let AdWords automatically bid for you to get as many clicks as possible with your campaign's current daily budget.
- Choose "Standard delivery" for your ads, instead of "Accelerated delivery."

If your campaign is meeting its daily budget but could earn more clicks and impressions, you'll get a "recommended budget" to estimate how a different budget could improve your performance. Learn more about it at the bottom of this article.

Lower your bids in campaigns that are "limited by budget"

While counterintuitive, slightly lowering your bids in campaigns that are "limited by budget" could potentially help you earn more clicks. Lowering bids for budget-constrained campaigns could reduce the average amount you pay when someone clicks your ads, with the potential for your budget to go further and get more clicks. Lowering bids too much, however, could result in fewer clicks if your bids are no longer competitive. If you choose to decrease your bids, check your campaign a few days later to ensure that you haven't lowered your bids too much.

Let AdWords automatically bid for you

An alternative to lowering your bids yourself is to allow AdWords to automatically adjust your bids for you. When AdWords automatically sets bids for you, changing your keyword or [placement](#) maximum cost-per-click (CPC) bids, it'll still stay within a target daily budget that you've set for that campaign. Note that it's not possible to use automatic bidding with the following [campaign types](#):

- "Search Network only - Product listing ads"
- "Display Network only - Mobile apps"

How to allow AdWords to automatically bid on your behalf

1. Click the **Settings** tab within the campaign you want to edit.
2. Scroll to the "Bidding and budget" section and choose "AdWords will set my bids to help maximize clicks within my target budget"



Search



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups

Settings

Ads

Keywords

Dimensions

Display Network



Campaign settings

General

Campaign name Sweet tea Edit

Locations and Languages

Locations ? Targeted locations:

- Canada (country)
- United States (country)

Edit

Languages ? What languages do your customers speak?

English Edit

+ Location options (advanced)

Networks and devices

Networks ? All Edit

Devices ? All Edit

Bidding and budget

Bidding option ?

Focus on clicks - use maximum CPC bids

 I'll manually set my bids for clicks AdWords will set my bids to help maximize clicks within my target budget CPC bid limit ? \$

Enhanced CPC ?

 Use my conversion tracking data and bids to optimize for conversions

Unavailable because conversion tracking isn't set up. Setup conversion tracking.

 Focus on conversions (Conversion Optimizer) - use CPA bids

Unavailable because conversion tracking isn't set up. Setup conversion tracking.

Save

Cancel

Budget ? \$5.00/day Edit

+ Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the Ad extensions tab. Take a tour.

Advanced settings

+ Schedule: Start date, end date, ad scheduling

+ Ad delivery: Ad rotation, frequency capping

+ Demographic

+ Social settings

+ Keyword matching options

+ Automatic campaign optimization (Display Network only)

+ Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

3. Enter a daily budget for your campaign.

Home

Campaigns

Opportunities

Tools and Analysis ▾

Billing ▾

My account ▾



Search



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Ad groups

Settings

Ads

Keywords

Dimensions

Display Network



Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?[English](#) [Edit](#)[Location options \(advanced\)](#)Target [?](#) People in, searching for, or viewing pages about my targeted location [Edit](#)Exclude [?](#) People in, searching for, or viewing pages about my excluded location [Edit](#)

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Go

Networks and devices

Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks, manual maximum CPC bidding [Edit](#)Budget [?](#)

\$ 5.00 per day

[View recommended budget](#) | [Learn how budget affects ad performance](#)

Your budget is OK. We do not recommend changes at this time.

To make the most of your budget, [try optimizing your campaign](#).Actual daily spend may vary. [?](#)[Save](#)[Cancel](#)[Delivery method \(advanced\)](#)Delivery method [?](#) Standard: Show ads evenly over time [Edit](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)[Ad delivery: Ad rotation, frequency capping](#)[Demographic](#)[Social settings](#)[Keyword matching options](#)[Automatic campaign optimization \(Display Network only\)](#)[Experiment^{BETA}](#)

4. Click **Save and continue**.

Change your delivery method from "Accelerated" to "Standard"

Think of "Accelerated delivery" like jet fuel. It's likely to use up your campaign's daily budget early in the day by showing your ads more quickly until your budget is reached. "Standard delivery" is like a slow-burning candle. The delivery of your ads is spread more evenly throughout the day.

If you're using manual bidding, by default your campaign will be set to "Standard delivery." It's not possible to use "Accelerated delivery" with automatic bidding.

How to change your delivery method

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Select the **Settings** tab within the campaign you want to edit.
3. In the "Bidding and budget" section, click **+ Delivery method (advanced)** and then click the **Edit** link.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns >
Campaign: Sweet tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Dimensions Display Network ▾

Campaign settings

General

Campaign name Sweet tea Edit

Locations and Languages

Locations Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)

Languages What languages do your customers speak?
English [Edit](#)

[Location options \(advanced\)](#)

Target People in, searching for, or viewing pages about my targeted location [Edit](#)

Exclude People in, searching for, or viewing pages about my excluded location [Edit](#)

Networks and devices

Networks All [Edit](#)

Devices All [Edit](#)

Bidding and budget

Bidding option Focus on clicks, manual maximum CPC bidding [Edit](#)

Budget \$5.00/day [Edit](#)

[Delivery method \(advanced\)](#)

Delivery method Standard: Show ads evenly over time [Edit](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour.](#)

Advanced settings

- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic
- Social settings
- Keyword matching options
- Automatic campaign optimization (Display Network only)
- Experiment BETA

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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4. Choose "Standard: Show ads evenly over time."



Search



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?[English](#) [Edit](#)[Location options \(advanced\)](#)Target [?](#) People in, searching for, or viewing pages about my targeted location [Edit](#)Exclude [?](#) People in, searching for, or viewing pages about my excluded location [Edit](#)

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Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks, manual maximum CPC bidding [Edit](#)Budget [?](#) \$5.00/day [Edit](#)[Delivery method \(advanced\)](#)Delivery method [?](#) Standard: Show ads evenly over time Accelerated: Show ads as quickly as reasonably possible[Save](#)[Cancel](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

[+](#) Schedule: Start date, end date, ad scheduling[+](#) Ad delivery: Ad rotation, frequency capping[+](#) Demographic[+](#) Social settings[+](#) Keyword matching options[+](#) Automatic campaign optimization (Display Network only)[+](#) Experiment^{BETA}Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

5. Click **Save**.

Find your campaign's "recommended budget"

AdWords shows recommended budgets for campaigns that repeatedly meet their daily budget but have the potential to earn more clicks and impressions. You can use them to estimate how a new budget may improve the visibility of your campaign's ads. The recommendations are based on a detailed analysis of your campaign's performance from the past 15 days, along with the other factors listed below:

- Recent campaign performance
- Current campaign budget
- Keyword list
- Campaign targeting settings

AdWords won't display a recommended daily budget if you rarely meet your daily budget, or if your campaign has limited data. If you don't see a recommended budget, and you know your ads aren't being shown as often as they could because your budget is limited, you might want to consider raising your budget to an amount that you're comfortable with.

How to find your campaign's recommended budget

1. Select the **Settings** tab within the campaign you want to edit.
2. Next to "Budget," click **Edit**.



Search



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?English [Edit](#)[Location options \(advanced\)](#)Target [?](#) People in, searching for, or viewing pages about my targeted location [Edit](#)Exclude [?](#) People in, searching for, or viewing pages about my excluded location [Edit](#)

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Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks, manual maximum CPC bidding [Edit](#)Budget [?](#) \$5.00/day [Edit](#)[Delivery method \(advanced\)](#)Delivery method [?](#) Standard: Show ads evenly over time Accelerated: Show ads as quickly as reasonably possible[Save](#)[Cancel](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

[+](#) Schedule: Start date, end date, ad scheduling[+](#) Ad delivery: Ad rotation, frequency capping[+](#) Demographic[+](#) Social settings[+](#) Keyword matching options[+](#) Automatic campaign optimization (Display Network only)[+](#) Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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3. Click **View Recommended Budget**.

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Campaigns

Opportunities

Tools and Analysis ▾

Billing ▾

My account ▾



Search



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Ad groups

Settings

Ads

Keywords

Dimensions

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Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?[English](#) [Edit](#)[Location options \(advanced\)](#)Target [?](#) People in, searching for, or viewing pages about my targeted location [Edit](#)Exclude [?](#) People in, searching for, or viewing pages about my excluded location [Edit](#)

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Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks, manual maximum CPC bidding [Edit](#)Budget [?](#)

\$ 5.00 per day

[View recommended budget](#) | [Learn how budget affects ad performance](#)

Your budget is OK. We do not recommend changes at this time.

To make the most of your budget, [try optimizing your campaign](#).Actual daily spend may vary. [?](#)[Save](#)[Cancel](#)[Delivery method \(advanced\)](#)Delivery method [?](#) Standard: Show ads evenly over time [Edit](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)[Ad delivery: Ad rotation, frequency capping](#)[Demographic](#)[Social settings](#)[Keyword matching options](#)[Automatic campaign optimization \(Display Network only\)](#)[Experiment^{BETA}](#)

4. Review the recommended new daily budget, if there is one, including any guidance regarding potential traffic. When you decide what your new budget will be, enter the new amount.
5. Click **Save**.

How budget recommendations are calculated

Budget recommendations are based on keywords and determined by how many times your ad could've shown in total if you had a limitless budget. In other words, AdWords looks at how often your ad wasn't eligible to show based on your budget limitations.

AdWords then compares this potential number of impressions to how often someone actually clicks your ads (your [clickthrough rate](#), or CTR) and how much your clicks have actually cost (your actual cost per click, or CPC). This shows how much your budget would have to be to better accommodate the traffic available to you.

To take into account that search traffic and costs can fluctuate, your budget recommendation combines estimates from each day separately. This means that even if your business is cyclical – i.e. you typically see spikes in traffic throughout the week – the recommended budget relies on the average amount of traffic.

Although we can calculate what your budget has to be to cover all possible traffic, we won't necessarily recommend the full amount to you. Your recommended budget tries to capture more ad impressions without drastically changing your budget.

Example

If your current daily budget is \$10 and we see it would need to be \$100 to capture all possible traffic, your recommended amount may be less, such as \$20 (the amount can vary depending on your current budget and potential traffic).

updated 03/19/2013

How Ad Quality Is Defined

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152230&topic=2799741&ctx=topic&path=2799731-2799680-2799680-2951627>

March 29, 2013

People use Google because they find what they're looking for fast - whether it be the latest news, best candy bar, or closest pizzeria. This is the essence of relevance: Google provides users with the most relevant search results based on their search.

Relevance doesn't end with our search results. We also work to show the most relevant ads for every search query. This model works for advertisers as well as users: The more relevant the ads are, the more likely users are to click on them.

We measure relevance for search and ads differently.

- For search results, relevance is automatically determined by many factors, including Google's patented PageRank algorithm. The more relevant a search result, the higher it will be ranked. Learn more about [how Google search results are ranked](#).
- For AdWords ads, the most important factor in relevance is the ad's quality, which we measure with a metric called "Quality Score." The higher your Quality Score, the higher your ad will be ranked and the lower your costs will be. Learn more about how AdWords ads are ranked below.

updated 03/16/2013

Check and understand Quality Score

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454010&topic=2799741&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

Quality Score is an estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad. Having a high Quality Score means that our systems think your ad, keyword, and landing page are all relevant and useful to someone looking at your ad. You can find out your Quality Score for any of your keywords, and there are several things you can do to help improve your Quality Score.

Example

Suppose Sam is looking for a pair of striped socks. And let's say you own a website that specializes in socks. Wouldn't it be great if Sam types "striped socks" into Google search, sees your ad about striped socks, clicks your ad, and then lands on your webpage where he buys some spiffy new striped socks?

In this example, Sam searches and finds exactly what he's looking for. That's what we consider a great user experience, and that's what can earn you a high Quality Score. What's more, relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.



Watch this video

Checking your Quality Score

You can check your Quality Score by looking within your **Keywords** tab. There are a couple ways to check your Quality Score, as shown below.

Run a keyword diagnosis:

Another way to see your Quality Score is to enable the Qual. score column:

1. Click the **Campaigns** tab at the top.
2. Select the **Keywords** tab.
3. Look for the **Qual. score** column in the statistics table. If you don't see this column in your table, you can add this column by doing the following:
 - o Click the **Columns** dropdown in the toolbar above the statistics table.
 - o Select **Customize columns**.
 - o Select **Attributes**.
 - o Click **Add** next to **Qual. score**.

- o Click Save.

All online campaigns > Sweet tea >
Ad group: Black tea

Last 7 days
May 31, 2012 - Jun 6, 2012

100% organic black tea
Top quality black tea leaves for a delicious cup of tea, hot or cold!
www.example.com

Enabled
Ad group bids (Max. CPC) [Edit](#) [?](#)
Default bid \$1.00 Display Network bid auto [?](#)

Settings Ads Keywords Dimensions Display Network

All but deleted keywords Segment Filter Columns [L](#) [D](#) Search

⚠ These keywords refine search, and determine which placements are good matches for your ads.

[View Change Histc](#)

1 Clicks

0 May 31, 2012 Jun 6, 2012

+ Add keywords		Edit	Change status...	Keyword details	Alerts	Automate	More actions...	Labels			
	Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score
<input type="checkbox"/>	● Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
	Total - Search ?			0	0	0.00%	\$0.00	\$0.00	0		--
	Total - Display Network ?			0	0	0.00%	\$0.00	\$0.00	0		--
	Total - all keywords				0	0	0.00%	\$0.00	\$0.00	0	--

Show rows: 50 1 - 1 of 1

[Negative keywords](#) [?](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Try it now

Each keyword gets a Quality Score on a scale from 1 to 10, where 1 is the lowest score and 10 is the highest. We recalculate your Quality Score every time your ads are eligible for the [ad auction](#), which can potentially happen many times a day. Rather than showing you different Quality Scores throughout the day, we show you a single Quality Score that gives you an estimate of that keyword's overall quality.

How we calculate Quality Score

Every time someone does a search that triggers your ad, we calculate a Quality Score. To calculate this Quality Score, we look at a number of different things related to your account. By improving the following factors you can help improve your Quality Score:

- **Your keyword's past clickthrough rate (CTR):** How often that keyword led to clicks on

your ad

- **Your display URL's past CTR:** How often you received clicks with your display URL
- **Your account history:** The overall CTR of all the ads and keywords in your account
- **The quality of your landing page:** How relevant, transparent, and easy-to-navigate your page is
- **Your keyword/ad relevance:** How relevant your keyword is to your ads
- **Your keyword/search relevance:** How relevant your keyword is to what a customer searches for
- **Geographic performance:** How successful your account has been in the regions you're targeting
- **Your ad's performance on a site:** How well your ad's been doing on this and similar sites (if you're targeting the Display Network)
- **Your targeted devices:** How well your ads have been performing on different types of devices, like desktops/laptops, mobile devices, and tablets – you get different Quality Scores for different types of devices

How Quality Score affects you

As we mention above, we calculate a Quality Score every time someone does a search for one of your keywords. This Quality Score is then used in several different ways, affecting the following things in your account:

- **Ad auction eligibility:** Higher Quality Scores make it easier and cheaper for a keyword to enter the ad auction.
- **Your keyword's actual cost-per-click (CPC):** Higher Quality Scores lead to lower CPCs. That means you pay less per click when your keyword has a higher Quality Score.
- **Your keyword's first page bid estimate:** Higher Quality Scores lead to lower first page bid estimates. That means it's easier for your ad to show on the first page of search results when your keyword has a higher Quality Score.
- **Your keyword's top of page bid estimate:** Higher Quality Scores lead to lower top of page bid estimates. That means it's easier for your ad to show towards the top of the page when your keyword has a higher Quality Score.
- **Ad position:** Higher Quality Scores lead to higher ad positions. That means your ad can show up higher on the page when your keyword has a higher Quality Score.

In a nutshell, higher Quality Scores typically lead to lower costs and better ad positions. The AdWords system works best for everybody – advertisers, customers, publishers, and Google – when the ads we show are relevant, closely matching what customers are looking for. Relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.

Next steps

- Learn how you can improve your ad quality.

- Learn about [Ad Rank](#).

Top Contributor



What our advertisers are saying

Theresa_Zook, September 2012

"Quality Score is important for two reasons. First, the higher a phrase's quality score, the less you have to bid and pay for each click. Second, the quality score is used when figuring the Ad Rank for the ad, and only the ads with the highest Ad Ranks are shown to the searcher." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/22/2013

Understanding landing page experience

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404197&topic=2799741&path=2799731-2799680-2951627&ctx=leftnav>

March 29, 2013

Landing page experience refers to how good we think someone's experience will be when they get to your landing page (the web page they end up on after clicking your ad). You can improve your landing page experience – and Quality Score – by focusing on three things: relevant and original content, transparency, and ease of navigation.

Many things can affect your landing page experience. For example, is your landing page relevant to what a visitor is looking for? Is it easy to find your contact information? Is the page itself easy to navigate? Your landing page experience affects not only your Quality Score, but also your advertising costs and ad position.

Why landing page experience matters

If you've ever owned a car, you probably know that getting tune-ups can help you get better mileage, prevent costly mechanical problems, and make your car run better in the long run. Landing pages are kind of like cars – make sure they're tuned-up properly, and you'll likely get better performance and savings out of them down the road.

A good landing page experience can help you gain the trust of your customers and keep them coming back to your site. Get more mileage out of your landing page by making it easier for visitors to make a purchase, sign up for a newsletter, or do other things you want them to do on your website.

How we determine landing page experience

To determine your landing page experience, we look at a number of different things, from the actual content on the page to the overall design of the page. Below are some of the things we encourage you to keep in mind when designing your landing page.

1. Relevant and original content

- Is the purpose of your site clear?
- Is your site actually useful to visitors?
- What does your site offer that other sites don't?

• Transparency

- Is your business and contact information easy to find?
- Are you upfront about any information you're collecting from visitors?
- Can people easily tell what'll happen when they perform an action on your site?

• Ease of navigation

- Is it easy for people to find what they're looking for?

- Does your site have too many links that might confuse people?
- Can people easily find information to learn more or answer questions?

Excluding your landing pages from review

By default, the AdWords system reviews advertised landing pages to assess landing page experience. If you don't want your landing page reviewed, you can follow the steps below to restrict the AdWords system from visiting your site. However, if you do this, you may end up with a drop in Quality Score because we won't have as much information to determine your landing page experience and relevance.

While we strongly recommend against restricting our system's automatic review of your landing page, you can edit your site's **robots.txt** file as shown below to avoid a review.

- To prevent the AdWords system from accessing your site, add the following to your **robots.txt** file:

```
User-agent: AdsBot-Google
Disallow: /
```

- To prevent the AdWords system from accessing certain parts of your site, add the following to your **robots.txt** file:

```
User-agent: AdsBot-Google
Disallow: /exclude/
```

(where **exclude** represents the directories you don't want the AdWords system to visit)

In order to avoid increasing CPCs for advertisers who don't intend to restrict AdWords visits to their pages, the system will ignore blanket exclusions (User-agent: *) in **robots.txt** files.

Mobile visits to your landing page

The AdWords system will also visit your landing page to evaluate your site as viewed by iPhones and other mobile devices with full browsers.

Currently, we use the following HTTP User-Agent header to identify AdWords mobile visits:

AdsBot-Google-Mobile (+http://www.google.com/mobile/adsbot.html) Mozilla (iPhone; U; CPU iPhone OS 3.0 like Mac OS X) AppleWebKit (KHTML, like Gecko) Mobile Safari

If you have a distinct, mobile-optimized version of your site, we recommend you configure your server to show the mobile-optimized site when the AdWords mobile User-Agent is detected.

Viewing your landing page experience

Unlike Quality Score, we don't give you a specific number that shows your landing page experience. Instead, we show you one of three statuses: **Above average**, **Average**, or **Below average**.

You can view this status by going into your **Keywords** tab and placing your cursor over the speech bubble next to the status of any keyword.

- **Above average** or **Average**: If you see either of these two statuses, you're in good shape –

your Quality Score won't be negatively affected by your landing page experience.

- **Below average:** This means that your landing page experience is in need of improvement, and your Quality Score might be lower as a result. You might want to consider some changes to improve your website's landing page, like making sure that customers can find what they're looking for quickly and easily. One way to do this is to [create destination URLs for individual keywords](#).

Landing page experience vs. Site policies

When we review landing pages, we sometimes come across pages that don't follow our policies. For example, if your landing page happens to contain malware (like a virus), that's a pretty bad landing page. Rather than giving you a "Below average" landing page experience status, you won't get a score at all. Instead, you'll see "Not applicable" as your landing page experience status, and any keywords or ads pointing to that website will get a "[Site suspended](#)" status. This status means that your website can't be advertised with AdWords because it doesn't follow one or more of our [site policies](#).

Site policies refer to the [Advertising Policies](#) that we use to evaluate your landing page (and overall website). If your landing page or website contains something that we don't allow, like malware or illegal products, we might suspend your website to protect our users. When a website is suspended, that means you won't be able to advertise that suspended website until you remove any unacceptable content.

Improving your landing page experience

If you're trying to improve your landing page experience, it might be time to give your landing pages a tune-up. Try reviewing the general guidelines below to help you think of ways to improve your landing page experience and get better performance out of your landing pages down the road.

1. Relevant and original content

- Make sure your landing page is directly relevant to your ad text and keyword.
- Provide useful information on your landing page about whatever you're advertising.
- Try to offer useful features or content that are unique to your site.
- Consider adding reviews that show real opinions from people who've used that product.

• Transparency

- Make it easy for visitors to find your contact information.
- Distinguish sponsored links, like ads, from the rest of your site content.
- Openly share information about your business and clearly state what your business does.

• Ease of navigation

- Don't make people hunt around for the information they might need.
- Make it quick and easy for people to order the product mentioned in your ad.
- Make sure people can easily find information to learn more about the advertised product.

The AdWords system visits and evaluates landing pages on a regular basis. If you've made significant changes to improve your landing page experience, it could lead to higher Quality Scores over time. You might not see an impact within the first few days, but you may see results over the next several months.

updated 03/20/2013

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Measurement and optimization

Overview of AdWords measurement

[Return on investment \(ROI\)](#)[Measuring traffic to your website](#)[Measuring brand awareness](#)[Measuring sales and conversions](#)

Optimization fundamentals

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Conversion tracking basics

[Setting up conversion tracking](#)[Understanding conversion tracking](#)

Return on investment (ROI)

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722066&topic=2799775&ctx=topic&path=2799687-2799680-2799680-2951627>

March 29, 2013

When you use AdWords to increase conversions such as sales, leads, and downloads, it's a good idea to measure your return on investment (ROI). Knowing your ROI, you'll be sure that the money you're spending on AdWords advertising is going to a good cause: healthy profits for your business!

What's ROI?

ROI is the ratio of your profits to your costs, and the exact method you use to calculate it depends upon the goals of your campaign. For example, an investment of \$1000, which leads to revenue of \$1200, gives you a profit of \$200. You can then calculate your ROI as $(1200 - 1000)/1000$, or 20%. It's typically the most important measurement for an advertiser because it's based on your specific advertising goals and shows the real effect your advertising efforts have on your business.

Why ROI matters

By calculating your ROI, you'll learn how much money you've made by advertising with AdWords. You can use ROI to help you decide how to spend your budget. For example, if you find that a certain campaign is generating a higher ROI than others, you can apply more of your budget to the successful campaign, and less to the ones that aren't performing as well. You can also use the information to try improve the performance of the less successful campaigns.

AdWords essential

ROI: focus on profits by measuring your "return on investment"

Watch this video

Using conversions to measure ROI

To identify your ROI, you first need to measure conversions, which are customer actions that you believe are valuable, such as purchases, sign-ups, web page visits, or leads. Conversion Tracking is a free tool that helps you track how many clicks lead to conversions. You can use Conversion Tracking to determine the profitability of a keyword or ad, and track conversion rates and cost-per-conversions.

Tip

Many AdWords advertisers use Google Analytics for conversion tracking. It's a free web analytics tool that helps you learn how your customers interact with your website. Learn more about the differences between Analytics and Conversion Tracking.

Once you've started to measure conversions, you can begin to evaluate your ROI. The value of

each conversion should be greater than the amount you spent to get the conversion. For example, if you spend \$10 on clicks to get a sale, and receive \$15 for that sale, you've made money (\$5) and received a good return on your AdWords investment.

Calculating your ROI for sales

Determining your AdWords ROI can be a very straightforward process if your business goal is web-based sales. You'll already have the advertising costs for a specific time period for your AdWords account in the statistics from your **Campaigns** tab. The net profit for your business can then be calculated based on your company's revenue from sales made via your AdWords advertising, minus the cost of your advertising. Divide your net profit by the advertising costs to get your AdWords ROI for that time period.

Here's an example:

\$1300	-	\$1000	=	\$300	ROI = $300 / 1000 = 30\%$
You sold \$1300 worth of products (measured by conversions)		You spent \$1000 on AdWords (measured by your AdWords costs)		Net profit of \$300	Your ratio of profit to cost is 30% -- this is your ROI.

Calculating your ROI for page views, leads, and more

Sometimes your ROI may require a different formula. For example, if you're interested in calculating the ROI for a page view or lead, you'll have to estimate the values of each of these actions.

Example

A Yellow Pages ad for your business may cost US\$1000 per year and result in 100 leads. Ten of those leads become customers, and each customer provides an average revenue of US\$120. The value of each lead is US\$12 (US\$1200 revenue/100 leads), and your ROI for the Yellow Pages ad is 20% (US\$1200 revenue minus US\$1000 spent)/US\$1000 advertising cost) x 100.

Here's the formula used in this example: $(\text{Revenue} - \text{Costs}) / \text{Costs} \times 100 = \text{ROI \%}$

Tip

A simple alternative to estimating values for your leads and page views is to use a cost-per-acquisition (CPA) measurement. Acquisitions are the same thing as conversions: they're actions your customers take that you think are valuable, such as completing a purchase or signing up to receive more information.

Using this method allows you to focus primarily on how your advertising costs compare to the number of acquisitions those costs deliver. Using the Yellow Pages example again, your ad may cost US\$1000, resulting in 10 sales. So your CPA for that ad is US\$100. Here's the formula for CPA:

(Costs/Sales) = CPA

Your CPA shouldn't exceed the profit you made from each acquisition. For your Yellow Pages ad, the CPA is 20% less than the revenue the acquisitions provide.

updated 03/19/2013

Measuring traffic to your website

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722035&topic=2799775&path=2799687-2799680-2951627&ctx=leftnav>

March 29, 2013

If your main advertising goal is to increase traffic to your site, try focusing on increasing your clicks and clickthrough rate (CTR). Start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers, then closely monitor your clicks, CTR, keywords, and search terms.

Why worry about the relationship between ad text and keywords? Think of a rowboat and an oar, and the way that they work together to reach a destination. Good keywords can steer a tightly connected ad towards the right customers, boosting your clicks and CTR.

Tip

Not sure where to start? Get strategies for [creating campaigns that increase traffic](#).

What to measure

Here are some important things you can measure to help you track and improve a campaign that's focused on traffic:

- **Clicks and clickthrough rate (CTR):** These two metrics help you understand how many people found your ad compelling enough to actually click on it and visit your website. You can measure clicks and CTR at all levels of your account. For example, you can see how many clicks an entire campaign, ad group, or ad received, or you can see how many clicks individual keywords have generated after triggering your ads. On the Search Network, a good CTR is generally considered to be 1% or higher.
- **Keywords:** Keep a close eye on keyword performance with these strategies:
 - Update your keyword lists regularly. Pause or remove the words that aren't working well for you (for example, if they have CTRs below 1%, or low [Quality Scores](#)) and add new ones. [Add columns and segments](#) to your statistics table on your **Keywords** tab for an overview of your keywords' clicks, CTR, Quality Scores, and more.
 - Use the four [keyword matching options](#) to help control who sees your ads. Add the **Match type** column to the statistics table on your **Keywords** tab to see how the different keyword matching options perform for you. With some options, you'll enjoy more ad impressions, clicks, and conversions. With others, you'll get fewer impressions and more narrow targeting.
 - For a comprehensive view of keyword quality, run a [keyword diagnosis](#). It gives you information about your keywords' Quality Scores and whether they're triggering your ads. A Quality Score of 5 or higher is generally considered good.
- **Search terms:** When you use broad-match keywords (the default setting), your ads can appear when someone searches for a variation of your keyword, like a similar phrase or related word. To see a list of searches that have triggered your ad, go to the **Keywords** tab of your account, click **Keyword details**, then select **All**. You can use this report to identify relevant terms that are driving traffic to your website, and then add them as new keywords.

Or, if any of the keywords are irrelevant to your business, you can add them as [negative keywords](#) so they won't trigger your ads.

Tip

If a keyword has a green "Added" box next to it, then it means you already have that exact search term in your keyword list.

Example

If your campaign has the keyword *digital cameras* on broad match, the report may show that your ads appeared for the search query "digital cameras London." If your business sells to people in London, you could add this phrase as a keyword in your account. If you don't serve London, you could add *London* as a [negative keyword](#) to make sure your ad stops appearing on that search. By adding irrelevant search terms as negative keywords, you can help improve your clickthrough rate.

Next steps

- [Get lots of strategies to improve your keywords.](#)
- Have advertising goals besides increasing traffic? Find out [what to track.](#)

Top Contributor



What our advertisers are saying

Kim_Clink, 5/4/2012

"I suggest continually evaluating CTR and doing maintenance but in my opinion take special note on Search Network CTR under 1% and Display Network CTR under 0.05%. CTR is a Key Performance Indicator for how well your ads are received by your potential customers." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Measuring brand awareness

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722064&topic=2799775&path=2799687-2799680-2951627&ctx=leftnav>

March 29, 2013

Branding campaigns have a unique goal: to raise awareness and visibility of your product, service, or cause. To help reach these objectives, you can use your AdWords campaigns to increase traffic to your website or encourage customers to interact with your brand.

Once you've established your branding campaign's goals, you can choose the best places to show your ads, and then measure success by monitoring impressions, conversions, and other statistics. Generally, you'll want to try to place your ads in front of as many people as possible within your target audience.

Most advertisers with branding goals are primarily concerned with creating brand awareness. They may want to track conversions like page views instead of purchases. For example, an advertiser that's introducing a new energy drink wants to create awareness and interest among as many sports enthusiasts as possible, and isn't necessarily concerned with selling actual bottles of the drink online.

Tip

Not sure where to start? Get strategies for [creating campaigns that increase brand awareness](#)

Networks for your branding campaign

Google has two networks where your ads can run: the Search Network and the Display Network. While the Search Network primarily runs text ads, the Display Network runs text ads, colorful image ads, and multimedia ads (like video or animation) that can be particularly good for showing branding messages. Display ads can create an emotional connection by using graphical, audio, and video elements to tell a story that's unique to your company.

On the Display Network, you can target your ads very effectively. By choosing exactly which websites and pages will show your ad and creating an ad with lots of visual impact, it's easy to catch the eye of people who're interested in what you sell.

Example

Say you work for a high-end Italian car manufacturer. You could create a video ad to showcase the new features of your latest model, the SuDuperRossa, and choose to run that ad only on websites for owners of high-performance cars, since they're part of your target demographic.

What to measure for brand awareness

Here are some important metrics that show whether your branding campaign is successful:

- **Impressions:** [Impressions](#) are important to track in any campaign, no matter what your goals are. But they can be especially important in branding campaigns, because they represent how many customers actually laid eyes on your ad. You might not care whether they ended up buying anything from your site, but you do want them to remember that catchy new slogan.

you paid big bucks to develop and share with the world.

One way to really prioritize impressions is to create a [cost-per-thousand impressions](#) campaign (rather than a cost-per-click campaign). That way you'll pay based on the number of impressions your ads have received, rather than by the number of clicks they've gotten.

- **Customer engagement:** If you're focused on branding, you can use [clickthrough rate \(CTR\)](#) to measure customer engagement for Search Network ads. On the Display Network, though, user behavior is different, and CTR isn't as helpful. That's because customers on sites are browsing through information, not searching with keywords. Also, on a busy Display Network page, an ad has to compete more to get the attention of a reader than it would on a search page. It's more important to try to achieve a good CTR on the Search Network (1% or higher) than on the Display Network, where clickthrough rates are frequently lower. You may want to consider other measurements like [conversions](#) for Display Network ads.

Conversions can help you see whether your ads are driving branding-related visitor behavior you think is valuable, such as sign-ups or page views. After all, aren't you curious how many people join your mailing list after watching that expensive video ad your company just created?

- **Reach and frequency:** Reach is the number of visitors exposed to an ad. Increased reach means that an ad is exposed to more potential customers, which may lead to increased awareness. Frequency is the average number of times a visitor was exposed to an ad over a period of time.

Did you know...

Speaking of reach, here's another reason why the Display Network can be a valuable branding partner: it reaches 83% of unique Internet users around the world. (Source: DoubleClick Ad Planner).

updated 03/19/2013

Measuring sales and conversions

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722068&topic=2799775&path=2799687-2799680-2951627&ctx=leftnav>

March 29, 2013

An AdWords conversion occurs when someone clicks on your ad and performs a behavior on your website that you recognize as valuable, such as calling your business from a mobile phone or making a purchase on your website. When you use AdWords to increase conversions or sales, keep track of your conversions with a free tool called Conversion Tracking. That way, you can keep an eye on important statistics like cost-per-conversion and conversion rate that tell you how successful your ad campaign is.

A conversion is what you choose it to be

A conversion may be a purchase, but it can also be a call from a mobile phone, a visitor submitting her contact information for an insurance quote, or a prospective buyer downloading a white paper about your company's software capabilities. Or maybe it's a request for more information, or views of a page that features your new product. It's up to you!

Tip

To see conversion data in your account, you need to set up Conversion Tracking first. Don't worry; it's free! [Here's how to get started.](#)

What conversion information you can measure

Once you've set up Conversion Tracking, you can keep an eye on some important statistics to help you measure whether your ad campaign is successful:

- **Number of conversions and cost-per-conversion:** You can assign monetary values to your conversions when setting up tracking to get detailed revenue information in your reports. Reviewing your total number of conversions and the value of these conversions can help you decide if you should increase your budget or make changes to your ad groups to attract more targeted visitors.
- **Conversion rate:** This helps you track how many clicks lead to valuable actions like a sale or signup. The conversion rate listed in your account is the number of conversions divided by the number of ad clicks. Conversions are only counted on Google and our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.
- **Keyword conversion data:** Conversion Tracking shows you what happens *after* a customer clicks on your ad -- whether he purchased your product or signed up for your newsletter. By knowing this, you'll also know which keywords are best at encouraging customers to take those actions. Then you can improve your keyword list based on your findings, and make smarter investments in your best keywords.

Tip

[Learn how to add columns](#) to customize the data in your statistics table. After you set up

Conversion Tracking, you can add the **Conversions** columns to any of the statistics tables on your AdWords account tabs to see data.

- **Destination URLs:** You can see which destination URLs are leading to the most conversions on the Dimensions tab of your account. Just click the **View** button, then select "Destination URL" from the drop-down, and make sure you've added the conversion columns to your data table.

The screenshot shows the Google AdWords interface with the 'Dimensions' tab selected. The left sidebar lists campaigns: 'Campaign #1', 'Campaign #3', and 'Sweet tea'. The main content area shows a timeline from June 25 to July 1, 2012. Metrics listed include CTR, Avg. CPC, Cost, Avg. Pos., Conv. (1-per-click), Cost / conv. (1-per-click), Conv. rate (1-per-click), and View-through Conv. There is a note stating: 'There are no statistics for the selected date range. Please select a different date range.'

Just as keywords and ad texts should focus on a specific product or service, the destination URL (and landing page) you choose for each ad should be product or service-specific too. Make sure that the destination URL you use for each ad directs customers to the most relevant page within your website. Ideally, that webpage will be dedicated to the specific product or service that's highlighted in your ad.

Example

If a real estate agent's ad highlights apartments for sale in London, the ideal landing page may feature all available apartments for sale in London rather than the real estate agent's homepage. Customers are much more likely to buy if they don't have to search your website to find what they're looking for.

Tip

Many AdWords customers choose to use Google Analytics for conversion tracking. It's a free web analytics tool that helps you learn about how your customers interact with your website. Find out what the differences are between Google Analytics and AdWords Conversion Tracking.

updated 03/19/2013

Overview of essential tips to improve your AdWords results

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2633227&topic=2799742&ctx=topic&path=2799687-2799680-2799680-2951627>

March 29, 2013

Now that you're up and running, have the hang of managing your ads, and are measuring your results, it's time to think about optimizing your account. Optimization can be aimed at getting you more traffic and better leads, lowering your ads' costs, or improving your return on investment (ROI), among other advertising goals.

Optimization means taking steps to get the results you want by improving your account's quality and performance, without raising your costs. It can include ad text improvements, changes to your bids, changes to ad targeting options, better organization within your campaign, and more. Here's a summary of our essential tips for improving your account's quality and performance:

Create successful text ads

It's not easy to say everything you want to say about your business in just a few words. Focus on the following:

- Highlight what makes your products and services stand out; include prices and promotions.
- Let your customers know what action they can take, using strong verbs like "purchase," "sign up now," or "call today."
- Include at least one of your high-performing keywords in your ad text.
- Make sure to match your ad text to the text that people will see once they reach your website.

Improve your keywords

Once you know how to find data for your keywords, you can identify poor-performing ones and make them work harder for you. You'll want to improve the relevance of your keywords to help boost their Quality Scores, or modify the match type for ones that aren't helping you meet your advertising goals. You can also remove low-performing keywords from your campaign entirely.

Focus on improving your return on investment (ROI)

To improve your ROI, focus on improving your conversion potential through attracting the right customers to your business. You can do this by taking several steps:

- Use highly relevant keywords and ad text. For example, if you run a business that specializes in women's running shoes, try using "women's running shoes" as opposed to simply "shoes." You can increase your bid for keywords that show a profit, to increase exposure and generate more traffic, and you can decrease the bids for keywords that aren't profitable, to lower your costs.
- Use a landing page in your website that's most relevant to your ad, to make sure customers get what they expect. If you're running an ad for a particular type of women's running shoe -- say, track spikes -- then try to send customers to a page in your site that's relevant to your track-spikes sale.

- Make sure that your site is easy to navigate.

Improve your costs

Budget and bid optimization isn't necessarily about spending more -- it's about spending smarter. A critical first step is understanding the relationship between cost and quality. The higher a keyword's Quality Score, the lower the price you pay for each click and the better its ad position.

Once you have a firm grasp of the relationship between quality and cost, you can track your ROI, experiment with your budgets and bids to see what works best, and use performance data to help determine where your dollars will make the most impact.

Organize your account for success

Good account organization helps you make changes quickly, target your ads effectively, and ultimately reach more of your advertising goals. By creating well-structured campaigns by theme or product (women's track spikes, women's distance running shoes, and so on), you'll also have sets of ads and keywords that are directly related to each other, which helps improve your Quality Score. With a well-structured account, you can:

- Determine which ads are creating the optimal conversions (like sales or leads) and traffic.
- Monitor changes easily.
- Maintain better control over budgets and costs.
- Locate specific keywords quickly.
- Easily manage and edit your campaigns.

Get ideas to improve your account

Using the Opportunities tab in your AdWords account, you can get suggestions tailored to your specific account. These include suggestions specific to keywords, bids, and budgets. You can review ideas in the Opportunities tab, evaluate their potential impact, then apply them directly to your account.

Minimize low-value clicks

Are you getting good traffic from your ads but not enough buyers? You can use Conversion Tracking to measure how many people are actually buying or signing up for things after they land on your site. Then, there are a number of things you can do to [improve your conversion rate](#), like adding more specific keywords and negative keywords.

updated 03/16/2013

Get ideas for negative keyword and placement exclusion lists

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2596582&topic=2799742&path=2799687-2799680-2951627&ctx=leftnav>

March 29, 2013

Let us do the hard work for you. Our system will periodically scan your account to see if certain negative keywords or placement exclusions appear in more than one campaign. If so, we'll show you ideas for lists of negative keywords and placement exclusions that you can use across multiple campaigns. Since you'll have a central list of negative keywords or a central list of placement exclusions, it will help you better manage them.

How to get ideas for negative keyword and placement exclusions lists

To get started, you might want to get an idea of how negative keyword and placement exclusions lists work. Let's say you've added negative keywords or excluded placements for one of your campaigns, and you decide that you'd like to do the same for your other campaigns, too. You can create a central list of negative keywords or placement exclusions that you can share among multiple campaigns, making it easier to manage your negative keywords and placement exclusions when, for example, you'd like to add additional ones to your campaigns.

Now, let's say you'd rather have us do the hard work of finding negative keywords and placement exclusions that are used in more than one of your campaigns. You can get ideas for negative keyword and placement exclusions lists by using our list suggestor. Here's how:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Shared library** link in navigation bar.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days Jul 16, 2012 - Jul 22, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords Segment Filter Columns L Download Search

View Change Hist

1 Clicks

0 Jul 16, 2012 Jul 22, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Diagnosis complete - 11:21 AM Filter results | Edit test conditions | Close

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Not showing (other)	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Not showing (other)	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Not showing (other)	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Not showing (other)	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Not showing (other)	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 1 4 1 - 10 of 11

+ Negative keywords

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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3. Click Campaign negative keywords or Campaign placement exclusions.

The screenshot shows the Google AdWords interface with the 'Shared library' selected in the navigation bar. The main content area displays 'Campaign placement exclusions' with a sub-header 'Manage placement exclusion lists that can be added to multiple campaigns.' A 'Learn more' link is present. Below this is a table with columns: 'List', '# Exclusions', and '# Campaigns'. One row is visible: 'Example list' with 3 exclusions across 2 campaigns. Buttons for '+ New placement exclusion list', 'Delete', and 'Apply to campaigns' are at the top of the table. A pagination control 'Show rows: 10 1 - 1 of 1' is at the bottom right.

	# Exclusions	# Campaigns
Example list	3	2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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4. Select the **List suggestions** tab. You'll see a table with negative keywords or placement exclusions that appear in multiple campaigns. Keep in mind that we'll show you ideas for negative keywords or placements exclusions that appear in any two or more campaigns.

Tips

- To see ideas for negative keywords or placement exclusions that appear in specific campaigns, click the **Filter** drop-down menu, select **Create filter**, and add the campaigns you'd like to see ideas for. Click **Apply**. You'll see exactly one group in the table, containing all negative keywords or placement exclusions that appear in each of the campaigns you selected.
- To see more details for an idea, click the keyword group or placement group you'd like see more information for. You'll see two tables. The table on the left shows you the negative keywords or placement exclusions that appear together in the campaigns that are shown in the table on the right.

Try it now

Add an idea to your campaigns

Once you've reviewed your ideas for negative keyword or placement exclusion lists, you can add them to your campaigns. Here's how:

1. Click the **Shared library** link in navigation bar.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days Jul 16, 2012 - Jul 22, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords Segment Filter Columns L Download Search

View Change Hist

1 Clicks

0 Jul 16, 2012 Jul 22, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Diagnosis complete - 11:21 AM Filter results | Edit test conditions | Close

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Not showing (other)	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Not showing (other)	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Not showing (other)	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Not showing (other)	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Not showing (other)	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 1 4 1 - 10 of 11

+ Negative keywords

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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2. Click Campaign negative keywords or Campaign placement exclusions.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing ▾](#)[My account ▾](#)[All online campaigns](#)**Shared library**[Audiences](#)[Campaign negative keywords](#)[Campaign placement exclusions](#)[Example list](#)**Reports**[Automated rules](#)**Labels**[All video campaigns](#)**Help**[Help Center](#)[Search help center](#)**Shared library >
Campaign placement exclusions**Manage placement exclusion lists that can be added to multiple campaigns. [Learn more](#)[+ New placement exclusion list](#)[Delete](#)[Apply to campaigns](#)

<input type="checkbox"/>	↑ List	# Exclusions	# Campaigns
<input type="checkbox"/>	Example list	3	2

Show rows: 10 ▾ 1 - 1 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
 There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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3. Select the **List suggestions** tab. You'll see a table with negative keywords or placement exclusions that appear in multiple campaigns.
4. Click the keyword group or placement group that you'd like to add across multiple campaigns. You'll see a detailed view of that group.
5. Enter a name for your negative keyword or placement exclusion list.
6. Click **Apply**. A list with those negative keyword or placement exclusions will be added to each campaign, replacing your original negative keywords or placement exclusions.

Note

If you get an error message while adding an idea for a negative keyword list, the most likely cause is that you edited one of your negative keywords after our system scanned your account last. Try again later, after we've rescanned your account, to review and add the updated idea. Keep in mind that the list will be added to campaigns that don't trigger an error.

updated 03/16/2013

Tools and Strategies for Optimizing Keywords

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152511&topic=2799743&ctx=topic&path=2799687-2799680-2799680-2951627>

March 29, 2013

Use these tools to find new keywords and to identify which keywords to optimize

- Use the [Keyword Tool](#) to brainstorm ideas for keyword lists and find negative keywords while you're creating a campaign. Once the tool has generated some initial ideas, you can then enter the relevant results back into the tool to generate even more specific keyword ideas. Add relevant keywords to the ad group that focuses on that theme or product.
- Use [keyword diagnosis](#) to see an in-depth view of your keyword's performance, including its Quality Score on a 1-10 scale. You might want to delete keywords with low Quality Scores and add more keywords that are more like those with higher scores. If you really want to run on those keywords, consider moving them to another ad group and test them with a new ad. If they still don't perform well after one month, delete them.
- Run a ["search terms" report](#) to see all the search queries that have triggered your ads. You can use this report to identify relevant queries driving traffic to your website and add them as new keywords. If you see any irrelevant terms, add them as negative keywords to your ad group or campaign.
- Use the [Traffic Estimator](#) to find keyword traffic and cost estimates to identify potential keywords. By knowing the estimated traffic for your keywords, you can also set appropriate keyword bids that will maximize your ad's exposure within the limit of your daily budget.

Optimize keywords for better CTR

If you are CTR-focused, you may want to delete keywords with high impression counts but low numbers of clickthroughs. These keywords may be too general or not relevant enough and are accumulating many impressions but very few clicks. For CTR, it's also very important to focus on negative keywords to prevent impressions that aren't likely to lead to a click. Along with negative keywords, consider trying different keyword matching options like phrase match to reduce the number of irrelevant searches.

Optimize keywords for better ROI

The bottom line for any keyword is how much value it generates compared to its cost. To determine the profitability of a keyword, you can track the conversions from that keyword with Google's free [conversion tracking](#) tool. Once you have conversion data, you can identify and delete keywords that accumulate high costs but very few conversions. Once you understand the value of each keyword, you can also increase that keyword's profitability by adjusting its CPC or CPM bid. For keywords that show a profit, increase the bid to increase exposure and generate more traffic. For keywords that aren't profitable, decrease the bid to lower your costs.

Try to understand what stage within the buying cycle a user might be in. For instance, users searching with terms like "reviews" or "ratings" are probably still researching the product and might be less likely to make a purchase at that stage. To target serious buyers, you might try using keyword phrases that include conversion-related words like "buy," "purchase," or "order," and use

"reviews" as a negative keyword. You can also include specific product names you sell and model numbers. Users searching on highly specific terms know exactly what they are looking for and could be more likely to convert for you.

Use appropriate keyword matching options to control who sees your ads

Experiment with [keyword matching options](#). The four matching options determine which Google searches can trigger your ads to appear, helping you control who sees your ads. With broad match, you'll typically receive the most number of ad impressions.

Use negative keywords to eliminate unwanted clicks

[Negative keywords](#) can help increase your ROI and conversion rates by preventing your ad from showing for searches that include that word or phrase. By filtering out unwanted impressions, negative keywords can help you reach the most appropriate prospects, reduce your costs, and increase your return on investment.

When constructing a negative keywords list, try to be as exhaustive as possible. However, be careful that none of your negative keywords overlap with your regular keywords, as this will cause your ad not to show for that keyword. For instance, an advertiser for a financial institution that provides loans but does not offer actual rate quotes may want to include 'rate' and 'rates' as negative keywords. However, if he wanted to include 'fixed rate mortgage' in his keyword list, he should not include 'rate' among his campaign negative keywords list.

You can use negative keywords for a number of reasons:

- **Filter out different products or services:** For example, a real estate agent who is focused on selling homes may wish to include not only the negative keywords *rent* and *renting*, but also use the Keyword Tool to find ideas for variations such as *rents*, *rental*, and *rentals* to use as additional negative keywords.
- **Filter out irrelevant searches:** For example, an advertiser may discover that the name of one of his products also happens to be the name of a musical group. In this case, it's a good idea to include negative keywords such as *music*, *band*, *concert*, *ticket*, *lyric*, *album*, *mp3*, and the pluralized versions of these words.
- **Filter for serious buyers:** Advertisers hoping to make sales may want to filter out research-oriented searches by adding negative keywords like *review*, *rate*, *rating*, *compare*, *comparing*, *comparison*, and the pluralized versions of these words.

Use the [Edit Campaign Negative Keywords](#) tool to add negative keywords to an entire campaign at once.

updated 03/16/2013

Find your ad - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704363&topic=2799743&path=2799687-2799680-2951627&ctx=leftnav>

March 29, 2013

Once you've created your text ad, you'll probably be curious to see what it looks like on Google's search results. Or you might just want proof that it's actually running. The best ways to do this are by using the Ad Preview and Diagnosis tool, making sure your ad is enabled, and checking your account statistics.

Check on your ad without affecting its performance

We know it's tempting, but it's best to resist the urge to search for your own ad on Google.com. Here's why:

- By performing searches that trigger your ad, you'll rack up impressions without clicks, which can lower your clickthrough rate and prevent your ad from appearing as often as it should.
- If you repeatedly look for your own ad using Google search but never click on it, you might stop seeing it entirely. That's because Google's system stops showing you ads that it thinks you aren't interested in.

Best ways to check on your ad

- **Option 1: Use the Ad Preview and Diagnosis tool**

See where your ad appears in search results for a particular search query. This is an easy way to check how your ad appears in context, and the tool provides the exact same results as a Google search without accumulating any impressions. Just visit

<http://www.google.com/AdPreview>, or click **Ad Preview and Diagnosis** in the **Tools and Analysis** tab at the top of your AdWords account. After you choose the appropriate options at the top, you can see exactly which ads are being triggered by the search term you enter in any location.

Customize modules

All campaigns Primary metric Clicks

Clicks	Impr.
0	0

Alerts and announcements (0)

Woohoo, no alerts!

Change history
Conversions
Google Analytics
Website Optimizer
Keyword Tool
Traffic Estimator
Placement Tool
Contextual Targeting Tool
Ad Preview and Diagnosis

Jun 18, 2012 Jun 24, 2012

Conv. (1/click) 0 Cost/conv. (1/click) \$0.00 Cost \$0.00

All enabled ad groups (5) All non-active ad groups (0)

No matching ad groups.

Make this my starting page. [Learn more](#)

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There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Try it now

Tip

If you've targeted your ad to a certain language, location, or device, be sure to specify this information when using the tool. For example, if you've targeted your ad to only appear to customers in Los Angeles, you'll need to enter **Los Angeles** in the "Location" box.

- **Option 2: Make sure your ad is enabled**

Click your **Ads** tab and look for a green circle next to your ad. Paused ads will have a "paused" sign next to them. You can change your ad from "Paused" to "Enabled" status by clicking on the paused sign and selecting the green circle from the drop-down.

Try it now

- **Option 3: Check your account stats**

See if your ads are receiving traffic from customers. Sign in to your AdWords account, and click the **Campaigns** tab. On each tab, you'll see statistics that show detailed information about your clicks, impressions, clickthrough rates (CTR), and much more. You can use this information to make sure your ads are actually running and getting traffic.

Home Campaigns Opportunities Tools and Analysis Billing My account

All online campaigns Last 7 days May 31, 2012 - Jun 6, 2012

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network

All but deleted campaigns Segment Filter Columns Search View Change Hist

1 Clicks

0 May 31, 2012 Jun 6, 2012

+ New campaign Change status... Alerts Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	● Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	● Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	
	Total - all campaigns	\$6.00/day		0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 1 - 2 of 2

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Search help center Go

[Try it now](#)

Tip

If you've just created or changed an ad, remember that it needs to be approved per our advertising guidelines before it appears on sites in the Google Network. You can see whether your ad is under review by looking at the "Status" column on the **Ads** tab of your AdWords account. See more information about the [ad approval process](#).

- **Option 4: Visit the Keywords tab**

Make sure your keywords are triggering ads. Click the speech bubble icon in the "Status"



column to get information about whether a keyword is triggering your ads to appear.

[Try it now](#)

Next step

- Still unclear? [Use our troubleshooter](#) to find other reasons why you might not be able to see your ad.

Tips for creating successful text ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704392&topic=2799744&ctx=topic&path=2799687-2799680-2799680-2951627>

March 29, 2013

It's not easy fitting everything you want to say about your business in just a few words. Start by taking a moment to consider what you want to do with your ad. Then use the six guidelines in this article to create an ad that's accurate, to-the-point, and engaging – and hopefully brings you lots of clicks!

Watch this video

Highlight what makes your business, product, or offer unique

Free shipping? Large selection? Tell people! Highlight features or areas that make your business stand out from the competition.

Include prices, promotions, and exclusives

If you have something special to offer, make sure your customers see it. People are usually searching to make a decision about something. Give them what they need to help make their decision.

Tell your customers what they can do

Are you selling? Tell them what they can buy. Are you offering? Tell them what they'll receive. Strong verbs like *Purchase*, *Call today*, *Order*, *Browse*, *Sign up*, or *Get a quote* tell your customers what they can expect to do when they arrive at your website.

Include at least one of your keywords in your ad text

This can catch the attention of the people who searched for the keyword, and show that your ad is related to what they want. Additionally, the keyword you use will appear in bold in your ad, just like it does in the search results, making it more obvious how relevant your ad is. Let's say you include the keyword *digital cameras* in your ad's headline, like "Buy Digital Cameras," and a customer searches for *digital cameras*. Your ad's headline will appear in bold, like "**Buy Digital Cameras**." Your ad's headline could also appear in bold if a customer searched for *buy SLR cameras*, like "**Buy Digital Cameras**," since "buy" and "cameras" match words in the customer's search term.

Match your ad to your landing page

Take a look at the page on your website that you're linking to, which is called the *landing page*. Make sure the promotions or products in your ad are included in that page. If visitors don't find what they expect to see when they reach your site, they might leave.

Appeal to customers viewing your ad on a mobile device

When customers are on-the-go, certain information might be more useful to them (like your store location or phone number) or a particular message might grab their attention. If you're running an enhanced campaign, try using call extensions (also known as click-to-call) or location extensions to give customers the information they need to take action while they're on the move. Also, consider creating additional ads tailored for mobile devices, like text that highlights mobile-specific specials or discounts or a mobile-optimized display URL.

Experiment

Create three to four ads per ad group, trying out different messages to see which performs the best with your customers. AdWords can automatically show the better-performing ads within an ad group more often. This removes the guesswork and lets you build on what you've learned from your experiments.

Example

Which ad would you click on if you're searching for an 8 megapixel camera?

www.example.com we sell the main brands great prices here	www.example.com 10% off Digital Cameras. Free Delivery. Buy Today!
---	--

Successful text ads tend to contain words that match a person's search and tell them what they can expect when they click on the ad. Notice how the capital letters in the "8 Megapixel Cameras" ad make the words stand out.

Top Contributor



What our advertisers are saying

pankaj1782, 08/14/2012

"I don't really prefer using abbreviations or short forms inside my ad texts until I really don't have other choices. Reason being they could actually change the whole meaning of what you really want to express." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Refine your location targeting

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404184&topic=2799744&path=2799687-2799680-2951627&ctx=leftnav>

March 29, 2013

Improve your ad performance by location, and focus more of your online advertising efforts in regions where your business is most successful.

Think about your overall advertising goals. Are you interested in more impressions? Clicks? [Conversions](#)? AdWords location targeting allows you to [target geographic locations](#) for your ads to appear, but it can also be used as an [optimization](#) tool to help you increase your [return on investment](#) (ROI). Whether you're advertising to an entire country or just a few cities, you can use AdWords geographic data to analyze your campaigns by market and make improvements.

We've listed some handy tips below to help you get started.

Make your ads more effective

View performance by location

You can use your [geographic performance data](#) to confirm that your ads are appearing in certain locations, as well as compare how your ads are performing in different locations. Use this information to pinpoint the areas that you'd like to focus on, and check out the tips in this list to help you make your ads more effective in each area.

Example

You have a campaign that targets the entire country of Japan, but you're located in a different country. By viewing your geographic performance data, you confirm that your ads are getting impressions in cities throughout Japan. Also, you find that your ads do better in Tokyo and Kyoto, so you decide to come up with a new advertising strategy that targets those areas.

Assign more or less of your budget to certain areas

If your campaign is performing better in certain areas, you may want to run separate campaigns targeted only to the more successful areas. This allows you to increase your keyword bids and budgets to maximize ad impressions in high-performing cities. Likewise, consider creating a separate campaign that targets areas outside of your top-performing cities. You may want to use the same keywords as your other campaigns, but set lower keyword bids.

Example

You've been targeting the entire United States in your snorkeling equipment ad campaign, but you sell most of your snorkeling equipment to customers in Hawaii. You create a separate campaign targeting only Hawaii so you can easily see how your campaign performs in that state, and adjust your budget.

Write ad text that stands out in certain geographic areas

Highlight unique selling points of your business, such as certain products or services that are more likely to interest customers in those areas. You can also offer promotions available only to certain areas.

Example

You find that your online clothing store sells the most red mittens to people in the state of Minnesota. To attract customers in Minnesota, you create an ad targeted to Minnesota customers that promotes your red mittens.

Use location-specific landing pages

If you have different landing pages on your website for each region that you serve, send customers to the landing page most relevant to their geographic areas. That way, they don't have to spend time searching for the information that's relevant to them.

Example

You're a real estate agent and your website has listings for apartments for sale throughout Florida. If a customer is searching for apartments in Miami, you'll want to send them to your landing page with Miami apartments, rather than Orlando apartments.

Use location extensions to highlight your business address

If it's important for your customers to know where your business is located, it can be helpful to add location extensions to your ads. Location extensions merge your business address and phone number seamlessly with your ad text.

If all of the businesses in your location extensions are in the U.S., you can target a radius around your location extensions to show ads to people located near your business. With bid multipliers, you can also set different bids for these areas.

Example

Let's say you own a bicycle repair shop in downtown Chicago. With location extensions, a customer near your store who searches for bicycle repair shops can see your ad, along with your full address and phone number -- and head your way with his flat tire.

Exclude regions that don't perform well

If you're consistently getting clicks with a low conversion rate from certain regions, or clicks from regions where you don't want your ads to show, consider [excluding the regions from your targeting](#).

Example

If you've been targeting the entire United States, but you find that clicks from Wyoming aren't converting well for your business, you can exclude Wyoming to avoid showing your ads in that state.

updated 03/16/2013

Use AdWords Tools to improve your campaign performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2498082&topic=2799745&ctx=topic&path=2799687-2799680-2799680-2951627>

March 29, 2013

AdWords has lots of powerful and effective tools to help you with keywords, conversions, placements, and more. Which ones you use will depend on your campaigns' specific goals. Here's a brief description of six of these tools, and where you can find more detailed information.

Keyword Tool

Helps you find new keyword ideas and add them to your campaigns. Using the Keyword Tool, you can also get historical statistics for keywords, like search volume, competition, and more. You can even identify terms to exclude -- and use those as negative keywords. To estimate search traffic, you can use Traffic Estimator. [Learn more about the Keyword Tool](#).

Placement Tool

Helps you find websites and other placements where your ad can appear in the Display Network. Find video placements on YouTube, browse websites within a specific category or about a specific topic, or see if a specific placement on a specific webpage is available in the network. If you find sites or other placements you like, you can add them as managed placements to help your ads appear there. [Learn more about the Placement Tool](#).

Traffic Estimator

Estimates how well a particular keyword could perform, including estimated clicks, cost, and impressions. The Traffic Estimator provides traffic and cost estimates for new keywords before you add them to your campaign, as well as for keywords you've already added. [Learn more about the Traffic Estimator](#).

Google Analytics

Shows you how people found your site, how they explored it, and how you can enrich their experience on your site. You can use this information to increase [conversions](#) and improve your return on investment (ROI). [Learn more about Google Analytics](#).

Conversion Optimizer

Uses your AdWords Conversion Tracking data to get more conversions at a lower cost. Conversion Optimizer optimizes your placement in each ad auction to avoid unprofitable clicks and get you as many profitable clicks as possible. [Learn more about Conversion Optimizer](#).

Website Optimizer

Helps you design a page that maximizes the effectiveness of your site. Your site's goal should be to persuade visitors to take some action -- purchase a product, donate to a cause, or take a survey, for instance. It's easy to track webpage traffic and conversions once they happen, but it can be tough, and time consuming, to anticipate what sort of content will motivate your potential customers to take that desired action. This tool helps. [Learn more about Website Optimizer](#).

updated 03/16/2013

The Opportunities tab

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704390&topic=2799745&path=2799687-2799680-2951627&ctx=leftnav>

March 29, 2013

The Opportunities tab is an entire section of your AdWords account dedicated to helping you improve your ad campaigns. It's like a personal assistant who can help you discover more keywords and make the most of the budget you're comfortable with. People who've managed their AdWords account long enough to have developed some goals and an account history should try the tab.

How the Opportunities tab works

The Opportunities tab looks for ways to make reasonable changes that could have an impact on your account if you choose to accept the changes. You start by choosing a goal. Then the Opportunities tab runs with your goal, looking over your historical campaign data, Google search volume and trends, and your campaign settings to automatically generate ideas for you to consider.

The goals that you can tell it to work with are:

- **Increase traffic:** Increase impressions and clicks, even if costs rise
- **Balance cost and traffic:** Raise impressions and clicks with moderate cost changes
- **Maintain or decrease cost:** Get as much as possible with your current budget

What the Opportunities tab helps you do

If you have an account history to work with, the tab can help you:

- **Make improvements without spending a lot of time and money**

The Opportunities tab looks for opportunities for you so you can focus on making decisions instead of conducting research. And you'll keep costs in check because the Opportunities tab works to make small improvements with what you're willing to spend.

- **Keep your campaigns fresh**

Have you been using the same keywords for awhile? When's the last time you changed your bids? The Opportunities tab can help you keep your account fresh.

- **See performance estimates based on historical data**

While the Opportunities tab doesn't predict whether your ads will do well, it does tap into a lot of data from the past like your campaign performance and what people search for on Google, to show you possibilities.

VIDEO

Next steps

- Get ideas to improve your account, from the Opportunities tab

updated 03/16/2013

Setting up conversion tracking

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722054&topic=2799776&ctx=topic&path=2799687-2799680-2799680-2951627>

March 29, 2013

If you'd like to know which of your **keywords** best leads to **clicks** and **conversions**, such as sales, AdWords Conversion Tracking can help you.

This free tool in AdWords can show you what happens *after* customers click on your ad (for example, whether they purchased your product, called from a mobile phone, or downloaded your app).

By knowing this, you'll also know which keywords are good for your business, allowing you to invest more wisely and boost your **return on investment (ROI)**. And there's no limit to the number of conversions you can track.

Track conversions on a website

To use Conversion Tracking, you'll need to put a small snippet of HTML code on the page that customers see after they've completed a valuable action on your site. For example, you could add the code to your purchase confirmation page, which is the page people see after they've made a purchase. Before you can set this up, you'll need:

- **An AdWords account:** Don't have one yet? Sign up at <http://adwords.google.com>.
- **A website:** This is where you'll put the snippet of code.
- **Ability to edit website:** You don't have to be a master of HTML, just know enough to paste the code snippet into your website. But if you don't know any HTML, don't worry -- you can still generate the code snippet in AdWords and send it to the person who makes changes to your website.

If you've got these three things, you're ready to set up Conversion Tracking. Here's how you do it:

Step 1: Get the code snippet

[See how to add a dynamic value](#)

You can dynamically track each sale value. A good example of where this is useful is a shopping cart total, where each sale value has a different conversion value depending on the product or products your customer buys.

Just insert your sale value into the conversion tracking code in three places (they're highlighted in the example below).

Inserting a dynamic value is often done by using a server side variable. Your webmaster will know what the variable name is for your particular shopping cart's system.

For example, let's say your variable name was "total_cost" and the sale amount was 10.0. When the final thank you page is generated for the customer who just completed the transaction, the conversion tracking code would look like the example below.

Example

```

<html>
<body>
<!-- Google Code for Purchase Conversion Page →
<script type="text/javascript">
    /* <![CDATA[ */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (10.0) {
var google_conversion_value = 10.0;
}
var google_conversion_label = "Purchase";
/* ]]> */
</script>
<script type="text/javascript"
src="http://www.googleadservices.com/pagead
/conversion.js">
</script>
<noscript>

</noscript>
</body>
</html>

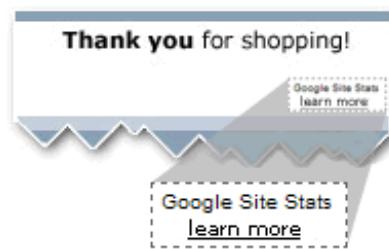
```

If you customize it this way, the **Value** column in your Conversion Tracking page will show the total amount of your shopping cart across all your conversions.

Steps for Advanced options section

A **View-through Conversion** happens when a customer views (but doesn't click) an image or rich media ad, then later completes a conversion on your site. This is different from a **Click-through Conversion**, which happens when a customer had previously clicked on an ad (such as on the Google Search or the Google Display Network) and then completed a conversion on your site.

If you'd like to track View-through conversions, too, just pick a time frame in the **View-through conversion window** field. If, for example, you pick a window of three days, your conversion count might include customers who see your rich media ad on Monday and complete a conversion on Wednesday. But it won't include customers who see your ad on Monday and complete a conversion on Friday.



Conversion name: ✓

Conversion category: **Purchase/Sale**

Page security level: ?

Conversion value: ?
Optional

Tracking indicator: ?

Add a 'Google Site Stats' notification to the code generated for my page

This notification will appear only on the page you add the conversion tracking code to.

Notification layout: Two lines
 Single line

Page background color: #FFFFFF

Notification Language: English

Preview: Google Site Stats [learn more]

Don't add a notification to the code generated for my page

Google recommends letting users know which pages you're tracking, either with a "Google Site Stats" notification or in your site's privacy policy.

Advanced options

View-through conversion window: 30 Days

View-through conversion search de-duplication: Disabled Enabled

Save and continue Cancel new conversion

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Next, the **View-through conversion de-duplication** field. Here, decide how you'd like to track customers who might have clicked on a rich media ad and a text ad before they completed a conversion on your website.

- **Disabled:** If a customer views your display ad, doesn't click it, and then later clicks on a search campaign ad, we'll count one View-through conversion and one click conversion.
- **Enable:** If a customer views your display ad, doesn't click it, and then later clicks on a search ad, we'll count only the last conversion type (the click conversion, for example).

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Tools and Analysis** tab, and select **Conversions** from the drop-down menu.

Customize modules

All campaigns	Primary metric	Clicks
Clicks 0	Impr. 0	

Alerts and announcements (0)

Woohoo, no alerts!

Change history
Conversions
Google Analytics
Website Optimizer
Keyword Tool
Traffic Estimator
Placement Tool
Contextual Targeting Tool
Ad Preview and Diagnosis

Last week (Sun - Sat)
Jun 3, 2012 - Jun 9, 2012

Avg. CPC \$0.00 Cost \$0.00

Good quality but low traffic keywords (0)
No matching keywords.

Keywords below first page bid (0)
No matching keywords.

All enabled keywords (1)

Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC
Example	0	\$0.00	0.00%	0	\$0.00

All non-active keywords (0)
No matching keywords.

Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

3. Under the **Conversions** tab, click the **+ Conversion** button.
4. In the "Conversion name" field, enter the name of the conversion you'd like to track on your website. This will help you recognize this action later when it shows up in conversion reports. An example might be "newsletter sign-up" or "wedding bouquet purchase."

Home Campaigns Opportunities Tools and Analysis ▾ Billing My account ▾ Help

Conversions

All conversions

- 10004
- Achat Cch
- Prospect
- Prospects Adp
- Prospects Cch
- Prospects Gli
- test
- test1
- test2

New Conversion Settings Generate code

Conversion name

Source Webpage Call on-site App download

Save and continue Cancel new conversion

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Debug | Report a Bug (Internal) | Give us feedback!

Search Funnels
See how users convert.

Help

Help Center

Search help center Go

5. In the "Source" field, select where your customers will complete the conversion. For example, if customers will order your cupcakes on your website, you'll select "Webpage."
6. Click the **Save and continue** button.
7. On the next page, in the "Conversion category" field, select the category that best applies to your conversion. If you're tracking newsletter sign ups, you'll pick "Sign up." For purchases, you'll pick "Purchase/Sale." If your conversion doesn't fall into a listed category, select "Other." Your choice here won't impact the way your conversions are recorded.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Conversions
All conversions newsletter sign-up

✓ New Conversion Settings Generate code

Conversion category: Other

You will need to update the code on your webpage if you change these settings.

Markup Language: HTML

Conversion value: Optional

Tracking indicator: Add a 'Google Site Stats' notification to the code generated for my page

This notification will appear only on the page you add the conversion tracking code to.

Notification layout: Two lines

Page background color: #FFFFFF

Notification Language: English

Preview: Google Site Stats [learn more]

Don't add a notification to the code generated for my page

Google recommends letting users know which pages you're tracking, either with a "Google Site Stats" notification or in your site's privacy policy.

Advanced options

Save and continue **Cancel new conversion**

Search Funnels See how users convert.

Help Help Center

Search help center Go

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8. If you'd like to, in the "Conversion value" field, assign a value to the conversion you're tracking.

9. In the "Tracking indicator" field, choose whether you want to let your customers know that you're using conversion tracking by putting a Google Sites Stats notification on your page.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Conversions
All conversions newsletter sign-up

✓ New Conversion Settings Generate code

Conversion category: Other

You will need to update the code on your webpage if you change these settings.

Markup Language: HTML

Conversion value: Optional

Tracking indicator: Add a 'Google Site Stats' notification to the code generated for my page

This notification will appear only on the page you add the conversion tracking code to.

Notification layout: Two lines

Page background color: #FFFFFF

Notification Language: English

Preview: Google Site Stats [learn more]

Don't add a notification to the code generated for my page

Google recommends letting users know which pages you're tracking, either with a "Google Site Stats" notification or in your site's privacy policy.

Advanced options

Save and continue **Cancel new conversion**

Search Funnels See how users convert.

Help Help Center

Search help center Go

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- If you'd like to add a notification, select "Add a 'Google Site Stats' notification to the code generated for my page." Then select whether you'd like your Google Site Stats to be one or two lines, the language of the notification, and the background color of the webpage it'll be displayed on.
 - If you prefer not to use a notification, select "Don't add a notification to the code generated for my page." But we require that you inform your customers that you're using AdWords' free conversion tracking feature (such as through your privacy policy). This creates trust and protects their privacy.
10. If you're not running a Display Network campaign, skip to the next step. If you are running one, you can click the +Advanced options link to set up View-through Conversion tracking.
 11. Click **Save and continue**.
 12. Select "Someone else makes changes to the code" or "I make changes to the code," depending on which applies to you.
 - If you chose "Someone else makes changes to the code," just fill out the email form that pops up and click **Send email**. The code snippet will be sent to the person who edits HTML for your website!
 - If you chose "I make changes to the code," a window will open up below with your code snippet. Congrats! You've generated the code. Copy it, and you'll be ready for the next step.

Step 2: Paste the code in your website's HTML

Now that you or the person in charge of your website has the snippet of code, you're ready to paste. Here's how:

Here's some sample code close up:

Simple HTML before conversion tracking code (sample only -- don't use in your website's code).



```
<html>
<head>
<title>Sample HTML File</title>
</head>
<body>
This is the body of your web page.
</body>
</html>
```

Simple HTML after conversion tracking code (sample only -- don't use in your website's code).

```

<html>
<head>
<title>Sample HTML File</title>
</head>
<body> This is the body of your web page.
<!-- Google Code for Purchase Conversion Page -->
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
if (10.0) {
var google_conversion_value = 10.0
}
/* ]]> */
</script>
<script type="text/javascript"
src="http://www.googleadservices.com/pagead/
conversion.js">
</script>
<noscript>


```

1. Open up the HTML for the page your customers reach on your website after they've completed a conversion -- the "thank you for your order!" page, for example. This is called the [conversion page](#).
2. Between the body tags (**<body></body>**) of the page, paste the code snippet you generated in AdWords.
3. Save the changes to your webpage. And that's it!

Track conversions on a dynamically-generated website

You might be using more than one technology to create and manage your webpages. Conversion Tracking works just as well on these kinds of pages, known as dynamically-generated pages. Just make sure the page you put the code snippet on is the one your customer sees *after* a conversion.

When inserting the code snippet, you'll place it on the static portion of the page, found within the **<body>** section. Click the sections below for detailed instructions on specific page types:

[Active Server Pages \(ASP\)](#)

If you'd like to add conversion tracking code to ASP pages using your ASP editor, follow these step:

```
<body>
...
<!-- Google Code for Purchase Conversion Page -->
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
if (<%= totalValue %>) {
var google_conversion_value = <%= totalValue %>;
}
/* ]]> */
</script>
<script type="text/javascript"
src="http://www.googleadservices.com/pagead/
conversion.js">
</script>
<noscript>

</noscript>
</body>
```

If your web server supports Server Side Includes (SSI) you can use an **#include** statement to insert the conversion tracking code onto your site. After you generate your conversion code snippet, save it to a file on your webserver -- we recommend using the filename *googleconversion.html*.

Search for the *</body>* tag and place the **#include** statement with the location of the file directly above it. If the *</body>* tag is not located within the static portion of the HTML page, add the code snippet so it appears within the body section of the page.

```
<head>
<title>Thank You for Shopping</title>
</head>
<body>
...
<!-- #include file=".../googleconversion.html" -->
</body>
```

Keep in mind

Be sure that you do not place the **#include** statement in the footer or header of the file. This will cause Google to record a conversion every time a customer visits any page on your site.

The **#include** statement will be evaluated before the rest of the of the ASP pages so you're able to use an ASP expression as the dynamic value of the conversion.

1. Open your conversion confirmation page ASP file. If multiple pages are generated from the same file, find the section in the ASP file that generates your conversion page.
2. If your site has a variable conversion value, determine the ASP expression which calculates that value. For example: <%= totalValue %>.
3. Choose the Purchase/Sale conversion type while going through the conversion tracking setup. Insert the full string (<%= totalValue %>) into the "Revenue for your action" field and click **OK** when you see a prompt about using an unrecognized value. Copy and save the resulting code snippet.
4. Insert the conversion tracking code onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an ASP code section (delineated by <%= and %> markers).
5. Insert the conversion tracking code directly into the body of the conversion confirmation page. Search for the </body> tag and place the code immediately above it. If the </body> tag is not located within the static portion of the HTML page, make sure the code snippet is added so it appears within the body section of the page.
6. Save your conversion confirmation file and upload it to your webserver, if necessary. If you'd like to test the placement of your conversion tracking code, visit your conversion page by completing a conversion on your site.
7. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the <body> and </body> tags on your page. The ASP expression will be replaced by the actual conversion value when you view the source.

Sun® Java Server Pages (JSP)

To add conversion tracking code to JSP pages using your JSP editor, follow these steps:

```

<!-- Google Code for Purchase Conversion Page -->
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
if (<%= totalValue %>) {
var google_conversion_value = <%= totalValue %>;
}
/* ]]> */
</script>
<script type="text/javascript"
src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>
</body>

```

You can also insert the conversion tracking code onto your site using a server-side **jsp:include** statement. After you generate your conversion code snippet, save it to a file on your webserver - we recommend using the filename googleconversion.html. Search for the </body> tag and place the **jsp:include** statement with the location of the file directly above it. If the </body> tag is not located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the <body> section of the page.

```

<html>
<head>
<title>Thank You for Shopping</title>
</head>
<body>
...
<jsp:include src=".../googleconversion.html"/>
</body>
</html>

```

Keep in mind

Be sure you don't place the **jsp:include** statement in the footer or header of the file, as is sometimes common. This will cause Google to record a conversion every time a customer visits any page on your site.

The **jsp:include** statement will be evaluated before the rest of the JSP pages so you're able to use a JSP expression as the dynamic value of the conversion.

If your web server supports Server Side Includes (SSI) you can use an **# include** statement to insert the conversion tracking code onto your site. After you generate your conversion code snippet, save it to a file on your webserver. We recommend using the filename *googleconversion.html*. Search for the *</body>* tag and place the **# include** statement with the location of the file directly above it. If the *</body>* tag is not located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the *<body>* section of the page.

```
<head>
<title>Thank You for Shopping</title>
</head>
<body>
...
#include file=".../googleconversion.html"
</body>
```

The **# include** statement will be evaluated before the rest of the JSP pages so you're able to use a JSP expression as the dynamic value of the conversion.

Keep in mind

Be sure you do not place the **# include** statement in the footer or header of the file, as is sometimes common. This will cause Google to record a conversion every time a customer visits any page on your site.

1. Open your conversion confirmation page JSP file. If multiple pages are generated from the same file, find the section in the JSP file which generates your conversion page.
2. If your site has a variable conversion value, determine the JSP expression which calculates that value. For example: `<%= totalValue %>, ${totalValue}`
3. Choose the Purchase/Sale conversion type while going through the conversion tracking setup. Insert the full string (`<%= totalValue %>`) into the "Conversion value" field and click **Save Changes & Get Code** to generate the final tracking code. Click "OK" when you're prompted about using an unrecognized value. Copy and save the resulting code snippet .
4. Insert the conversion tracking code snippet onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an JSP code section (delineated by `<%@` and `%>` markers).
5. Insert the conversion tracking code directly into the body of the conversion confirmation page. Search for the *</body>* tag and place the code immediately above it. If the *</body>* tag is not located within the static portion of the HTML page, be sure you add the code snippet so within the body section of the page.
6. Save your conversion confirmation file and upload to your webserver if necessary. If you'd like to test the placement of your conversion tracking code, go to your conversion page by

completing a conversion on your site. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the <body> and </body> tags on your page. The JSP expression will be replaced by the actual conversion value when you view the source.

PHP: Hypertext Preprocessor (PHP)

To add conversion tracking code to PHP pages using your web page editor, follow these steps:

```
<!-- Google Code for Purchase Conversion Page -->
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
if (<? echo $totalValue ?>) {
var google_conversion_value = <? echo $totalValue ?>
}
/* ]]> */
</script>
<script type="text/javascript"
src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>
</body>
```

1. Open your conversion confirmation page PHP file. If multiple pages are generated from the same file, find the section in the PHP file which generates your conversion page.
2. If your site has a variable conversion value, determine the PHP expression that displays that value. For example: <?php echo \$totalValue ?>, <? echo totalValue ?>
3. Choose the Purchase/Sale conversion type while going through the conversion tracking setup. Insert the full string (<? echo \$totalValue ?>) into the "Revenue for your action" field and click **Save Changes & Get Code** to generate the final tracking code. Click **OK** when you're prompted about using an unrecognized value. Copy and save the resulting code snippet.
4. Insert the conversion tracking code onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an PHP code section (delineated by <? and ?> markers). As you insert the code snippet, make sure you place it directly into the body of the conversion confirmation page. To make sure you do, search for the </body> tag and place the code immediately above it. Or, if the </body> tag is not

located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the <body> section of the page as shown below.

5. Save your conversion confirmation file and upload to your web server if necessary. If you'd like to test the placement of your conversion tracking code, go to your conversion page by completing a conversion on your site. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the <body> and </body> tags on your page. Note that the PHP expression will be replaced by the actual conversion value when you view the source.

Webpages containing frames

In cases where frames are used, it's best to insert the code snippet only within the HTML of the frame containing the conversion page.

Secure and non-secure pages

The code snippet can be used safely on both secure (<https://>) and non-secure pages (<http://>).

Track conversions on a mobile site with a phone number

This feature is available to businesses in the United States, the United Kingdom, and Germany. Thanks for your patience while we work on offering it in more countries!

If your mobile website displays a phone number, customers with mobile devices can click and call that number. You can track those calls in AdWords and assign a monetary value to them.

Tracking calls is a helpful feature if your company does a lot of business over the phone, or if you don't take orders through your website.

Example

You sell car insurance on your website. But many customers who search for "car insurance" want to talk to an insurance agent before they purchase. So, they visit your website on their mobile phone, see a phone number, and call. With Conversion Tracking, this call could be tracked and measured in AdWords. Without it, this important customer segment isn't counted.

Sound like it could be helpful to your business? Here's how you can set it up:

Step 1: Get the code snippet

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Tools and Analysis** tab, then select **Conversions** from the drop-down menu.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Customize modules

All campaigns ▾ Primary metric Clicks ▾

Clicks 0	Impr. 0
-------------	------------

▶ **Alerts and announcements (0)**

Woohoo, no alerts!

Change history
Conversions
Google Analytics
Website Optimizer
Keyword Tool
Traffic Estimator
Placement Tool
Contextual Targeting Tool
Ad Preview and Diagnosis

Last week (Sun - Sat)
Jun 3, 2012 - Jun 9, 2012

Avg. CPC \$0.00 Cost \$0.00

Jun 3, 2012 Jun 9, 2012 Clicks

Good quality but low traffic keywords (0)
No matching keywords.

Keywords below first page bid (0)
No matching keywords.

All enabled keywords (1)

Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC
Example	0	\$0.00	0.00%	0	\$0.00

[View saved filter »](#) 1-1 of 1

All non-active keywords (0)
No matching keywords.

Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

3. Under the **Conversions** tab, click the **+ Conversion** button.
4. In the "Conversion name" field, enter the name of the conversion you'd like to track on your mobile site. This will help you recognize this conversion later when it shows up in reports. For phone calls, you might want to list the number as a title, followed by "from mobile site."

Home Campaigns Opportunities Tools and Analysis ▾ Billing My account ▾ Help

Conversions

All conversions

- 10004
- Achat Cch
- Prospect
- Prospects Adp
- Prospects Cch
- Prospects Gli
- test
- test1
- test2

New Conversion Settings Generate code

Conversion name

Source Webpage Call on-site App download

Save and continue **Cancel new conversion**

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Debug | Report a Bug (Internal) | Give us feedback!

Search Funnels
See how users convert.

Help

Help Center

Search help center Go

5. In the "Source" field, select "Call-on-site."
6. Click the **Save and continue** button.
7. On the next page, in the "Conversion category" field, select the category that best applies to your conversion.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾ Help

Conversions
All conversions newsletter sign-up

✓ New Conversion Settings Generate code

Conversion category ? Other

You will need to update the code on your webpage if you change these settings.

Markup Language ? HTML

Conversion value ? Optional

Tracking indicator ? Add a 'Google Site Stats' notification to the code generated for my page

This notification will appear only on the page you add the conversion tracking code to.

Notification layout Single line Two lines

Page background color ? #FFFFFF

Notification Language ? English

Preview: Google Site Stats [learn more](#)

Don't add a notification to the code generated for my page

Google recommends letting users know which pages you're tracking, either with a "Google Site Stats" notification or in your site's privacy policy.

Advanced options

Save and continue Cancel new conversion

Search Funnels See how users convert.

Help Help Center

Search help center Go

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8. If you'd like to, in the "Conversion value" field, assign a value to the conversion your tracking.
9. Select "Someone else makes changes to the code" or "I make changes to the code," depending on which applies to you.
 - o If you chose "Someone else makes changes to the code," just fill out the email form that pops up and click **Send email**. The code will be sent to the person who does this for your mobile app!
 - o If you chose "I make changes to the code," a window will open up below with your code snippet. Congrats! You've generated the code. Copy it, and you'll be ready for the next step.

Step 2: Apply snippet using correct HTML code (examples below)

Now that you or the person in charge of your website has the snippet of code, you're ready to paste. Here's how:

Here's some sample code close up:

Simple HTML before conversion tracking code (Sample only. Don't use in your website's code.)



```
<html>
<head>
<title>Sample HTML File</title>
</head>
<body>
This is the body of your web page.
</body>
</html>
```

Use the following command if the phone number is shown as:

a text link:

```
<body>

<!-- Below is sample text link with a phone number. You need to replace the number
with your own phone number and the CALL NOW text with the text you want to
hyperlink. --&gt;

&lt;a onclick="goog_report_conversion('tel:949-555-1234')" href="#" &gt;CALL
NOW&lt;/a&gt;

&lt;/body&gt; &lt;/html&gt;</pre>
```

an image:

```
<!-- Below is sample image dialing a phone number. Replace my_phone_button.gif
with your button image and the phone numbers with your phone number-->

<body>



</body> </html>
```

a button:

```
<body>

<!-- Below is sample button with a phone number. Replace all call buttons in your
page with the code below and replace the phone number with yours. --&gt;

&lt;button onclick="goog_report_conversion('tel:949-555-1234')"&gt;Call 949-555-
1234&lt;/button&gt;

&lt;/body&gt;
&lt;/html&gt;</pre>
```

For the tracking to work, you'll need to make sure you include both the code snippet and the appropriate 'onclick' tags from one of the examples above. This tells AdWords to record a conversion only when customer clicks on a specific phone

| number. Without it, no conversion will be recorded!

1. Go to the page on your website that shows the clickable phone number. Then open up the HTML code so you can edit it.
2. Find the body tags (**<body></body>**) of the page, then paste the code snippet you generated in AdWords between those two tags.
3. Now adjust the HTML code using a command called "onclick." The particular "onclick" command you use will depend on how the phone number on your mobile website is displayed: **text link, image, or button**.

Tip

If you want to track the same conversion page using two different AdWords accounts, just generate a code from each account and paste it into the HTML of your conversion page. Just keep in mind that the Google Site Stats box only shows for the first conversion code you've created, not both.

Track downloads of iOS mobile applications

In addition to tracking conversions that happen on your website, AdWords Conversion Tracking also lets you track downloads of your apps. This way you can tell how many people downloading your app found it through your AdWords ads.

Currently, we're only able to track iOS app downloads driven by ads served in mobile apps; we're not able to track iOS app downloads driven by ads served on Google search or the Google Display Network. Follow the steps below to track downloads of an iOS application.

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the "Tools and Analysis" tab, and then click the "Conversions" tab.
3. Click the "+ Conversion" button.
4. Name your conversion, select "App download" and click "Save and continue."
5. Choose the "iOS" mobile platform and click "Save and continue."

6. Note

Tracking downloads of an iOS app requires integrating a small SDK into your app and pasting a small snippet of code in your app's didFinishLaunchingWithOptions method to call the SDK.

Choose the appropriate button to indicate whether you or someone else will be making these code changes. Once you've made a choice, both the SDK and the code snippet will be provided.

7. Click "Done." Your app downloads conversion data will now start showing up with the rest of your conversion data within 24 hours.

Tip

You can see detailed descriptions of the changes you need to make to your app's code, as well as how to verify that you've made the changes correctly in this [guide](#).

Notes

- Application download tracking for iOS will not work if your ads don't point directly to the App Store. Make sure your ad points to an itunes.apple.com URL, for example: "<http://itunes.apple.com/app/id?mt=8>". Third-party tracking URLs are not supported at this time.
- Your conversion rate, cost-per-conversion, and value-to-click ratio data are adjusted to reflect only those clicks from which we can track conversions. Some users and publisher apps choose not to use conversion tracking. So, not all conversions resulting from your AdWords ads can be reported.

The Google Conversion Tracking SDK for iOS utilizes the iOS 6 advertising identifier (IDFA) and the iOS 5 universal device identifier (UDID). The SDK uses IDFA/UDID under the guidelines laid out in the iOS developer program license agreement. Once most users and apps transition to iOS 6, we plan to phase out usage of UDID. Developers must ensure they are in compliance with the recently updated iOS developer program license agreement policies governing the use of these identifiers.

Track downloads of Android mobile applications

Tracking app downloads from Google Play doesn't require adding a code snippet. It can be done with no changes to your app's code. Simply follow the steps below.

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the "Tools and Analysis" tab, and then click the "Conversions" tab.
3. Click the "+ Conversion" button.
4. Name your conversion, select "App download" and click "Save and continue". Enter the package name. (You can find your package name by looking up your app in Google Play. It's the part of the base URL that identifies your application:
https://play.google.com/store/apps/details?id=<package_name>
5. Click "Save and continue".
6. On the next screen, click "Done".
7. Your app downloads conversion data will now start showing up with the rest of your conversion data within 24 hours.

Note: Application download tracking for Android will only work if your links in [Click-to-download](#) or [Mobile App Extension](#) ads point directly to the Google Play Store. Third-party tracking URLs are not supported at this time.

updated 03/27/2013

Understanding conversion tracking

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722022&topic=2799776&path=2799687-2799680-2951627&ctx=leftnav>

March 29, 2013

Conversion Tracking is a free tool that shows you what happens *after* a customer clicks on your ads -- whether they purchased your product, signed up for your newsletter, or filled out a form to receive more information.

Example

You have a website for your clothing store, and when customers submit their orders online, they see a "Thank you for your purchase!" page.

You want to see which of your keywords -- "blue jeans" or "buy designer jeans"-- leads to more purchases, so you set up Conversion Tracking. First, you get a single snippet of code from AdWords that contains HTML and JavaScript. Then, you paste that code snippet in the HTML for the "Thank you for your purchase!" page.

Soon, you start to see that customers who click on your ad with "buy designer jeans" as a keyword buy a lot of jeans. Meanwhile, you see that a few people click on the ad with "blue jeans" as a keyword, but none of them make a purchase. So, you decide to stop investing in the "blue jeans" keyword and put more money toward the "buy designer jeans" keyword, resulting in more purchases and a better return on your investment.

Read on to learn more about conversions, why you'd want to use conversion tracking, how it works, and how we protect your customers' privacy and security .

Conversion

A conversion is an action that a customer takes on your website that has value to your business, such as a purchase, a sign-up, or a view of a key page. These actions are called conversions because a customer's click translated -- or *converted* -- to business. Think of it as the *cha-ching!* from your cash register.

Why track conversions

Tracking conversions is helpful for your business if you're trying to do the following:

- **Connect your ads and keywords to your business goals:** Maybe you want people to view a particular page more, or you'd like more purchases (who wouldn't?). Conversion Tracking can show you which keywords are helping you meet those specific goals by connecting them to actions.
- **Boost your ROI:** Not all keywords are equal. But if you know which keywords bring you the most business and which ones don't, you can make smarter investments in those keywords and avoid the unhelpful ones altogether.

Types of conversions

There are two ways to count conversions with Conversion Tracking: 1-per-click and many-per-

click. You can select the metric that's most useful for you when you set up Conversion Tracking.

- **Conversions (1-per-click)**

Conversions (1-per-click) count a conversion for every AdWords ad click resulting in a conversion within 30 days. This means if more than one conversion happens following a single ad click, conversions after the first will not count. This metric is useful for measuring conversions approximating unique customer acquisitions such as leads and sign-ups.

- **Conversions (many-per-click)**

Conversions (many-per-click) count a conversion every time a conversion is made within 30 days following an AdWords ad click. Conversions (many-per-click) will count multiple conversions per click. This metric is useful for measuring conversions that are valuable every time they happen such as purchases.

How it works and setup

Conversion Tracking works by adding a single snippet of HTML and JavaScript code to your webpage (without slowing it down, of course). Specifically, this snippet is placed on the page your customers see *after* they complete a conversion -- the "Thank you" page they see after a purchase, for example.

Every time a customer clicks your ad on Google.com or selected Google Network sites, a temporary cookie is placed on the customer's computer so a conversion can be recorded when the customer reaches the conversion page.

To set up conversion tracking, you'll generate the snippet of HTML and JavaScript code in AdWords. Then, you'll place the code on your website. See our setup guide below for step-by-step directions.

Security and privacy

Google's security standards are strict. Only pages containing the Google conversion code are tracked through this program. We use data encryption and secure servers.

Privacy is also very important to Google. That's why we do the following to protect your customers' privacy:

- **Servers for conversion tracking and search results are separated.**
- **Conversion Tracking cookies persist for a limited time only..**
- **Conversions aren't isolated:** This means that you can't match conversion data to specific customers, just see overall data for ads and keywords.
- **Conversion Tracking includes option to notify customers about cookies:** During the setup process, we'll help you create a notification box for your website that lets your customers know they're being tracked. This is known as the Google Site Stats box, which appears on your conversion page -- the page customers see after they complete a



conversion.

This notification appears only for customers who've been referred by Google to your site. When customers click on it, Google tells them that they don't have to accept the conversion cookie if they don't want to, and reminds them that none of their personal information is being recorded or used in any way. Customers will also have an opportunity to provide feedback about your website.

- **Promote a clear privacy policy:** If you don't use the Google Sites Stats box, we ask that you review your website's privacy policy to make sure it discloses your use of tracking technology.

Tip

For the Google Site Stats notification, we recommend placing the image in the lower-right hand corner of the conversion page, no further than a quarter of the screen away from the last line of content.

Next steps

- [Set up Conversion Tracking.](#)
- Learn more about [Google's privacy policy](#).

Top Contributor



What our advertisers are saying

Kim_Clink, 08/13/2012

"You can track your return on investment or track actions so you can better analyze performance. With each click costing money, you should do everything you can to track any sales/signups/leads to analyze your return on investment." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/26/2013

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Account management

Campaign and ad group management

Keyword targeting

Language & location targeting

Ad formats

Budgets and bidding

Measurement and optimization

Performance, profitability, and growth

Managing multiple accounts

Performance, profitability, and growth

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[Selecting metrics to maximize profit](#)

Profitability and lifetime value

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Learn the basics of online budget strategy

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799787&topic=2799746&ctx=topic&path=2799752-2799680-2799680-2951627>

March 29, 2013

You can set your marketing budgets for online campaigns the same way you would for any other form of media. But sometimes it pays to use a different approach that's tailored to the unique strengths of online advertising. In this section, we'll identify some of the key advantages of online campaigns, and explain how some campaigns are able to run without budget limitations as long as ROI is positive. Then we'll define the three stages of campaign growth, and show you how to improve your campaign performance when limited by budget.

Online campaigns: easy to measure and control

Have you ever heard this saying about traditional advertising?

"

Half the money I spend on advertising is wasted; the trouble is I don't know which half."

-- John Wanamaker

Happily, this is often not a problem with online advertising, because success is much easier to measure. You can isolate which parts of a campaign are profitable and which aren't, and then refine or remove the parts that aren't working.

Also, online campaigns offer a much shorter time between initial investment and measurable return. For example, you might be able to establish profitability with a new e-commerce site within the first day of an online campaign, and revise your budget the next day.

updated 11/30/2012

Scaling budget by performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799788&topic=2799746&path=2799752-2799680-2951627&ctx=leftnav>

March 29, 2013

With this combination of measurability and control, many businesses may opt for a flexible marketing budget that scales upward with good performance. Think about a campaign that returns \$2 in profit for each \$1 in advertising spend. If the business can handle more customers, it makes sense to increase budget to a point where it captures all of the profitable traffic available.

Best Practice:

Even for campaigns that are scalable by performance, we recommend setting your AdWords daily budget at a level low enough to limit your spending if something unexpected happens, like a sudden shift in traffic quality of one of your keywords due to a news event.

Example: If you're running a profitable campaign with an average cost of \$750/day, you don't need a daily budget limit of \$10,000/day. A daily budget limit between \$1,000-1,500/day allows for flexible traffic growth while helping protect you from dramatic increases in spend.

A campaign that scales by performance can work for many advertising goals, including:

- Selling goods or services directly via an e-commerce site
- Generating leads for a sales team
- Driving signups for a monthly subscription service

If you can estimate the value of a conversion for your business, a scalable budget is worth exploring.

Campaigns that scale with performance usually meet the following conditions:

- You can estimate your conversion value (e.g., you make an average of \$50 profit per sale)
- You understand how much time is needed before profits will be available to reinvest (e.g., you know that sales leads convert to deals in 3-5 weeks)
- Your costs of servicing new customers remain stable or decrease as you grow (e.g., the more customers you gain, the lower the costs of supporting each new customer)

Here are some conditions that can make it more difficult for a campaign to scale with performance:

- You have high fixed costs that make it difficult to estimate the profit value of a conversion (e.g. significant manufacturing costs)
- You have supply or customer service limitations (e.g., you can't serve additional customers if you grow)
- You have cash flow limitations (e.g., you have a \$100 CPA for new signups worth \$500 over 5 years)
- You have sales tracking limitations (e.g., most of your sales are difficult to track because they're offline)

updated 11/30/2012

Growing a profitable campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796498&topic=2799746&path=2799752-2799680-2951627&ctx=leftnav>

March 29, 2013

To achieve success with AdWords, it's important to understand when a campaign is profitable and how to help it grow. ROI-driven campaigns generally follow three stages of growth: testing, growth, and maturity.

Stage 1: Testing

New campaigns start out in the testing stage. You'll gather performance data to understand which CPC bid, keyword, and ad combinations are working well for you. In this stage, your primary goal is to establish profitability by comparing costs to revenues.

Once you achieve profitability, it's time to grow.

Stage 2: Growth

In the growth stage, your goal is to reach more customers while remaining profitable. You may be able to achieve this by increasing your AdWords campaign budget while leaving your CPC bids, keywords, and ad text the same. If parts of your campaign are no longer profitable after you increase your budget, try adjusting your CPC bids, keywords, or ads to regain profitability before you continue to grow.

By gradually increasing your AdWords campaign budget over time, you'll reach a point where it no longer limits your exposure. For an estimate of this amount, check your recommended budget in the "Budget" section of the Settings tab of any campaign.

Stage 3: Maturity

If your costs don't reach your AdWords daily budget and you're profitable, you've successfully scaled up to the traffic available. Congratulations!

Here are some characteristics of this stage:

- Your AdWords budget is high enough to show at all times so you don't miss an eligible impression.
- Your daily costs, profits, and sales rise and fall with regular fluctuations in search volume.

Tip: Even if your ads are able to show for every impression, you can still optimize CPC bids, keywords, and ad text to achieve even greater profit. See the [AdWords Bidding Tutorial](#) for more detail.

updated 11/30/2012

Learn the basics of performance-based bidding

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799821&topic=2799777&ctx=topic&path=2799752-2799680-2799680-2951627>

March 29, 2013

When your campaign is focused on performance, it's important to understand how adjusting your bids impacts each performance metric. This article covers the basic principles of bidding to maximize performance, and explains how to balance your bidding strategy for different business objectives.

Bidding to balance sales volume and profitability

Given that conversion rates don't vary much with ad position, the following trends are important to remember:

- Increasing bids generally results in more conversions at a higher average cost-per-acquisition (CPA).
- Decreasing bids generally results in fewer conversions at a lower average CPA.
- Increasing bids while limited by daily budget generally results in fewer conversions at a higher average CPA.

Prioritizing business objectives

In order to achieve your goals most effectively, it's helpful to prioritize your business objectives. You can optimize your AdWords campaigns to achieve many different goals, but tradeoffs are often necessary.

For example, consider managing a campaign with the following objectives:

- Aim for ad positions 1-3
- Maximize profit
- Maximize conversions
- Maximize clicks

You might discover that your most profitable CPC bids come from ad positions that are outside the top three.

As another example, consider pairing any of the objectives listed above with the objective below:

- Keep CPA below \$10

The CPC bids necessary to keep the CPA below \$10 may be lower than the CPC bids that maximize profit, clicks, or preferred ad positions.

Tip: When managing a campaign for someone else, make sure they also understand the tradeoffs involved so everyone is clear on expectations. For example, is their business objective to keep CPA at a certain level, or is it to maximize profit? If it becomes clear that two objectives are conflicting with one another, which is more important to them?

updated 11/30/2012

Selecting metrics to maximize profit

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799792&topic=2799777&path=2799752-2799680-2951627&ctx=leftnav>

March 29, 2013

With so many options, which AdWords metrics are most effective to help you reach your business goals? Here we'll discuss two metrics that are important to consider if you're interested in maximizing profit, and point out some common pitfalls to watch out for.

Value-per-Conversion

Value-per-conversion is the amount of expected profit or value you gain from each conversion. If you can estimate value-per-conversion for a given product or service, it's a useful benchmark to define the upper limit that you can invest in advertising per conversion before becoming unprofitable.

CPA Targets

CPA targets can be helpful for establishing or maintaining profitability, and are usually set below your value-per-conversion.

Example: If a remote-control helicopter sale is worth \$50 profit and any CPA below that is profitable, a \$10 CPA target can help achieve a consistent \$40 profit-per-sale (after advertising costs).

The [Conversion Optimizer](#) allows you to automate CPC bidding for a desired CPA target.

A note about maximizing profit

It's easier to pick a CPA target that will be profitable than one that maximizes profit. To understand why, consider the example above where any CPA target below \$50 is profitable. Which CPA target is most likely to maximize profit: \$20, \$30, or \$40?

In practice, you can't know in advance. By testing different targets, you can learn which one achieves the optimal balance of profit-per-sale and sales volume. For a visual illustration, see the [AdWords Bidding Tutorial](#).

Common ROI targets that are unlikely to maximize profit

- Targets decided in advance of a campaign (e.g., "With \$50 profit per conversion, \$10 is a good target.")
- Targets based on traditional rules of thumb (e.g., "Ad spend should be 9% of revenue.")
- Targets based on other marketing channels (e.g., "E-mail and Search should have the same CPA.")

While the approaches described above may achieve profitability, they don't take into account changes in sales volume at higher or lower targets. Measure profitability achieved, then try testing a few different targets to see if you can find a path to better results!

updated 11/29/2012

Achieving profitability

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796444&topic=2799747&ctx=topic&path=2799752-2799680-2799680-2951627>

March 29, 2013

Knowing how to accurately assess whether a campaign is making or losing money is key to success and normally a prerequisite to growth. If you determine that your campaign isn't profitable, achieving profitability is often possible by comparing your cost-per-acquisition (CPA) with your expected profit-per-conversion and adjusting keywords or CPC bids to a profitable point.

Finding your CPA is easy with AdWords Conversion Tracking. You can easily find costs for specific actions such as purchases, signups, sales leads, subscriptions, and a variety of other actions.

To start with a simple example, say you are selling downloadable music-mixing software for \$50. Your costs are minimal, so virtually all of the \$50 is profit for each sale you make.

In your AdWords campaign, you can use this \$50 benchmark to assess the profitability of various parts of your account.

Example 1: Ad group level profitability

Say you have three ad groups, each with its own CPA:

- Ad group 1: 'Music mixing software' CPA: \$35
- Ad group 2: 'Music production' CPA: \$85
- Ad group 3: 'Music editors' CPA: \$53

At a glance, you can see that the first ad group is profitable with a cost of \$35 for a profit of \$15 (\$50 - 35). If your campaign is reaching its budget, this ad group is a good candidate for growth.

The latter two ad groups have a cost-per-sale higher than your expected profit of \$50. You'll want to take a closer look at their keywords, ads, bids, and other settings to bring them to profitability.

Example 2: Keyword level profitability

Let's take a closer look at the 'Music production' ad group to see if you can make it profitable. This ad group has the following keywords:

- Keyword 1: music production CPA: \$42
- Keyword 2: music production software CPA: \$28
- Keyword 3: learn music production CPA: \$65
- Keyword 4: music production companies CPA: \$230
- Keyword 5: music production packages CPA: \$39

Looking at the keyword level, you can see three keywords in this ad group that are actually profitable. It's the two unprofitable keywords 'learn music production' and 'music production companies' that are making the average CPA for the ad group appear to be unprofitable.

Take a closer look at the unprofitable keywords:

- ‘music production companies’ is clearly unprofitable: \$50 profit - \$230 cost = \$180 lost per sale. Removing this keyword may bring the ad group to a point of profitability.
- ‘learn music production’ is unprofitable, but there might be hope. Users interested in learning music production may want to use your software. It’d be a great idea to break this keyword off into a separate ‘learn music production’ ad group with supporting keywords, ad text, and a landing page. If you don’t have time to fully optimize, testing lower CPC bids may bring the CPA below \$50.

Notice that in the above examples, profitability was calculated at the conversion level for a given product or service. This is often more practical than trying to make an assessment at the campaign or account level.

For example, a campaign that costs \$5,000 in advertising across a variety of products or services may be more difficult to establish as profitable. Calculating an expected profit-per-conversion for each product or service gives you a simple benchmark for profitability.

updated 11/29/2012

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Managing a large account or multiple accounts

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704401&topic=2799748&ctx=topic&path=2799753-2799680-2799680-2951627>

March 29, 2013

If you're reading this article, then you've mastered the basics of AdWords and you're ready to learn about some of our advanced tools -- specifically, time-saving tools you can use to manage a large account or many accounts at once. We'll highlight: AdWords Editor, the AdWords Application Programming Interface (API), AdWords My Client Center (MCC), and AdWords ValueTrack. These tools can help you streamline workflow, build applications, and track detailed information about each click on your ads.

Bulk actions

If you have one account, you can select multiple items on the campaign, keyword, ad group or ad tab, then to make changes to these selections using the **Edit** button. For example, you can select hundreds of ads, then change the ad text, the destination URL or the display URL across all these ads. You can make similar bulk changes to budgets of campaigns and ad groups, or bids on keywords, for instance.

AdWords Editor

If you have a large number of campaigns or keywords, AdWords Editor can streamline your account changes and save you time. The basic process is: download your account, edit your campaigns offline, then upload your changes to AdWords.

Whether you're editing one keyword or adding hundreds of text ads, Editor enables you to make changes to your account quickly and conveniently. Using Editor, you can:

- Perform detailed searches across campaigns
- Work offline, then upload your changes at any time.
- Make bulk changes, like updating bids or adding keywords.
- Copy or move items between ad groups and campaigns.
- Navigate through your account quickly and easily.
- Circulate proposed changes to other people and get feedback from them before you post changes.

AdWords Application Programming Interface

The Google AdWords Application Programming Interface (API) lets developers build applications that interact directly with the Google AdWords server. And the API is flexible and functional -- you can use it to build an application that meets your needs. Using the API, you can:

- Generate automatic keywords, ad text, destination URLs, and custom reports.
- Integrate AdWords data with your inventory system to manage campaigns based on stock.
- Develop additional tools and applications to help you manage accounts.

You can even develop in the language of your choice. The AdWords API SOAP interface is supported by all popular programming languages, including Java, PHP, Python, .NET, Perl, Ruby, and JavaScript.

AdWords My Client Center

Think of a My Client Center (MCC) account as an umbrella account with several AdWords accounts ("managed accounts") linked to it. With MCC, you can manage multiple AdWords accounts quickly and easily from a single location. Using an MCC account, you can:

- Use a single login to access all managed accounts.
- Easily view multiple managed accounts, including other MCC accounts, via a My Client Center view.
- See relevant information for all managed accounts in one place.
- Run reports across multiple managed accounts at once or download the My Client Center view into a CSV file.
- Quickly create and link new AdWords accounts from within your MCC account.

Owners of individual managed accounts can, as always, sign in to their AdWords accounts and maintain access to their sign-in information.

Learn how to create a [My Client Center account](#).

AdWords ValueTrack

ValueTrack is our easy-to-use AdWords URL-tagging feature. You can use ValueTrack with [Google Analytics](#) or your own tracking solution to get detailed data about each click on your ad. This information allows you to adjust your campaigns and settings to improve your return on investment.

Here's how it works: when a person clicks your ad and visits your website, ValueTrack can record certain information, such as the site where the visitor clicked your ad, the specific ad that was shown, and the keyword that caused the ad to appear. To use ValueTrack, you'll add a special tag that we provide to your ad's destination URL.

updated 03/16/2013

Using My Client Center

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375468&topic=2799748&path=2799753-2799680-2951627&ctx=leftnav>

March 29, 2013

My Client Center (MCC) is a powerful tool for handling multiple AdWords accounts. Think of MCC as an umbrella account with several AdWords accounts (managed accounts) linked to it. It saves time by letting you view and easily manage all of your AdWords accounts from a single location. An MCC account isn't an "upgrade" of your AdWords account. Instead, it's an entirely new account you create.

Who should use an MCC account

- Large advertisers with more than one AdWords account
- Third parties such as:
 - Agencies
 - Search engine marketers (SEMs)
 - Automated bid managers (ABMs)
 - And other online marketing professionals who manage multiple client accounts or large campaigns

What you can do with an MCC account

- Use a single login to access all managed accounts.
- Easily view multiple managed accounts, including other MCC accounts, using a My Client Center view.
- See relevant information for all managed accounts in one place.
- Run reports across multiple managed accounts at once or download the My Client Center view into a CSV file.
- Quickly create and link new AdWords accounts from within your MCC account.

As always, owners of individual managed accounts can sign in to their AdWords accounts and maintain access to their login information.

How to create an MCC account

Follow these four basic steps:

1. Visit <http://www.google.com/intl/en/adwords/myclientcenter/> and click "Sign up now" in the top corner.

Help

Tips for getting your ad on Google

Help Center

Go

Need more assistance?



Call **1-877-721-1737** for free campaign set-up.

Mon - Fri, 9am - 9pm ET. [More](#) or [request a callback](#)

Create Google Account

Set general information

Accept the rules of use

Verify account

Create Google Account

Hello, and welcome to Google AdWords. We're glad to have you on board! We need just a few details from you in order to set up your account.

To begin creating your AdWords account, choose the user name and password you'd like to use with AdWords.

Which best describes you?

- I have an email address and password I already use with Google services like AdSense, Gmail, Orkut, or iGoogle.
 I do not use these other services.

Create a new Google Account for use with AdWords.

Make sure your email address is correct. You must receive email there in order to verify this account.

Email:

e.g. myname@example.com. This will be used to sign-in to your account.

Password:

Minimum of 8 characters in length. [\[?\]](#)

Re-enter password:

Type the characters you see in the picture below.

Letters are not case-sensitive

By submitting this form, you agree to the [Terms of Service](#) & [Privacy Policy](#)

[Create Account »](#)

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- Choose an entirely new username and password. We suggest picking a username and password that are different from any you've used with AdWords before.

Help

Contact Us
What is Google AdWords?
What is My Client Center?
What's a Google Account?
How do I create an AdWords account?

Help Center
Search help center Go

Create Google Account Set general information Accept the rules of use Verify account

Set general information

Enter a name for your account (this is the name your clients will see)

Please choose one:

using this MCC primarily to manage my accounts
 using this MCC primarily to manage other people's accounts

Select a permanent time zone for your account.
This will be the time zone for all your account reporting and billing.

Time zone country or territory: Select a country or territory:

Time zone:

Select a permanent currency for your account.
All managed accounts **will be billed in their individual chosen currencies**. This selection will associate your MCC account with an appropriate currency for any MCC-specific billing needs (e.g. API usage). Review the available [payment options](#) for local currencies.

Back Continue

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3. Set general information, such as a name for your account and how you plan to use the account, as well as a new time zone and a new currency.
4. Accept the rules of use, and you're done. You've got a brand-new MCC account!

Next step

- Find details about [My Client Center](#).

updated 03/16/2013

Navigating MCC pages

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152573&topic=2799748&path=2799753-2799680-2951627&ctx=leftnav>

March 29, 2013

When signed in to your My Client Center (MCC) account, you can navigate to linked accounts by using the "Jump to client" drop-down menu located at the top of the page. This will show you all the accounts directly linked to your MCC account.

Alternatively, you can select an account by clicking on the account name in your My Client Center view. To return to your main view, click on the My Client Center link at the top of any page in your account.

In addition, the MCC Dashboard makes it easier to view a wide range of client account statistics from the highest level of your MCC account. Performance and budget statistics for client accounts are now shown on separate tabbed pages, providing a more comprehensive, top-level view of key stats across managed accounts. You can also now select time periods for viewing statistics, making it easy to limit your view of account statistics to a particular period of time.

On the Performance page, you'll find stats on clicks, conversions and conversion rates, as well as separate columns for Search and Display Network CTR, allowing for easier comparison of performance based on network placement.

On the Budget page, for accounts using account-level budgets or accounts on Manager Defined Spend, you'll find information about start- and end- dates, percent of budget spent, and total spend for each account.

updated 03/16/2013

About MCC levels - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152574&topic=2799748&path=2799753-2799680-2951627&ctx=leftnav>

March 29, 2013

You can think of MCC account levels like a tree. Each top-level MCC can branch out to manage individual accounts or other MCCs. Sub-level MCCs can then branch out to manage more individual accounts or MCCs, and so on. To help you navigate through this structure, a breadcrumb located at the top of each account page records how many account levels deep you are. Note that you can link to a maximum of four levels of MCC above or below your own.

updated 03/16/2013

Creating New AdWords Accounts in MCC

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152575&topic=2799748&path=2799753-2799680-2951627&ctx=leftnav>

March 29, 2013

It's easy to create and link new accounts. Here's how:

1. Sign in to your MCC.
2. Click the **Create new account** link above your client accounts table.
3. Complete the form, and click **Create Account**.
4. Click **Create a campaign** to create your client's campaign in AdWords. Then, return to your MCC to enter your client's billing information. You'll need to enter this information to activate your new client account. You can also return to this step later by clicking the client's account in your main MCC view.

updated 03/15/2013

Unlinking accounts in MCC

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2799824&topic=2799748&path=2799753-2799680-2951627&ctx=leftnav>

March 29, 2013

To unlink an account from your MCC:

1. Sign in to your MCC at <https://adwords.google.com>.
2. Navigate to the managed account you'd like to unlink.
3. Click the My Account tab.
4. Click the Account Access link.
5. In the Client Managers section, locate the client manager account you want to disable, and click Terminate access.
6. Click OK.

Note that if you unlink an account that was on Manager Defined Spend (MDS), all active and pending budgets will be disabled and the account's ads will stop serving within 30 minutes. You will not be invoiced for account activity that occurs after this point. However, you will be invoiced for any unpaid costs that were accrued before the account is unlinked. The account will resume ad delivery once it's linked to a new MCC and assigned a budget.

updated 11/29/2012

Overview of MCC Manager Levels and Roles

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152579&topic=2799778&ctx=topic&path=2799753-2799680-2799680-2951627>

March 29, 2013

Once you link a sub-level My Client Center (MCC) to your top-level MCC, you can manage the account in the same way that you currently manage individual AdWords accounts.

To access a managed MCC, sign in to your top-level MCC. From here, you can navigate to other MCCs by doing one of the following:

- Select the sub-level MCC from the "Jump to client" drop-down menu listed at the top of the page. Sub-level MCCs are denoted by asterisks.
- Click the sub-level MCC from the managed account table. "Client Manager" will be indicated beneath Customer ID.

updated 03/16/2013

Assigning Managers and MCC Levels

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152580&topic=2799778&path=2799753-2799680-2951627&ctx=leftnav>

March 29, 2013

You can give someone access to only some of the managed accounts in your My Client Center (MCC) by taking advantage of an MCC's ability to link to another MCC. The example below illustrates this idea in more detail:

Amy manages five accounts, and she wants her partner Bill to help her manage three of those five. To accomplish this:

1. Amy unlinks the three accounts from her MCC.
2. Bill creates his own MCC, to which he links those three accounts.
3. Amy then links Bill's MCC to her MCC.

Amy still has access to all five of the accounts: two via her MCC and three via Bill's MCC. Bill, on the other hand, only has access to the three accounts in his MCC.

updated 03/16/2013

Changing Client Managers

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152581&topic=2799778&path=2799753-2799680-2951627&ctx=leftnav>

March 29, 2013

It's simple to move a managed account to another My Client Center (MCC) within your top-level MCC.

If you need to move an MCC or a managed account with API-only access, please contact us and we can assist you.

If you move an account on Manager Defined Spend (MDS) from one MCC to another, both MCCs must have access to the Manager Defined Order (MDO) funding the account for the ads to keep running. If the new MCC doesn't have access, all of the account's active and pending budgets will be disabled, and the account's ads will stop serving within 30 minutes. Ad delivery will resume when the new client manager creates a budget for the account.

Example 1:

An MDO is applied to your top-level MCC, which houses two sub-level MCCs. You transfer a managed account from sub-MCC 1 to sub-MCC 2. Its ads keep running, because the managed account is still under the same MDO.

Example 2:

Your top-level MCC houses two sub-level MCCs. However, each sub-MCC has its own MDO. You transfer a managed account from sub-MCC 1 to sub-MCC 2. The managed account's budget is terminated and its ads stop running, because it's changed MDOs. Its ads will resume running once you create a new budget for the account.

updated 03/16/2013