

# Overview of AdWords

Complete Learning Center Path - Lesson 1 of 9

## Introduction to AdWords

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## Google and Google AdWords

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### Google and Google AdWords

Objective: Learn about Google search and Google AdWords, and see how AdWords relates to the concepts of Internet search engines and keyword advertising.

### About Google Search

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

Users can simply visit the Google homepage or other Google domains, 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 files, articles, documents, and websites — that are all highly relevant to the query. (If a user clicks **I'm Feeling Lucky**, the user goes directly to the first website or document in the Google search results.) Users can also search for results within Google Images, News, and other specialized Google services.

Search results appear on the left side of the page. It's important to note that Google doesn't accept payment to place websites or documents in search results. However, advertisers can purchase Google AdWords ads, which appear on the right side of the page, and sometimes above the search results.

### About Google AdWords

Google AdWords is Google's advertising program. AdWords lets you create simple, effective ads and display them to people already searching online for information related to your business. So how is it possible to show your ads only to the most relevant audiences? The answer is keyword-based advertising.

When a searcher visits Google and enters a query — say, *good beginner guitars* — Google displays a variety of relevant search results, such as links to articles containing guitar purchasing advice, or websites dedicated to novice musicians. Google also displays AdWords ads that link to online businesses selling guitars, music lessons, or other products and services related to the query.

For example, imagine that you own a music store carrying a large selection of guitars. You could sign up for an AdWords account and create ads for entry-level guitars in your inventory. For each of your ads, you might select keywords (single words or phrases related to your ad's message) such as *beginner guitars* or *entry-level guitars*.

Once you activate your account, your ads would be eligible to appear. That is, the AdWords system would constantly seek out search queries related

to the keywords you've selected, then display your ads to highly targeted audiences. In short, you'd be advertising directly to an audience already looking for you.

## About Google AdWords Ads

Google AdWords offers a variety of ad formats. The most common format is [text ads](#), followed by [image \(and animated\) ads](#). Additional formats available include [video ads](#), [local business ads](#), and [mobile ads](#).

A typical AdWords text ad looks like this:

[Try Google AdWords](#)  
Maximize your ROI. Attract  
new customers. Sign up today.  
[adwords.google.com](#)

Text ads generally contain the following four lines:

- **Headline** (25 characters, including spaces): The title attracts users who might be interested in your products or services.
- **Description** (two lines of up to 35 characters each, including spaces): These two lines contain your product, service, and other details (such as promotions). The content in these lines should be clear enough to communicate your intent and compelling enough to convince the user to click your ad and visit your site.
- **Display URL** (35 characters, including spaces): This line indicates which website the user will visit if he or she clicks your ad.
- **Destination URL** (up to 1024 characters): This is the actual page where users land when they click your ad. The URL won't appear in your ad. Many advertisers link their ads to particular destination pages within their website, but use the simpler URL of their homepage as the display URL.

Certain wide characters and double-byte characters will reduce the number of characters permitted per line.

To learn about other ad formats, review the [Using Different Ad Formats](#) lesson.

## Basic AdWords Features

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### Basic AdWords Features

**Objective:** Learn some basic AdWords terminology. Understand the benefits of the Google Network, language and location targeting, and placement targeting.

### About the Google Network

With Google AdWords, your ads are eligible to appear on the Google Network — comprising thousands of high-quality search and content sites and products across the web — in addition to Google search results pages. Electing to show your ads on the Google Network can greatly expand your marketing presence to customers you might not have reached on Google alone.

The Google Network is divided into the Google search network and the Google content network. Advertisers can choose to show their ads on either or both of these networks.

- **Google search network:** Includes Google search pages, search sites, and properties that display search results pages, such as Froogle and Earthlink. AdWords ads can appear alongside or above search results, as part of a results page as a user navigates through a site's directory, or on other relevant search pages.
- **Google content network:** Includes news pages, topic-specific websites, blogs, and other properties - such as Gmail and The New York Times. AdWords ads can appear on a webpage if the content and URL of that page relate to the ad.

To learn more about the Google Network, see the [Search and Contextual Targeting](#) lesson.

## Basic AdWords Definitions

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

**Cost-per-click (CPC):** Under its 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 for a search query and users don't click it.

**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:** You can find a first page bid estimate for each of your keywords on the Keyword Analysis page. 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.

**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.

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

## About Language and Location Targeting

A significant benefit of AdWords is the ability to target your ads to almost any language and location worldwide. For example, you can target your ads to Spanish speakers in California or to Portuguese speakers in Brazil.

This language and location targeting functionality lets you tailor your ads and promotions to increase your business's appeal to a variety of audiences.

To learn more, see the [Language and Location Targeting](#) lesson.

## About Keyword and Placement Targeting

AdWords offers two ways to target ads:

- With keywords
- With placements

Keyword targeting is Google's traditional advertising model, whereby advertisers select keywords that can trigger their ads to appear on Google

search pages and on the Google content network. (Unless specified, most of the content in the Learning Center focuses on keyword-targeted advertising.)

Placement targeting lets advertisers choose individual sites in the Google content network where they'd like their ads to appear. A placement can be an entire website, or it can be a subset of pages or ad units on a site, as defined by site's publisher. For example, a news site might offer you the chance to place your ads across its entire site, only on its front page, or just in ad units on the upper half of its sports pages.

Placement targeting gives advertisers even greater flexibility to control exactly where their ads show. Keywords and placements are both available in AdWords campaigns. You can target keywords only, placements only, or both keywords and placements to reach the audience you most want for your ads.

To learn more, visit the [Keyword Targeting](#) and [Placement Targeting](#) lessons.

## Benefits of AdWords

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### Benefits of AdWords

**Objective:** Learn how Adwords provides a one-size-fits-all advertising medium.

### Why Choose AdWords?

AdWords advertising lets you:

- Target your ads specifically to people who are looking for your products or services.
- Avoid showing your ads to users who aren't likely to purchase from you.
- Obtain the maximum return on your advertising investment.

**Reach:** Each month, approximately 80% of Internet users in the United States (and hundreds of millions more worldwide) view AdWords ads. AdWords can offer you instant access to this vast audience of potential customers.

**Cost:** AdWords is cost-effective for businesses of all sizes.

- You can choose to pay for ad clicks (CPC) or for impressions (CPM).
- Because you can choose your own CPC or CPM amounts, you decide how much you'll pay each time someone clicks or views your ad.
- There's no minimum spending limit. In addition, you can set a maximum daily spend (daily budget) that the AdWords system won't exceed.
- You can edit your budget settings at any time.

To learn more about AdWords pricing, see the [Pricing and Ranking](#) lesson.

**Timing:** Google AdWords ads engage potential customers at precisely the right moment — when users are actively searching for information (keywords or content) related to your business. Your AdWords ads ensure that your website is only a single click away.

**Flexibility and Control:**

- You can edit an existing ad, then see your updates within 15 minutes.
- You can edit your account at any time, as often as you like. AdWords is available 24 hours a day, 7 days a week.

- Ads start running for the first time almost immediately after you activate your account with your credit card or direct debit information. (Advertisers in certain countries can pay by bank transfer. In this case, ads run when we receive the first payment).

## AdWords Policies

### AdWords Link Policy

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#### AdWords Link Policy

Objective: To learn how to create ads that comply with the [link policy](#).

#### Link Policy Overview

URL stands for Uniform Resource Locator, and is commonly called a web address. There are two URLs associated with each AdWords ad: display URL and destination URL. The two types are explained below, along with the guidelines for each. Also outlined below are the requirements for the website to which your ad links.

**Display URL:** AdWords ads include a display URL. For example, the display URL in the ad below is 'www.books.com.'



So as not to mislead users, the display URL should give users a clear idea of the website or landing page to which they will be taken when they click on an ad. Display URLs must:

- Indicate who owns the destination URL, but does not need to match the actual destination URL of the landing page exactly.
- Appear to be a viable website address. It must include the appropriate extension such as '.com,' '.net,' and 'co.uk,' but 'www' and 'http://' are not required.
- Represent a website. The display URL also cannot be an email address. For example, 'flowers@flowers.com' would not be allowed.
- Comply with editorial policy, which will be discussed in later topics.

Here is an example of a correct and an incorrect display URL:

Correct:

Destination URL: bigbookstore.com/new/a-c.htm

Display URL: bigbookstore.com

Clicking on the ad takes users to a page within the bigbookstore.com website. Even though the display URL is different from the destination URL, it accurately represents where the user will be taken when he or she clicks on the ad.

Incorrect:

Destination URL: http://www.amazon.com/home.html/104-7002842-259

Display URL: bigbookstore.com

The display URL bigbookstore.com does not accurately represent the site to which the user will be taken, which is a page within the amazon.com domain. This is improper use of the display URL. An ad with this display URL would not be approved.

Here are some of the guidelines included in our [link policy](#):

**Destination URL:** The destination URL is the web address of the landing page to which an ad will actually link. The guidelines surrounding the destination are designed to ensure users clicking on AdWords ads will find what they are looking for easily and quickly. Your ad will not be approved if your destination URL does not meet all three of the following rules:

- It must link to a working website. If a user clicks on your ad but your site isn't working, you are charged for a click, but you have no chance to convert this user into a customer.
- It must not link to a site that is under construction or broken. The site must have content. Otherwise, users will not find what they are looking for.
- It must not require a program other than the browser to view the landing page. In other words, the destination URL must be an HTML page. Some unacceptable formats of destination pages include Adobe Acrobat and MS Word. If your site requires another program to load, not all users will be able to view your site without loading additional software. This detracts from the user experience.

**Back Button:** After linking to your website, the back button must work properly and return the users to the page on which the AdWords ad is located within one or two clicks.

**Pop-Ups:** Pop-ups are defined as any browser window that opens in addition to the original window, regardless of content, function, size, or source. When a user enters or leaves your site, no additional browser window, including pop-unders, should appear. Pop-unders are browser windows that open behind the original browser window. This policy is based on research indicating that users find pop-ups distracting, leading to a poor user experience.

**Affiliate Policy:** Affiliates get paid a commission to promote a merchant's website and drive traffic or create sales on that site. We allow affiliates to use AdWords advertising. Please note that we will only allow one ad for affiliates and parent companies sharing the same display URL per search query.

Please review the [complete list of link policies](#).

## AdWords Product Content and Editorial Policy

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### AdWords Product Content and Editorial Policies

Objective: Learn about content policies regarding the kinds of products and services that may be advertised through Google AdWords, and about the editorial standards for AdWords ads.

### AdWords Editorial Policy Overview

Below is a sampling of key AdWords editorial policies. Please refer to the detailed [AdWords Advertising Policies](#) pages for our complete set of Editorial & Format policies for each ad format.

**Spacing:** You should have appropriate spacing between each word and after punctuation. For example, 'C-h-e-a-p C-l-o-t-h-e-s' would not be allowed. Similarly, 'Free Shipping.Buy Now' would also not be allowed.

**Punctuation & Symbols:** Punctuation cannot be used to attract a user's attention. It should not be unnecessary or repeated two or more times in a row. In addition, your ad title cannot contain an exclamation point, and an ad can contain only one exclamation point in total. Furthermore, all symbols, numbers, and letters must adhere to their true meaning; you may not use them in place of words. For example, 'We have a huge selection 4 U online!' is violating this policy because '4' and 'U' are replacing words.

**Grammar & Spelling:** Ads must comply with basic grammar and spelling guidelines, using logical sentence or phrase form as well as correct spelling. Appropriate grammar and spelling greatly contributes to the clarity and credibility of your ads. The only exceptions to our spelling policy are commonly misspelled words or spelling variations that the majority of users would recognize and understand. If you can find the word in an online dictionary, it's generally acceptable.

**Capitalization:** A word cannot appear in all capital letters to draw attention to that word or phrase. For example, 'FREE' or 'NEW' would not be allowed. However, capitalizing the first letter in each word of your ad is allowed.

**Repetition:** Repetition should not be used in a gimmicky manner or for the sake of promotion. Specifically, the same word cannot be repeated three or more times in a row. For example, an ad with the title 'Deals, Deals, Deals Here' would not be allowed. The ad title should be replaced with a phrase like 'Amazing Deals Here' to comply with this policy requirement.

**Inappropriate Language:** Ads, including the display URL, cannot contain language that may be considered inappropriate or offensive to some users. This also applies to misspellings, self-censored, or other variations of inappropriate language.

**Unacceptable Phrases:** Certain 'call-to-action' phrases cannot appear in the ad text if they are not descriptive of the product, service, or website. For example, a generic phrase like 'click here' would not be allowed. An example of a good 'call-to-action' phrase would be 'Order Your Online Contacts Today' because it is representative of the product and the site content.

**Superlative Claims:** Superlatives are words that emphasize superiority. In the interest of making sure users feel they are being treated in an honest, credible manner, your ad text cannot contain comparative or subjective phrases such as 'Best' or '#1' unless verified by a third party. This verification must be clearly displayed on your website.

For example, if an ad claims to be the 'Best of the Web,' the site must display third party verification of the claim. A Forbes Magazine seal indicating this site received a best of the web award would be acceptable, and the ad would comply with this policy.

**Competitive Claims:** Competitive claims are claims that imply that your product/service is better than a competitor's. Competitive claims in your ad text must specifically be supported on your landing page. This establishes trust with your user and ensures that the user is finding exactly what they expect to find based on your ad text.

You can offer support for your claim in a variety of ways such as a chart or table that compares the features of your product versus your competitor's product or a competitive analysis discussing why your product is superior.

For example, ad text that states 'better than SmartFilter' would be considered a competitive claim and would require support on the website. If the landing page includes a competitive analysis of the advertiser and SmartFilter, this claim would be acceptable and the ad would be approved.

**Offer Not Found:** Any specified price, special discount, or free offer displayed in ad text must be clearly and accurately supported within 1-2 clicks of your ad's landing page. Examples of offers that must be supported include '50% off all items,' 'Save \$20 on first purchase,' 'free hat with purchase,' 'DVDs for \$5 each' and similar phrases. Prices in your ad text must be accurate. Prices can also apply to bulk purchases. For free offers, it is acceptable if the user can infer that the product is indeed free, even if the word 'free' does not appear along with that product or service.

## Screened Products Content Policy Overview

The goal of our Content Policy is to provide an advertising service with fair and consistent policies that benefit our users, advertisers, partners, and Google.

To run your ads on Google or our growing network of sites, products, and services, you must adhere to all of our policies.

Application of our policies will always involve an element of discretion, and we reserve the right to reject or approve any ads. Please note that the decisions we make concerning advertising in no way affect the search results we deliver.

Ads and keywords are screened for products that:

- May be subject to legal regulations and/or restrictions
- May contribute to a negative user experience
- May be contrary to Google's values or policies

For a list of the products we currently monitor, please see our [Content Policy](#).

Please be aware that these products and services are subject to change, as are the guidelines governing this list. Please refer to Google's online guidelines frequently to ensure that your ads and keywords are complying with these guidelines.

## AdWords Image Ads Policy

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### AdWords Image Ads Policy

Objective: Learn how to create image ads that comply with the [image ads guidelines](#).

### Image Ad Guidelines

[Image ad policy](#) regulates the type and quality of images that you may use in your image ads. The goal is to maintain standards for image quality and content, to ensure user satisfaction and your success.

The policy covers image ads specifications, such as ad and image quality, unacceptable image content, and image layout.

It's important to note that:

- Your image ads must adhere to the policies that apply to text ads, as well as these additional policies for image ads.
- Image ads are available in many languages. Here is a [complete list](#).
- Image ads are not shown on Google search results pages. Image ads are shown on some partner sites.

Guidelines summary:

**Quality:** Google does not allow images to be of poor quality. Images must be clear and readable. The content and purpose must be easy to understand, and all text must be clear and legible.

**Deceptive Tactics:** AdWords does not allow mock animated features, such as mock drop down menus, search boxes, or other functionality that does not actually work for the user. Mock dialog boxes or error messages such as those generated by windows or Internet Explorer are not allowed. Clicking on these drop downs or boxes will be registered as a click on the image ad, and thus these features are unnecessary and deceptive.

**Image Ad Layout:** Image layout guidelines govern the size and orientation of your ad. Image ads have specific height and width requirements, and must completely fill the area of the size you choose. Otherwise, image ads may not look correct on partner sites since images may be much smaller than the format chosen. Images cannot be rotated or inverted. Images cannot show more than one ad at a time or the same ad multiple times.

**Image Ad User Bar:** When your image appears on Google's partner sites, an image user bar will automatically be included. The user bar is

comprised of a display URL, a link for users to give feedback to Google on the ad, and a designation that this ad is provided by Google. Since these features are already included by our automated system, you do not need to include any of them in the images you upload. Otherwise, the information will be duplicated.

**Image Ad Content.** Just as we do for text ads, we have guidelines for appropriate content that can appear in images. Generally, the content of image ads must be family safe, meaning the images must be appropriate for viewing by minors. Therefore, your image ad cannot contain any adult material, sexual themes, or inappropriate language. Examples of ad content that would not be approved include an ad that promotes drinking alcohol, scantily clad women, and an ad for a porn site.

Please review the [complete list of image ad policies](#).

## Google's Trademark Policy

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### Trademark Policies

Objective: Understand Google's trademark policy and complaint procedures.

### What is a Trademark?

A trademark is a word, phrase, logo, or symbol that identifies and distinguishes a product or service from others in the marketplace. Multiple trademark owners may claim the right to the same term, as long as each owner operates in a different industry. Trademark ownership is location-based, and therefore must be obtained on a country-by-country basis.

### Google's Trademark Policy

With Google AdWords, advertisers may select trademarked terms as keywords or use them in the content of the ad. As a provider of space for advertisements, Google is not in a position to arbitrate trademark disputes between advertisers and trademark owners. As stated in our Terms and Conditions, advertisers are responsible for the keywords and ad text that they choose to use. Accordingly, Google encourages trademark owners to resolve their disputes directly with the advertiser, particularly because the advertiser may have similar ads on other sites. However, as a courtesy to trademark owners, Google is willing to perform a limited investigation of reasonable complaints.

Google's trademark policy does not apply to search results, only to sponsored links. For trademark concerns about websites that appear in Google search results, the trademark owner should contact the site owner directly.

Learn more about Google's [trademark policy](#) and [copyright policy](#).

### Google's Trademark Policy Across Different Regions

When Google receives a complaint from a trademark owner for [a region listed here](#), Google only investigates the use of the trademark in ad text. **Google will not disable keywords in response to a trademark complaint in these regions.**

In all other regions Google is able to investigate the use of the trademark at issue in ad text and/or keywords. Please note that Google's investigation will only affect ads served on or by Google.

Google's trademark policy in the U.S. allows some ads to use trademarks in the ad text. Trademarked terms can be used in the ad text of ads that appear to be submitted by the following:

- Resellers
- Informational sites
- Makers or resellers of components or parts for the goods and services related to the trademark term
- Makers or resellers of compatible components or parts for the goods and services related to the trademark term

The product or services from resellers must be on the ad's landing page and must be clearly available for purchase from the ad's landing page.

The ads approved to run under the US policy which contain trademarks in the ad text, if not explicitly authorized by the trademark owner, will have limited serving, showing only in the US. The ads will not show on Google sites in other countries.

For more detailed information about the trademark complaint process and procedures, please visit [Google's Trademark Complaint Procedure page](#).

## AdWords Copyright Policies

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### Copyright Policies

Objective: Understand Google's copyright policy and copyright claims procedure.

### What is a Copyright?

A copyright is the legal right granted to an author, composer, playwright, or publisher to exclusive publication, production, sale, or distribution of a literary, musical, or artistic work.

### Google's Copyright Policy

Google's policy on copyrights pertains to website content and can apply to ads, search results, and Google Groups postings. Google's policy stems from the Digital Millennium Copyright Act (DMCA). Once a copyright owner submits a form with the required information, Google will investigate the claim per the DMCA and remove the allegedly infringing material, if appropriate.

In accordance with the DMCA, ads may be removed for copyright infringement reasons. Ad disapprovals due to copyright complaints may be contested through the DMCA counter notification procedure.

Learn more about [Google's copyright policy](#).

### Copyright Claims Procedure

For Google to investigate claims of alleged copyright infringement, the copyright owner must provide the following information in a signed letter on company stationery:

1. Identify in sufficient detail the copyrighted work that you believe has been infringed. For example, 'The copyrighted work at issue is the text that appears on [www.google.com/ads](http://www.google.com/ads).'

2. Identify the material that you claim is infringing the copyrighted work listed in item #1 above. This requires you to provide the search query that you used and the URL for each allegedly infringing ad.
3. Provide information reasonably sufficient to permit Google to contact you (email address is preferred.)
4. Provide information, if possible, sufficient to permit Google to notify the owner or administrator of the web page that allegedly contains infringing material (email address is also preferred.)
5. Include the following statement: 'I have a good faith belief that use of the copyrighted materials described above on the allegedly infringing web pages is not authorized by the copyright owner, its agent, or the law.'
6. Include the following statement: 'I swear, under penalty of perjury, that the information in the notification is accurate and that I am the copyright owner or am authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.'
7. Your signature.

The administrator of an affected site may make a counter notification. When we receive a counter notification, we will reinstate the material in question. To file a counter notification with us, you must provide a written communication that sets forth the items specified below.

1. Identify the specific URLs of material that Google has removed or to which Google has disabled access. For Google Groups, identify the sender, date, newsgroup, and subject matter of all the material in question.
2. Provide your name, address, telephone number, email address, and a statement that you consent to the jurisdiction of Federal District Court for the judicial district in which your address is located (or Santa Clara County, California if your address is outside of the United States), and that you will accept service of process from the person who provided notification under subsection (c)(1)(C) or an agent of such person.
3. Include the following statement: "I swear, under penalty of perjury, that I have a good faith belief that each search result or message identified above was removed or disabled as a result of a mistake or misidentification of the material to be removed or disabled."
4. Your signature.

## Where to Send Your Copyright Claim Letter

Copyright complaints, like Trademark complaints, should be mailed to the following address:

Google, Inc.  
Attn: Google AdWords, Copyright Complaints  
1600 Amphitheatre Parkway  
Mountain View, CA 94043  
USA

You can also fax us your letter.  
In the US: 650-963-3255  
Outside the US: 011-650-963-3255  
Attn: Google Copyright Complaints

## Google's Invalid Clicks Policy

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### Google's Invalid Clicks Policy

Objective: Learn how to define invalid clicks and explain the steps that Google takes to monitor invalid clicks on AdWords ads.

## What Are Invalid Clicks?

Invalid clicks are clicks generated by prohibited methods. Examples of invalid clicks may include repeated manual clicking or the use of robots, automated clicking tools, or other deceptive software. Invalid clicks are sometimes intended to artificially and/or maliciously drive up an advertiser's clicks and or a publisher's earnings. Sources of invalid clicks may include:

- Manual clicks intended to increase your advertising costs or to increase profits for website owners hosting your ads.
- Clicks by automated tools, robots, or other deceptive software.

We closely monitor these and other scenarios to help protect advertisers from receiving invalid clicks.

## How Google Combats Invalid Clicks

The security of Google AdWords advertisers is important to Google. Our proprietary technology analyzes clicks and impressions in an attempt to determine whether they fit a pattern of use that may artificially drive up an advertiser's clicks.

The goals of our system are to automatically identify clicks generated by unethical users and automated robots and to filter out these clicks before they ever reach your reports. However, if we believe you've been charged for invalid clicks in the past two months, we'll apply a credit to your account .

Google has three powerful tools for protecting clicks on AdWords ads:

**Detection and filtering techniques:** Each click on an AdWords ad is examined by our system. Google looks at numerous data points for each click, including the IP address, the time of the click, any duplicate clicks, and various other click patterns. Our system then analyzes these factors to try to isolate and filter out potentially invalid clicks.

**Advanced monitoring techniques:** Google uses a number of unique and innovative techniques for managing invalid click activity. We can't disclose details about the software, except to say that we're constantly working to expand and improve our technology.

**The Google Team:** In addition to our automated click protection techniques, we have a team that uses specialized tools and techniques to examine individual instances of invalid clicks. When our system detects potentially invalid clicks, a member of this team examines the affected account to glean important data about the source of the potentially invalid clicks.

## Identifying Invalid Clicks

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### Identifying Invalid Clicks

Objective: Learn how to explain possible reasons for an increase in clicks, and why high click volume doesn't necessarily indicate invalid click activity.

### Common Reasons for Click Increases

An ad may receive a large number of clicks for several legitimate reasons. The following factors may lead to an increase in clicks:

**Competitor Behavior:** If a competitor has stopped running his or her ad, your ad may start receiving more clicks.

**Google Network:** You may see an increase in traffic if your ads have recently been approved to run on search and content sites and products in the Google Network, if you recently opted in to the Google Network, or if new sites for which your ads are relevant join our content network. Also, your ad may receive an unexpected increase in clicks if it appears on a site with a large audience. For example, if you run an ad for a weight loss product, you might see a significant increase in impressions and clicks when the online version of The New York Times runs a feature on weight loss. Please see the [Search and Contextual Targeting](#) lesson for more information about the search and content networks.

**Seasonal Changes:** Fluctuation in clicks due to seasonal promotions or special sales are common. Keywords popular at particular times of the year will also experience a higher click volume regardless of whether you have made proactive seasonal changes to your account content. For example, if you sell greeting cards, you may see a significant increase in clicks as a holiday approaches, even if you aren't advertising cards for that particular holiday.

**Budget Changes:** Increasing your daily budget or maximum cost-per-click (CPC) may cause an increase in clicks and impressions. A higher maximum CPC can help to increase the position of your ad, which can lead to more clicks on Google and on the Google Network.

**Ad Relevancy:** If your keywords are too general, your ad may accrue clicks and impressions but yield very few sales. To make sure your ads are running optimally, please refer to the [Preparing to Optimize](#) lesson.

## Multiple Clicks from One Source

Even if an ad receives multiple clicks from a single source, the clicks aren't necessarily invalid. Be sure to consider the following possibilities if your weblogs show multiple clicks from a single source:

**Internet service provider:** an Internet provider (such as AOL, Earthlink, or Comcast) may assign identical IP addresses to multiple users by geographic area.

**Comparison shopping:** individual users may legitimately click on your ad more than one time when comparison shopping or returning to your site for more information.

## Identifying Invalid Clicks

If you believe your ads have been affected by invalid clicks, please follow the steps below before you contact us:

1. Identify instances of suspicious activity, such as receiving 2 or 3 times the normal number of clicks you would receive on a single day. Keep in mind that you may see a sudden increase in impressions or clicks as a result of legitimate user activity, such as seasonal increases in clicks or the appearance of your ad on the Google Network. Google's proprietary technology works to filter out invalid impressions and clicks before they reach your reports.
2. Look at click patterns over time. Identify changes from week to week that aren't explained by any of the legitimate reasons for high click volume. See the [Reports](#) lesson to learn more about how to review your account activity.
3. Compare your weblogs to your AdWords account reports. (If you're not sure how to access your web logs, talk with your webmaster or website hosting service.) If your web logs show a higher number of clicks, remember that Google's technology works to filter out invalid clicks before they reach your reports. If your account shows a higher number of clicks, remember that Google relies on its own servers' web logs to supply site traffic data to include in your reports. By creating an AdWords account, advertisers agree to

accept the Google AdWords reporting system and reported metrics as provided in the AdWords program Terms and Conditions.

## Pricing and Ranking

### Investigating Invalid Clicks

If you believe that your account reports reflect clicks that are more extreme than ordinary user behavior or that exhibit strange patterns, please [contact us](#).

We have a team that investigates invalid click activity on a case-by-case basis. To expedite their time-intensive investigation, please include the following information in your email to us:

1. The campaign(s), ad group(s), and/or keyword(s) associated with the suspicious clicks.
2. The date(s) and time(s) of the suspicious click activity.
3. Any data in your weblogs or reports that indicate suspicious IP addresses, referrers, or requests.
4. A paragraph describing the trends in logs and/or reports that led you to believe the click activity is invalid.

The verification and research process can be time consuming, and we appreciate your patience while our investigation team reviews your account. Please allow 3-5 business days for us to respond. If you have any additional information, please be sure to let us know so we can include it in our review.

## AdWords Pricing

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### AdWords Pricing

Objective: Learn how much AdWords costs. Understand how your daily budget, CPC or CPM bid, and Quality Score influence the amount you'll pay.

### About CPC and CPM Bids

In campaigns targeted to the search network, you set a cost-per-click (CPC) bid for each ad group or keyword in your campaign. Your CPC bid refers to the amount you're willing to pay for a click on your ad when the ad appears on Google or one of our partner sites.

In campaigns targeted to the content network, you choose to make either a CPC bid or a cost-per-thousand impressions (CPM) bid for each ad group, keyword or placement in your campaign. A CPM bid refers to the amount you're willing to pay each 1000 times your ad appears on one of Google's partner sites. That means you pay when your ad shows, whether or not a user clicks the ad.

Placement targeting is covered in more detail in the [Placement Targeting](#) lesson. CPM bidding is not available for campaigns that target the search network. CPM bidding is available for campaigns that target only the content network.

With both CPC and CPM pricing, you're in control of your bids. Additionally, AdWords helps keep your costs to a bare minimum with the AdWords Discounter and smart pricing. To learn more about these methods, visit the [Cost Control](#) lesson.

## About Daily Budgets

Your daily budget is the amount you're willing to spend on a specific campaign each day. We'll show ads within a campaign as often as possible to meet your daily budget.

To help you set a daily budget that maximizes your ad's visibility, AdWords provides daily budget recommendations within your account. These recommendations are based on historical click data for the same or similar keywords that you choose for your ads, among other factors.

If your daily budget is lower than the AdWords recommended amount, your ads may not show all the time. Should this happen, we'll display your ads intermittently throughout the day so they won't stop showing altogether (per [standard delivery settings](#).)

Setting your daily budget to the amount we recommend is optional — you're always in full control of your AdWords account, and you can edit your campaign's daily budget as often as you like.

To learn more about setting your daily budget, visit the [Cost Control](#) lesson.

## About Quality Score and CPCs

Quality is the most important factor in determining the amount you'll pay when someone clicks your keyword-targeted ad. The higher your Quality Score, the less you pay for a given ad position, and vice versa. To improve your Quality Score and lower your cost-per-clicks (CPCs), try optimizing your account. Learn more at our [Account Optimization lesson](#).

## About AdWords Costs

AdWords doesn't have a minimum spending requirement — just a nominal, one-time activation fee. You set your spending limits, depending on your advertising goals. In addition, you pay only for clicks or impressions that your ad receives. You control your costs through:

- Your daily budget
- Your CPC and CPM bids
- Your Quality Score

## Ad Ranking

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### Ad Ranking

Objective: Ad rank is your ad's position on a page. Learn how we rank your ads and help keep your costs down.

### How are ads ranked?

Ads are positioned on search and content pages based on their Ad Rank. The ad with the highest Ad Rank appears in the first position, and so on down the page.

The criteria determining Ad Rank differ for ads on search results pages (which are always targeted by keywords only) and ads targeted by keywords on content sites. There's also a third set of criteria determining if an ad targeted only by a placement will appear on that placement.

A keyword-targeted ad is ranked on a search result page based on the matched keyword's cost-per-click (CPC) bid and Quality Score, which is calculated from its clickthrough rate (CTR) on Google, the relevance of your ad and keyword to the search query, and other relevance factors.

A keyword-targeted ad is ranked on a content page based on its content bid and Quality Score, which is calculated by the ad's past performance on that and similar sites, your landing page quality, and other relevance factors. This is true even if you have also targeted placements in the ad group, and even if you have chosen 'Relevant pages only on the placements I target' as your content network setting. If a keyword helps target your ad on the content network, then the keyword-targeted Quality Score formula is used.

If an ad is targeted by placement only, without keywords, it will appear if its Ad Rank is higher than that of all the competing ads. It will appear as the only ad on that page. For an ad targeted by placement only with cost-per-thousand impressions (CPM) bidding, the Ad Rank is determined by its CPM bid and its Quality Score, which is derived from your landing page quality. For an ad targeted by placement only with CPC bidding, the clickthrough rate is also considered when creating the Quality Score.

[Learn more](#) about placement targeting.

Having high CPC and CPM bids, relevant ad text, a strong CTR, and a quality landing page will result in a higher position for all your ads. Because this ranking system uses relevance to help determine your ad's position, your ad can't be locked out of the top position based solely on price.

## Content Network Pricing and Ranking

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### Content Network Pricing and Ranking

Objective: Understand how cost-per-thousand-impressions (CPM) pricing works and how CPM ads compete with CPC ads.

### About CPM Pricing

The content network lets you bid for ad space in either of two ways: with the classic cost-per-click (CPC) pricing, or with cost-per-thousand impressions (CPM) pricing.

With CPM pricing, you set the maximum price you're willing to pay for every 1000 impressions, or views, your ad receives on a given site. This means that you're charged whenever your ad appears, whether a user clicks it or not.

As it does with keyword-targeted ads on the search network, AdWords automatically lowers the actual CPM to the minimum price needed to win the auction in a given position on the content network. In many cases, advertisers pay a price lower than their CPM bid.

CPM pricing can be used with keywords or with placements. CPM pricing is available only for campaigns that target the content network. It can't be used in campaigns that target the search network.

### CPC vs. CPM Page Ranking

When an ad with CPC pricing and an ad with CPM pricing enter the same auction, AdWords uses a system of effective CPM, or eCPM, to compare and rank the ads.

For ads with CPC bidding, the AdWords system considers the ad's bid, clickthrough rate (CTR), and other relevance factors, all taken across 1000 impressions. The resulting figure is the ad's eCPM, or effective cost per thousand impressions.

For any available ad position, the eCPMs of ads with CPC pricing are compared to each other and to the bids of any eligible ads with CPM bidding. The highest-ranking ad wins the position and is displayed to the user. An image ad must outrank the eCPM of the top four keyword-targeted text ads in order to win the space.

No matter which type of ad wins the position, the AdWords Discounter monitors the competition and ensures that the winning ad is charged only what is necessary to maintain its ranking above the next highest ad.

To learn more about the AdWords Discounter, visit the [Cost Control](#) lesson.

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# Account Types, Setup and Structure

Complete Learning Center Path - Lesson 2 of 9

## Getting Started with AdWords

[Return to the Complete AdWords Learning Center Lesson Index](#)

## Starter Edition and Standard Edition Accounts

### Starter Edition and Standard Edition Accounts

Objective: Understand the difference between a Starter Edition and a Standard Edition account and which account is better for you. Learn how to sign up for an account, how to run the most basic version, and how to graduate to Standard Edition.

### Activating Your Account

After you sign up for an account, Google will send you an email asking you to verify your account. Your account won't be activated — and your ads won't run — until you verify your email address and set up your billing information.

The process is slightly different for Starter Edition and Standard Edition campaigns. In Starter Edition you will have created your first ad campaign already, so you'll be asked to submit your billing information as your next step. The process will go like this:

- Check the 'in' box of the email account you submitted when signing up for AdWords. You should find a verification email from AdWords. Open the email and click the link to visit the AdWords login page.
- Sign in to your AdWords account using the same email and password.
- Click the link in the red box at the top of your account page asking you to submit your billing information.
- Select a billing address and time zone for your account.
- Choose your payment option.
- Complete the activation process by agreeing to the AdWords terms and conditions and clicking **Save and Activate** on the last page.

If you created a Standard Edition account, you won't yet have created your first campaign. So the process will go like this:

- Check the 'in' box of the email account you submitted when signing up for AdWords. You should find a verification email from AdWords. Open the email and click the link to visit the AdWords login page.
- Sign in to your AdWords account using the same email and password.
- Decide whether you'd like to create an ad campaign or submit your billing information first. You can do these in either order, but you must do both things before your ads can begin running on AdWords.
- To create a campaign, click the button reading **Create your first campaign**. Follow the instructions to target your audience, create an ad, and select a budget. When your campaign is done, you'll be returned to the main page of your account.
- To enter your billing information, click the **My Account** tab. Then click the **Billing Preferences** link and enter your billing information, including the time zone for your account. Then click **Save and activate**.

In both cases, your available payment options will depend on your billing currency and location. Review our [payment options page](#) for more information. If you choose to pay by direct debit or credit card (which we recommend), your ads will run soon after you submit your billing information. If you opt for bank transfer, your ads will run after we receive your first payment (typically 10 working days after you initiate the transfer).

With both Starter and Standard Editions, you'll be asked to choose a time zone for your account. This time zone determines the official "working day" for all billing, reporting, and statistics in your account. Choose your time zone carefully; once selected, it can't be reset.

If you chose to create a Starter Edition account, continue reading the rest of this lesson. If you chose Standard Edition, skip to [AdWords Account Structure](#).

## Choosing Between Starter Edition and Standard Edition

Which account is better for you? Starter Edition is usually useful for advertisers who want to advertise a single product or service through a single campaign. Standard Edition is better for advertisers who want to run multiple ad campaigns and who want greater flexibility.

To help you decide, take a moment to compare the features in the table below.

	Starter Edition	Standard Edition
<b>Simplified sign-up process</b> Sign up with a minimized one-page form.	X	
<b>One product or service</b> Advertise a single product or service with one set of keywords and one or more ads.	X	
<b>Many products or services</b> Create campaigns for multiple products or services, each with many sets of keywords and ads.		X
<b>Multiple ad formats</b> Create text ads, image ads, and other rich ad formats.		X
<b>Basic reporting</b> See a one-page overview of the impressions, clicks, and costs for your ads.	X	
<b>Advanced reporting</b> See a complete library of reports for all aspects of your account. Create custom reports to analyze your costs and return on investment.		X
<b>Basic targeting</b> Target customers in one specific region (like a single country or city).	X	
<b>Advanced targeting</b> Target customers in many regions at once.		X
<b>Advanced cost control</b> Choose from many bidding options: keyword-specific bidding, content bidding, ad position preference, and more.		X
<b>Advanced planning tools</b> Boost your campaign performance with advanced features like conversion tracking, the AdWords traffic estimator, and helpful variations and statistics from the Keyword Tool.		X
<b>Placement targeting</b> Place your ads on the specific websites that appeal to your customers.		X

Please note that, with the introduction of a new AdWords interface, new AdWords advertisers may no longer be given the option of Starter Edition vs. Standard Edition. If you don't see this option upon sign-up, you can assume that you are using the new AdWords interface. This Learning Center currently trains on the previous AdWords interface, but you can find out more about the new interface by visiting the main AdWords Help Center.

## About Starter and Standard Edition Accounts

Google AdWords offers two types of accounts: Starter Edition and Standard Edition.

- Starter Edition is a highly simplified version of AdWords that lets new users advertise a single product or service, using a one-page signup form. A Starter Edition account has no ad groups, rich ad formats, placement targeting, or other advanced features.
- Standard Edition is the more typical account, which includes multiple ad campaigns and ad formats, plus advanced features like ad scheduling, Google Analytics, and more.

Most new users choose to create a Standard Edition account. Those who choose the Starter Edition account can later "graduate" to a Standard Edition account at any time, for no additional fee.

Please note that, with the introduction of a new AdWords interface, new AdWords advertisers may no longer be given the option of Starter Edition vs. Standard Edition. If you don't see this option upon sign-up, you can assume that you are using the new AdWords interface. This Learning Center currently trains on the previous AdWords interface, but you can find out more about the new interface by visiting the main AdWords Help Center.

## Signing up for an Account

To sign up for either a Starter Edition or a Standard Edition account:

- Visit the [AdWords homepage](#), and click the button to get started.
- Select **Starter Edition** or **Standard Edition**, and click **Continue**.

The sign-up wizard will walk you through the process. If you select Starter Edition, you'll start by creating your ad campaign. You'll be asked to target an audience, create an ad, choose keywords that trigger the ad to show, and select a budget.

If you select Standard Edition, you'll begin by entering your email address and password and creating your AdWords account. Then you'll be invited to create your first campaign.

Here are some things to keep in mind during the sign-up process:

- If you already have a Google Account, we suggest you use it as your login address and password for AdWords as well. But you can also choose a different email address (one that you use often) and a secure password (at least seven characters that include both letters and numbers). This information is what you'll use to log in to your account in the future.
- It's OK to experiment. With AdWords you can always change your ad campaigns and other information as you go. The only exceptions to this are the billing currency and time zone information for your account; you'll select these you first submit your billing information, and they can't be changed later. But those small points aside, AdWords is built for change.
- The first campaign you create in Starter Edition will be a keyword-targeted campaign. If you set up a Standard Edition account, you will have more flexibility with your first campaign; you'll be able to start creating your campaign with either keyword targeting or placement targeting (but you can use both together if you prefer). See the [Step-by-Step Guide](#) for more information on the sign-up process. Or, read through the Learning Center to get a better idea of AdWords features before signup.

Please note that, with the introduction of a new AdWords interface, new AdWords advertisers may no longer be given the option of Starter Edition vs. Standard Edition. If you don't see this option upon sign-up, you can assume that you are using the new AdWords interface. This Learning Center currently trains on the previous AdWords interface, but you can find out more about the new interface by visiting the main AdWords Help Center.

## Running a Starter Edition Account

The My Ad Campaign page is the first page you see whenever you sign in to your Starter Edition account. This page gives you information on two topics:

1. The text and settings for your ad
2. The performance statistics for your ad

*Text and Settings*

The text and settings for your ad can be seen on the side of the page, above the keyword table. If you have multiple ads, they can be viewed and edited by clicking the **Ad Variations** tab.

- Click **Edit settings** to change the target language and location, and budget for your ads.
- Click **Pause** to stop your ads from running. If you pause your ads, this link will change to read **Resume**. Once paused, your ads will not appear to users until you click **Resume**.

#### Performance Statistics

The lower section of the page shows you the performance of your current keywords. The **Keywords** tab includes impressions (the number of times your ads have been displayed for each keyword), user clicks on your ads, and the total cost for those clicks. By clicking on the **Graphs** tab, you'll see graphs depicting the performance of your keywords.

Add new keywords by clicking **Add keywords**. Remove any keyword permanently by clicking **Delete** in the same row.

Near the bottom of your keyword table, the row labeled **Content network** shows the performance statistics for your ads on content sites. Click the **Turn off** link in that row to remove your ads from the content network.

In the upper right corner of the page, the health meter shows you how your account is performing. If your keywords and ads are working well, you'll see the message *Your ads are showing as they should*. If an ad is disapproved or if there are other problems with your account, you'll be alerted in this space.

At the very top of the page, click the **My Account** tab to edit the basic settings of your account, including your email address, your billing preferences, and other settings.

## Graduating to Standard Edition

A Starter Edition user can graduate to Standard Edition at any time. Once you graduate to Standard Edition, you can't return to Starter Edition. (Users who created a Standard Edition account to begin with also can't switch to Starter Edition.)

To graduate, click the **Graduate to Standard Edition** link at the bottom of the My Ad Campaign page.

Graduation transfers all the account information to a full Standard Edition account. Your existing ads become part of the first ad campaign in the new account, and your ads continue running.

The remainder of the Learning Center lessons focuses primarily on Standard Edition accounts. To learn more about Starter Edition, visit the [Starter Edition](#) section in the Help Center.

Please note that, with the introduction of a new AdWords interface, new AdWords advertisers may no longer be given the option of Starter Edition vs. Standard Edition. If you don't see this option upon sign-up, you can assume that you are using the new AdWords interface. This Learning Center currently trains on the previous AdWords interface, but you can find out more about the new interface by visiting the main AdWords Help Center.

## AdWords Account Structure

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### AdWords Account Structure

Objective: Understand the structure of an AdWords account — from the account level to the ad group level. Then, start thinking about how you can take advantage of AdWords versatility to suit your advertising needs.

### Account Structure

An AdWords account is structured like a pyramid, which expands from top down. It's broken down into three main levels. At the top level is **account**, followed by **campaign**, and then **ad group**. Each level has its own components:

- Account: Unique email address, password, billing information, and account preferences
- Campaign: Start and end dates, daily budget, Google Network preferences, target languages and locations, and advanced options
- Ad group: Ads, keyword and / or placement list, and CPC or CPM bids

An AdWords account contains up to 25 campaigns; a campaign can have up to 100 ad groups; and ad groups can contain up to 2000 placements, up to 2000 keywords, and up to 50 complementary ads that show when those keywords are searched.

## Account Navigation

Account			
Unique email address and password Billing information Account preferences			
Campaign		Campaign	
Start & end dates Daily budget Google Network preferences Language and location targeting		Start & end dates Daily budget Google Network preferences Language and location targeting	
Ad Group	Ad Group	Ad Group	Ad Group
One set of keywords and/or placements One or more ads CPC or CPM bids	One set of keywords and/or placements One or more ads CPC or CPM bids	One set of keywords and/or placements One or more ads CPC or CPM bids	One set of keywords and/or placements One or more ads CPC or CPM bids

## Account Organization

The basic idea behind AdWords structure is versatility. An advertiser has many options - to run one ad on a few keywords and placements, or hundreds of ads on thousands of keywords and placements. You can organize your campaigns in any way you wish. Successful advertisers, however, tend to build many small, highly targeted ad groups around individual products or services.

This is explained in much more detail in the [Starting Off Right](#) lesson.

## Account Navigation Overview

### Account Navigation Overview

Objective: Learn to navigate the main sections of your AdWords account.

### Accessing an AdWords Account

To access an AdWords account:

1. Visit the AdWords homepage at <https://adwords.google.com>.
2. Enter your email address and password in the login fields, and click **Sign in**. (If you're already signed into Google or AdWords with this information, Google skips this step and takes you directly to your account.)

If you have trouble accessing your account, click the **I cannot access my account** link below the login fields.

### Navigating Account Tabs

There are four main tabs, or sections, in all AdWords accounts: **Campaign Management**, **Reports**, **Analytics**, and **My Account**. Each section can have one or more sub-sections, which are listed as links directly underneath the tabs, and may vary depending on your account settings.

If you create a [My Client Center account](#), you'll see slightly different tabs. Similarly, if you sign up to be a Google Advertising Professional, you'll see an additional **Pro Center** tab. To learn more, visit the [My Client Center](#) lesson.

1. **Campaign Management:** Get a summary of your account's performance, find useful tools for managing your campaigns, and edit your campaigns and ads through this tab. Sub-sections: *Campaign Summary* (from which you can drill down to view campaign details and ad group details), *Tools*, *Conversion Tracking*, and *Website Optimizer*.
2. **Reports:** Create detailed reports on your account's performance. Sub-sections: *Report Center* and *Create Report*. To learn more, see the [Reports](#) lesson.
3. **Analytics:** Set up advanced performance tracking reporting for AdWords and other online advertising channels. Sub-sections: *Analytics Settings* and *View Reports*. To learn more, visit the [Google Analytics](#) section.
4. **My Account:** View and edit your billing and account login information. Sub-sections: *Billing Summary*, *Billing Preferences*, *Access*, and *Account Preferences*. For qualifying advertisers, there may also be a *Budget* page.

## Campaign Management

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### Campaign Management

Objective: Learn to navigate on the Campaign Summary page, and understand how to edit information at the campaign level.

### Campaign Summary

The Campaign Summary page is usually the first page you see when you sign in to your account.

From here you can:

**Search:** Use the 'Search my campaigns' box to search for words or phrases across all campaigns, ad groups, and ads in your account.

**Receive alerts:** You may see an alert box tinted yellow, green, or red. These alerts provide important information about your account and about new AdWords features — such as a declined payment.

**Create a new campaign:** Use the link above the table to create a new campaign.

**Change campaign status and settings:** Pause, resume, or delete campaigns, or edit campaign settings by checking the box to the left of one or more campaigns and then selecting one of the buttons above the table.

**Review the Campaign Summary table:** This table displays summary data about all online campaigns in your account.

Use the date range drop-down menus above the table to select the day or date range you'd like to review. You can also view all campaigns, all active campaigns, or all but deleted campaigns by clicking the appropriate link above the table.

Below are descriptions of each table column:

- **Campaign Name:** A list of your campaigns. Click the name of any campaign to see the ad groups within that campaign and any other relevant statistics.
- **Current Status:** The status of each campaign. A campaign's status can be Active, Paused, Deleted, Pending, or Ended:
  - *Active:* Set to run normally
  - *Paused:* Temporarily suspended and not currently running
  - *Deleted:* Deleted and no longer running
  - *Pending:* Not yet started running
  - *Ended:* No longer running as end date has already passed
- **Current Budget:** The current daily budget of each campaign
- **Clicks:** The clicks accrued for the ads in each campaign
- **Impr.** (impressions): The number of times the campaign's ads have been displayed on Google or on sites in the Google Network
- **CTR** (clickthrough rate): The number of clicks divided by the number of impressions that the ads have received. This is expressed as a percentage: 2 clicks for 100 page views equals a 2% CTR.
- **Avg. CPC** (average cost-per-click): The average cost accrued for clicks on the ads within that campaign.

- **Avg. CPM** (average cost per thousand impressions): The average cost per thousand impressions for ads in a placement-targeted campaign
- **Cost**: The total costs that a campaign has accrued during the time frame you selected
- **Conv. Rate** (conversion rate): How many user clicks turned into actual conversions for the advertiser. Conversion rate equals the number of conversions divided by the number of ad clicks. This applies only to users who have set up [conversion tracking](#).
- **Cost/Conv.**: The total cost divided by the total number of conversions. This tells you how much each conversion costs. This applies only to users who have set up conversion tracking.

To hide or show any of the above columns, click the 'Customize columns' link above the Campaign Summary table.

## Campaign Details

When you click a campaign name in the Campaign Summary table, you go to the Campaign Details page. From here you can review and edit your selected campaign and the ad groups in that campaign.

Here are few actions you can take:

### Campaign Level

- **Edit selected campaign**: Pause, resume, delete, and undelete the selected campaign. If you delete a campaign, you'll see an 'Undelete Campaign' button. You can also access the Edit Campaign Settings page.
- **Edit/add campaign negatives**: For more information on campaign negative keywords, see the [Keyword Targeting](#) lesson.
- **Edit site or category exclusions**: This link takes you to the Site and Category Exclusion tool, where you can select websites or categories of content where you don't want your ad to appear.

### Ad Group Level

- **Change ad group and names and states**: Rename, pause, resume, or delete one or more ad groups in the table. Check the box next to one or more ad groups you want to edit, and click the relevant button.
- **View different ad groups**: Use the drop-down menu above the table to show all ad groups, only active ad groups, or all but deleted ad groups.
- **Create new ad groups**: Use the 'New ad group' link below the basic campaign data to create a new ad group within the current campaign. Click the link, then choose 'Start with keywords' or 'Start with placements.'
- **Review summary statistics for your ad groups**: This table is similar to the other tables in your account — such as the Campaign Summary table covered previously — but with two additional columns:

- **Current Bids** : This column shows your current bid settings — including the default maximum or preferred bid, and optional content and placement bids — for each ad group within a campaign.
- **Avg. Pos.** (Average Position): This shows the overall average placement for ads within each ad group. (When running placement-targeted campaigns, the Avg. Pos. column doesn't appear.)

To look at any ad group in greater detail, click its name to see the Ad Group Details page. Click 'View all Ad Groups' to see the details for all ad groups on one page.

## Editing Campaign Settings

You can access this page via the **Edit Settings** button on the Campaign Summary page or via the **Edit campaigns settings** link on the Campaign Details page. The page contains the following sections:

**Basic Settings**: Edit your campaign name and end date.

**Budget Options**: Change your daily budget or delivery method.

- **Budget**: Daily budget helps determine your ad display. To make sure that your daily budget is high enough to show ads whenever possible, click the 'Recommended Budget' link below the daily budget field.
- **Delivery Method**: Choose the 'Standard' option to show your ads periodically throughout the day. Choose 'Accelerated' to show your ads as possible as until your daily budget is met.

**Networks and bidding**: This section includes these items:

- **Bidding strategy**: Select 'Change bidding strategy' to choose different ways to bid for your ads — such as with the Budget Optimizer or preferred CPC bidding.

- **Networks:** Adjust where your ads are distributed. When you start a new campaign with keywords, your ads are set by default to run on Google search, search partners, and the content network with the setting 'Relevant pages across the entire network.' When you start a new campaign with placements, your ads are set by default to run on the content network with the setting 'Relevant pages only on the placements I target.' To modify these settings, select or deselect the checkboxes and radio buttons. For more information, see the [Search and Content Targeting](#) lesson.
- **Position preferences:** Enable this feature to set a specific rank range that you'd like your text ads to appear on Google search and the search network.
- **Set a separate bid for content network impressions:** When you enable the content network, you can also check this optional box to set an additional default bid for when your ad appears on content network placements.
- **Demographics:** Click the 'View and edit options' link here to make an extra bid to apply when your ad is shown to members of certain demographic groups.

**Scheduling and serving:** This section includes these items:

- **Ad Scheduling:** Set up specific days and times when you want your ads to appear.
- **Ad Serving:** Choose how you'd like different ads in an ad group to compete. Either select 'Optimize' to show ads that perform better more often, or select 'Rotate' to display each ad an approximately equal number of times.

**Target Audience:** Specify the languages and geographic areas you'd like your ads to show for by adjusting your language and location preferences. To learn more, see the [Language and Location Targeting](#) lesson.

Once you've changed any of these settings, click the **Save Changes** button. Click **Cancel** to return to the original settings instead of saving the new ones.

## Creating New Campaigns

You can create a new campaign at any time. Each time you create a new campaign, you can start by selecting keywords or by selecting placements to target your ads. (After you create the campaign, you can always add more keywords, placements, or both. The choice to start with keywords or placements only determines how you get started with the campaign.) Here's how to create a new campaign:

- Sign in to your AdWords account at <https://adwords.google.com>.
- On the Campaign Summary page, find the link titled **New online campaign**, just above the table of existing campaigns.
- Click the link and then select either **Start with keywords** or **Start with placements** from the pulldown menu.

If you decided to start with keywords, you may also be offered the option of using the one-page signup wizard, which allows you to copy and edit settings from an existing campaign. If the one-page wizard is available, use the drop-down menu to select an existing campaign to copy, then click 'Go' and follow the instructions on the next page.

To use the full, multi-page signup wizard for a keyword-targeted campaign, ignore the one-page signup option and follow the regular instructions to create your campaign. If you decided to start with placements, follow the signup wizard instructions to create your campaign.

## Ad Group Management

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### Ad Group Management

Objective: Learn to locate and interpret data at the ad group level. Understand how to edit ad groups, keywords and placements from the Ad Group Details page.

### Ad Group Details Page

When you click on an ad group name in the Campaign Details table, you go to the Ad Group Details page.

The Ad Group Details page divides information into four tabs: Summary, Keywords, Placements, and Ad Variations.

1. **Summary:** The summary view is the overview of the ad group. It gives you overall statistics for State, Current Bid, Clicks, Impressions (Impr.), Clickthrough Rate (CTR), Average CPC or CPM, Cost, and Average Position. Conversion rate columns are added for those using conversion tracking. You can also pause or delete an ad group here.

Some of the functionality and column headers on this page mirror those we've seen in previous topics.

- **State:** The current campaign settings for this campaign. Each network option is either *on* or *off*. If your campaign settings call for either placements or keywords, and this ad group does not include placements or keywords, then you'll see the message *None selected*.
- **Current Bid:** The amount you're bidding per click (CPC) or per 1000 impressions (CPM)
- **Clicks:** The clicks accrued for the ads in the ad group
- **Impressions:** The number of times the ad is displayed on Google and on the Google Network
- **CTR (clickthrough Rate):** The number of clicks divided by the number of impressions that the ads in the ad group have received
- **Average CPC or CPM:** Either CPC or CPM will be shown here, depending on which type of bidding you've chosen in your campaign settings. The average CPC is the average cost for all variations of your keywords. The average CPM is the average price you're paying per 1000 impressions of your ads in the ad group.
- **Cost:** The actual cost accrued for clicks or impressions the ad receives in the ad group.
- **Average Position:** The average position where your ad appears relative to other ads. This is only for ads with CPC bidding. (The message *N/A will appear otherwise.*) *Your ads may appear for variations of your keyword. Your position varies according to your CPC bid and your keywords.*

1. **Keywords:** Shows the keywords you have chosen for this ad group, and how they are performing.

You can add new keywords, edit existing ones, edit bids, and view their current status. Many of the statistics are similar to the 'Summary' tab above — but specific to keywords. Here are some additional functions:

- **Magnifying glass icon:** Point your mouse over the icon next to the keyword to see whether a keyword is showing ads. If the ad isn't showing, you'll see a quick summary of the issue.
- **Add new keywords:** Add keywords by clicking the 'Quick add' or 'Keyword tool' links at the top of the table. Click 'Keyword tool' if you want help finding new keywords for your ad group.
- **Edit keywords:** Click 'Edit keywords' to make changes to existing keywords. Then add, edit, or delete keywords. You can also enter a new bid.
- **Search this list:** Search the ad group for keywords by clicking the 'Search this list' function. Select the text or stats you are interested in, then click 'Search.' You'll see a list of only those keywords that fit your parameters. Click 'Return to Full List' when you're ready to go back to the normal ad group view.

2. **Placements:** Shows the placements you have chosen for this ad group, and how they are performing.

You can add new placements, edit existing ones, edit bids, and view their current status. Many of the statistics are similar to the 'Summary' tab above — but specific to placements. Here are some additional functions:

- **Add placements:** Add placements by clicking the 'Add placements' link at the top of the table. That will take you to the Placement Tool, which will help you find and select new URLs.
- **Edit placements and bids:** Click 'Edit placements and bids' to add or remove placements or change bids.
- **Search this list:** Search the ad group for placements by clicking the 'Search this list' function. Select the placements or stats you are interested in, then click 'Search.' You'll see a list of only those placements that fit your parameters. Click 'Return to Full List' when you're ready to go back to the normal ad group view.

3. **Ad Variations:** This tab displays all the different ads you've created for the ad group. (Each ad is called a 'variation.')
- You can create new ads or edit existing ones. The ad-by-ad stats should help you determine which messages are

reaching your users in the most powerful way.

We encourage AdWords advertisers to create multiple ads within each ad group, and to discover which ad messages work best with potential customers.

- **Create ads:** Click the type of ad you want to create at the top of the table — either 'Text ad' or other ad types. Depending on availability, other ad types may include image ads, video ads, mobile text ads, or local business ads. Follow the instructions to create your ad.
- **Edit ads:** Click the 'Edit' link next to any ad (under the 'Actions' column) to make changes.
- **Pause, unpause, or delete ads:** Check the box next to the ad you want to pause, unpause, or delete, and click the appropriate button at the top of the table. To perform the same action across all the ads in an ad group, check the box next to 'Variations,' and then click the appropriate button.
- **See data from all tabs:** Click the 'View all tabs at once' link found in the lower right-hand corner of the page to see the data from all tabs displayed on one page.

## My Account Tab

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### My Account Tab

Objective: Learn to navigate the **My Account** tab and to edit your account and billing preferences.

### Billing Summary Page

On the Billing Summary page, you see information on the payments for your account. You can access more detailed information about each payment by clicking the invoice number link.

To learn more, see the [Billing process](#) lesson.

### Billing Preferences Page

On the Billing Preferences page, you can view your method of billing and form of payment. You also can edit the payment details (such as payment method) and change your billing address or contact phone number. You may also enter any promotional codes you may have received.

### Account Preferences Page

On the Account Preferences page, you can:

- Edit your login email address, password, and display language
- Decide which notifications you'd like to receive (such as newsletters) and how you'd like to receive them
- Edit your primary business type or your PharmacyChecker ID
- Edit your Google Analytics auto-linking capability
- Review the AdWords Terms and Conditions
- Cancel your AdWords account

### The Budget Page

The Budget page lets you view active, past, and future account-level budgets. Account-level budgets are issued to qualified advertisers who prefer to be billed on a monthly basis with invoices. The Budget page displays the contract account budget and contract start and end date. It shows what portion has been consumed to date.

To learn more, see the [Invoicing](#) lesson.

## The Access Page

The Access page lets you control who has access to your AdWords account. It helps keep your own information secure. This page comes in handy if you share your AdWords account with other users or if a client manager helps manage your account.

On this page, you can invite other users to share the account with you, grant users access, and disable a user or client manager's access.

# Account Organization, Keywords and Ad Text

## Organizing Your Account

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### Organizing Your Account

*Objective: Learn how to build a strong foundation for success. Find out how to organize your account logically at the campaign and ad group levels.*

### Campaign Strategy

*Every account starts with a single campaign. Each campaign — whether you have one or multiple — should reflect a single, overarching goal. When building a campaign, ask yourself "What do I want to achieve with this campaign?" Your answer might be to target a certain audience, sell more products, increase signups, or bring in more leads.*

*Some effective ways to organize your campaigns are by:*

- Theme or product line (coffee products, tea products, gift baskets)
- Your website's structure, such as by categories (purchase, learn, signup)
- Different brands (X, Y, and Z)
- Geography (New York, Chicago, and United States)
- Language (English, Spanish, German)
- Distribution preference (search engines only, content sites only, or both search and content)
- Budgets (different budgets per product line)

*Map your structure on paper first to provide a template for the real thing.*

### Strategies for Account Organization

*Google AdWords gives you a basic structure to work within. From here, it's essentially up to you to organize your own campaigns, ad groups, keywords and placements in a way that makes the most sense. Organization is a key component to starting off strong and to helping you determine what works and what doesn't.*

*Note: This lesson is geared toward campaigns that are using only keyword targeting. However, many of the concepts can also be applied to campaigns that use placement targeting in conjunction with keyword targeting. To learn more, please read the lesson about [how keywords and placements work together](#).*

### Ad Group Strategy

*Just like your campaigns, your ad groups should be organized by common theme, product, or goal. Often, picking keywords and placements can lay the groundwork for your ad group strategy. Think hard about your keywords and placements. When choosing keywords, think of what words someone would use to search for on Google when seeking your product. Try writing down every keyword that comes to mind. You can refine them later. (This is discussed more in the [Selecting Keywords](#) lesson.)*

*Next, group similar keywords together — such as by a common theme. Each grouping reflects an ad group. For example, if your campaign goal is to sell more coffee beans, logical ad groups might include:*

**Gourmet coffee beans****Organic coffee beans****French roast beans****Keywords:**

- Specialty coffee
- Gourmet coffee
- Gourmet coffee beans

**Keywords:**

- Organic coffee beans
- Decaf organic coffee
- Natural coffee

**Keywords:**

- Decaf French roast coffee
- French roast coffee beans
- French coffee beans

Similarly, when choosing placements, consider where your typical customer might be browsing, and target those types of sites for ad placement. Although this lesson is geared toward campaigns that are using only keyword targeting, many of the concepts can also be applied to campaigns that use placement targeting in conjunction with keyword targeting. To learn more, please read the lesson about [how keywords and placements work together](#).

If you find that the keywords or placements in one ad group become unwieldy, split the ad group into two to make them easier to manage.

Finally, give your campaigns and ad groups descriptive names. This helps you manage your account at a high level without memorizing what each of your ad groups contains.

## Review, Test, and Refine Account Organization

Your AdWords account needs constant checkups. You can continue to reorganize your account as you learn more. The key is to check your progress and continue to refine your account. As you add more products, keywords or placements, you may need to reorganize your account. This is explained in more detail throughout this lesson and in the [Optimizing Your Account](#) lesson.

## Selecting Keywords

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### Selecting Keywords

**Objective:** Understand how to build an effective keyword list for your campaigns through a simple five-step process. Delve into some simple but very important concepts about starting off right.

### Creating a Keyword List

Keywords trigger ads. Ads influence clicks. And clicks bring you business. Or that's the general idea. Since keywords start this advertising food chain, it's important that you choose keywords relevant to your business from the get go.

Keyword creation involves a five-step process: build, group, match, scrub, and test and refine.

### Building a Keyword List

Your first step in creating a keyword list is to come up with as many relevant keywords as possible. List any keywords that you think users might search for to find your product or service.

Use the Keyword Tool for help. Available through the Tools page on the 'Campaign Management' tab (or via the 'Keyword' tab in your Ad Group Details page), the Keyword Tool offers additional keyword ideas — including synonyms and spelling variations — to yours. It allows you to build extensive, relevant keyword lists, review traffic estimations, and add your keywords directly into your ad groups from the same page.

To learn more, visit the [Keyword Tool](#) lesson.

## Grouping Keywords

Keywords lay the groundwork for the ad groups and ads you create. As mentioned in the [Organizing Your Account](#) topic, group your keyword list into similar items, such as by product line. Each group makes up an ad group. You can write multiple ads for each ad group, so keyword groupings should match a single theme.

For example, organize keywords pertaining to organic coffee in one ad group and keywords relating to gourmet coffee in another.

Finally, remember to keep your keyword lists small and manageable.

## Matching Keywords

Now it's time to target your keywords using Google's keyword matching options: broad match, phrase match, exact match, and negative match. These match types help you pin point ad delivery so your ads reach people precisely when they're searching for what you have to offer.

- **Broad match** is the default setting for all keywords. All searches made using your keyword (in any order or combination) might display your ad.
- **Phrase match** narrows your reach by requiring the words to appear in that exact order.
- **Exact match** further narrows your reach by showing your ad when the exact phrase is used in the search — without any other words before, between, or after.
- **Negative match** eliminates searched phrases you don't want your ad to appear on, such as cheap or free.

For a more in depth understanding of keyword matching, visit the [Keyword Targeting and Matching](#) lesson.

## Scrubbing Keyword Lists

After you've built, grouped, and provided match types to your keyword list, start refining it. Strive to keep specific keywords that relate most to your product or service. Which keywords are irrelevant or are likely to bring you the least traffic? Delete them.

Two- or three-word phrases generally work best. For example, instead of the keyword coffee, use fair trade coffee or gourmet coffee beans. Consider removing any single-word or general keywords. These are often too broad and can lead to clicks from people who don't know what you're offering.

## Testing and Refining Keywords

To keep up with the dynamic nature of online advertising, you should continue to test and refine your keywords. Build on keywords that work, and delete others that don't. Also, if you're running ads on the content network, consider using [placement targeting](#) to refine your reach to your desired audience. Track your results using your performance stats in your account. To learn more about tracking keyword results, visit the Tracking Ad Performance lesson on [Keyword](#) issues.

## Writing Targeted Ad Text

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### Writing Ad Headlines

The best headlines directly relate to the keywords being searched. That makes your ad seem especially relevant to the searcher's interests. Therefore, include successful keywords in the headline. Plus, if the keyword in your ad text is identical to the keyword searched for, it will appear in bold font in your ad.

To determine which keywords are successful, review your ad groups and find keywords with the highest number of clicks or impressions. For example, if the keyword *online advertising* is clearly generating the most clicks and impressions in your account, use this term in the title of your ad.

Commonly, advertisers make the mistake of including the company name or the website domain in their headlines. This typically doesn't attract more clicks unless you're advertising an established company with a distinguished brand. Consider using more general ad titles that inspire clickthroughs, which will eventually fortify your brand.

## Ad Text Basics and Examples

Ad text is a crucial distinguishing factor in luring a user to your website. Successful ads are clear, well-written, specific, and compelling. Here are some tips for writing ads that will get people clicking:

- Include a call to action, such as *buy, order, and purchase*. While *find and search* may be accurate, these words imply that the user is still in awareness or interest mode, and doesn't easily encourage the user to click through.
- Include keywords in your headline, since that's what people are looking for.
- Relate your ad to offers that you make on your landing page to help users complete the sales cycle.
- Get to the point — fast. Include the most relevant information about your business first.
- Write more than one ad per ad group, and test the results.

Here are two sample ads promoting the AdWords program: The first ad is vague, redundant, and doesn't offer any benefits or contain a call to action. The second ad contains clear ad text, a specific benefit to the user, and a call to action.

[Google](#)  
Online advertising.  
Google's online advertising program.  
[adwords.google.com](http://adwords.google.com)

[Online Advertising](#)  
Improve your website ROI. Sign up  
for AdWords. Show ads today.  
[adwords.google.com](http://adwords.google.com)

## Writing Targeted Ad Text

Objective: Learn how to write clear and compelling ad text — from the headline down to the destination URL.

## Writing Descriptive Ad Text

The description should convey both the benefits of your product or service and include a call to action. Keep everything as short and simple as you can. To start, list your products or services (*online advertising, website advertising, AdWords*) and benefits (*high ROI, show ads immediately*). Then put it all together with a call to action, such as *Order now or Sign up now*.

## Choosing Display and Destination URLs

Your display URL (or web address) doesn't have to be the same as your destination URL (where users go when they click your ad). But it should be an actual URL for your site.

Choose a destination URL that promotes the exact product or service your audience is searching for, rather than your usual homepage. It's usually most effective to direct users to a landing page that they're most interested in, as soon as you can.

## Using Different Ad Formats

### Testing Text Quality with Multiple Ads

There's a common theme in this lesson, and that's to test and refine. Just like with ad groups and keywords, you should continue to watch, review, and rewrite your ads for the best results. AdWords makes this part easy for you. You can create multiple ads per ad group. If your [ad serving options](#) are set to optimize (the default setting), Google automatically shows the best performing ad more often.

Check your stats, and swap out new ads for low performing ones. To learn more, visit the [Optimizing Your Account](#) lesson.

## Ad Format Basics

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### Ad Formats Basics

**Objective:** Learn about the different ad formats — in addition to text ads — that you can choose to run on. Get details about the expanded text ad.

### Overview of Ad Formats

So far, we've been talking about text ads — Google's most traditional and popular ad format. In addition to creating text ads, you might also have the option to create the following types of ads:

- Image (and animated) ads
- Video ads
- Local business ads
- Mobile ads

Some of the above formats are only available in certain locations. If available, they'll appear in your Ad Group Details table — via the **Ad Variations** tab. (Sign in to your account > Click the appropriate campaign name > Click the ad group name > Click the **Ad Variations** tab).

You can include one or more different ad formats per ad group. Overall, we suggest that each ad group contains at least one text ad. If you have multiple ad formats per ad group, Google displays the most relevant one on a search or content page.

Make sure your ad closely relates to the product and service offered and describes what you expect a user to do on your page. Visit the [Writing Targeted Ad Text](#) topic to find out about common best practices.

Take a quick glimpse at how ad formats vary in the chart below.

	Content sites	Search sites	Placement-targeted campaigns	Keyword-targeted campaigns	Text-based	Graphics-based
<b>Text Ads</b>	X	X	X	X	X	
<b>Image ads</b>	X		X	X		X
<b>Video ads</b>	X		X	X		X
<b>Local business ads</b>		X		X	X	

**Mobile ads**

X

X

X

At times, your text ad might expand to fill an entire ad position (the area on a webpage dedicated to ad space). This is called an expanded text ad. Rather than being grouped with other text ads, the expanded text ad fills the entire ad space by itself.

An expanded text ad contains the same number of characters and the same editorial guidelines as a regular text ad, but the font and layout are increased to fill the entire banner, box, skyscraper, or position space.

Any text ad can run as an expanded text ad on the Google content network only (not on search results pages). No special arrangements are needed. A text ad is expanded automatically whenever the AdWords system determines that its price, relevance, and other competitive conditions make it a good candidate to take the entire space itself.

## Image Ads

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### Image Ads

Objective: Learn about the features, creation process, and guidelines for image ads.

### Features

AdWords image ads are graphic ads that can be static (motionless) or animated. These ads appear on select content sites (not search sites) in the Google Network which have opted in to the image ads program.

Image ads combine two features — graphics and AdWords targeting technology. This gives advertisers the power of pictures along with the precision of matching ads to related content sites.

### Campaign Integration

Image ads are available for campaigns that use keyword and/or placement targeting. Since image ads only run in the content network, campaigns using keyword targeting only must be opted into the content network in order for image ads to run. To learn how, visit the [Edit Campaign Settings](#) topic.

When you load your images via your **Ad Variations** tab, try to provide descriptive image names so you can better manage your account. Include the following in your image name:

- An image description
- The campaign or ad group name

### Formatting and Guidelines

Static image ads can be formatted in .gif, .jpg and .png. Animated image ads can be formatted in .gif or Flash. Image ads should clearly and accurately reflect your site and emphasize unique benefits of your product or service.

Both types can be in the following sizes:

- 250 x 250 Square
- 200 x 200 Small Square
- 468 x 60 Banner
- 728 x 90 Leaderboard
- 300 x 250 Inline Rectangle
- 336 x 280 Large Rectangle
- 120 x 600 Skyscraper
- 160 x 600 Wide Skyscraper

To learn more about formatting and specific image ads guidelines, visit [Editorial Guidelines for Image Ads](#). For general information, visit the [Image Ads section](#) in the Help Center.

## Video Ads

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### Video Ads

*Objective: Learn about the features, creation process, and guidelines for video ads.*

### Features

*Video ads are click-to-play or in-stream ads that appear on select content sites (not search sites) in the Google Network and on Google Video.*

- *Click-to-play video ads appear as a static opening image. Users click the 'play' button or the opening image to watch the video in the ad space. If a user clicks the display URL at the bottom of the ad or clicks the ad while it's playing, the user goes to the webpage you've specified.*
- *In-stream video ads are streamed during other videos, similar to how commercials are shown on television. Just like click-to-play ads, in-stream ads contain a display URL that, when clicked, takes the user to the specified webpage.*

*Video ads let you interact with and engage the user. For example, users can control the volume and replay the video.*

### Campaign Integration

*Video ads are available for campaigns that use keyword and/or placement targeting. Since video ads only run in the content network, campaigns using keyword targeting only must be opted into the content network in order for video ads to run. To learn how, visit the [Edit Campaign Settings](#) topic.*

*When paying on a CPC basis, advertisers pay for clickthroughs leading users to the website, not for clicks on the opening image/video or play button. When paying on a CPM basis, advertisers pay for impressions of the opening image (or for in-stream video, when the video runs), rather than plays of the video.*

### Formatting and Guidelines

*Google hosts and streams video feeds. Streaming technology is optimized for all bandwidths (dial-up, DSL, etc.). The video operates as a Flash element. As a result, users don't have to install anything.*

*Here are some tips for creating a video ad:*

- *Create a descriptive and eye-catching opening image (the image which users see before playing the video).*
- *Entice users to click 'play' by using rich, sharp colors.*
- *Include a few words to describe the product, service, and/or company.*
- *Boost play rate with a call to action that tells users they can play the video to learn more.*
- *Create multiple video ads with different opening image sizes to increase the number of placements where your ad is eligible to appear.*
- *Keep the video engaging and no longer than necessary (play rates drop off significantly after 45 seconds).*
- *Be clear about business offers.*
- *Deliver key messages early in the video, because users may not watch the whole thing.*
- *Provide clear next steps for users to take after finishing the video, such as making a purchase or visiting the website or store.*

*To learn more about formatting and specific video ads guidelines, visit [Editorial Guidelines for Video Ads](#). For general information, visit the [Video Ads section](#) in the Help Center.*

## Local Business Ads

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### Local Business Ads

*Objective: Learn about the features, creation process, and guidelines for local business ads.*

#### Features

*Local business ads are AdWords ads associated with a specific geographic location. They can appear when a user searches for specific businesses or services in the advertiser's selected geographic area. This option gives you a good way to reach local customers and to create local customer awareness.*

*For example, if a user searches on dentists San Francisco, CA, Google displays a list of dentists in or near San Francisco.*

*Local business ads are eligible to appear in two places:*

- On Google Maps ([maps.google.com](https://maps.google.com))
- On Google and other sites in the Google search network

#### Campaign Integration

*Local business ads are available for campaigns using keyword targeting only. These campaigns must be opted into the search network (or into Google search only) and target a specific region or city. To learn how, visit the [Edit Campaign Settings](#) topic.*

*Each local business ad should be associated to a business location within the campaign's targeted region. For example, if your campaign targets Manchester, England, you won't be able to create local business ads for businesses in London.*

*To enable local business ads to run on Google Maps and search sites in the Google Network:*

1. [Create a business listing in Google Maps](#).
2. [Create an AdWords local business ad](#).

#### Formatting and Guidelines

*The format of local business ads appear differently on Google Maps and on the Google search network:*

- **Google Maps:** Google Maps includes a map component for each local business ad. When a user clicks the ad title or the map marker, an info window expands on the map to reveal additional information about the business. When users click the URL in the ad or in the info window, they are redirected to the advertiser's website.
- **Google and the search network:** A text-only version of each local business ad is automatically eligible to run on Google and other search sites in the Google Network. The text version has the same ad text and display URL as the enhanced ad running on Google Maps. In addition, a fifth line of text appears with the city (and state, if applicable) of your business.

*When creating local business ads, follow standard [text ad Editorial Guidelines](#). To learn more about local business ads, visit the [Local Business Ad section](#) in the Help Center.*

### Mobile Ads

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#### Mobile Ads

*Objective: Learn about the features, creation process, and guidelines for mobile ads.*

## Features

Mobile ads are short, text-based AdWords ads that appear when users search Google from a mobile device. Your mobile ads can send users to your mobile webpage or connect them to your business phone.

Mobile ads only appear on mobile devices, and not on search or content sites in the Google Network.

## Campaign Integration

Mobile ads are available for campaigns using keyword targeting only. Advertisers either pay per click (when users click through to the website) or pay per call (when users click the 'Call' link).

Mobile ads only work for country- or territory-targeted campaigns (not for local targeting). Therefore, your campaign should be set to target countries or territories and should include geographically targeted keywords (like San Francisco pizza). This helps users clearly identify where the business or product is located. To learn more, visit the [Region and City Targeting](#) topic.

## Formatting and Guidelines

Mobile ads contain two lines of text, with a limit of 12 or 18 characters per line, depending on the language in which you write your ad.

If you choose to connect users to your webpage, your display URL appears on a third line. If you select the option that allows customers to connect to your business phone, a 'Call' link appears next to your display URL. Your business phone must be domestic to the location your ads target, and may not be a toll number.

To learn about mobile ads policies, visit [Editorial Guidelines for Mobile Ads](#). For general information, visit the [Mobile Ads section](#) in the Help Center.

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[AdWords](#) - [Contacting Us](#) - [Help with other Google products](#) - Change Language: English (US) 

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# Search and Contextual Targeting

Complete Learning Center Path - Lesson 3 of 9  
Targeting

[Return to the Complet](#)

## The Google Network

### The Google Network

Objective: Get a clear picture of the Google Network, including how search targeting and contextual targeting work.

### About Search Targeting

Search targeting applies to keyword-targeted ads shown on Google search results pages and on sites in the content network. Ads shown on these pages appear alongside the search results and are specific to that particular site. If the advertiser's keyword matches the user's search term, the advertiser's ad could appear.

You can fine-tune your ads for search targeting by targeting [specific areas and languages](#), choosing specific sites, and assigning [keyword match types](#).

### About Contextual Targeting

Contextual targeting is used to match ads with keyword targeting to sites within the content network. On these sites, Google considers the content and theme of the site, considering factors such as text, language, link structure, and page size. Based on these factors, Google determines the central themes of the webpage and targets AdWords ads to the pages that are most relevant to the advertiser's keyword selections and [language and location targeting](#).

As a result, contextually targeted ads provide useful information to readers and attract an audience with a high level of interest in your message.

You can fine-tune ads for contextual targeting by using the site exclusion function in your AdWords account. This lets you choose sites, or types of sites, that you don't want your ads appearing on — such as competitor sites, conversion rate sites, or sites that conflict with your interests. To learn more about site exclusion, visit the [Site Exclusion Tool](#) lesson.

You can also now combine keyword targeting and placement targeting in the same ad group. This lets you target specific content sites where you want your ads to show (based on your keywords), and allows you to bid more for a keyword match is found on a targeted site. To learn more about how to combine keyword and placement targeting, visit the [Keywords and Placements Together](#) lesson.

### Quality of Ad Delivery

Google maintains a high standard for the quality of both AdWords ads and the websites that display the ads, all sites in the Google Network are constantly reviewed to ensure that ads appear on appropriate sites, even as content on the page changes.

Our system looks at the following things to ensure quality ad delivery:

- **Semantics:** Google's language processing capabilities can untangle terms that might otherwise be confusing. For example, if a page mentions Java, for instance, our system analyzes the context to distinguish between the programming language, and the Indonesian island.
- **Inappropriate Material:** The AdWords system detects inappropriate or sensitive themes, such as adult content, news, or violence. In addition, ads do not appear on sites classified by Google as containing adult content, spam, or inappropriate material.

content pages. As such, you can be confident that your ads will not appear on sites that might display your ads or image.

In addition, Google's proprietary technology analyzes for invalid click activity. To learn more, see the [Invalid Clicks](#) lesson.

## About Performance and Pricing

Google evaluates an ad's performance on a case-by-case basis for each site where the ad appears. The performance of your ads on a content site does not affect the ranking of your ads on a search results site. Clicks from contextual targeting usually mean additional qualified leads for you at no risk to the performance of your campaign.

In addition, Google uses "smart pricing" technology for clicks made in the content network. Ads in the content network sometimes return lower conversion numbers than ads in the search network. To make up the difference, Google automatically lowers the cost of these content clicks.

If you find that you receive better business leads or a better return from ads on content sites than on search sites (or vice versa), you can enable content bids at the ad group level or campaign level. Content bids let you set one price for search sites and a separate price for ads on content sites.

To learn more about smart pricing and content bids, visit the [Cost Control](#) lesson.

## Google Network Overview

The Google Network lets advertisers reach users across the Internet — from small newsletters to large search engines. Since search results pages make up a very small fraction (around 5%) of all pages viewed online, the Google Network provides a cost-effective way to reach users on the greater portion of the web.

Recall that the Google Network is split into the search network (which includes Google and other search engines like Ask.com) and the content network (like Gmail, newsletters, and HowStuffWorks). Together, the search and content networks make up thousands of search and content sites displaying targeted Google ads. See other sites for more information [that might appear](#).

By default, AdWords keyword-targeted campaigns are opted in to the entire Google Network: Google search, search partners, and the content network (with 'Relevant pages across the entire network' as the setting). You can opt out of either the search or content networks at any time on your Edit Campaign Settings page. To do so: [Sign in](#) to your AdWords account > Check the box beside the campaign you want to edit > Click the **Edit Settings** button > Check or uncheck the radio buttons under the section titled 'Networks and bidding' > Click **Save Changes**.

- Keyword-targeted ads can appear across search and content pages in the Google Network. Google uses contextual targeting to match keywords to search queries on search sites. For content pages, Google uses contextual targeting to match keywords to webpage content. (See details below.)
- Placement-targeted ads can appear only on pages in the content network. The advertiser chooses the audience and site, or portion of a site, to target. If the ad group also has keywords, the keywords will work together to determine where ads should appear. Keywords will continue to match your ads on search sites through contextual targeting, and you can add your own placements to bid more when your ad appears on content sites, or to limit your ad to appearing only on the placements you target. To learn more, see the [Placement targeting](#) lesson.
- Google displays ads in the search network and in the content network based on relevancy factors. To show different results by creating two separate campaigns — one targeted to the search network and one to the content network. This lets you customize your ad text, keywords, placements (if any), and bids.
- The appearance of your ads may vary slightly among Google Network sites to match the look and feel of the webpages. Google automatically formats your ads for you. AdWords ads are always clearly labeled with related links.
- Text ads can appear on search pages and on content pages. Ads that contain graphics (like images or video) can only appear on content pages. To learn more, visit the [Using Different Ad Formats](#) lesson.

## Contextual Targeting

### Contextual Targeting

Objective: Dive deeper into contextual targeting by understanding some of key differences between how ads for content and for search. Then, learn some strategies for building and tracking a contextually targeted campaign.

### Contextual Targeting Vs. Search Targeting

You've already learned some of the basic differences between contextually-targeted ads and search-targeted ads (see [Google Network](#) topic) — mainly that contextually-targeted ads appear only on content pages and properties, while search-targeted ads appear only on search sites. However, the way AdWords interprets your keywords varies.

For contextual targeting, AdWords looks at the themes of the keywords in an ad group to decide whether they are relevant to the content. If one of your keyword themes matches the theme of the content, your ad might be shown. However, your ad can appear based on the keywords you've chosen and how they match the content.

Since keywords are analyzed differently, it's best to create two separate campaigns - one geared to search and one geared to content. This allows you to structure each campaign with different objectives in mind.

Here's a summary of some of the key differences between search targeting and contextual targeting. Remember these concepts when building your campaigns.

	Search Targeting	Contextual Targeting
<b>Place where ad can appear:</b>	Search results pages in the search network	Web pages and other properties (like video content network)
<b>Acceptable ad formats:</b>	Text only	Text ad, image ad, flash ad, video ad, Google Display Ad
<b>Basis of ad being shown:</b>	Keyword relevancy	Keyword themes in each ad group, content network placements (if any)
<b>Bidding options:</b>	CPC	CPC and CPM*

\*Note: CPM bidding is available only for campaigns that don't target the search network. Campaigns that target the search network must use CPC bidding.

### Creating Contextually Targeted Campaigns

How do you create a keyword-targeted campaign specifically for content? Start with the basics. That is, create a campaign around a single campaign goal (see [Organizing Your Account](#) for details). Then, create ad groups around a common theme and pick some general keywords that fit. Unlike search advertising, where you often look for keywords individually, keywords used for contextual targeting should be woven together collectively under a common theme.

**Campaign strategy:** As discussed previously, create a separate campaign when targeting the content network. To do this, create a new campaign in your account, starting with keywords. Then go to your Edit Campaign Settings page and find the 'Networks and bidding' section. Choose 'The content network' and 'Relevant pages across the entire network'.

As always, make sure that your budget is set to a price you can afford and that you only target locations which your services relate to.

**Ad group strategy:** Create at least three ad groups, each around a common theme. The idea is to bring your products or services to your site by covering the entire market for which your products or services relate. For example, create an ad group around the exact product or service you're offering; a second ad group around similar products or services; and a third ad group around your audience demographics.

Next, create a keyword list that fits the theme of each ad group. It's useful to include both general and specific keywords.

Finally, create multiple ads for each ad group. Try intermingling different ad formats, like text ads with image ads. For everything related, choose the same destination URL for every ad in a particular ad group.

Here's an example of how a pet supplier might organize its account with the goal in mind to sell more dog products.

**Ad group 1: Direct product theme (dog supplies)****Ad group 2 theme: Complementary products (pet supplies)****Ad group 3: audience theme (dog owners)**Keywords

dog supplies  
 dog products  
 dog food  
 dog treats  
 dog bones  
 dog crates  
 dog collars  
 dog beds  
 leashes  
 dog shampoo  
 -cat  
 -fish  
 -pet  
 -training  
 -adoption  
 -guide

Keywords

pet supplies  
 cat supplies  
 fish food  
 cat food  
 pet products  
 animal products  
 -training  
 -adoption  
 -obedience

Keywords

Dog Day Care  
 Dog Walkers  
 Kennels  
 Dog training

Follow these tips when creating your own contextually targeted campaign:

## Do

- Create separate campaigns for contextually-targeted ads and search-targeted ads.
- Set your bids at the ad group level.
- Base each ad group around a single theme.
- Test different ad formats (text, image, video).
- Point all ads in a particular ad group to the same destination URL. The more specific the landing
- Create short keyword lists.
- Use negative keywords.
- Write compelling, specific ads. (See [Writing Targeted Ad Text.](#))
- Use placement targeting to raise your bid for websites or other placements where you particularly appear. Or, use placements to lower your bid for websites where you know your ad doesn't perform.

## Don't:

- Create different destination URLs per ad group.
- Bid at the keyword level.
- Use keyword matching options.
- Include both singular and plural keywords.
- Have more than 50 keywords per ad group.
- Create just one ad group per campaign.
- Choose generic landing pages for each ad group.

## Tracking Contextually Targeted Ads

Tracking how your ads perform is important in determining what works and what doesn't. With proper data, you can make a more informed decision about how to adjust your messaging, keywords, and bids for the greatest success.

To see how your ads are doing on various pages in the content network, launch the Placement Performance Report (PPR). This report shows performance statistics for your ads on specific domains and URLs. You'll get insight into where your ad is shown, as well as the CPC, total clicks, and total impressions from sites where your ad is shown.

Before running the report, try implementing either [Google conversion tracking](#) or [Google Analytics](#). Both applications are accessible in your account. Conversion data often provides the clearest insight about how your ads are performing on a specific site.

## Running and Analyzing a PPR Report

To run a PPR report:

1. Sign in to your account at <https://adwords.google.com>.
2. Click **Create a New Report**.

3. Select **Placement Report** under **step 1, Report Type**.
4. Complete the rest of the form by choosing the data you'd like to see for a specific period of time. range spanning one to two weeks.
5. Click **Create Report** when you're done. To see a complete description of these steps, visit [How to Place Ads on Reports](#).

## Placement Targeting

After you run the report, check the results. Focus on the areas that matter the most by initially sorting the fields such as 'Clicks' or 'Cost'. This helps you understand which domains or URLs give your ads the most

Here are some tips for analyzing a PPR report:

- Implement Google's conversion tracking so you can understand how individual sites are converting.
- Don't focus on lower overall clickthrough rates (CTR). Remember: A low CTR on a given site does not mean your ads perform poorly. Users behave differently on content pages than they do on search results pages. Focus on telling information, rely on your conversion data.
- When you find placements where ads from one ad group convert well, consider targeting those placements. Go to the **Placements** tab in your ad group. Try raising your bid so that your ads will have a better chance of showing whenever your keywords put your ad on that placement. Or, try doing the opposite with poorer-performing placements: lower your bid to seek a better ROI on those specific placements.
- Respond only to statistically significant data. It may take several weeks before you can see how a specific site. Wait until you have enough click and impression data before making decisions.
- Use the [site exclusion tool](#) to exclude sites that are not converting for your campaign.

## Introduction to Placement Targeting

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### Introduction to Placement Targeting

Objective: Learn how placement targeting works on ad campaigns.

### What is Placement Targeting?

Placement targeting is an alternative to traditional AdWords keyword targeting, but it can also be combined with keyword targeting to allow for a more refined reach to your selected audience. Placement targeting lets advertisers target individual websites in the Google content network, or specific sections of those sites, where they'd like to place their ads. Placement targeting gives advertisers the ability to:

- Advertise on a favorite site or sites
- Reach customers early in the advertising cycle, with ads designed to increase awareness or to promote a new product.
- Bid using either cost-per-click (CPC) pricing or using an alternate cost-per-thousand impressions (CPM) pricing model. (See [Content Network Pricing and Ranking](#) below for details.)
- Combine with keyword targeting to define specific content sites where ads with keyword targeting can appear, and allows for more effective bidding when a keyword match is found on a targeted site. (See the [Placements Together](#) lesson for more information).

### Why Use Placement Targeting?

Creating a campaign with placements only is often a good choice for advertisers who want to promote a product to a specific audience. With placements, you can select the exact sites where you want your ads to appear.

Mixing placements with keywords in the same ad group is also a good way to refine content network campaigns. Keywords determine where on the content network your ads can appear, and your placements can be used to bid for certain placements, or to limit your ads to appearing only on the placements you choose, and on those placements match your keywords.

If you're not sure if placement targeting is for you, you can create separate campaigns with placements and keywords. Then track your results to see what works best for your business.

Learn more about how [keywords and placements work together](#).

## Placement Targeted Ad Appearance and Position

Campaigns using placement targeting can include text ads and rich ad formats (like image and video ads) that maintain the same look and feel as standard ads using keyword targeting alone.

However, a placement-targeted ad always fills the entire ad position (space reserved for ads on a page) that only one placement-targeted ad appears on a content page. If you run a text ad, the ad would be expanded text ad format so it fills the entire position.

To see how ads can be formatted on a content network page, visit our [ad format page](#).

## Starting a Campaign with Placement Targeting

### Starting a Campaign with Placements

Objective: Learn the steps for creating a new campaign by starting with placements where the ads can appear.

### Creating a Campaign Starting with Placements

When you create a new campaign in your AdWords account, you're offered a choice: 'Start with keywords' or 'Start with placements.' Either way, you begin in the same place: on your Campaign Summary page. [Sign in](#) to your account, then click the **Campaign Management** tab, then click the link titled **New online campaign**. Your dropdown menu with the 'Start with keywords' and 'Start with placements' options.

The creation process for both choices is similar. But when you start with placements, you'll notice a few differences starting with keywords:

- **Placements:** Instead of creating a list of keywords to trigger your ad, you create a list of websites or placements where you'd like your ad to appear.
- **Placement Tool:** Instead of using the Keyword Tool to find potential keywords to advertise on, you use the Placement Tool to find potential placements where you'd like your ad to appear. You can list exact URLs or generate a list of available placements. This is explained in more detail below.

### Choosing Placements for a Campaign

The Placement Tool appears when you create a new campaign or ad group starting with placements, or when you click the **Add placements** link on the Placements tab of an existing campaign. The Placement Tool helps you choose from a list of placements in the content network where you'd like your ad to appear.

The Placement Tool offers four ways to choose placements:

- **Browse categories:** Shows sites and related placements that match categories (like Entertainment) and subcategories (like Music) that you select. For best results, narrow the topic by picking subcategories that precisely match your ad.
- **Describe topics:** Shows sites and related placements relevant to words or phrases you enter. For example, a coffee merchant might enter topics like *organic coffee beans*, *coffee*, or *coffee products*. We'll display the sites relating to the topics entered.
- **List URLs:** Shows placements that exactly match, or are related to, URLs you enter. For example, if you're advertising tennis equipment, you might enter the URLs of your favorite tennis or sports websites. If you enter a list of related sites that may have a similar audience. Then you can pick the placements where you'd like your ad to appear.
- **Select demographics:** Shows sites and related placements popular with the audience demographic you select. For example, you might choose an audience age range of ages 35-44. We'll display placements where your ad is shown to that audience.

For each of the above methods, you can generate up to 100 content placements that match your criteria. The tool also includes an estimate of the **Max. Impressions/Day** — the number of impressions available to all ads in an average day.

Click **Add** next to placements where you'd like your ad to appear. Placements you select move to the **Selected Placements** list on the right-side of the page. Click the **Add Selected Placements** button to save them.

To make your ads appear in the most relevant placements, you can use all four methods above.

## Language and Location Targeting

### How AdWords Targets Users

#### How AdWords Targets Users

Objective: Learn how Google determines the location and language of a user by Google domain, query address, and language preference detection.

#### Targeting by IP Address

Google can sometimes identify a user's IP address to determine a user's general physical location. An IP address is a unique number assigned to each computer connected to the Internet (such as 10.32.20.135). The IP address is automatically assigned by a user's Internet Service Provider (ISP).

We'll only use the IP address to show regionally (region and city) targeted or customized ads, or when a user is accessing Google.com from any location.

- **Regionally targeted and customized ads:** If a Google user searches plumbers from a New York City IP address, we may display regional or customized ads targeted to New York, even though *New York* isn't in the search query.
- **Google.com searches:** If a user with an IP address in France searches on Google.com, the user is targeted to France, even though the user isn't accessing Google.fr.

#### Targeting by Google Domain

Google has over 100 country-specific domain extensions to which AdWords ads can be shown. The domain is attached to each web address, such as .com, .fr, and .es. Google.com is geared to users in the United States, Google.fr to users in France, and Google.es to users in Spain.

When a user searches on any of the hundreds of Google domains, AdWords displays ads according to the domain. For example, if a user located in Spain searches on Google.fr, AdWords shows ads targeted to France.

#### Targeting with Query Parsing

With query parsing, Google can use the user's search query to determine when to show ads targeted to a specific region or city.

For example, if a user in New York searches for *hotels in Hollywood*, the user sees ads targeted to the Los Angeles area.

This search functionality only applies to ads that target certain areas worldwide.

#### Targeting by Language Preference

The **Preferences** link on the Google homepage lets users choose the language in which they want to search. When a user sets the language preference, Google only displays ads that are targeted to the chosen language. If a user specifies a language preference, the Google domain (like Google.fr) determines the default language preference (in this case, French).

For example, users who choose Spanish as their language preference see ads targeted to Spanish-speaking regions.

Google does not translate ads. If an advertiser writes an ad in English and targets the Spanish language in English, regardless of the targeted language.

## Overview of Language and Location Targeting

Your ads are targeted to reach a certain audience, based on your chosen language and location targeting (next topic for more details). With this information, AdWords works to ensure that your ad appears to your audience.

When a user searches Google or sites across the Google Network, we'll determine to show your ad based on:

- Google domain
- Query entered (called *query parsing*)
- Internet Protocol (IP) address
- Language preference

## Language and Location Targeting

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### Language and Location Targeting Options and Setup

Objective: Get an overview about the different language and location targeting options. Learn how to implement these options for a new or existing campaign.

### Implementing Language and Location Targeting

#### New Campaign

To choose your language and location targeting options for a new campaign:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. On the Campaign Summary page, click the link for **New online campaign** and then choose to 'start with placements.' You will be taken to a new page.
3. Name your campaign and ad group.
4. Select one or more languages you wish to target.
5. Under **Target customers by location**, you'll see a default location. To show your ads to a custom place, click 'Change location,' then make your selection.
6. Click 'Continue.'
7. After you complete the targeting section, finish creating your campaign.

#### Existing campaign

To change your language or geographic targeting settings for an existing campaign:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Check the campaign you wish to edit, and click **Edit Settings**.
3. Select a language to target beside 'Languages.'
4. Click **Edit** beside 'Locations.'
5. Click **OK** if you receive a pop-up dialog box.
6. Select your new locations.
7. Click **Finished**.
8. Click **Save Changes**.

### Language and Location Targeting Options

Whenever you create a new campaign in your AdWords account, you choose which languages and locations to target. Your options include:

1. Language: Target up to 40 different languages.
  2. Location: Target any combination of countries, territories, regions, cities, and customized areas.
- All advertisers must choose a language and location to target, so it's important to understand what's right. Here are some general guidelines to follow, which are further discussed in the following topics.

- Target countries or territories to reach a wide audience across one or more countries.
- Target regions and cities if your business serves specific geographic areas or if you want different messages in different regions.
- Target customized areas to reach specific geographic areas which may not be available in regional targeting, or if you want to define specific geographic areas.

## Language and Country/Territory Targeting

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### Language and Country/Territory Targeting

Objective: Learn how to reach a broad audience by targeting one or more languages and countries. Find your campaigns to reach an international audience.

### Targeting by Language

Language targeting lets you reach an audience that speaks one or multiple languages. Because people speak different languages in many different locations, language targeting gives you a good way to reach your audience if they're physically located in non-native areas.

For example, if you sell Spanish books, you can choose to target your ads to the Spanish language. When a user speaks Spanish by one of the methods listed in the topic above ([How AdWords Targets Users](#)), you can target your ad.

We recommend that you target the language in which your ad is written. For example, if your ad is written in English, target English-speaking users. Remember that Google won't translate your ad for you.

### Targeting by Country and Territory

You should choose this location targeting option if you have a large audience and offer services or products in one or more countries or territories. If you have a global business, it would make sense to target all countries and territories, ensuring that your campaigns get exposure across the world.

It's common for new advertisers to target all countries and territories in the hope of widening their reach. However, when doing this, you may target people who can't read the language of your ad or website, which creates low conversion rates.

To help assess where and who you should target, answer these questions:

- Where does your business sell or provide?
- Who is your intended audience?

For example, if you sell maps of the United States and only ship within the United States, you should target only the United States. However, if you sell DVDs worldwide, you should target your campaign to all countries.

### International Targeting Campaign Strategy

International targeting means that you target more than one language or location. If you decide to target multiple languages and locations, organize your campaigns and ad groups logically.

A good strategy is to organize and name your campaigns by country (such as Germany) and your ad groups by product lines (such as coffee products and tea products). Then, tailor your keywords and ad text to the intended audience.

Make sure that your keyword list and ad text for each ad group is in one language. This ensures that the same language in which the keyword was entered. For example, if a user enters a keyword in Japanese, only ads in Japanese appear in Japanese.

### About Ad Text Using Local Languages

With AdWords you can create ad text using double-byte characters, such as those used in many East Asian languages. However, be aware that double-byte characters have special requirements.

Double-byte characters need nearly twice the display space as single-byte characters. For example, the English ad has a 25 character limit. However, the limit for that same title line is 12 characters for a double-byte character. The second and third lines of English ad text are limited to 35 characters, while the limit for double-byte

Two other rules to follow when creating ads with double-byte characters:

- Use single-byte characters for symbols, such as punctuation marks and currency symbols.
- Use single-byte characters for alphanumeric characters.

When creating a double-byte character ad in the English interface, the character limit on the screen is wrong. If you're receiving an error message, enter only the correct character length.



**Figure:** Japanese ad in U.S. AdWords interface



**Figure:** Single-byte characters and numbers inside of a double-byte ad

## Region and City Targeting

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### Region and City Targeting

**Objective:** Target your ads to small geographic areas using region and city targeting to reach a specific audience. Learn why and when to use region and city targeting.

### Targeting a Region or City

Region and city targeting is best used by advertisers whose audience is concentrated in defined areas. Using region and city targeting, you can capture a smaller population segment and receive more qualified clicks. This helps your Quality Score high and your costs low. Additionally, you can create more customized ad text and landing pages to highlight special promotions or pricing based on the audience you're targeting.

Region and city targeting usually works best for region-specific businesses, such as boutiques, stores, restaurants, and hotels. For example, if you sell flowers and only deliver in the New York City area, you should target your ads to that area only.

Region and city targeting may not be offered in your country. The available options are displayed when you create a campaign.

### Appearance of Location Targeted Ads

AdWords displays your chosen region or city (whichever is the most specific) in the last line of ad text to distinguish them from country- and territory-targeted ads. These ads appear on Google and on some of our partner sites.

### Region and City Targeting Accuracy

Some countries and territories — specifically Spain, Japan, South Korea, and Brazil — lack the infrastructure for us to always detect a user's location. To ensure that you reach users in these areas, we recommend you create a country- and territory-targeted campaign (in addition to a regional one) that includes region-specific keywords and ad text.

Here's how:

- Include the names of regions and cities you wish to target in your keywords, such as *Seoul hotel* and *Seoul*. When a user anywhere in South Korea searches for your keyword, your ad appears.

- Add the names of regions and cities you do not wish to target as negative keywords. For example, if your ad contains the broad-matched keyword *hotels*, add *-Sao Paulo* as a negative keyword (with the hyphen) to prevent your ad from showing for the query *Sao Paulo hotels*.

## Keyword Targeting

Include region and city names in your ad text to reinforce the local nature of your product or service. If your ad appears for a user located in the targeted region, the user won't click your ad. Here's an example of a used car dealer in Madrid that has created both regional and country campaigns:

### Campaign 1: Region and City

Location Targeting: Madrid

#### Keywords:

used car  
used truck  
car dealer  
buy pre-owned car  
-Barcelona  
-Seville

### Campaign 2: Country and Territory

Location Targeting: Spain

#### Keywords:

Madrid car dealer  
Madrid used truck  
Madrid used car  
buy pre-owned car in madrid

## Customized Targeting

### Customized Targeting

Objective: Learn why and when to use customized targeting to reach more qualified leads.

### When to Use Customized Targeting

Customized targeting is best suited for advertisers with an audience in very specific areas. If you select the customized targeting option for your campaign(s), your ads will only appear to customers searching for results within a specified distance from your business or within the area you define.

Additionally, customized targeting doesn't limit you to the cities and regions offered by region and city targeting. For example, an advertiser owns a restaurant chain in Southern California. With customized targeting, the advertiser can choose to target the entire southern half of California instead of specific regions or cities.

### Three Types of Customized Targeting

When setting up customized targeting, you have three options: enter a physical address, select a point on the map, or enter multiple latitude and longitude points to form a polygon.

- *Enter a physical address:* With this option, you enter a street or business address. (This option is available in the U.S. and Canada only.) You then choose a distance (such as 50 miles or kilometers) that forms a circle around the address. Only users located within this circle, or those who include the address in their search criteria, will see your ads.
- *Select a point on the map:* Instead of entering an address, you can define the center of your advertising region by dragging the interactive map to place a red marker on your location. This location will automatically convert to exact latitude and longitude coordinates, which the AdWords system will use in targeting your ads.
- *Multi-point (or polygon):* Multi-point targeting lets you click three or more points on an interactive map to define an advertising region of your choice. (Again, the system will convert the points you select to latitude and longitude coordinates automatically.) Using multi-point targeting, you can create target areas of virtually any size and shape.

## Keyword Targeting and Matching Options

### Keyword Targeting and Matching Options

Objective: Understand the various keyword matching options and how to use them to your advantage in

### Overview of Keyword Targeting

Keyword targeting uses matching to more precisely control how a user's search will trigger your ad on Google pages. Defining how broadly or narrowly your keywords are targeted helps you reach the audience you want. The more targeted your keywords and ads are, the more likely you are to reach potential customers.

You can apply the following matching options to your keywords:

- Broad match
- Phrase match
- Exact match
- Negative match

AdWords also offers a more advanced matching option called embedded match, which is discussed in more detail in this lesson.

### About Broad Match Keyword Targeting

Broad match is the default setting for your keywords. Therefore, when you submit a new keyword to your account, it appears as a broad-matched term.

Broad-matched keywords reach a wide audience and trigger your ad to appear whenever that keyword appears in a user's query. This means that your ad appears even if:

- Other words are included in the query
- Terms in the query are not written in the same sequence as your keyword
- The query is similar to your keyword. This includes plurals and synonyms.

*Example:* For the broad-matched keyword *used book*, your ad could appear when users enter the following queries:

Used book dealer  
Buy used book  
Used and rare book  
Used book for sale  
Used book finder

### About Phrase Match Keyword Targeting

A phrase-matched keyword triggers your ad to appear for any query that includes your keyword or phrase in the same sequence and form that you specify. (Additional terms in a user's query can precede or follow the phrase.) Phrase matching narrows your reach by restricting your ad from showing on irrelevant variations of your keyword.

To enable phrase matching for a particular keyword, enclose it with quotation marks.

*Example:* For the phrase-matched keyword *"used book"*, your ad will appear when users enter the following queries:

<u>Ad will appear:</u>	<u>Ad won't appear:</u>
used book dealer	used paperback book
buy used book	book of used matches
rare and used book	

## About Exact Match Keyword Targeting

Exact match is the most precise method for targeting your keywords. Use exact match when you want only on a query that precisely matches the keyword you have chosen — without any additional words or between, or after the keyword.

To enable exact matching for a keyword, enclose it in square brackets.

*Example:* For the exact-matched keyword *[used book]*, your ad could appear when users enter the following query:

<u>Ad will appear:</u>	<u>Ad won't appear:</u>
used book	used book seller
	used books

## About Negative Match Keyword Targeting

Negative-matched keywords prevent your ad from appearing when a search includes a keyword that is related to your ad. Your ad won't appear when a negative keyword you've specified is included in a user's search query.

To specify a negative keyword, add a minus sign (-) before the keyword or phrase you want to exclude. This does not restrict your other keywords as much as phrase or exact matches might.

*Example:* For the broad-matched keyword *used book* and negative keyword *-college*, your ad could appear when users enter the following query:

<u>Ad will appear:</u>	<u>Ad won't appear:</u>
used book seller	used college book

## About Embedded Match Keyword Targeting

Embedded match is a sophisticated form of keyword matching that allows you to prevent your ad from appearing in relation to certain phrase or exact matches. This is popular when an advertiser sells merchandise related to a movie or book, but not the actual movie or book.

*Example:* An advertiser selling Toy Story merchandise might use the embedded match option of a negative match on *-[Toy Story]*. This way, the advertiser's ads appear for *Toy Story dolls* and *Toy Story products* but not an exact match *Toy Story*.

## Implementing Keyword Matching Options

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### Implementing Keyword Matching Options

Objective: Learn the benefits of different keyword matching options and how to implement them in an ad campaign.

### Choosing Keyword Matching Options

When choosing between different matching options, determine what you want to accomplish for the ad campaign.

Here are some things to consider:

- Broader matching options tend to give you more impressions but accrue higher costs. Therefore, use broader matching options (like phrase- or exact-match) along with broad-matched keywords in an ad group.
- Broad-matched keywords should be at least two-word phrases (*gourmet coffee* or *organic coffee*).
- Narrower matching options tend to give you fewer clicks and lower your costs. It's still important to use broad-matched keywords for these matching options.
- Negative keywords work well in most cases when you know a term doesn't apply to your business.

Also, keep in mind your campaign settings. If your campaign is set up to target a very specific geograph matched keywords might work well. On the other hand, if you're targeting one or more countries or territ precise keyword matching options could be used.

## Implementing Keyword Matching in Ad Groups

As demonstrated, you can include different matching options for keywords in the same ad group.

To edit or add a keyword with matching options in your ad group:

1. Sign in to your account at [adwords.google.com](https://adwords.google.com).
2. Select the campaign, and then the ad group you want to edit.
3. Click the **Keywords** tab on the Ad Group Details page.
4. Click **Quick add** or **Edit keywords**.
5. Enter your keyword with the proper punctuation (e.g. quotes, brackets).
6. Click **Save**.

You can also edit or add multiple keywords across campaigns in your account using the [Keyword Tool](#).

## Keyword Matching Examples

Take a look at the following ad. Which keywords and keyword matching options might work best? (Assu campaign is targeted to one country and one language.) Let's compare different keywords for broad, ph matching options.

[Find New and Used Books](#)  
Special Shakespeare Collection.  
Huge Selection. Order Online Today.  
[www.Bookstore-Example.com](http://www.Bookstore-Example.com)

### Potential Broad-Matched Keywords

Used books  
Used rare books  
Used Shakespeare plays

- *Used books* is probably too general for this ad. The ad could appear for queries such as *used bi used shelves for books*. As a result, the ad would probably accrue many impressions but few clic return a low CTR. A better idea might be to try this keyword as a phrase- or exact-matched term.
- *Used rare books* and *used Shakespeare plays* are better broad-matched keywords. They're mult that provide more detail about the nature of the ad. The result would be more relevant clicks and

### Potential Phrase-Match Keywords

"used books"  
"Shakespeare books"

- *"Used books"* as a phrase-matched term works better than a broad-matched term because you'll looking for different variations of used books. It ensures that the ad appears only if users search *books* in that order. The ad could appear if users search on *Shakespeare used book* or *used bo*
- *"Shakespeare books"* is also an effective phrase-matched keyword, as it represents types of boc

### Potential Negative-Matched Keywords

Shakespeare plays  
-performance  
-auditions

The broad-matched keyword *Shakespeare plays* doesn't differentiate between users searching for *book plays*, *performances of Shakespeare plays*, or *auditions for Shakespeare plays*. Adding the negative ke *performance* and *-auditions* would eliminate many unwanted impressions, and possibly improve your C

### Final Keyword List

By taking the top picks from above, the final keyword list in an ad group would look like this:

Used rare books  
Used Shakespeare plays

"Shakespeare books"

"used books"

Shakespeare plays

-performance

-auditions

# Combining Keywords and Placements

## Keywords and Placements Together

### Keywords and Placements Together

Overview: AdWords ad groups can have keywords, placements, or both. The keyword and placements with your campaign settings, determine where on the content network your ad can appear.

This lesson will discuss how your keywords, placements, and campaign settings interact with each other. Remember that only the content network is targeted by both keywords and placements. Search results are targeted only by keywords.

### Ad Group Choices for Keyword and Placements Targeting

You'll begin any new AdWords ad group with either keywords or placements. Many people prefer to start with placements, but the choice is always yours. After a new ad group is created, you can add more keywords or placements by clicking the appropriate tab on the ad group page. You can also *remove* keywords and placements at any time.

In other words, you have three possible ad group combinations:

- keywords only
- placements only
- keywords and placements both

If your ad group has placements only, then the ads can appear only on the content network. If your ad group has keywords only, or keywords and placements, then the ads can appear on both the search network and the content network, depending on the campaign settings you choose.

All three types of ad groups compete with each other in AdWords. If an ad position is available on the content network, placement-targeted ads and keyword-targeted ads from all advertisers will compete for the position.

### How Keywords and Placements Work Together

The rule to remember is this: *Keywords always do their work first.* When an ad group has keywords, the system always starts by looking through every possible page in the content network to find content that matches your keywords. Only then does the system check to see if any of those content pages match your placements.

This means that if a placement you choose isn't a good match with your keywords, *your ad won't appear* on that placement. If you don't want keywords to be involved, create a separate ad group or campaign with placements only.)

This also means that when you combine keywords and placements, the main role of a placement is to *limit* where your ad can appear. If you know that your keyword-targeted ads perform well on a certain website, you might choose that site as a placement with an increased bid to give your ad a better chance of appearing there. For a very advanced feature, you can also insert different destination URLs when your ad appears on different placements.

If you choose 'Relevant pages across the entire network,' your keywords will be used to place the ad anywhere on the content network, whether you've targeted those placements or not. If you choose 'Relevant pages only on the placements I target,' your ad will appear only when keywords match your ad to a placement you have selected in your ad group.

Here are how some combinations of keywords, placements and campaign settings will place your ads on the content network. (The search network, remember, is affected only by keywords.)

#### Keywords only + 'Relevant pages across the entire network'

- Your ads can appear on any content network page where the content matches your keywords.
- You've chosen no placements, so they don't affect this ad group.

#### Keywords only + 'Relevant pages only on the placements I target'

- You've chosen no placements, so there's nowhere for these ads to appear.

- Ads from this ad group won't run unless you add placements or change your campaign settings.
- Placements only + 'Relevant pages across the entire network'**
- Your ads can appear only on placements you've targeted.
  - You've chosen no keywords, so there's no way to target your ad contextually to any other pages.
- Placements only + 'Relevant pages only on the placements I target'**
- Your ads can appear only on the placements you've targeted.
- Keywords with placements + 'Relevant pages across the entire network'**
- Your ads can appear on any matching content network page.
  - Your placements are used only for bid adjustments or to assign individual destination URLs.
- Keywords with placements + 'Relevant pages only on the placements I target'**
- Your ads will appear only on your placements, and only if those placements also match your key

## Keyword and Placement Targeting Pricing

Campaigns that target the content network can take cost-per-click (CPC) or cost-per-thousand-impression (CPM) pricing. This is true whether keywords, placements, or both are used to target your ads. However, CPM pricing is not available for the content network. Campaigns that target Google search along with the content network can use both CPC and CPM pricing.

When a placement is targeted by both keywords and a placement, the placement bids will take priority. If an individual placement bid has been created, that will be used. If not, the ad group default placement bid will be used. If no placement bids have been made, then the content network bid from your campaign settings page will be used. Finally, if none of the above apply, then your ad group default bid will be used. If you have made individual keyword bids, they will be used with the ad group default bid as they normally are in determining [pricing and ranking](#) for contextually-targeted ads.

To put it in order, from highest priority to lowest:

1. Individual placement bid
2. Ad group placement bid
3. Content network bid
4. Ad group default bid (combined with individual keyword bids, if applicable)

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# Quality and Performance Basics

Complete Learning Center Path - Lesson 4 of 9

## Tracking and Performance

[Return to the Complete AdWords Learning Center Lesson Index](#)

## About Ad Relevance, Quality and Performance

### About Ad Relevance, Quality and Performance

Objective: Learn about how quality impacts Google search results, ads, and the performance of your account. Find out how to monitor your performance.

### How AdWords Monitors Performance

AdWords uses a dynamic variable called 'Quality Score' to evaluate keyword relevance. Quality Score is based on your keyword's clickthrough rate (CTR) on Google; the relevance of your ad text, keyword, and landing page; and several other relevance factors.

A Quality Score is calculated every time your keyword matches a search query—that is, every time your keyword has the potential to trigger an ad. Quality Score is used in several different ways, including influencing your keywords' actual cost-per-clicks (CPCs) and the first page bid estimates that you see in your account. It also partly determines if a keyword is eligible to enter the ad auction that occurs when a user enters a search query and, if it is, how high the ad will be ranked. In general, the higher your Quality Score, the lower your costs and the better your ad position.

Quality Score helps ensure that only the most relevant ads appear to users on Google and the Google Network. The AdWords system works best for everybody—advertisers, users, publishers, and Google too—when the ads we display match our users' needs as closely as possible. Relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.

### How You Can Monitor Performance

Due to the dynamic nature of search, your keywords' Quality Scores can fluctuate often. Therefore, it's a good idea to keep tabs on your performance and make adjustments as needed.

To analyze your account performance quickly, use the following resources:

- **Keyword Analysis page:** Check the Keyword Analysis page to get a detailed view about your keyword's performance — including how Quality Score impacts your keyword and ad performance and how you can improve it. You'll also find your first page bid estimate, which tells you the cost-per-click (CPC) bid likely needed for your keyword to trigger ads on the first page of search results. To launch the Keyword Analysis page, point your cursor over the magnifying glass icon beside any keyword in your account; then click one of the 'Details and recommendations' links.
- **Keyword Status:** View the 'Status' column on the 'Keywords' tab of your Ad Group Details page. Your keyword status indicates whether or not your keyword is triggering ads to appear on search results

pages. As mentioned, each of your keywords (except any negative keywords) is identified by a keyword state. Here's the full breakdown:

## Ad-Visibility and Troubleshooting

Active keywords are eligible to show ads. You may see the following two notes beneath the 'Active' status:

- *Bid is below first page bid estimate of \_\_\_\_\_*: This will appear if your keyword's cost-per-click (CPC) bid doesn't meet the amount likely to place your ad on the first page of Google web search.
- *Ads show rarely due to low Quality Score*: This will appear if your keyword's Quality Score is very low and preventing your ad from accruing much traffic. In this case, we recommend following these [optimization tips](#) to improve your Quality Score.
- *Disapproved*: These keywords don't comply with our Editorial Guidelines or Content Policy and won't trigger ads until you correct the problem.
- *Paused/Deleted*: These are keywords you've paused or deleted. They won't enter the ad auction and therefore won't trigger your ads.

To learn how to enable a keyword that isn't running, visit the [Keyword Status](#) troubleshooting topic.

- **CTR Column**: View the 'CTR' column on your Campaign Summary page to see how well a campaign is performing. The higher the clickthrough rate (CTR), the better the campaign is probably doing.

For more in-depth performance tracking, we suggest that you set up [conversion tracking](#) or [Google Analytics](#).

## Ad Relevance and Quality

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.

However, relevancy doesn't end with our search results. We also work to show the most relevant ads for every search query. This model works for users and advertisers alike: The more relevant the ads are, the more likely users are to click on your ads now and again in the future.

We measure relevancy for search and ads differently.

- For search results, relevance and ranking are automatically determined by over 100 factors, including Google's patented PageRank algorithm.
- For AdWords ads, the most important factor in relevance and ranking is the ad's quality, also called the Quality Score. This measurement is the strongest representation of how useful a user has found an ad to be and is central to the AdWords cost-per-click (CPC) pricing model.

## Account-Wide Issues

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### Account-Wide Issues

Objective: Learn how to identify and correct issues at the account level that may prevent ads from showing.

## Email Verification for Account Activation

In order to activate your account, you must first verify your email address. If you have not verified your email address and you attempt to sign in to your account, you will receive a message to check your email to verify your email address.

Visit your email account, and open the email verification notice from AdWords. Click the link in the email to verify your email address and access your account. Then, continue with the activation instructions.

## Submitting Billing Information for Account Activation

After you verify your email address, the next step is to enter your billing information. If you haven't entered your billing information, you'll see a message when you log in to your AdWords account reminding you to do so.

Click on the link in the message, or click on the **My Account** tab and then **Billing Preferences** in your AdWords account to enter your billing information. If you're using a credit card or debit card, be sure to enter the billing address that matches the credit card.

Your ads will appear on Google after you've entered valid credit card or debit card information. In the case of direct debit, a debit authorization may have to be received and processed before your ads will start running. If you choose to pay via prepay, your ads may appear once funds have been received via credit card or bank transfer or after your bank transfer setup is complete.

For more information on the payment options available for your billing location and currency, visit the [Billing](#) lesson.

## Declined Payment Issues

If we aren't able to process a payment for your account, your ads will temporarily stop running and you'll receive an email regarding the declined payment. You'll also see a message when you log in to your AdWords account.

If you're not sure why a payment is declined, use the following checklist to figure out possible reasons:

1. Have you entered valid payment details (such as credit card number or expiration date)?
2. Do you have sufficient funds in your account, or have you reached your daily, weekly, or monthly spend limit?
3. Have you entered the correct billing address?

If your payment is still declined, contact the financial institution handling the funds to get more details about a declined payment.

## Campaign-Specific Issues

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### Campaign-Specific Issues

Objective: Learn how to identify and correct issues at the campaign level that may prevent your ads from showing.

## Paused, Deleted or Ended Campaigns

If a campaign is Paused, Deleted, or Ended, ads within that campaign will not show. Follow the steps below to reactivate your campaign from your Campaign Summary page:

- **Paused:** Check the box next to the name of the campaign, and click the 'Resume' button above the Campaign Summary table.
- **Deleted:** Click on the name of the campaign to go to the Campaign Details page. Then click the 'Undelete Campaign' link that appears next to the campaign name.
- **Ended:** Change the campaign end date. Check the box next to the name of the campaign, and click 'Edit Settings.' Adjust your end date next to the 'Will run until' section, under the Basic Settings heading.

## Daily Budget Settings

Your ads might not show if your campaign is close to reaching, or has already reached, its daily budget.

To see whether your daily budget is being met, visit your Campaign Summary page, set the date range above the table to **yesterday**, and compare the Current Budget column with the Cost column. If you exceeded your daily budget yesterday, your ads may stop running before today's daily budget is reached.

We might exceed your daily budget when we determine that your ad can benefit from more exposure on particularly heavy traffic days. However, our system makes sure that in a given billing period, you are never charged more than the number of days in that month multiplied by your daily budget. Visit the [Billing](#) lesson for more information.

To view the recommended daily budget for a campaign, or to edit the existing daily budget, go to the **Edit Campaign Settings** page, and click **Recommended Budget**. This recommendation will be high enough to capture all of the clicks the system estimates your ads will receive with full exposure.

Remember that this number is only a recommendation, and you should set your daily budget at a level with which you are comfortable. If you don't wish to raise your daily budget, you can try refining your keywords by using the techniques found in the [Optimization](#) lessons.

## Ads Targeted Outside Your Region

You can target your campaigns to specific languages and geographic regions. However, if these targets do not include your own language settings and geographic location, you will not be able to see your ads.

- To view or edit the language targeting for your campaign, check the Languages section under Target Audience on your Edit Campaign Settings page. Ensure that your Google interface language, which you can view by clicking the **Preferences** link on your Google homepage, is included on the list of selected languages.
- To view or edit the geographical targeting settings for your campaign, check the Locations section under Target Audience on your Edit Campaign Settings page. Ensure that your own geographic location is included within the geographic regions that you have chosen.

For more information about targeting your ads, visit the [Language and Location Targeting](#) lesson.

## Campaign Negative Keywords

If there is overlap between your negative and regular keywords, the negative keyword will block your regular keywords from showing. To ensure that this isn't happening in your campaign, review the negative keywords and making changes where necessary. This will allow your keywords to show your ad.

To learn more about negative keywords, please refer to the [Keyword Matching](#) lesson.

## Google Network Issues

If your ad isn't appearing on sites in the Google Network, check to make sure your campaign is opted in to our content or search networks by visiting your Edit Campaign Settings page. (Sign in to your account > Check the appropriate campaign > Click the **Edit Settings** button). You can opt in to the search network, the content network, or both under the **Networks and bidding** section of this page.

For ads to show on partner sites, the ads must:

- Be reviewed and approved
- Be in a campaign opted-in to the Google Network
- Meet partner requirements, which vary

To determine whether an ad is showing on our search or content partner network, check the **Search** and **Content** totals on the Summary tab in your ad group. If no content impressions have occurred, you can check the Average Position column to make sure that your ads have a high enough average position to appear on the Google Network. Many of our partners accept only the ads that rank highest on Google.

## Ad Group-Specific Issues

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### Ad Group-Specific Issues

Objective: Learn how to identify and correct issues at the ad group level that may prevent ads from showing.

### Bid and Budget Issues

If the cost-per-click (CPC) or cost-per-thousand impressions (CPM) bid for your ad group is higher than your campaign daily budget, the ads won't run. To lower your CPC or CPM bid from the campaign details page, check the box next to your ad group, and click the **Edit Bids** button.

### Ad Group Status

Ads in paused or deleted ad groups will not show. To resume a paused ad group, check the box next to the ad group, and click the **Resume** button above the Campaign Details table. To restore a deleted ad group, click the **Undelete Ad Group** link next to the ad group title and status at the top of the page.

## Ad Approval Issues

We may disapprove an ad if it doesn't meet Google's editorial and policy guidelines. If an ad is disapproved, it will stop running. When you have a disapproved ad, an alert box will appear in your account. In addition, your ad will also be marked as 'Disapproved.'

Click on **View reason(s)** under the affected ad to see the specific disapproval reasons. Then make the appropriate changes. Editing your ad will automatically re-submit it for review. Visit our [Editorial Guidelines](#) to learn more.

To view all your disapproved ads, you can click **View all ads** in the alert box. You can also go directly to the **Tools > Disapproved Ads** page to make corrections to your ads.

## Adult Content Issues

Ads for sites containing sexually explicit material will only show alongside search results on Google.com that contain adult material. A Google search results page that contains very little adult content will not display adult ads.

To enable an adult ad to show, use specific keywords that are relevant to your targeted audience. You can also try searching for one of your keywords in combination with a more sexually explicit phrase, such as 'xxx.'

Please note, some of the sites in the Google Network may restrict advertising or keywords based on their own policies regarding content and editorial standards.

## Missing Keyword, Placement or Ad Text

If you're running a search campaign, make sure you have at least one keyword and one ad in your ad group. If you're targeting the content network with a campaign setting of 'Relevant pages across the entire network,' make sure the ad group contains at least one ad and one keyword or placement. If you're targeting the content network with a campaign setting of 'Relevant pages only on the placements I target,' make sure the ad group has at least one ad and one placement.

## Keyword and Placement Specific Issues

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### Keyword- and Placement-Specific Issues

Objective: Learn how to identify and correct issues with your keywords or placements that may prevent your ads from showing.

### Keyword or Placement Bid Issues

If you have chosen to specify values for your keywords or placements, remember to make sure that the CPC or CPM values don't exceed your campaign's daily budget.

## Disapproved, Deleted or Paused Keywords

Your AdWords account may have keywords that are disapproved, deleted, or paused. You can see the status of a keyword in the Status column on your Ad Group Details page.

### AdWords Reports

- **Disapproved keywords:** Refer to the disapproval email you received for instructions on how to re-enable a disapproved keyword. Or, visit the [Editorial Guidelines](#) page or the [Content Policy](#) page.
- **Deleted keywords:** Re-add the deleted keyword to your ad group to re-enable it. If you delete a keyword and add it back to your account in any other format or any other location (another ad group, for instance) our system takes the keyword's account-wide performance into consideration. A poor performer can affect an entire ad group or campaign. For this reason, we recommend you regularly review your account's performance and either optimize poorly performing keywords or increase their CPC bids.
- **Paused keywords:** To resume a paused keyword, check the box next to the keyword on your Ad Group Details page and click 'Unpause.'

To launch the Keyword Analysis page and learn more about your keyword status, point your cursor over the magnifying glass icon beside any keyword in your account. A help bubble appears, which gives you a snapshot of your keyword's Quality Score and whether or not your keyword is triggering ads. Then, click one of the 'Details and recommendations' links to access the Keyword Analysis page.

## Low Quality Score Issues

If your keyword's bid doesn't meet the first page bid estimate and its Quality Score is very low, the **Status** column of the **Keywords** tab in your **Ad Group Details** page will read **Active: Ads show rarely due to low Quality Score**. Neither the **Status** column nor the Keyword Analysis page will show the first page bid estimate. This is to emphasize the importance of improving your keyword's Quality Score through [optimization](#) rather than increasing its bid. Optimization will save you money, plus help ensure the quality of the AdWords program and the overall user experience.

If you see this message in your **Status** column, visit the Keyword Analysis page for more information on your Quality Score.

## Introduction to AdWords Reports

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### Introduction to AdWords Reports

Objective: Understand what reports are and how they are used. Learn where to find reporting features and how to create customized reports based on your needs.

### AdWords Reports Explained

Reports are collections of statistics that help advertisers analyze their accounts.

The AdWords Report Center can generate fully customizable reports on specific topics such as campaigns, keywords, and ad text. These reports let users identify important trends over weeks, months, or years. Most reports can also be viewed as graphs, which offer a clean look at spikes and dips in traffic, CTR, or other key elements of an account. And because each report can be customized with configurable columns and performance filters, they

provide just the information you need to help you identify your strengths and build on them, and to sniff out areas of low performance and optimize these areas accordingly.

You can view your reports online, or you can download them to your computer and view them with a spreadsheet application, such as Microsoft Excel. You also can have reports generated and emailed to you regularly.

## Creating AdWords Reports

We currently offer nine types of performance reports, each fully customizable based on the levels and types of data you want included. These report types, which cover the basic data users most often want to see, are:

- **Keyword Performance:** Displays details on selected keywords and organizes statistics by keyword.
- **Ad Performance:** Presents relevant statistics for ad variations, such as text ads, image ads, video ads, and local business ads.
- **URL Performance:** Displays statistics and measures the performance of destination URLs.
- **Ad Group Performance:** Organizes statistics for each of your ad groups.
- **Campaign Performance:** Organizes statistics for each of your campaigns.
- **Account Performance:** Generates statistics for your entire account, or for a portion of your account.
- **Search Query Performance:** Shows performance data for the search queries that triggered your ads which appeared after receiving clicks.
- **Placement Performance:** Shows statistics for ads that appeared on specific domains or URLs in the Google content network.
- **Reach and Frequency Performance:** Find out how many people saw your ads and how many times they saw them over a certain period of time.

Creating your report is as simple as following our four-step form, and then clicking 'Create Report' when you're done. Here's how:

1. **Report Type:** To begin creating your report, select your Report Type from radio buttons beside each report name. Your options on the remainder of the page will adjust according to the type of report you have chosen.
2. **Settings:** In this section, you establish your report View and Date Range, and which ad groups and campaigns to include.
  - **View:** Choose 'Summary' for a high-level overview of all your selected stats, or choose from among 'Hourly (by date or regardless of date),' 'Daily,' 'Weekly,' 'Day of week,' 'Monthly,' 'Quarterly,' or 'Yearly' metrics for your account.
  - **Date Range:** Use the pull-down menu and select a time period (i.e. 'Last seven days,' 'Last 30 days,' 'This month,' etc.) for your report. For specific dates for summary, Daily or Weekly views, click on the date fields underneath the pull-down menu. Clickable calendars will appear, from which you can select report beginning- and end-dates. (Note: Hourly report data is available from February 1, 2006 onwards).
  - **Campaigns and Ad Groups:** To include all campaigns, choose the first radio button. For individual campaigns or ad groups, choose the manual selection option and click on the campaigns and/or ad groups you want included in your report. Choose as many or as few as you want included.
3. **Advanced Settings:** In this optional section, you can customize columns and filters so your report includes only the data you want to see.
  - **Columns:** Click the 'Add or Remove Columns' link to reveal check boxes for each of the available column categories for your report type. You'll find a wide range of choices, including Impressions, Clicks, CTR, Avg CPC, Cost, Avg Position, Campaign, Daily Budget, Campaign Status, Ad Group, Ad Group Status, Headline, Display URL, and many others. As you add or remove columns, the visual column display is updated based on your selections.
  - **Filters:** Click the link to 'Filter Your Results' for filter options based on your report type. Filters allow you to refine up to four data types. Use the pull-down to select and customize the relevant data types for your report. Depending on your report type, your filter options may include Ad Distribution, Status, Match Type, Site/ Keyword, Avg Position, Clicks, Cost, Avg CPC, CTR, and Impressions, among others.
4. **Templates, Scheduling and Email:** In this section, you'll name your report, save it as a template if you want to reuse your settings, and provide an email and format for receiving your report.
  - **Name Your Report:** Enter a title for your report. Pick a name that will be easy to recognize when you see it on a list of other reports you've created.

- **Templates:** Check the box to 'Save this as a report template' if you want to run similar reports later.
- **Scheduling:** If you want to run this report on a regular basis, check the box to schedule automatic reports and choose from the pull-down schedule menu (for delivery daily, every Monday or on the first of every month).
- **Email:** To receive an email when your report is ready, check the box and then list the email address or addresses you want notified (for multiple addresses, separate each email with a comma). If you want your report attached to the email, check the next box and select your preferred report format from the pull-down menu (.csv, .csv for Excel, .tsv, .xml, .html).

You're almost done! Now, just click the 'Create Report' button and you'll see a screen confirming that your report has been submitted.

At the top of the page you'll see Google's estimate of how long your report will take to generate. (Most reports take a few minutes or less.) Next comes a text box directing you to the Download Center, where you can review your report when it is completed. To the right you'll see details of the report you have just run.

An important note: You don't have to wait at this page for your report to finish running. You can continue to browse through your account, sign off for a time, or even shut down your computer and return later. The report will continue to run and should be ready for you when you return. And if you requested an email notification and / or attached report, the report notice and attachment will be sent as soon as the report is completed.

You can view your report online in three formats: as data only, as graphs created from your data, or as both data and graphs together in one report.

If you prefer to download the report to your computer, you can do so in the same formats you can choose from for emailing your report: .csv (for Excel), .csv, .tsv, .xml., and .html .csv (comma-separated values) and .tsv (tab-separated values) files are encoded in UTF-8. These formats are recommended for users who prefer to process or review report data in text-only format. .csv (for Excel) files are encoded in UTF-16LE, and are compatible with most U.S. and international versions of Microsoft Excel. Select .xml (for 'Extensible Markup Language') to place your statistics in a database or on a website. Select .html (for 'Hypertext Markup Language') if you want to be able to view your report as a webpage. You may also open your report as a Google Spreadsheet for easy viewing and collaboration purposes.

## About Report Graphs

If you click on the **View report** link, your report will contain the fields and values you selected along the top. The table is dynamic, so you can sort by each metric by clicking on the name.

To save your graph, click 'Export Report' and select 'Download graph.'

## Additional Reports Features

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### Additional Reports Features

Objectives: Learn how to download and save reports and edit report templates, and get some basic report troubleshooting tips.

### About Report Center

Under the **Reports** tab in your AdWords account, you'll see a link for the **Report Center**. Click on this link to view your reports.

In the Report Center, you'll find links to your most recently created reports, under the header **Saved Templates** as well as your scheduled reports and any on-demand reports you saved as templates.

The **Last 15 Reports** section presents the last 15 reports you've created, along with the date range they covered, the dates they were requested, and their status (usually Completed). To view a report in this section, click on the report name.

An important note: Once you create more than 15 reports, the system will automatically delete your oldest report whenever a new one arrives. If you have scheduled a daily report, for instance, the oldest report will be deleted each day to make room for the new one. You can also delete reports you no longer want saved. On the report page, click the **Delete** link on the far right of the report name line.

## Basic ROI and Conversion Tracking

Within the **Saved Templates** section, you can see all scheduled and on-demand reports saved as templates when you created them. The table tells you the date range for each, the time when each scheduled report will run next, and whether you're receiving the report by email. You can run either an on-demand report or a scheduled report by clicking the link marked **Create Report**.

You can also edit any of these saved templates by clicking the **Edit this template** link. This will open up the template in the **Edit Template** page, which is similar to the **Create Report** page that you used to create the original report upon which you based the template. Here, you can revise your saved template by reassigning report values for **Report Type**, **Date Range**, **View** and **Campaigns and Ad Groups**. And you can further customize your new report by resetting the columns and filters within the **Advanced Options** section.

Once you have edited your template, you can choose to rename the template, schedule reports for automatic delivery, assign an email address or addresses for notification, and select a format for report delivery. Then just click **Save Template** and you're all done creating a new report from your saved template.

To permanently delete a report template at any time, click the **Delete** link.

## Email Reports and Multiple Email Addresses

You can receive an email notification of a completed report, or receive the report itself via email in one of five formats that you can specify when you create your report.

Check the box next to the statement **Whenever the report runs, send email to:** when creating the report and then type into the text box the email address or addresses to which you want notification sent when the report is finished. For multiple email recipients, separate each email address with a comma. If you schedule the report to run regularly, you'll be notified each time the report runs.

By checking the box for **with report attached as:** you also can choose to have your report sent as an email attachment. Select your preferred report format from the pull-down menu: csv (for excel), .csv, .tsv, .xml, and .html

Please note that files will be emailed in a zip, or compressed, format. Compressed reports must be less than 2 megabytes in order for the report to be sent via email. If the file is larger than 2 megabytes, you will receive an email notification asking you to retrieve your report from the Report Center.

## Understanding Return on Investment (ROI)

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### Understanding Return on Investment (ROI)

Objective: Learn how to calculate your advertising ROI (return on investment).

### Calculating ROI

The term 'conversion' refers to converting from leads to customers or users of your service. So if someone clicks on your AdWords ad, and buys something on your site, that click is a conversion from a site visit to a sale. Other conversions you might want to track are page views or signups.

Advertising is only effective if it generates measurable results for your business. Your Google AdWords account is an investment of time and money that you use to drive customers to

your website. In this lesson, the resulting conversions are called your return on investment, or AdWords ROI.

ROI can also be called Return on Ad Spend, or ROAS. Your ROI can be calculated as revenue from sales, minus advertising costs, all divided by the cost of advertising. For example, if your advertising costs for the past week were US\$500 and you've sold US\$1,000 worth of inventory as a result, you have a 100% ROI for the week ((US\$1000-US\$500) divided by US\$500). To express ROI as a percentage, you multiply the result of this formula by 100.

Determining your AdWords ROI can be a very straightforward process if your business is after web-based sales. You'll already have the advertising costs for a specific time period for your AdWords account in your Campaign Summary statistics. You can also create reports via the **Report Center**. 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. Dividing your net profit by the advertising costs will give you your AdWords ROI for that period in time.

In other cases, 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. For example, a Yellow Pages ad for your business may cost US\$1,000 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 therefore 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.

A simple alternative to estimating values for your leads and page views is to use a cost-per-acquisition (CPA) measurement. This method will allow 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 ads may cost US\$1,000, resulting in 10 sales: therefore, your CPA for those ads is US\$100. Your CPA should not exceed your profit derived from each acquisition. In the case of the Yellow Pages ad, the CPA is 20% less than the revenue the acquisitions provide.

## ROI Example - Camera Shop

Ultimately, your ROI calculation will help you determine the best way to spend your advertising dollars. For instance, if you represent a camera shop that sells photography equipment and provides photography classes, the keywords 'photography' and 'photography classes' could both potentially be valuable to you. However, how would you determine which keyword would have the greater potential ROI for your business?

Assume that you have a US\$100 daily advertising budget. The keyword 'photography' generates 110 clicks, resulting in US\$120 in sales, but it also costs you US\$60 a day. This results in an ROI of 100% for that keyword. The keyword 'photography classes' uses only US\$25 of the daily advertising budget, but generates 40 clicks. These clicks result in US\$90 in sales, with an effective ROI of 260%. This advertiser would be better served allocating more of their budget to the 'photography classes' keyword because of its higher ROI, despite the potential for fewer clicks for this keyword.

## Introduction to Conversion Tracking

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### Introduction to Conversion Tracking

Objective: Understand and implement AdWords conversion tracking.

### Defining a Conversion

An AdWords conversion occurs when someone clicks on your AdWords ad and performs a behavior on your website that you recognize as a completed sale or collected lead. Conversions can include the purchase of a digital camera, a visitor submitting their contact information for an insurance quote, or a prospective buyer downloading a white paper about your company's software capabilities.

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 some of our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.

Another important term to understand when tracking conversions is 'transaction.' While a conversion represents somebody coming to your site through AdWords and making a purchase, the transaction represents the purchase or desired visitor action itself.

## Setting Up Conversion Tracking

Conversion tracking is free - all you need is an AdWords account and access to your website's HTML. Setting up conversion tracking is a straightforward process that gets you started tracking overall conversions with minimal steps. You can also select advanced conversion tracking options with more customized preferences such as assigning unique conversion values. With conversion tracking in general, you can specify conversion types such as purchases or sales, leads, signups, and page views. You can also create your own conversion type from the **Other** option. The advanced settings options will be covered in detail in later topics.

To set up conversion tracking for your active ads, log in to your account and click the **Conversion Tracking** link on the **Campaign Management** tab at the top of your account.

## Disabling Conversion Tracking

You can stop or re-start conversion tracking at any time. To do so, log into your account and click the **Conversion Tracking** link on the **Campaign Management** tab, then click **Stop conversion tracking**. To stop sending tracking data to Google or remove the Google Site Stats text, remove the conversion tracking code from your website. Stopping conversion tracking in your AdWords account will remove the statistics and tracking information from your AdWords account pages. However, your reporting data will still be available via the Report Center.

## Getting Conversion Tracking Code

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### Getting Conversion Tracking Code

Objective: Understand how to select your settings and implement your conversion tracking code.

### Conversion Tracking Security Level and Language Settings

There are two important options to consider while setting up conversion tracking: the security level of the HTML code you would like to implement, and the language you want to use for your Google Site Stats link and corresponding informational page. The choice of 'http://' or 'https://' conversion tracking code is determined by the security level of your conversion page. Most shopping carts will use the more secure 'https://' option, and you can easily determine your own needs by examining the address bar in your web browser when you access your conversion page. If in doubt, use the more secure 'https://' since it will have no negative effects on your website.

Your choice of language will affect which Google Site Stats link is displayed on your conversion page. It will also give your users information about conversion tracking in a language appropriate for the majority of your site's visitors.

## Implementing Conversion Tracking Code

Adding the code to your website is a simple cut-and-paste procedure. Make sure that you copy all of the code from within your account and that when adding the code to your website it is completely within the HTML <BODY> </BODY> tags, as shown here:

*[Purchase Conversion Default: Sample code snippet only - DO NOT USE]*

```
<html>
<body>
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (1) {
  var google_conversion_value = 1;
}
var google_conversion_label = "Purchase";
//--> </script>
<script language="JavaScript"
src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>
</body>
</html>
```

## Verifying Conversion Tracking Code

You can verify if the code is working by waiting for a conversion to occur or completing a test conversion yourself. If you know that a conversion has occurred on your site from an AdWords ad, check the conversion column in your reports to see that the conversion registered. Please note that updates to your account reports may take up to 24 hours.

You can also run through the process yourself by searching on Google, clicking on one of your ads and completing a conversion on your site. However, this method costs you an ad click, so we recommend that you wait for a conversion to occur.

## The Google Sites Stats Link in Conversion Tracking

The conversion tracking code snippet will show a visible Google Site Stats text block on your website's user-facing confirmation pages to indicate that a conversion has been completed. This text will only appear to users who have been referred to your site by Google.

You should check your conversion reports to ensure that the conversion has recorded correctly. The Site Stats text link is an important feature of the program. It lets users know that you're tracking their purchase, and gives them a link to more information about Google conversion tracking.

If you can't see the Site Stats link, verify that the conversion code has been added to your webpage with no additional line breaks (compare your page to the conversion code available within your account). Some HTML editing programs will insert line breaks into the conversion code for the lines that are long enough to have wrapped to a second line in your account. The conversion tracking code should not have any line breaks inside of the '<' and '>', unless there is a ';' at the end of the line.

## Improving ROI with Conversion Tracking

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### Improving ROI with Conversion Data

Objective: Learn to:

- Analyze conversion statistics
- Determine the return on investment, or ROI, of your campaigns
- Improve campaign performance using your conversion data

### Overview of Conversion Data

Once you've implemented conversion tracking, two new columns will appear on all of your campaign management screens. The Conversion Rate and Cost/Conversion columns give you a quick overview of how your campaigns are doing, but they don't include any of the advanced statistics available through your Report Center.

The Conversion Rate is the percentage of clicks that become conversions. Cost/Conversion is the cost you've accrued over the time period which you're viewing, divided by the number of conversions you received as a result of those clicks. This data will give you a quick overview of how well your clicks are converting, and the average cost of those conversions.

### Ad Group Conversion Data

The conversion tracking statistics available in your AdWords account will provide the data you need to improve your ROI. Statistics are available both at the ad group level and via the Report Center.

Your ad group summaries will include conversion rate and cost-per-conversion data. Again, conversion rate is a basic percentage, highlighting the percentage of clicks you received that resulted in a conversion. Your cost-per-conversion number represents the total cost of clicks for that campaign or ad group, divided by the number of conversions. This number will help you to quickly evaluate your ROI for the ad group as a whole.

### Report Center Conversion Data

Your Report Center gives you detailed and specific conversion tracking information. Generating a custom report will give you access to all of your conversion statistics, including the number of transactions and your cost-per-transaction. See the [Reports](#) lesson to learn more.

A Custom Report enables you to evaluate keywords based on performance for each transaction type. Even seemingly relevant keywords may not provide the ROI you expect, so careful evaluation of the actual conversion and transaction data is essential for optimizing your campaigns.

After selecting the relevant conversion tracking fields for your report, you can start evaluating your account's performance. Conversion rate and cost-per-conversion are important statistics to monitor, but each individual conversion can lead to multiple transactions as users shop for various products on your site or return later to make additional purchases. Consequently, your transaction and cost-per-transaction statistics can prove even more valuable, since acquiring regular customers is more valuable than any single conversion. Tracking your transaction statistics can provide valuable insight into the effectiveness of your advertising, as well as the effectiveness of your site and the value of your product offerings.

*Advanced Option Conversion Statistics:* The conversion tracking statistics in your AdWords account provide data for improving your ROI. When you select the advanced option, you'll receive data based on the unique conversion values you have set.

### Conversion Tracking Troubleshooting

Improving the conversion performance of low-ROI keywords can help make your advertising budget last. Helpful questions to ask include:

- Are the keywords targeted and relevant enough to produce the desired results?

If a keyword is too general, you run the risk of getting clicks to your site that aren't really relevant, and have a lower conversion rate. By narrowing the focus of your keywords (for tennis, instead of just tennis), you'll get more relevant clicks and customers coming to your website.

- If the keywords are well-targeted, then is your site hindering your conversion rate?

Taking a prospect directly to the most relevant page on your site can boost your conversion rate. Improving the usability of your site in general by making it easier for prospects to find and purchase your products or services can make a huge difference in your conversion rates.

## Conversion Tracking Limitations

The Google conversion tracking system has a few limitations. Because the tracking code is JavaScript function associated with a cookie, Internet users who have disabled cookies or JavaScript in their Internet browsers won't be tracked. For this reason, multiplying the number of clicks you have received by your Conversion Rate may not always be an accurate way to calculate the number of conversions you have received, but should be a close approximation. In your reporting, clicks which can't be tracked aren't included in your conversion data.

## Introduction to Advanced Conversion Tracking

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### Introduction to Advanced Conversion Tracking

Objectives: Understand the functions of advanced conversion tracking options.

### Overview of Advanced Conversion Tracking

The advanced conversion tracking option enables you to select different values for each transaction type. You can even track dynamic values that change for each transaction (also called 'dynamic variables'); for example, total purchase amounts.

To select advanced conversion tracking options and obtain your modified code, set up conversion tracking and click **Advanced option** to the right of each conversion type. You can set up conversion tracking by clicking the **Conversion Tracking** link, located beneath the **Campaign Management** tab in your account.

### Conversion Types

AdWords provides four types of conversions that you can define. These should cover the majority of conversions you'll want to track. These are: Purchase/sale, Leads, Sign-ups, and Page Views. You can also create your own conversion type using the Other label.

- The **Purchase/Sale** label helps online commerce sites track purchases and sales.
- The **Leads** label tracks how many users reached a point in your website at which they have contacted your company, such as completing a 'request more information' form on your website.
- The **Sign-ups** label can track how many users elected to subscribe to a newsletter or to download a white paper.
- The **Page views** label enables you to track when a visitor navigates to a specific page that you think is valuable.
- The **Other** label enables you to define your own conversion type.

The transaction types are just labels; you're not restricted to tracking only these types of transactions. Transaction labels can be assigned to any conversion page you would like to track.

## Using Advanced Conversion Tracking Code

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### Using Advanced Conversion Tracking Codes

Objectives: You'll learn how to:

- Define values for your conversions.
- Implement and verify your conversion tracking code.

### Static Variables in Conversion Tracking

The advanced conversion tracking option enables you to define a value for each transaction. If the value of each transaction (conversion) does not change (that is, it is static), use the **Value** field, which accepts integer values. For example, if you're tracking signups for a newsletter on your site, and you have determined that signups are worth US\$25 to your company, you would enter '25' into this field. Entering a value for the conversion into the advanced field will allow AdWords to calculate the ROI associated with that transaction. Using the value of the transaction and the cost data, AdWords can get an accurate cost per conversion.

### Non-Static (Dynamic) Variables in Conversion Tracking

You'll often place conversion tracking code on a page that summarizes for your users the total dollar cost of their purchase. Since the value of each customer's transaction is different, the webpage uses what's called a dynamic variable. A dynamic variable is a value that changes based on automated calculations, and is part of the code on the page.

You can track dynamic transaction values by inserting a dynamic variable in the **Value** field when setting up conversion tracking.

Conversion tracking works with most of the popular webpage development languages available. For example, ASP users most likely have a dynamic variable such as `<% =totalValue%>`, while sites built with PHP resemble `<?echo $totalValue?>`.

### Verifying Advanced Conversion Tracking Code

Verifying that you correctly added the conversion tracking code to your website is as simple as viewing your conversion page in any web browser. If you can see the Google Site Stats link, then the code has been correctly placed and you're now tracking conversions. However, there are some common errors that could provide irregular results for your conversion tracking statistics. Placing your conversion tracking code on the landing page of your ad, for example, would result in a 100% conversion rate. Similarly, if you run a report for your advanced transaction labels and do not receive the correct value for your transactions - or you are returned the correct value but the transaction type is incorrect - check to make sure that you have copied the conversion tracking code correctly and completely from within your account.

## Cost Control

Complete Learning Center Path - Lesson 5 of 9

### Costs and Billing

[Return to the Complete AdWords Learning Center Lesson Index](#)

## How AdWords Controls Your Costs

### How AdWords Controls Costs

Objective: Learn how AdWords helps keep your costs down with the AdWords Discounter and smart pricing.

### AdWords Discounter and Actual CPC/CPM

With Google AdWords, you set a cost-per-click (CPC) bid or cost-per-1000-impressions (CPM) bid. However, the AdWords Discounter works so you usually end up paying less than this amount.

Here's how it works: After we determine your ad rank, the AdWords Discounter calculates your actual CPC or CPM. This is the actual amount you pay to maintain your ad's position above the next lower ad. Your actual CPC or CPM is never more than the maximum CPC or CPM bid you specify.

### About Smart Pricing

Google Network bids may be different from Google web search bids. Using smart pricing, AdWords may automatically lower the maximum cost-per-click (CPC) bid for keyword-targeted ads that appear on Google Network pages. While you set one maximum CPC bid, 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 reduce the bid for that site.

For example, let's say that you advertise digital cameras. Your ad appears on two different pages - a Google web search page for the keyword 'digital cameras' and a Google Network page. If Google determines that your ads are not likely to perform as well on the Google Network page as on Google web search, AdWords may reduce the maximum CPC bid for that site.

Smart pricing reductions are automatically reflected in the Avg. CPC column on your Campaign Summary page.

## How You Can Control Costs

### How You Can Control Costs

Objective: Learn how you can control your AdWords advertising costs — primarily through your daily budget and bids. Understand the advanced pricing option of content bids.

### Setting the Right Bids

Your maximum CPC or CPM bid represents the highest amount that you're willing to pay per click or thousand impressions, respectively, on your ad. You can set a bid at the ad group level, or for individual keywords and placements. (See the [Ad Group Details page](#) lesson for more information.) If you don't specify a maximum CPC or CPM bid for a given keyword or placement, the ad group maximum CPC or CPM bid will automatically apply.

When setting your CPC or CPM bid, consider the following:

- **Your Quality Score.** This is the single most important factor we use in determining the price you pay per click for keyword-targeted ads. Therefore, you can decrease the overall costs of your ads by increasing your Quality Score. To learn more, visit [Preparing to Optimize](#) lesson.
- **The value of a click.** How much is it worth for someone to visit your website? How likely is it that a click will turn into a conversion (sale, signup, etc.)? If high, then you might want to set a high bid. If low, lower the bid. You can get conversion statistics by setting up [conversion tracking](#) or by using [Google Analytics](#).
- **Your daily budget.** Be sure that your daily budget is higher than your CPC or CPM bid. Otherwise, your ad won't show.

## Setting the Right Budget

The daily budget is the primary way to control your overall costs. It determines the most you're willing to spend per day per campaign. Since you set a daily budget for each campaign in your account, you can add up all of your daily budgets to get an idea of how much you could spend per day for your entire account.

The daily budget determines how often your ads show throughout the day. You can set your daily budget to be as high or as little as you want. You set your daily budget via your Edit Campaign Settings page:

1. Sign in to your account at <https://adwords.google.com>.
2. Check the campaign you want to edit.
3. Click **Edit Settings**.

4. Set a daily budget under the Budget Options section.

When choosing a daily budget, keep the following in mind:

- Your daily budget must always exceed your CPC or CPM bid. If it doesn't, your ad won't show.
- You can view the recommended daily budget — based on the keywords or sites you choose, bid amount, and other factors — by clicking the **View Recommended Budget** link below the Budget field.
- If the recommended daily budget is more than you can afford, optimize your keywords, ads, or targeting options. To learn more, visit the [Preparing to Optimize](#) lesson.
- You can choose between two ad delivery methods when setting a daily budget:

(1) *Standard* (default setting): Your ad appears intermittently throughout the day if we find that your ad receives more charges than your daily budget allows. This means that your ad will be shown less frequently but spread out evenly throughout the course of the day — rather than shown only in the morning.

(2) *Accelerated*: Your ad appears as often as possible until your budget is reached. If your budget is low, this means that your ads may stop showing early on in the day, as soon as your budget has been exhausted.

- We may "overdeliver" your ad up to 20% more than your specified daily budget on a given day to provide your ad extra exposure on heavy-traffic days and to make up for days when traffic is low. If we exceed your monthly budget (daily budget X 30 days), we'll issue overdelivery credits to your bill. See the [Billing](#) lesson for more details.

## Managing Content Bids

You can set separate [content bids](#) for clicks on the content network, just like your search bids for for clicks on the search network. It's especially useful if you find that you get a higher return on clicks from one network than the other.

For example, if you find that clicks on search pages return more sales than you get with clicks on content pages, you might want to lower your content bids.

Content bids are automatically enabled for all campaigns opted in to the content network. You can change your content bids at the ad group level. Here's how:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the campaign you'd like to edit.
3. Check the boxes for ad groups with content bids you'd like to change.
4. Click **Edit bids**.
5. Make your changes in the column labeled **Content**.
6. Click **Save changes**.

If you leave the content bid field blank, your bid will be set to 'Auto' by default. Auto content bids are based on an average of all keyword cost-per-click (CPCs) for the ad group (including the default ad group CPC and individual keyword CPCs). You can change this setting to a bid amount that is more appropriate for your advertising needs.

## AdWords Billing Cycle

Continue to monitor your campaign performance, and make adjustments as needed. To learn more about assessing performance, visit the [Quality and Performance Basics](#) lesson.

## Basic Billing Processes

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### Basic Billing Process

Objective: Learn how you are billed for advertising costs, and about different payment options that are available.

### How Charges Accrue

With cost-per-click (CPC) advertising, you accrue advertising costs only when users click on your ad; you are charged for each click based on the CPC bid that you assign to each ad group or keyword. With cost-per-impression (CPM) advertising, you are charged for each time your ad is displayed, based on the CPM bid you set for each ad group, keyword or placement.

At the end of your billing period, you will be charged for all costs accrued during that cycle. The AdWords billing period is defined by Google and is not the billing period of your credit card.

### Payment Options

Available payment options depend on your billing address country and chosen currency. In this topic, we will cover postpay payment by credit card, which is the most widely available method of payment.

Google currently accepts Visa, MasterCard, American Express, JCB, and debit cards with a MasterCard or Visa logo. Please refer to the [Payments Outside of the U.S.](#) lesson to learn about direct debit, bank transfer, and Switch/Solo payment methods available in countries where credit cards are not widely used.

Depending on the payment methods offered in your location, you may also have the option to pay for your advertising prior to receiving clicks (prepay) or after receiving clicks (postpay).

With our prepay option, we will deduct charges from your pre-paid balance each time a Google user clicks on your ads. Your ads run almost immediately after payment is received.

Our postpay option allows you to pay after users click on your ads and you accrue charges. Your ads run almost immediately after submitting your credit card and billing information.

[Determine the payment options available](#) for your billing address and currency.

In addition to these payment options, a select group of advertisers also has the option to receive invoices once a month. You can learn more details about invoicing by reviewing the [Invoicing](#) lesson.

## The AdWords Billing Cycle

Your credit card is charged based on your AdWords billing cycle. When you create and activate your account with a credit card, debit card, or direct debit, Google starts running your ads almost immediately. We then charge you every 30 days unless your advertising costs reach a certain threshold within your 30-day billing cycle.

We won't charge you before 30 days unless you earn US\$50 worth of clicks or impressions, depending on whether you're running a CPC or CPM campaign. The first

time your account reaches US\$50 within 30 days, we'll charge you. Then, we'll let you accrue US\$200 worth of clicks before charging you within the subsequent 30 days.

If you reach your US\$200 limit within 30 days, Google will bill you and raise your billing threshold to US\$350. Once you reach the US\$350 threshold, you'll be billed again, and your threshold will be raised to US\$500, the maximum allowed. Remember that the amount billed may be in excess of the threshold since ads will continue to run and generate charges between the time the billing cycle is triggered and the time the charge is completed.

The activation fee, along with any other advertising costs accrued, is charged to your credit card at the end of your first billing period.

## Billing Details and Issue Resolution

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### Billing Details and Issue Resolution

Learn about the billing summary and payment details for an account, including the application of overdelivery credits, how to resolve declined credit card charges, and how to calculate pending charges. Also, become familiar with Google's credit card security practices.

### Billing Summary and Payment Details Pages

On the Billing Summary page you'll see your billing history and invoices for your account. You can access more detailed information about each invoice by clicking the invoice number link.

Your Billing Summary page will appear differently if you're billed on a postpay or prepay basis.

If you are billed on a prepay basis, your page will display the following information.



**Figure:** AdWords Billing Summary page for prepay advertisers.

- 1. Date:** The date of payment and invoice activity for your account.
- 2. Activity:** Account adjustments, charges, or declined payments that occurred for the reported month, and unique invoices for each payment toward your account.
- 3. Charge:** Your total advertising costs accrued for any month. This column will also include adjustments and credits made, including promotional credits, credits for invalid charges toward your account, and courtesy credits applied by AdWords client services specialists.
- 4. Payment:** Individual payment amounts for the current month. For each payment, you can click the related invoice link to view details about the payment method and amount.
- 5. Balance Remaining:** Balance remaining in your account. As you make payments and accrue costs, your Balance Remaining column will display the amount of prepaid funds left in your account.
- 6. Funds Remaining:** Current balance remaining in your account. Though similar to the Balance Remaining, this amount is based on slightly more updated usage statistics than the Balance Remaining and reflects your most up-to-date costs accrued, at any time.

If you're billed on a postpay basis, your Billing Summary page will show the following information:



**Figure:** AdWords Billing Summary page for postpay advertisers.

- 1. Date:** The date of payment and invoice activity for your account.

**2. Activity:** Account adjustments, charges, or declined payments that occurred for the reported month, and unique invoices for each payment toward your account.

**3. Invoiced Amount:** Costs per campaign are itemized by the date billed and relevant invoice number. Adjustments will be included within the invoiced amount, and may reflect promotional credits, credits for invalid charges toward your account, and courtesy credits applied by AdWords client services specialists.

**4. Payment:** Individual payment amounts for the current month.

**5. Balance Due:** Invoiced balance. For postpay accounts, where payments are made promptly following each invoice, the balance column will typically be zero. This is because the Balance Due column does not reflect recent clicks or impressions for which you have not yet been invoiced.

**6. Outstanding Balance:** Overall balance. This amount reflects your most up-to-date costs accrued, including clicks or impressions for which you have not yet been invoiced as well as any outstanding billed balance.

## Invoice Details

If you would like more details regarding a specific payment, click the invoice number that you wish to review. This will take you to the **Invoice Details** page.

Click **Printable invoice** to print an invoice for your records.

Billing Summary > Invoice Details - May 31, 2005

**Invoice Details**  
PDF/Adobe Acrobat format: #117

Invoice Details	
Agreement ID:	174
Method of billing:	Net30
Invoice date:	May 31, 2005 11:59:59 PM PDT
Invoice number:	728
Invoice amount:	\$4,560.78
Tax assessed:	\$0.00

Account Adjustments and Fees: May 25 - May 31

Date and Time	Credits	Fees	Total
Total adjustments and fees			\$0.00

**Advertising Costs Charged To This Invoice**  
The table below shows clicks and/or impressions that were charged to this invoice (if any). Some of the billable activity may have occurred in previous months, as the 'Date Range' column indicates.

If you see the same date range on more than one line, don't worry. Additional clicks and/or impressions may be reported after we bill you for a given time period. When our system recognizes billable activity, it is added to your account reports for the appropriate date and you'll be charged for it on your next bill.

Campaign	Date Range	Billable Activity	Number of Clicks or Impressions	Daily Budget	Amount	Total
Site Targeting_Fire-Emblem	May 25 - May 31	Clicks	2398		\$4,560.89	
	May 25 - May 31	Overdelivery credit			\$-0.11	
	Total advertising charges for Site Targeting_Fire-Emblem					
<b>Total advertising charges</b>						<b>\$4,560.78</b>

Figure: AdWords Invoice Details page.

**1. Invoice Details:** Invoice/payment date and time, applicable taxes, and your invoice number. You can also print your invoice, which will include your payment terms (immediate charge or credit line), and all line items associated with your payment.

**2. Account Adjustments and Fees:** Applicable fees (account activation or re-activation) and billing adjustments that may reflect promotional credits, credits for invalid charges toward your account, and courtesy credits applied by AdWords client services specialists.

**3. Advertising Charges by Campaign:**

- **Campaign:** Relevant campaign for which activity was recorded.
- **Date Range:** Corresponding dates for activity accrued per campaign.
- **Billable Activity:** Explanation of charges (clicks, impressions, or overdelivery credit).
- **Number of clicks or impressions:** The number of clicks or impressions accrued.
- **Daily Budget:** The daily budget for the relevant campaign for the delivery period shown.

- **Amount:** Charges accrued during the delivery period shown. This amount may also include overdelivery adjustments.
- **Total:** Subtotals appear per campaign in the right-hand column; the final line represents total advertising charges for the invoice.

## Payment Received Link

If you return to the **Billing Summary** page, you'll see that each invoice has a **Payment received** link. Click on this link to view the **Payment Details** page.

## Payment Details Page

The **Payment Details** page lists the date and time a payment was received, the form of payment, and the amount credited.

You can print a receipt for your records from the **Payment Details** page by clicking the **Printable receipt** link.

## Overdelivery Credits

As traffic is never constant from day to day, it is possible that your cost-per-click campaign may accrue charges above or below your set limit. To ensure that your CPC campaigns reach their potential, Google may allow up to 20% more clicks in one day than your daily budget specifies. However, we'll never charge you more than your daily budget multiplied by the number of days in that delivery period.

For example, if you budget US\$10 per day in a 30-day month, you may receive more than US\$10 in clicks on a given day, but the maximum you would pay is US\$300 for that month. If Google overdelivers your ads resulting in more clicks than your budget allows, you will receive a credit to your account. Credits for clicks in excess of your daily budget are listed on your invoice as: 'Overdelivery credit.'

### Example Scenario

Advertiser's Daily Budget = US\$10

Day 1 Spend: US\$8  
Day 2 Spend: US\$10  
Day 3 Spend: US\$12  
Day 4 Spend: US\$14

In the above example, this advertiser received US\$12 worth of clicks on Day 3. That's US\$2, or 20%, more than the daily budget.

On Day 1, the advertiser only received \$8 worth of clicks, so Google will apply the US\$2 worth of overdelivery charges to Day 1. By applying these charges to Day 1, charges on Day 3 meet the advertiser's daily budget.

On Day 4, the advertiser receives US\$14 in clicks. Since Google has allowed his campaign to accrue US\$14 in clicks, or 40% above the daily budget, Google will return 20%, or US\$2, as an overdelivery credit. In addition, the remaining 20%, or US\$2, will also be applied as an overdelivery credit because the advertiser reached his daily budget each day.

## Credit Card Declines

If Google is unable to charge a credit card, advertising is suspended for that account. AdWords notifies the advertiser via email that his or her credit card has been declined.

You can view detailed information regarding any declined payments on the **Payment Declined Details** page. Here you'll see itemized payment declination details by invoice, including the date and amount of the attempted charge, and the reason our billing system was unable to process your payment.

There are several common reasons why credit cards are declined. If your payment is declined, consider the following:

- Have you entered the correct credit card number?
- Have you entered the correct expiration date? Has that date passed?
- Have you entered the correct billing address and phone number? If the address and phone number listed in your AdWords account do not match those associated with your credit card, we may be unable to process your charges.

- Have you exceeded your credit limit? Your credit card must have enough available credit to cover your monthly advertising budget. If your card does not have enough credit, you'll need to decrease your daily budget, or enter a new credit card with a higher credit limit. You may need to contact the issuing bank to decline it if you've exceeded it.

## Payments Outside the U.S.

If you still cannot successfully submit your credit card information after reviewing the information above, contact the card-issuing bank for details about why they have declined the particular transaction.

In order to process the declined charge and reactivate your account, you'll need to update your billing information. Please note that this is the only way to process a failed payment. If you plan to use the same credit card, you can simply click the 'Retry card' button to trigger us to try your card again. Once we process your payment successfully, your ads will begin running again.

If you're not already using a backup credit card, you may wish to enter one to help ensure continuous ad delivery in the future. When you provide a backup credit card, we'll try to charge it if your primary card is declined in the future. You can enter a backup credit card by visiting your Billing Preferences page and adding a card in the Backup Payment Details section.

## Pending Charges

Your pending charges are determined by the number of clicks your ads have received since the last time you were billed. (If you're running a CPM campaign, the charges are determined by the number of impressions you've received.) All pending charges can be viewed on the **Billing Summary** page in your account. The outstanding balance on this page reflects the cost of accrued charges since you were last billed.

Your outstanding balance provides an estimate for upcoming charges for your campaigns. Please note that this amount does not necessarily reflect a delinquent amount, or a final balance. The outstanding balance is updated throughout the day, and includes deductions for any overdelivery credits that may apply. However, this balance may still be more than what you are actually charged for that time period, as additional overdelivery credits may be applied prior to billing your account. All credits and past charges posted to your credit card are also available under the **My Account** tab.

If you pause or delete your campaigns, it is important to note that any pending charges will be charged to your credit card at the end of your billing period. Because your AdWords account runs on a 30-day billing cycle, you may be billed for your campaigns up to one month after pausing or deleting them.

For example, an advertiser is billed for his account on June 4, and then pauses his campaigns on June 18. He would then be billed on July 4 for any charges accrued between June 4 and June 18.

## Credit Card Security

Our highest priority is to ensure the security and confidentiality of your personal information.

Google uses industry-standard SSL (secure socket layer) technology to protect every interaction you have with the AdWords system. This protects your credit card and other personal information. Once we receive your information, it is encrypted and stored behind a firewall.

When payment information is submitted online, Google works with third-parties to verify and process your information. Your personal information is encrypted and neither Google nor our payment partners share or sell your personal information. Your information will only be used for the purpose for which it was provided. For more details, please see our [Privacy Policy](#).

## Non-U.S. Payment Options

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### Non-U.S. Payment Options

Objective: Learn about various payment options that are available to AdWords advertisers outside of the U.S., and how to select the option that's best suited for you.

## Prepay and Postpay Options

Google's payment options can be divided into two categories: prepay and postpay.

Our prepay option allows you to pay for advertising before you accrue charges, and postpay allows you to pay for advertising after you accrue charges.

To find out what payment options are available to you, visit <https://adwords.google.com/select/AfpoFinder>.

### Postpay: Credit/Debit cards and Direct debit

Postpay means you pay Google only after your ads run and charges are accrued. Your ads are served almost immediately after you submit valid billing information. For more details on how and when Google bills your account, please review the [Billing Cycle](#) lesson.

Payment methods for postpay:

- **Credit/Debit card:** You can use a Visa, MasterCard/Eurocard, American Express, or JCB credit card, or a debit card with a MasterCard/Eurocard or Visa logo (accepted in all countries). This is the most popular and widely available billing option for AdWords advertisers.
- **Direct debit:** Selecting this method authorizes Google to submit appropriate charges to your bank. Funds are withdrawn directly from your bank account once the advertising costs reach the criteria for billing (currently available only in Germany, France, Austria, Spain, the Netherlands, Italy, the United States, the United Kingdom, and Israel).

Qualifying AdWords advertisers can apply for monthly invoicing. Typically, an established payment history and minimum spending requirements (varying by country) are necessary. To learn more, please see the [Invoicing](#) lesson.

### Prepay: Credit/Debit cards and Bank Transfer

Prepay requires advertisers to pay before their ads run and begin to earn charges. As users click on your ads, Google deducts the charges from your prepaid balance. To help keep your account balance up-to-date and your ads running, you'll receive emails when your funds run low and approach a zero balance.

Payment methods for prepay:

- **Credit/Debit card:** If you choose this payment method, Google charges your credit or debit card in the amount that you specify. Your ads will begin running almost immediately after you enter valid credit/debit card information and specify a payment amount. You can use a Visa, MasterCard/Eurocard, American Express, or JCB credit card, or a debit card with a MasterCard/Eurocard or Visa logo (accepted in all countries).
- **Bank transfer:** With this payment method, you transfer funds from your bank to Google. Transfers can take several weeks to process, so it's important to add funds before your balance draws too close to zero. Bank transfer is not available to advertisers in some countries, including the U.S.

## Bank Transfer Payments

To pay for your advertising via bank transfer, you must first generate a reference number. Bank transfers can be initiated following these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **My Account** tab, and then click **Make Payments**.
3. Enter the amount of money you plan to transfer to your AdWords account in the **Payment amount** field, and click **Go**.
4. Click **Transfer Information page** to view the details of your bank transfer. Here, you can access your reference number, the amount you entered for transfer, your account information, and the information of the bank to which the funds should be transferred.
5. Click **Print page** in the upper or lower left corner of the page, and fill in the necessary information about your bank account in the space provided.
6. Use the printed sheet, complete with your bank account information, to perform the transfer of funds at your bank. *\*\*It's very important that you include the **entire** reference number along with the bank transfer. We won't be able to process your payment without it. If you can't fit it on your bank's transfer form, insert the entire number in the 'Name' field before your name.\*\**

Once Google receives the funds and complete reference number, we will send you a confirmation message via email, and your ads will start running on Google. It can take several weeks for Google to receive a bank transfer, depending on your bank's process.

Note that different countries may require different treatment of the reference number--you will be given instructions specific to your country.

## Switching Payment Types & Currency

Postpay advertisers may switch back and forth between available postpay options (credit card to direct debit, for example) as well as between different payment providers (such as Visa to MasterCard). Prepay advertisers may also switch back and forth between bank transfer and prepay by credit card, if the options are available in their country and currency.

It's currently not possible to switch from a prepay method to a postpay method, and vice versa. For example, it's not possible to switch from credit card prepay to direct debit. Similarly, once a currency has been selected, it's not possible to switch to a different currency. The currency selected applies to both billing and payment.

In order to change currencies or to switch from prepay to postpay, you must close your existing account and create a new account with the preferred currency.

## VAT for EU Advertisers

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### VAT for EU advertisers

Review VAT implications for AdWords advertisers located in the European Union (EU).\*

\*Legal Disclaimer: Google is not able to provide you with tax advice. Any tax-related information provided by Google is not intended as and should not be construed as legal, tax or investment advice. You should always consult your tax advisor to help answer specific questions regarding how tax laws apply to you and/or your business. The tax summary we have provided is necessarily incomplete, and the tax laws and regulations are subject to change. Therefore, Google does not guarantee and is not liable for the accuracy or completeness of any tax information provided, or any results or outcome as a result of the use of this information.

Please review these resources for additional information about tax regulations:  
[http://europa.eu.int/comm/taxation\\_customs/taxation/vat/how\\_vat\\_works/index\\_en.htm](http://europa.eu.int/comm/taxation_customs/taxation/vat/how_vat_works/index_en.htm)

### AdWords and European Value Added Tax

AdWords accounts with European Union billing addresses are subject to VAT charges. If you have an AdWords billing address within the European Union, this topic applies to you.

### Billing Address in Ireland

All EU advertisers are affected by VAT. Advertisers with billing addresses in Ireland are subject to different VAT implications than those with billing addresses in the rest of the EU.

- Advertisers with an Irish billing address, and who have provided Google with a valid VAT registration number do not need to self-assess VAT charges. Google will automatically assess your account at the Irish VAT rate.
- Advertisers with an Irish billing address who do not provide Google with a valid VAT registration number are also assessed at the current Irish VAT rate. The Irish VAT rate is subject to change per the Irish government's discretion.

### Billing Address in EU, Outside Ireland

If your billing address is outside of Ireland and you provide Google with a valid EU VAT number, Google will not charge VAT to your account. You must self-assess for VAT at the EU member country rate where your billing address is located.

However, if your billing address is outside of Ireland and you do not provide Google with a valid VAT registration number, Google will charge VAT to your account at the current Irish VAT rate. VAT charges will appear in your Billing Summary.

## AdWords Invoicing

### Providing Google with a VAT Number

New advertisers are asked to provide VAT information during the account creation process. You can enter your VAT number at the bottom of the **Edit Billing Preferences** page. Current advertisers already registered for VAT in an EU member state can enter their registration numbers by following these steps:

1. Log in to your account at <https://adwords.google.com>
2. Click the **My Account** tab.
3. Click **Billing Preferences** on the **My Account** tab.
4. Select the appropriate VAT option and enter your VAT registration number.

## Invoicing Basics

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### Invoicing Basics

Learn how invoicing works, and the standard criteria for invoicing eligibility.

### What is Invoicing?

Invoicing is an additional form of billing available to qualifying Google AdWords advertisers.

AdWords advertisers who meet certain requirements can apply for monthly invoicing. This billing option allows for payment on a monthly basis by check or wire transfer. Once approved for monthly invoicing, an advertiser's campaigns are no longer subject to suspension in the case of a declined payment.

### Invoicing Prerequisites

Typically, invoicing candidates have an established credit history with the Google AdWords program and a spending level of US \$1500 per month for at least three months. If you meet these requirements, you may begin the application process.

### Applying for Invoicing

Monthly invoicing is offered at Google's sole discretion. Advertisers must first submit a credit application for review and approval by Google's finance team. In some cases, our finance team may request that you send your company's audited financials (balance sheet, income statement, cash flow statement and/or references) for further consideration.

If Google approves your application, you'll receive an offer of monthly invoicing via email as well as a request for confirmation of your billing address including company name, contact name, and address. You may then accept the terms by responding to the email. Once you accept the payment terms and confirm your billing address, your AdWords account will be switched from credit card billing to monthly invoicing.

## Invoice Budgeting and Payments

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### Budgeting for and Paying Invoices

Learn how to determine an appropriate budget based on your credit limit, and how to submit invoice payments.

## Determining Daily Budgets for Invoicing

After accepting invoicing terms, an advertiser's combined daily budget cannot exceed 1/30th of their 30-day credit limit. To determine a rough estimate of what you may spend per day, divide your credit limit by 30.

For example, you have a credit limit of US\$6000. Divide 6,000 by 30 to arrive at the estimated daily budget for all your campaigns. In this case, the combined daily budget for all of your campaigns should not exceed US\$200. If the sum of your spending exceeds the maximum daily limit at any time, ad delivery will be slowed so you aren't charged more than your credit limit allows. Ads will be shown evenly throughout the day, but at a slower rate.

## Making Invoice Payments

Invoices are sent on approximately the fourth business day of each new month. When an invoice is sent, a new line item appears on the **Billing Summary** page, detailing the included charges. All payments are due upon receipt of invoice. Non-payment within 15 business days of the invoice date may result in account termination.

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## Preparing to Optimize

### Preparing to Optimize

Objective: Learn what an optimization is and why all advertisers should optimize from time to time. Then, get started by taking inventory of your website, account, and competitors' websites.

### What's an Optimization?

An optimization is the process of adjusting parts of your account — like your keywords and ad text — and your website to improve the performance of your AdWords ads. Optimizations might consist of adjusting:

#### Your campaign components

- Organizing your campaigns
- Modifying language and location targeting
- Editing ad delivery times and position

#### Your ad group components

- Editing your keywords
- Editing your ad text
- Organizing your ad groups
- Changing your bids
- Using keyword matching options

#### Your website

- Choosing landing pages
- Editing website for flow and relevancy

### Beginning an Optimization

Now that you know the basics about optimizing, where do you get started? How do you know what needs optimizing? Begin by taking inventory of all things that make up your online advertising campaign. Review the following, and take notes of what is and isn't working well:

- **Your website and landing page quality:** Look at your website from a user's perspective. Does the design flow well? Is it well organized? Is the information useful, honest, and clear? You want your website to be easy to navigate and to communicate your business clearly.
- **Your account:** Review the performance of individual keywords and ads across different campaigns in your account. Check stats such as your keyword clickthrough rate (CTR), costs, and ad position. If your CTR is low or if your costs are high, optimizations are in order. To learn different ways to check your account performance, visit the [Quality and Performance Basics](#) lesson.
- **Competitors' sites:** Browse your competitors' ads and websites to help you understand the similarities and differences in your products or services. You can also identify factors that make your business more compelling than the competition (such as special promotions or unique products), which you can then highlight in your ads.

After reviewing the above, the optimization process begins. Continue to the next lessons to find out how to improve landing page quality and account performance.

### Why Optimize?

Very simply, optimization makes your advertising more effective. In AdWords terms, this means a higher Quality Score, or higher ad quality. Since quality is directly tied to your ad's performance, position, and costs, optimizations can bring you greater advertising success and lower your costs. Every advertiser can benefit from regular optimizations.

In most cases, using a combination of many optimization techniques together — such as improving your landing page and editing your keywords — is the best bet to improve the overall performance of your account and to increase your Quality Score.

## Choosing Landing Pages

### Choosing Landing Pages

Objective: Learn how to optimize your website and landing pages, and how to choose effective landing pages for your ads.

### About Landing Pages

The landing page is what your site visitor sees first after clicking your ad. Therefore, it's imperative that your landing page works in conjunction with your ad text. If your ad describes a specific product, the landing page should display that product. If your ad describes a general category, that category should appear on the page. In short, your landing page should deliver on your ad's promise.

When optimizing your website and landing page, strive to: (1) Make the content useful, relevant, and trustworthy and (2) Make the site easy to navigate.

## Optimizing Your Account

### Making Landing Pages Easy to Navigate

Landing pages should offer clear, simple navigation, allowing your site visitors to find product overviews and details easily. Remember, confusing landing pages will discourage your site visitors from taking the actions — such as making a purchase — you desire.

Here are some tips to follow:

- Provide an easy path for users to purchase or receive the product or offer in your ad.
- Avoid the misuse of links or browser controls, such as pop-ups, poor back-button functionality, and other obtrusive elements throughout your site.
- Make sure your page loads quickly — under four seconds if possible. Slow load times deter visitors from staying.

To see a more complete list on how to improve your landing page quality, visit the [Google AdWords Landing Page and Site Quality Guidelines](#).

In addition, you can take advantage of the Website Optimizer tool by testing different versions of your content. To learn more, visit the [Website Optimizer section](#) in the Help Center.

### Making Landing Pages Useful and Relevant

If users don't quickly see what they clicked on your ad to find, they'll leave your site frustrated and may never return to your site or click on ads in the future. Here are some quick pointers to ensure that doesn't happen:

- Link to the page on your site that provides the most useful and accurate information about the product or service in your ad.
- Try to provide information without requiring users to register.
- Create unique content that relates to your service or product and that can't be found on other sites.
- Clearly define what your business is or does.
- Deliver products, goods, and services as promised on your site.
- Treat user's personal information responsibly. Be honest and clear about why and how you might be collecting a person's information.

### Landing Page Quality Example

Let's say you sell printers from all major manufacturers, including the fictitious Acme printers. When a user searches for the keyword Acme printers, your ad appears as follows:

[Acme Printers](#)  
Find hundreds of all-in-one,  
home Acme printers. Buy today.  
[fictitious-website-address.com](#)

What would be a good landing page for this ad? Let's explore the following options:

1. **Option 1: Displays a list of all printer manufacturers.** Since your site visitor entered the search query for *Acme printers*, this person is likely interested in Acme printers only. A page that includes all printer manufacturers isn't the most relevant to your visitor's interests.
2. **Option 2: Displays the Acme 710c Printer.** The user's query was for all Acme printers, not just specific models. Therefore, this page may be too specific for your visitor's query. At a minimum, you should offer clear navigation from this page to the rest of the site and to similar products within the Acme line.
3. **Option 3: Displays Several Different Acme Printers:** This page delivers content that is neither too broad (all printer manufacturers) nor too specific (a single printer model). It's the most relevant to your visitor's query, and is therefore ideal.

## Account Optimization

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### Account Optimization

Objective: Learn how to optimize your account for optimal performance — from structuring your account to editing keywords and ad text. To review the basics about organizing your account, choosing keywords, and writing targeted ad text, visit the [Starting Off Right](#) lesson.

### Optimizing Ad Text

The content of your ads should capture a user's attention and set your business apart. Strive for the following:

- **Include keywords in your ad text.** Include your keywords in your ad text (especially the title) to show users that your ad relates to their search.
- **Create simple, enticing ads.** What makes your product or service stand out from your competitors? Highlight these key differentiating points in your ad. Be sure to describe any unique features or promotions you offer.
- **Use a strong call-to-action.** Your ad should convey a call-to-action (such as *buy*, *sell*, or *sign up*) along with the benefits of your product or service. A call-to-action encourages users to click on your ad and action they should take when reaching your landing page.

- **Choose an appropriate destination URL.** Relate your ad to offers that you make on your landing page to help users complete the sales cycle.
- **Test multiple ads in each ad group.** Experiment with different offers and call-to-action phrases to see what's most effective for your advertising goals. If your [ad serving options](#) are set to optimize (the default setting), Google automatically shows the best performing ad more often.
- **Try different ad formats.** Google offers both text and rich ad formats, such as image ads. Incorporate different ad formats into your ad groups to entice a user to visit your website. To learn more, visit the [Ad Formats](#) lesson.

## Optimizing Keywords and Placements

Your keywords and placements should relate to your ad text. Here are some optimization strategies for keyword and placement targeting:

### Keyword targeting

- **Choose specific keywords that relate to your business, ad group, and landing page.** Two- or three-word keywords usually work best. For optimal ad visibility, include relevant keyword variations, along with singular and plural versions. If applicable, consider using colloquial terms, alternate spellings, synonyms, and product or serial numbers. The [Keyword Tool](#) can help generate lists of possible keywords.
- **Take advantage of keyword matching options.** With some keywords, you'll get more ad impressions; with others, you'll get fewer impressions but potentially more clicks. To learn more, visit the [Keyword Targeting](#) lesson.
- **Use unique keyword URLs.** Keyword destination URLs send users to a specific landing page, ensuring your customer arrives immediately at the most relevant page for the keyword that triggered your ad. Edit individual keyword URLs by clicking 'Edit Keyword Settings' above your keyword table.
- **Try Google Sitemaps:** If you're a webmaster or have access to your webpage code, you can use Google Sitemaps as a tool to generate more relevant keywords for your AdWords campaign. Sitemaps enable you to automatically submit all your webpages to Google and receive detailed reports on those pages' top Google search queries. You can then use the reported top search queries as keywords for your AdWords account.

For more information, visit [Google Sitemaps](#).

### Placement targeting

- **Choose sites or related placements that are relevant to your business.** The more relevant the sites you target, the better the chances that your ad will show. To create an effective list, we strongly suggest using all methods available in your account when choosing placements. To learn more, visit the [placement targeting](#) lesson.

When using the Placement Tool to find and select websites and related placements, pay attention to the Ad Formats column in the list of available placements. If you run only certain kinds of formats — for instance, image ads only, or text and video ads only — make sure the placements you select accept your format.

- **If necessary, target site sections.** If an entire website isn't relevant to your ads, you have the option to target only the relevant [parts of the site](#). This option may be appropriate if the site covers a variety of topics, of which only some relate to your ads. For example, if you sell kitchen appliances, you might choose to advertise only on the food section of a news site rather than placing ads across the entire site.

(Note that site sections are slightly different from publisher-defined placements. In a publisher-defined placement, the publisher decides what pages or portions of his site you may target. With a site section, you yourself use URLs to pick which parts of the site you want to advertise on.)

**Using keywords + placements** You can add keywords and placements to any AdWords online campaign. Keywords can help place your ads on both the search and content networks. Placements affect only the content network.

When you choose both keywords and placements, you'll be targeting your content network ads twice: once by keywords and once by placements. Use the **Networks and bidding** section of your Edit Campaign Settings page to determine how your keywords and placements work together.

Here's an example: Suppose in one ad group you target the keyword *roses* and the placement *www.example.com*.

- With the content network enabled and the setting 'Relevant pages across the entire network,' you can let the keyword *roses* display your ad across the content network, but raise your bid whenever *roses* triggers your ad on *www.example.com*.
- With the content network enabled and the setting 'Relevant pages only on the placements I target,' you can choose to have your ad appear only on content pages of *www.example.com*, and only when one of those pages matches *roses*.

## Optimizing Account Organization

Maintaining organized campaigns and ad groups is important to the performance of your account. Organization helps you achieve your advertising goals, make edits quickly, and target your ads appropriately.

When organizing your account, strive for the following:

- **Organize your campaigns by topic.** Create separate campaigns for each of your product lines, resources, or brands. This helps you monitor your advertising more easily and make the necessary adjustments to improve your campaign performance.
- **Target the right languages and locations.** Target your audience appropriately by choosing languages and locations that relate to your business. If you target multiple countries, try splitting them into separate campaigns by country. To learn more, visit the [Language and Location Targeting](#) lesson.
- **Create highly specific ad groups.** Just like with your campaigns, build your ad groups around a single product or service. Then, group your keywords and placements into related themes. By doing this, you can create ads that most accurately promote what you're selling.
- **Avoid duplicate keywords across ad groups.** Google shows only one ad per advertiser on a particular keyword, so there's no need to include duplicate keywords in different ad groups or campaigns. Identical keywords compete against each other, and the better-performing keyword triggers your ad.

## Advanced Optimization Features

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### Advanced Optimization Features

Objective: Learn about some advanced optimization features, available at the campaign level of your account.

#### Optimizing with Ad Serving

If you have multiple ads in a single ad group, AdWords determines when to show your ads based on your ad serving settings. You can choose between two different ad serving options on your Edit Campaign Settings page, under the Advanced Options heading:

1. **Optimize:** This is the default setting for all your ads. Over time, our system determines which ad is performing better based on higher historic clickthrough rates (CTRs) and Quality Scores compared to other ads within the ad group. Based on this data, we'll show your higher performing ads more often. You can see which ad is being served more often by viewing the % Served column on your Ad Variations table.
2. **Rotate:** This option will serve all the active ads in an ad group more evenly on a rotating basis, regardless of their performance. Your ads will enter the ad auction an approximately equal number of times, and our system will consider the ad's Quality Score when ranking the ad.

We recommend that you stick with the default optimize ad serving setting for best results.

#### Optimizing with Ad Scheduling

Ad scheduling lets you control the days and times your AdWords campaigns appear. If you want to run an ad campaign only on Tuesdays, or from 3:00 until 6:00 pm daily, you can do it with ad scheduling.

Ads are scheduled on the campaign level, from the 'Edit Campaign Settings' page. Each campaign can have up to six scheduled segments per calendar day. Segments can be as short as 15 minutes or as long as an entire day of 24 hours.

Two steps are needed to set up ad scheduling for an AdWords campaign. First you must enable ad scheduling for that campaign. Once ad scheduling is enabled, you choose the days and times when you want your ad to run.

Here's how to enable ad scheduling:

- [Sign in](#) to your AdWords account.
- From the **All Campaigns** page, click the campaign you want to work with.
- Near the top of the page, click **Edit Campaign Settings**.
- On the next page, click **Turn on ad scheduling**.

Ad scheduling is now enabled for this campaign. You'll also be taken to the **Ad Scheduling** page, where you can set your schedule.

On the Ad Scheduling page you'll see the seven days of the week with 24 hourly blocks for each day. Green blocks indicate that your ad is scheduled to run during that hour. Gray blocks mean your ad will not run during that hour. Click **Edit** next to any day of the week you wish to edit, and use the pull-down menus to select your time periods.

To make changes to many days at once, find the line marked **Bulk edit** and select **all days**. Then use the pull-down menu to edit the times your ad will run on all days. For instance, if you select 1:00 to 4:00 pm, your ad will run at that time on all seven days of the week.

Ad scheduling also includes an advanced mode, with a bid multiplier feature that lets you raise or lower your bid during certain time periods. For example, if you find that this campaign gets the best results between 8:00 and 11:00 am, you can bid more for impressions or clicks during that period by entering a percentage higher or lower than 100%. For instance, if your default bid for a campaign is \$1.00 CPC, and your bid multiplier entry for Tuesdays is 120%, then your CPC bid for Tuesdays only would be  $\$1.00 * 1.2 = \$1.20$ . By contrast, a bid multiplier entry of 50% ( $\$1.00 * 0.50$ ) would lead to a \$0.50 bid during that time period. The bid multiplier may be as little as 10% or as much as 1000% of your usual bid.

The bid multiplier affects all ads in any campaign, including ads with separate search and content bids. When the time period for a given multiplier ends, your campaign will revert to your normal campaign bids. To enable advanced mode and use the bid multiplier, click the **switch to advanced mode** link near the top of the Ad Scheduling page. Then click 'Edit' next to any day as normal. You'll see an input box for the bid multiplier next to the usual pull-down menus.

When you are satisfied with your ad schedule, click **Save Changes**. Your changes will take effect almost immediately. To adjust your schedule for this campaign in the future, return to the **Edit Campaign Settings** page as described above. Click **Edit times and bids** to visit the Ad Scheduling page.

Once you enable Ad Scheduling, a small clock next to a campaign name on the **All Campaigns** page will indicate that ad scheduling is enabled for that campaign.

Here are a few more things to know about Ad Scheduling:

- Ad scheduling, whether in regular or in advanced mode, will not raise or lower your budget. The AdWords system will still try to reach your usual daily budget in whatever number of hours your ad runs each day.
- Ad Scheduling does not guarantee your ads will receive impressions or clicks. The usual AdWords rules still apply, and your ads will compete for impressions with other ads as they normally do. If you schedule a campaign for very short periods of time, or only at times of great competition for the keywords or placements you have chosen, your ads may not get the chance to run very often.
- Ad scheduling can be used on campaigns that use keyword targeting and placement targeting.
- Ad scheduling will not work with the AdWords Budget Optimizer™. In order for the Budget Optimizer to best serve an account, it must have the freedom to show ads at all times.

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### Optimizing Ad Position: Position Preference

#### Optimizing Ad Position: Position Preference

Objective: Understand how AdWords advertisers can set a position preference for their ads.

## Introduction to Position Preference

Position preference lets users tell Google where they would prefer their ad to show among all the AdWords ads on a given page.

If an advertiser finds that her ad gets the best results when it is ranked (for example) third or fourth among all AdWords ads, she can set a position preference for those spots. AdWords will then try to show her ad whenever it is ranked third or fourth, and avoid showing it when it is ranked higher or lower. If the ad is ranked higher than third for a given keyword, the system will automatically try to lower the bid to place the ad in the preferred position.

Position preference does not mean that an ad will always appear in the position specified. The usual AdWords ranking and relevance rules apply. If an ad doesn't qualify for position #1, setting a position preference of 1 will not move it there. Position preference simply means AdWords will try to show the ad whenever it is ranked in the preferred position, and to avoid showing it when it is not.

Position preference also does not affect the overall placement of AdWords ad units on the left, right, top or bottom of a given page. It only affects ranking relative to other ads across those units.

Position preferences are not guaranteed. An ad may still appear in other positions, though the AdWords system makes every effort to display ads according to preferences. When a user sets a new preference, it may take a few days for the AdWords system to begin delivering the ad according to those preferences.

## About Available Positions

The position preference feature uses pull-down menus for high and low position settings. 1 is the highest (top) position, and 10+ is the lowest available setting. Choosing a setting of 10+ means your ad will show in positions of 10, 11, 12 and beyond.

Advertisers can request that their ad be shown only when it is:

- Higher than a given position (such as above 7).
- Lower than a given position (such as below 4).
- Within a range of positions (such as from 2-8).
- In a single exact position (such as position 2).

Separate position preferences can be set for any or all of the keywords in a campaign.

## Setting Position Preference

Position preferences are set in two steps. First, position preferences must be enabled for a particular campaign. Then preferences can be set for individual keywords within that campaign.

To enable position preferences for a campaign, follow these steps:

- Log in to your account at <https://adwords.google.com>.
- On the 'Campaign Summary' page, select any campaigns you want to enable for position preference.
- Click **Edit Campaign Settings**.
- Find the 'Advanced Options' section.
- Select the box to enable position preferences.
- Click **Save Changes**.

To set position preferences for your keywords:

- Return to the 'Campaign Summary' page.
- Click the name of a campaign to edit.
- Click an ad group within that campaign.
- On the 'Ad Group Details' page, select the box next to any keywords for which you want to set position preferences.
- Click the **Edit Keyword Settings** button (located above the keyword list).
- On the 'Edit Keyword Settings' page, you'll see the feature in the far right column.
- Use the pull-down menus to choose the range you want for each keyword, from 1 to 10+. The left-hand number is the highest position you'd like your ad to take. The right-hand number is the lowest position your ad will take. (Remember, these are only preferences, not guarantees.)
- Click **Save Changes**.

Once you've set your preferences, you can view them from the main 'Ad Group Details' page by clicking the word **Show** next to each term in the **Settings** column. Your position preferences will remain in effect until you edit them or disable position preference for that campaign.

## Potential Impact of Position Preference

Setting a position preference can sharply reduce the number of impressions and clicks a keyword receives. Targeting just one or two positions means an ad will not show at times when it otherwise might have. We encourage advertisers to choose as broad a range of positions as they are comfortable with.

There is no single "right" position for all ads. Many people want to be ranked #1, but some advertisers prefer the lower costs that come with lower positions. Others find that certain keywords get a better return on investment (ROI) when their ads run in a specific position. The more advertisers test different positions and results, the more likely they are to find the positions that best suit their needs.

If an advertiser doesn't set a position preference, their ads will continue to run normally in all positions. If they enable position preference but don't set individual preferences, their ads will also run normally in all positions.

## Position Preference with Other Features

**Does position preference work with the Budget Optimizer™?** No. The Budget Optimizer sets and adjusts bids automatically based on overall budget, and so cannot work effectively when the advertiser also sets position preferences manually.

**Does position preference work with content bids?** Yes and no. Advertisers may run both features in the same campaign at the same time. However, since position preference doesn't apply to Google's network of content sites, any preferences set will not affect the content bids.

**Will the keyword tool suggest position preferences?** No. The keyword tool is not affected by position preferences and does not suggest preferences.

**Does the Report Center show my position preferences?** Yes. Your reports now show your position preference, as well as the average position your ad actually received. (If you changed your position preferences many times in a given reporting period, the average position may not be very meaningful.) Keywords without position preferences are marked "any."

## Specific Optimization Strategies

**Does position preference work with ad campaigns and ad groups that have placements?** Yes and no. Placements don't affect ads running on the search network. If the campaign has targeted the search network and an ad group contains keywords, the position preference can apply to search network results. If a campaign targets the content network only, or placements only, then position preference won't apply.

**Does position preference work with preferred CPC bidding?** No. If you select preferred CPC bidding, the AdWords system automatically adjusts your ad position as it works to hit your preferred CPC bid. This position adjustment is incompatible with the position preference feature.

## Increasing Traffic and Clicks

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### Increasing Traffic and Clicks

Objective: Learn how to optimize campaigns to increase traffic by creating unique keyword variations and taking different steps to increase clicks on your ads.

### Increasing Site Traffic

Please note that the industry typically defines 'site traffic' as page views where webmasters can sell ad space. However, the AdWords definition of increasing traffic means increasing clicks on an advertiser's ad(s).

The main methods of increasing traffic include:

- Adding new or unused keywords
- Creating keywords for unadvertised parts of the advertiser's website
- Including more general keywords
- Separating high-traffic keywords
- Increasing daily budgets
- Increasing Maximum CPC or Quality Score
- Setting your distribution preferences to maximize traffic
- Broadening your location targeting settings

We'll expound on some of these methods below.

### Optimizing by Adding Keywords

Let's consider the example of an advertiser selling a product line for 'Acme Printers' who wants to increase traffic.

In addition to using the keyword 'Acme printers,' you may consider adding variations such as 'Acme Printer,' 'Acme jet.' Make sure you only add unique variations of your keywords that may not be already covered by expanded broad matches. Always include plurals as well. Although plurals are generally included in broad match, you should still include them to ensure your ads show for as many relevant queries as possible. Keep in mind that plurals can perform differently in some cases, so you may want to set different maximum CPCs for them.

Browse your site to identify major product categories. You can create ad groups that target specific product types or models. Advertising new products that aren't already featured within your account is an effective way of increasing traffic. In this example, you can create an ad group to promote your Acme printer supplies and generate more traffic from current Acme printer owners.

### Optimizing with General Keywords

You can also increase traffic by creating ad groups for more general keywords. Continuing with the 'Acme Printer' example used throughout this lesson, you could use 'printers,' 'color printers,' 'inkjet,' etc. Words like this will generate a lot of impressions and, if they're relevant, clicks. Just remember to find the most general terms that are still relevant to your product or service. If they're irrelevant, they can generate poor quality leads to your website. Also, general searches are generally performed by users who are early in the research stage of the purchasing cycle. It's important to have a presence at this stage; however, you may want to start with low CPCs to allow for clicks that may not immediately result in a conversion.

### Optimizing by Separating High-Traffic Keywords

An important aspect of optimization is generating specific ads to go with new keywords you create. Consider the keyword variations 'Acme color printers,' 'Acme inkjet printers,' and 'Acme laser printers.' These keywords are more specific than 'Acme printers,' and would benefit from their own ad text tailored around the keyword. You may want to separate these keywords into their own ad groups.

Moving a high-traffic keyword into its own ad group and placing that keyword in the ad title will likely increase the number of clicks from the same number of impressions, which will also improve its CTR.

### Optimizing by Increasing Daily Budget or CPC

If you'd like certain keywords to receive maximum traffic, make sure they're in campaigns whose daily spend isn't reaching or exceeding its daily budget consistently. To increase traffic on all keywords in a campaign, increase the daily budget for that campaign. To increase traffic for specific keywords only, move them into a separate campaign, then set the daily budget high enough to yield the highest number of clicks.

Increase your maximum CPC or optimize your ad, keyword, or campaign to improve your Quality Score and to earn a higher rank. Because ads with higher ranks receive more clicks, you'll gain an increase in traffic.

## Optimizing with Location Targeting and Ad Distribution

You can broaden your location targeting settings or ad distribution preferences to maximize traffic.

Make sure that your location targeting settings reflect the areas of the world where you do business. Target your ad internationally if your offer applies to other countries. Even if your site isn't tailored to foreign countries and languages, you can still target your campaign to groups of users. For example, setting your language targeting to 'English' would ensure that your ad is shown to any user whose browser language is set to English anywhere in the world.

The Google Network of search and content partners offers a great opportunity to gain additional traffic. You may wish to edit your campaign settings so your ads are eligible to appear on this network.

## Increasing Conversions

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### Increasing Conversions

Objective: Learn how to optimize campaigns to increase conversions. (Advertisers define 'conversions' differently; however, for this topic, we'll assume a conversion is a product sale.)

### About the Buying Cycle

Before you optimize for conversions, you should first understand the buying cycle. Consumers go through the following stages when buying a product:

- Awareness
- Interest
- Consideration
- Purchase
- Retention
- Advocacy

Let's consider a scenario of a consumer buying an MP3 player. You should be prepared with keywords to address each part of this buying cycle. For example, at the consideration/purchase stages, you should include keywords such as 'buy an MP3 player.' Or, at the retention and advocacy stages, you should include keywords such as 'MP3 player accessories' or 'MP3 player headphones' to target loyal owners of the product.

### Using Negative Keywords to Increase Conversions

Using negative keywords can help filter out users who aren't actually in the purchase stage. Here are some sample negative keywords to consider:

- Adding '-free,' as a negative keyword is important if you don't offer a free product or trial. A user searching for a free product is less likely to make a purchase.
- Adding '-information' or '-info' will filter out users who are early in the buying cycle and generally not looking to purchase.
- Adding '-how to,' '-what is,' and '-definition' will also filter users who are still just interested in researching the product, not making a purchase.

Adding these kinds of negative keywords will help qualify users as potential buyers. If you feel these negative keywords don't apply to your website, you may simply include them in their own ad group so you can track their performance separately. For example, when selling MP3 players, you can add the broad-match keyword 'how to use an MP3 player' in its own ad group in order to test the performance of the keyword.

### Using Specific Keywords to Increase Conversions

More specific keywords tend to convert at a higher rate than general keywords. For example, consider the following keywords: 'Acme,' 'Acme printers,' 'Acme 710,' and 'Acme 710c.' Usually a more specific keyword like 'Acme 710c' will convert at a higher rate than 'Acme.' Users searching for brand names, product IDs, or even SKU numbers have typically already researched their product and want to make a purchase.

Some relevant keywords may not convert well. Consider the keyword 'Acme laser printers.' Let's also assume your website doesn't sell laser printers. You could argue this keyword is still relevant. Someone searching for a laser printer may be willing to purchase another high-quality printer. However, because it's not exactly the product the user is searching for, he or she is probably less likely to buy it. You should review your reports to gather data on keywords like this. If you're just starting your ad campaign and want to focus on conversions, you may wish to hold off on these types of keywords until your other, more-accurate keywords are performing well.

These keywords also present a challenging situation for writing ad text. You shouldn't use 'Acme Laser Printers' as your ad title because your website doesn't actually offer those products. This is a disadvantage, since competitors will be able to use the keyword phrase in the title and have stronger CTRs as a result.

### Including Prices in Ad Text

You should experiment with including prices in your ad text. If a user sees the price of a product and still clicks the ad, you know they're interested in a potential purchase at that price. If they don't like the price, they won't click your ad, and you save yourself the cost of that click. However, if you omit the price and the user goes to your website before deciding it's too expensive, you pay for their visit.

We also recommend that you review competitors' ads to watch for the prices they offer. If your price is lower, you should highlight this fact.

## Adjusting Keyword Bids to Maximize ROI

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### Adjusting Keyword Bids to Maximize ROI

Objective: See how your maximum cost-per-click (CPC) or maximum cost-per-thousand impressions (CPM) can affect your return on investment (ROI). Learn how to identify related factors and adjust bids to increase your ROI.

#### Factors to Consider

The following two factors influence your keyword performance:

- **How long the keyword has run:** If your keyword has only been active for a short period of time, or has only accrued a small number of impressions, clicks, or conversions, you generally won't have enough information to decide if this keyword is performing well for you.
- **Keyword position:** Keywords may perform differently based on their ad's position on the page.

Before you delete any keywords for not performing well, you may wish to consider these factors. You may also wish to edit your bids to experiment with different positions on the page.

### Determining Your 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 or another third-party system. For more information, see our [Conversion Tracking lesson](#).

Once you understand the value of each keyword, you can increase that keyword's profitability by adjusting your 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. Remember that decreasing your CPC or CPM bids could have a drastic impact on the volume of clicks and conversions for that keyword. In some cases, if a term is driving a large volume of conversions, you may decide to hold that term to a lower ROI threshold so as not to sacrifice volume. In some cases it may make sense to lower the bid for a keyword, even if the keyword is profitable. By lowering the bid, you will lower the average amount paid, which may increase the profit margin for that keyword.

Use your Placement Performance Report to find placements where your ads are earning the most clicks. If you find that your ad converts particularly well on a given website, try adding that website to your ad group as a placement, with a higher placement bid to help your ad appear on that site more often.

It's best to adjust your bids in small increments, and then allow the keywords to accrue impressions, clicks and conversions with the new settings. Allow at least 24 hours between changes so you'll have enough performance data to make an informed evaluation. In addition, because the market is always changing, you'll want to re-evaluate your bids regularly.

### Adjusting CPCs Above the Minimum Bid

If a keyword isn't performing well and becomes inactive for search, you can increase your CPC bid to improve its performance. (CPM bidding isn't available for ads targeted to the search network.) If your keyword is inactive for search, we'll list the minimum bid in the keyword status column in your Ad Group Details page. If your keyword is active and underperforming, you can find your minimum bid by:

- Creating a Custom Report for minimum bids through your **Reports** tab.
- Editing your keywords' CPCs or URLs in your ad group Details page. (Select the keyword or keywords you'd like to view, and click the **Edit Keyword Settings** button.)

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# Account Performance Tools

Complete Learning Center Path - Lesson 7 of 9

## The AdWords Toolbox

[Return to the Complete AdWords Learning Center Lesson Index](#)

## Keyword Tool

### Keyword Tool

Objective: Need more keywords? Learn to use this tool to:

- find and add new keywords to your ad groups
- refine your keyword list
- find negative keywords, and
- see additional keywords that can also trigger your ads (expanded matches).

### About the Keyword Tool

The Keyword Tool has many uses. It can help you find new or negative keywords, improve your keyword list, estimate keyword traffic, and see additional search terms that may trigger your ads. After you've finished selecting your keywords, you can add them directly to an ad group or download them in a .csv (spreadsheet) file.

#### Before you begin ...

Before you select your keywords, carefully review the variations returned by the Keyword Tool. Ask yourself if someone searching on these keywords would be looking for your product or service.

If you aren't offering what some of the returned keywords describe, these keywords would be less relevant to your business. You can manually add them directly to your list as negative keywords. For example, if you only sell new books, you can add '-' to the keyword *used*, since you don't sell used books. Your negative keyword would be *-used* within an ad group featuring books.

Adding negative keywords can help reduce untargeted impressions for your ad and preserve your account's clickthrough rate (CTR). CTR is important because it's part of the Quality Score formula that helps determine your ad's position on the page.

### Using the Keyword Tool

Access the Keyword Tool from within your ad group to get results based on your existing campaign settings and your account's performance history:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Select the appropriate campaign and ad group.
3. Select the **Keywords** tab.
4. Click **Keyword tool**.
5. In field labeled **How would you like to generate keyword ideas?**, use the options labeled **Descriptive words or phrases**, **Website content**, or **Existing keyword** to create a keyword list. You can

switch between options without losing your work. Detailed instructions for using each option are below.

6. Show or hide columns in the [statistics](#) table for each group with the **Choose columns to display** drop-down menu.
7. If you show the **Estimated Ad Position** or **Estimated Avg. CPC** columns, a field labeled **Calculate estimates using a different maximum CPC bid** will appear. If you leave the field blank, the estimates in these two columns will be based on the [maximum cost-per-click \(CPC\) bid](#) that would likely put your ads in the first, second, or third position on a Google search result page. To see how the estimates change, enter a different maximum CPC and click **Recalculate**.
8. Use the drop-down menu in the **Match Type** column if you'd like to change the [match type](#) for all your keyword results. The keywords are a broad match by default.
9. Click **Add** next to a particular keyword to move it to the keyword list in the shaded box. Use the drop-down menu next to **Add** if you'd like to change a keyword's match type first. Keywords already in your ad group will be marked, and you won't be able to move them.
10. Click **Add your own keywords** to expand a field and add any more keywords that you think of. Click **Add to List** when you're done.
11. Click **Get more related keywords** to generate additional keyword ideas based on the keywords you selected for your ad group. This feature is a useful way to refine your original Keyword Tool results.
12. Download keywords by clicking *text*, *.csv (for excel)*, or *.csv*. You'll need a spreadsheet program to open a .csv file.
13. Click **Save to a different ad group** if you'd like to save your keywords to a different ad group than the one from which you accessed the tool. Choose your preferred campaign and ad group from the drop-down menus.
14. Click **Estimate Search Traffic** to see traffic estimates for the keyword list you've built.
  - Click **delete** next to any keywords you no longer want.
  - Click **Save Changes** at the bottom of the page when you're happy with your keyword list.
  - *Your new keywords will be lost* if you click **Cancel**. We recommend that you not click **Estimate Search Traffic** until you've finished building your keyword list.
15. If you didn't go to the **Estimate Search Traffic** page, save your keywords by clicking **Save to Ad Group** in the shaded box.

### 'Descriptive words or phrases' option

Choose this option to generate keyword ideas from terms that describe your product or service. This option will be selected for you by default.

1. In the field provided, enter terms describing your product or service. Make sure that you enter only one word or phrase per line. For example, if you sell pies, you might enter the terms:
  - home-made pies*
  - apple pies*
  - peach pies*
2. Leave **Use synonyms** checked to get the widest range of keyword results. If you uncheck the box, the Keyword Tool will only give results that contain at least one of the terms you entered.
3. Click **Filter my results** to restrict the keyword ideas that the tool generates.
4. Click **Get Keyword Ideas**. The results will be organized in order of relevance to the terms you entered.
5. Follow steps 6 - 15 at the top of the page.

### 'Website content' option [\(limited language release\)](#)

Choose this option to generate keyword ideas based on the content of any webpage.

1. Enter the full URL of a webpage in the field provided (example: <http://www.google.com/index.html>). In most cases, we would recommend entering your ad group's destination URL.
2. Check **Include other pages on my site linked from this URL** if you'd like the Keyword Tool to evaluate other webpages with the same domain that are one link away from the

URL. For instance, [www.mysite.com/apples](http://www.mysite.com/apples) has the same domain as [www.mysite.com/oranges](http://www.mysite.com/oranges).

3. Click **Or, enter your own text in the box below (optional)** if you'd like to enter your own text rather than use a URL. A field will expand in which you can input text relevant to your product or service. For instance, you could enter seasonal marketing or advertising print copy that may not be available on your website for the entire year.
4. Click **Filter my results** to restrict the keyword ideas that the tool generates.
5. Click **Get Keyword Ideas**. The results will be organized into groups of related terms. The group most relevant to the webpage you entered will appear first.
6. Follow steps 6 - 15 at the top of the page.

### 'Existing keyword' option

Choose this option to generate keyword ideas based on one of your existing keywords that has earned a high [clickthrough rate \(CTR\)](#).

1. Click **Filter my results** to restrict the keyword ideas that the tool generates.
2. Click one of the keywords listed in the shaded area to get keyword ideas. The results will be organized in order of relevance to the keyword you selected.
3. Follow steps 6 - 15 at the top of the page.

## Reviewing Your Keyword Results

The keyword results returned from your search will be listed in a table. You can view your keywords along with various statistics and sort by the columns provided. Use these features to help you decide which keywords will be the most cost-effective and relevant for your business or service.

### I. Keyword Match Type

The tool automatically produces results based on the broad match variation of the keyword(s) entered. All views include a *Match type* column. You can change the match type shown and add other keyword matching variations directly to an ad group. However, changing the match type via this column won't actually change the broad match statistics shown, and is intended only to assist you in managing your keyword list.

### II. Keyword Tool Views

Show or hide columns in your Keyword Tool results with the **Choose columns to display** drop-down menu. Each column shows estimated performance statistics about the keyword results to help you pick the best ones to add to your ad group. Available statistics are:

- Estimated Ad Position: Your ads' estimated position on Google for these keywords
- Estimated Avg. CPC: Your ads' estimated average cost-per-click (CPC) on Google for these keywords
- Advertiser Competition: The number of advertisers worldwide bidding on each keyword relative to all keywords across Google
- Previous Month's Search Volume: The relative number of users who searched for these keywords on Google
- Avg. Search Volume: The average monthly search volume on Google for each keyword over a recent 12-month period
- Search Volume Trends: Fluctuations in Google search volume for each keyword over a recent twelve-month period
- Highest Volume Occurred In: The month that each keyword received the highest Google search volume within a recent 12-month period

## Site and Category Exclusion Tool

### Site and Category Exclusion Tool

Objective: Learn how to prevent your ads from appearing on certain websites and groups of webpages in the Google content network.

### About the Site and Category Exclusion Tool

There may be times when--for any reason--you feel that certain websites in the Google Network aren't a good match for your ad campaign. When that's the case, the Site and Category Exclusion Tool can prevent your ads from appearing on those sites as well as groups of sites related to specific categories.

The process is relatively simple: you name the sites where you don't want your ad to appear, and Google blocks your ads from appearing on those pages.

## Using the Site and Category Exclusion Tool

To access and use the Site and Category Exclusion Tool:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Tools** link on your **Campaign Management** tab.
3. Click **Site and Category Exclusion**.
4. Select a campaign from the drop-down menu.
5. Select the **Sites** tab and enter sites within the content network from which you'd like to exclude your ads.
6. Select the **Topics** and **Page Types** tabs and select the categories you'd like to exclude.
7. Click **Save all exclusions**.

Exclusions are applied at the campaign level: you can exclude individual campaigns from a site, but not individual ad groups or an entire account at once.

## Campaign Optimizer

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### Campaign Optimizer

Objective: Learn how to use the Campaign Optimizer to get a customized proposal for improving your campaign's performance.

### About Campaign Optimizer

The Campaign Optimizer uses Google's advanced technology and experience with AdWords ads to your advantage. The tool automatically analyzes your campaign (including your budget, keywords, ad text, and landing page) and generates a proposal to improve your campaign's performance. You can then review the proposed changes and accept the ones you want to apply.

Here's more detail about how we analyze your campaign:

- *Budget analysis.* We assess your campaign history to determine whether you've missed ad impressions due to a low budget. If we find this is the case, you'll see a summary of the clicks and impressions you could be getting, along with a budget proposal.
- *Keywords.* We automatically analyze your landing page and the current performance of your keywords to determine what is or isn't working well for your campaign. For each ad group, we use this information to propose changes to your keyword list. Changes may include:
  - Adding new keywords
  - Deleting poor performers
  - Changing keyword matching options (broad, phrase, or exact)
  - Adjusting cost-per-click (CPC) bids
- *Ad text.* The Campaign Optimizer automatically reviews your ad text and may propose small changes in capitalization or punctuation. These changes are based on optimization tips we've found to be successful

We're aware that you know your business best. In order to ensure the success of your campaign, please review the Campaign Optimizer's automated proposals carefully. Some of the proposed changes may not suit your advertising goals, so only accept those changes that you like.

### Using Campaign Optimizer

Follow these steps to use the Campaign Optimizer:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click on the name of the campaign you want to optimize.
3. Click **Optimize Campaign** above your ad group table.
4. Click **Get Started** after reviewing the introductory page.

5. Review the campaign-level proposal (if present) and choose the action you wish to take.
  6. Click **Save and Continue** to view a list of your ad group proposals.
  7. Click **Review** to see detailed proposals for an ad group.
  8. Follow the instructions in the Campaign Optimizer to review the remainder of the ad group proposal.
  9. Click **Apply Changes and Continue** when you're finished with the ad group.
  10. Repeat steps 7-9 for any remaining ad groups.
- A few additional tips for reviewing your proposal:
- Don't navigate away from the proposal until you're finished with it. If you exit the proposal before applying your changes, your proposal will be lost.
  - Review your proposal carefully. The proposal is automated, so some changes may not be relevant for your campaign.
  - Check the **Approve** box next to the changes you like. Only changes that you approve will be applied to your campaign.
  - You can also access the Campaign Optimizer from the **Tools** page on the Campaign Management tab. Click **Campaign Optimizer**, then select the campaign you want to optimize.

## Edit Campaign Negative Keywords

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### Edit Campaign Negative Keywords Tool

Objective: Learn how to add campaign negative keywords to your account.

### Using the Edit Campaign Negative Keywords Tool

#### About the Tool

Negative keywords prevent your ads from appearing whenever a user includes a certain term in his or her search query. The Edit Campaign Negative Keywords tool lets you add those negative keywords to any campaign. For example, if you're advertising your bookstore, but you don't sell textbooks, you might want to add the negative keyword "-textbooks" to your campaign. This will stop your ad from appearing alongside searches like "textbooks" or "used school textbooks."

#### Using the Tool

To access and use the Edit Campaign Negative Keywords tool:

1. Log in to your AdWords account at [adwords.google.com](http://adwords.google.com)
2. Click the **Tools** link on your Campaign Management tab.
3. Click **Edit Campaign Negative Keywords**.
4. Select the campaign you'd like to edit from the drop-down menu, and click **Go**.
5. Enter your negative keywords in the 'Enter words manually...' field, and click **Add Keywords**.
  - If your negative keywords appear in more than one ad group, use **Clean Sweep** to remove them from the ad group level and add them at the campaign level. Use the drop-down menu in step one to select the location of the negative keywords, and click 'Run Clean Sweep.'

If you need help identifying appropriate negative keywords, visit the [Keyword Tool](#). This tool displays lists of keywords that may trigger your ad. If any of the keywords suggested by the Keyword Tool don't relate directly to your ad group, adding them as negative keywords will help you better reach your target audience.

## The Traffic Estimator

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### The Traffic Estimator

Objective: Thinking about adding a new keyword to your account? With the Traffic Estimator, you can see how your keyword might perform. Learn what this tool does and how to use it.

## About the Traffic Estimator

The Traffic Estimator provides traffic and cost estimates for new keywords before you add them to your campaign. You can also review estimates for current keywords already running in an ad group.

When you enter a keyword into the Traffic Estimator, you get estimates for your keyword's status, search volume, average cost-per-click (CPC), cost/day, and average position. By using this tool, you can better forecast your ad's placement and performance based on your CPC bid, targeting options, and other criteria.

## Using the Traffic Estimator

You can access the Traffic Estimator from within your AdWords account -- either when you're creating or reviewing a keyword for a particular ad group, or from the Tools page on your **Campaign Management** tab. The estimates you receive are based in part on the values you enter (or on your current ad group and campaign settings), including your CPC bid and targeting options. If you're flexible on your costs and targeting, it's a good idea to play around with these fields to see different results.

To use the Traffic Estimator when creating a keyword in your account:

1. Log in to your AdWords account at [adwords.google.com](http://adwords.google.com).
2. Click the campaign containing the ad group for the keywords you want to add or review.
3. Click the appropriate ad group.
4. Select the **Keywords** tab.
5. Click **Edit Keywords** at the top of the table.
6. In the field provided, enter your keywords so that each word/phrase appears on its own line.
7. Click **Estimate Traffic**. You will see all of the estimates for each of your keywords entered. If necessary, you can adjust your CPC bid and recalculate your estimates.
8. Click **Save Changes** to keep the new settings or **Cancel** to delete them (your original settings will be applied).

When using the Traffic Estimator from within your account, at the bottom of the estimates page you have the ability to make changes to your keywords and CPC bids, and then re-estimate the traffic.

Note that when using the Traffic Estimator from within your account, you will see the predicted status of your keyword. Please see the lesson on [monitoring performance](#) for more information on the keyword status.

To access the standalone Traffic Estimator tool through the Tools page in your account:

1. Log in to your AdWords account at [adwords.google.com](http://adwords.google.com).
2. Click the **Tools** link on the **Campaign Management** tab.
3. Click **Traffic Estimator**.
4. **Enter keywords:** In the field provided, enter your keywords so that each word/phrase appears on its own line.
5. **Choose a currency:** Select your currency, then enter a specific CPC bid for your estimates, or let us suggest a value. Our suggested value should deliver ads in the top position 85% of the time. If you feel you don't need your ad in the top position 85% of the time, you can reduce the CPC bid.
6. **Choose your target languages:** Select which languages you'd like to target.
7. Select **Location Targeting** (countries, regions and cities, customized)
8. **Choose one or more target countries:** Select which country you'd like to target.
9. Select if you want the estimates provided to be customized based on your account history.
10. Click **Continue** to see your estimates.

The Traffic Estimator works for ads with keyword targeting only; it does not work for ads with placement targeting using either CPC or CPM bidding.

## Reviewing Your Traffic Estimates

When you use the Traffic Estimator, you'll see the following estimates for each keyword entered:

**Search Volume:** Indicates the amount of search traffic received by your keywords. This information can help you determine how competitive ad placement is for a particular keyword. The green bar shown represents a general low-to-high quantitative guideline.

**Estimated Avg. CPC:** The average amount you'll pay for each click. The AdWords Discounter automatically adjusts your actual CPC so you pay only one cent more than the minimum amount required to keep your ad's position. Therefore, the displayed amount may be lower than your 'official'

**Estimated Ad Positions:** The average position in which your ad may show. '1' is the highest position on the first page of search results. There is no 'bottom' position. Values may contain ranges because the Traffic Estimator displays estimates as averages based on dynamic keyword activity among advertisers. Also, average ad positions are not fixed; they may vary depending on bidding activity and your keyword's quality.

**Estimated Clicks/Day:** The number of clicks your ad may receive each day.

**Estimated Cost/Day:** The average amount you may spend per day.

The values provided by the Traffic Estimator are only estimates, not guarantees. They will vary depending on conditions such as fluctuations in user behavior and dynamic search and pricing activity. The Traffic Estimator works for ads with keyword targeting only; it does not work for ads with placement targeting using either CPC or CPM bidding.

For more information about cost control, overdelivery, and ad ranking, refer to the lesson on [Pricing and Ranking](#).

## My Change History Tool

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### My Change History Tool

Objective: Learn how to use the My Change History tool to view changes you've made to your account since January 1, 2006.

### About the Change History Tool

The My Change History tool allows you to view all changes for a particular time period or to filter the results by the type of change (such as budget adjustments or keyword edits). If multiple users with different logins manage your account, you can also use the tool to see who made certain changes.

#### Reported Changes

This tool will report the following changes:

- Daily budget adjustments
- Keyword edits or additions
- Changes in ad distribution preferences
- Changes made via the AdWords API

The tool won't display the following changes:

- Maximum cost-per-click (CPC) adjustments made by the Budget Optimizer(TM)
- Changes made by the Ad Automator
- Ad approval or disapproval
- Password changes (for security reasons)

### Using the Change History Tool

To access My Change History, follow the steps below:

1. Log into your AdWords account.
2. Click 'Tools' on the **Campaign Management** tab.
3. Click **My Change History** under the *Analyze Your Ad Performance* section.
4. Select the date range for which you'd like to see changes.

Additional notes about the tool:

- You may see incomplete results if you request data for a time period that extends before January 1, 2006, or if no changes were made to your account during the time period selected.
- It can take a few minutes for your changes to appear in **My Change History**. If you don't see your most recent changes, please check again later.

# Troubleshooting Tools

## Ads Diagnostic Tool

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### Ads Diagnostic Tool

Objective: Learn how to use the Ads Diagnostic Tool to troubleshoot your ads.

### About the Ads Diagnostic Tool

The Ads Diagnostic Tool:

- Reports whether an ad is appearing on the first page of Google search results
- Identifies why a particular ad or group of ads may not be showing
- Determines why a particular keyword may not be triggering ads to appear
- Provides recommendations for increasing ad rank or ad display

This tool reports data for Google search results only and not for ads that show on the content network or other sites in the search network.

With the Ads Diagnostic Tool, you can search for ads that might not be showing for a particular search term or on a specific webpage.

### Using the Ads Diagnostic Tool

You can access Ads Diagnostic Tool results in two ways.

#### Ad Group Details page

To get a quick summary of your keyword performance for a particular ad group, follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the campaign that contains the ad group you want to view.
3. Click the appropriate ad group.
4. Select the **Keywords** tab.
5. Point your mouse at the magnifying glass icon next to any keyword in your ad group. A help bubble will appear with information about your keyword. If your ad isn't showing, click the link for more information.

Note that the quick summary gives a snapshot analysis of your ad performance based on the location and language targeting selections for the associated campaign. If your campaign targets multiple locations or languages, the Ads Diagnostic Tool selects just one language and location combination. For a comprehensive analysis, use the Tools page described below.

#### Tools page

For more in-depth information about your keywords, follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click **Tools** beneath the **Campaign Management** tab.
3. Click **Ads Diagnostic Tool**.
4. Enter information for either Option 1 or Option 2:
  - Option 1 (Search Terms and Parameters): Use this option if you're concerned about all ads within your account that should be appearing for a specific search term on Google. Specify the keyword query, the Google domain, the display language, safe search setting, and user location.
  - Option 2 (Search Results Page URL): Use this option if you're concerned about a particular Google search results page that you believe should be showing one of your ads. Copy and paste the URL from the address bar on the search results page where your ad should be showing.
5. Click **Continue** when you are finished.

## Ad Preview Page

The ad preview page is a companion to the Ads Diagnostic Tool. It lets you perform a test search to see how your ads and search results would appear on a regular Google search results page without accruing extra impressions.

To perform a test search, follow these steps:

1. Go to [www.google.com/adpreview](http://www.google.com/adpreview).
2. Enter your search term. Click **Go** or hit **Enter** on your keyboard.
3. The search results and ads appear as they would on Google, except the links on the preview page aren't clickable.

You can also use the ad preview page to [see if your ad is appearing in other geographical locations](#).

## Disapproved Ads Tools

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### Disapproved Ads Tool

Objective: Learn how to use the Disapproved Ads Tool to find useful information about any ads in your account that have been disapproved.

### About the Disapproved Ads Tool

The Disapproved Ads Tool shows all ads in your account that have been disapproved. You can view the disapproved ad, its location, the reason for disapproval, suggestions for improving your ad, and the date your ad was disapproved.

Additional notes about the tool:

- Advertisers still receive emails regarding any disapproved ads, unless they opt out of email notifications.
- At this time, the tool doesn't reflect the status of approved or pending ads, or keywords for your account.

### Using the Disapproved Ads Tool

Access the Disapproved Ads tool by following the steps below:

1. Log into your AdWords account at [adwords.google.com](http://adwords.google.com)
2. Click 'Tools' on the **Campaign Management** tab.
3. Click **Disapproved Ads** under the *Analyze Your Ad Performance* section.

Tips for using the tool:

- Click **Details** in the Disapproval Reason column to learn more about why your ad was disapproved.
- If your ad belongs to a paused or deleted campaign or ad group, this status will be included in the Campaign or Ad Group columns. In this case, you won't be able to make edits. However, you can click **View ad** to review the ad text.
- To edit an ad, click the **Edit ad** link in the far right-hand column. You'll be able to edit your ad from its corresponding ad group; once you save your ad, it will automatically be submitted for review.
- To remove ads from this page (but not actually remove them from your account), use the **Ignore** function at the top of the table. You can also use the drop-down box to view your disapproved ads: *Show all campaigns, Show only active campaigns, Show all but deleted campaigns*.

## Introduction to AdWords Editor

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### Introduction to AdWords Editor

Objective: Learn basic information about AdWords Editor, including key features, how to install it, and how to start using it.

### About AdWords Editor

AdWords Editor is a free, downloadable desktop application for managing your AdWords campaigns. If you have a large number of campaigns or keywords, or if you manage multiple accounts, AdWords Editor can save you time and help streamline your workflow.

The application offers a wide array of features, but the basic process is simple: download your account, make your changes, then upload your revised campaigns when the changes are finalized. You'll learn more details about these steps in subsequent lessons.

### AdWords Editor Features

With AdWords Editor, you can:

- Work offline on your Mac or PC.
- Upload changes to AdWords any time.
- Store and navigate one or more accounts.
- Add, edit, and delete campaigns, ad groups, ads, keywords, and placements.
- Make large-scale changes quickly.
- Perform advanced searches and edits.
- Add comments for your changes.
- 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.
- Import an archive or share file and review the proposed changes.

You'll learn more details about these and other features in subsequent lessons.

### Installing AdWords Editor

To download and install AdWords Editor, visit [the AdWords Editor website](#). Select Windows or Mac, then click **Download AdWords Editor**. You'll need Windows 2000, Windows XP, Windows Vista, or Mac OS X (10.4 or later).

The first time you run AdWords Editor, you'll be prompted automatically to download your account. To download additional accounts, go to the **File menu > Open Account**.

You may only edit one account at a time. To switch accounts, go to the **File menu > Open Account**, select the account you want to view, and click **Open Selected Account**.

### Navigating AdWords Editor

You can navigate through your account in AdWords Editor via the tree view on the left side of the interface and the tabs on the right side. Your selections in the tree view and the tabs determine what information you can view and edit.

*Tree view:* The tree view is a hierarchical view of your account on the left side of your screen. Click the plus and minus signs to expand and collapse the tree view and see the campaigns and ad groups in your account.

*Tabs:* Once you've selected an account, campaign, or ad group in the tree view, you can use the tabs to select the kind of data you want to view or edit. Each tab shows a part of your account, such as keywords, ad groups, or campaigns. For example, to view the ad groups in Campaign #1, select Campaign #1 in the tree view and click the **Ad Groups** tab.

*Tab tool bars:* Each tab has a tool bar with buttons for functions within the tab. For example, the **Keywords** tab has buttons for adding and deleting keywords, making multiple changes, and reverting changes. The adding and editing options are also available from the **Data menu**.

*Data view and edit panel:* The data view displays the details of the selected tab. When you select an item in the data view, you can edit it directly in the row or in the edit panel below the data view.

## AdWords Editor: Add, Edit and Delete

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### AdWords Editor: Add, Edit, and Delete

Objective: Learn how to add, edit, and delete campaigns, ad groups, ads, keywords, and placements.

### AdWords Editor: Add Individual Items

You can add an individual campaign, ad group, ad, keyword, or placement several ways. The two simplest ways are:

- Go to the **Data menu** and select the type of addition you want to make. For example, to add a keyword to Campaign #1, go to the **Data menu > Add New Keyword**.
- Click the **Add** button on the appropriate tab. For example, to add an ad group to Campaign #2, select Campaign #2 in the tree view. Next, go to the **Ad Groups** tab and click **Add Ad Group**.

When you add a new item to your account, a plus sign (+) appears next to it. Learn more about AdWords Editor symbols in the [View and Sort Information](#) lesson.

If you want to create a draft version of your additions, without posting them, you can create a draft campaign or a draft account.

Draft campaigns aren't posted to your account until you change the status of the campaign to 'Active.' To create a draft campaign, go to the **Data menu > Campaigns > Add Draft CPC Campaign** or **Add Draft CPM Campaign**.

### AdWords Editor: Cost and Budget Settings

You can make the following changes to your cost and budget settings in AdWords Editor:

- Change your campaign budget.
- Change your ad group CPC or CPM bids.
- Change the CPC or CPM bids for individual keywords or placements.
- Change maximum CPA bids for ad groups in Conversion Optimizer campaigns.

Note: AdWords Editor currently doesn't support changes to account-level billing preferences. To make these changes, please sign in to your AdWords account at <https://adwords.google.com>.

### AdWords Editor: Add Multiple Items

The **Add Multiple** tools enable you to add large numbers of keywords, placements, ads, or ad groups at once. These tools are available from the **Data menu** or on the tab tool bars. Simply type or paste a list of items into the tool to add them to the locations you specify.

For example, the **Add Multiple Keywords** tool enables you to add keywords to a single ad group, to all campaigns and ad groups, or only to the ad groups you specify. From within the tool, you can:

- Use the drop-down menus to select a specific campaign and ad group for your keyword additions.
- Select **All Campaigns** to add the same keywords to all ad groups in the account.
- Include campaign and ad group names in your keyword list. This option allows you to add keywords to specific ad groups in any campaigns, or to create new ad groups and campaigns for your keywords. If you enter campaign and ad group names that don't exist yet, the tool will give you the option of creating them.
- Replace your existing keyword list with the new keywords by checking the box labeled 'Replace the entire contents of destination ad groups with these keywords.'

After you type or paste your keyword information, click **Next** to review your keywords, and **Finish** to apply the changes.

The other **Add Multiple** tools work much the same way as the **Add/Update Multiple**

**Keywords** tool. You can find detailed instructions for each tool in the [AdWords Editor Help Center](#).

## AdWords Editor: Edit Individual Items

To locate and edit a campaign, ad group, ad, keyword, or placement, follow these steps:

1. Select the appropriate context in the tree view. This could be your account name or a specific campaign or ad group containing the item you want to edit.
2. Click the relevant tab above the data view.
3. Select the item you want to edit in the data view.
4. Make your changes in the edit panel or directly in the data view.

For example, here's how you'd edit a keyword destination URL in your 'Chocolate Ad Group' in Campaign #3:

1. Select 'Chocolate Ad Group' in the tree view.
2. Click the **Keywords** tab.
3. Select the keyword you want to edit.
4. Type your new destination URL in the edit panel or directly in the data view.

Here are some examples of other individual edits:

- Edit campaign settings, such as budget, status (active, paused, deleted), network distribution settings, start and end dates, or language and location targeting.
- Change an ad group's name, status, or maximum CPC or CPM bid.
- Edit the destination URL for a text or image ad.
- Pause a keyword.
- Edit a negative keyword or site.

You can revert any change in AdWords Editor that has not been posted. Select one or more items in the data view and click **Revert Selected Changes**.

## AdWords Editor: Edit Multiple Items

AdWords Editor gives you several options for editing multiple items at once. You can enter a list of changes in the **Add/Update Multiple** tools, or you can select items and edit them manually or with the advanced editing tools. (Advanced editing tools will be covered in the next lesson.)

### Add/Update Multiple tools

The **Add/Update Multiple Keywords**, **Placements**, and **Ad Groups** tools enable you to edit, as well as add multiple items at once. When you enter a list of keywords, placements, or ad groups into the appropriate tool, AdWords Editor allows you to specify additions and edits. These tools are ideal for making long lists of specific changes to CPC or CPM bids, destination URLs, or ad group settings.

For example, here's how you'd update multiple ad group CPC bids using the **Add/Update Ad Groups** tool:

1. Prepare a spreadsheet or a list containing your ad groups and their new CPC bids, separated by tabs or commas. The columns should be in this order: campaign, ad group, CPC bid, content CPC bid (optional) and status (optional).
2. Go to the **Data menu > Add/Update Multiple Ad Groups**.
3. Select the second radio button to indicate you'll include columns with campaign and ad group names.
4. Select keyword or placement targeting for any new campaigns that will be added as a result of new ad group names in your list. (You can change individual campaigns later, if necessary.)
5. Paste your ad group list into the **Ad Groups** field.
6. Click **Next** to review the changes.
7. You'll see a list of new and updated ad groups. Use the radio buttons to accept or reject the changes.
8. Click **Finish**.

### Select and edit specific items

- To select more than one item, hold the **Control** or **Command** key and click the items you want to edit.
- To select a consecutive list of items, select the first item, then hold the **Shift** key and select the last item in the list.
- To select all items in the data view, go to the **Edit menu > Select All**.

Once you've selected the items to edit, you can edit them in two ways:

- Enter your changes in the edit panel below the data view. Any changes made to a given field will apply to all selected items.
- Use the Advanced URL Changes or Advanced Bid Changes tools. (See the next section, entitled 'Advanced Editing Tools.')

## AdWords Editor: Delete Items

As with adding and editing, you can delete items individually or delete multiple items at once.

To make individual deletions, select the items to delete in the data view. For keywords, ads, or negative keywords or sites, click the **Delete** button in the tab tool bar. For campaigns or ad groups, change the status to **Deleted** in the edit panel. A minus sign (-) will appear next to deleted items in the data view.

To delete a list of keywords, placements, negatives, or text ads from various locations, use the appropriate **Delete Multiple** tool. These tools are available via the **Data menu** or in the tab tool bars.

To find and delete a list of items that meet specific criteria (such as underperforming keywords or text ads that contain a certain word), use Advanced Search. You'll learn more about Advanced Search in the [View and Sort Information](#) lesson.

## AdWords Editor: Get Recent Changes

After you download an account to AdWords Editor, the contents of the campaigns are stored on your computer. Before you begin a session of editing a previously downloaded account, it's a good idea to make sure you're working with the most recent version of your campaign information.

To download and review any recent changes that might have been made since the previous download, click **Get Recent Changes** in the tool bar.

Here's an overview of what you'll see once the download is complete:

- Recent changes downloaded from AdWords (also called account updates) are highlighted in green.
- Unposted local changes (changes made in AdWords Editor) are highlighted in purple.
- If your local changes conflict with the downloaded changes, these items will be highlighted in red.
- To isolate updates, local changes and conflicts, use the **View menu** just above the tabs. Here you'll find options for viewing:
  - All unposted local changes
  - Account updates only
  - Account updates with unposted changes only

## AdWords Editor: Advanced Editing Tools

The **Advanced Bid Changes** and **Advanced URL Changes** tools enable you to change large numbers of CPC bids, CPM bids, and destination URLs quickly.

To use the **Advanced Bid Changes** tool, follow these steps:

1. In the data view, select the keywords, placements, or ad groups whose bids you wish to edit.
2. Click the **Advanced Bid Changes** link at the bottom of the edit panel.
3. Specify your changes. The options change, depending on which kind of bid you're changing. Options may include the following:
  - Increase or decrease your bids by a percentage.
  - Remove bids at the keyword or placement level so they use the ad group default bid (**Keywords** and **Placements** tabs only).
  - Constrain any of these changes so that bids do not fall below or exceed certain values.
4. Click **Change Bids**.

To use the **Advanced URL Changes** tool, follow these steps:

1. In the data view, select the keywords, placements, or ads with URLs you wish to edit.
2. Click the **Advanced URL Changes** link at the bottom of the edit panel.
3. Specify your changes. You can:
  - Set a specific URL for all selected keywords, placements, or ads.
  - Append text to each URL.
  - Remove a specific URL parameter.
4. Click **Change URLs**.

## AdWords Editor: Copy or Cut and Paste

You can copy or move keywords, placements, ads, ad groups, and campaigns. For example, you can copy text ads into a new ad group, or move an ad group into a different campaign. To copy or move items from one location to another, follow these steps:

1. Select the appropriate context in the tree view. This could be your account name or a specific campaign or ad group containing the items you want to copy or move. For example, to copy keywords in Campaign #4, select Campaign #4 in the tree view.
2. Click the relevant tab above the data view. For example, to copy keywords, select the **Keywords** tab.
3. Select the items to copy or cut, and go to the **Edit menu > Copy or Cut**.
4. Select the destination location in the tree view, and go to the **Edit menu > Paste**. To paste items into multiple ad groups, select the destination ad groups in the data view. Next, go to the **Edit menu > Paste Special > Paste into Selected Ad Groups**.

**Tip: Drag and Drop**

To move something quickly, select it in the data view and drag it to the new location in the tree view. To copy it, hold the **Control** key.

For example, to move text ads to a new campaign, select the ads in the data view of the **Text Ads** tab, then drag your selection to the destination campaign in the tree view. The original campaign will show those ads as deleted, and the new campaign will show them as added.

## AdWords Editor: Find and Replace

The **Replace Text** feature enables you to find and replace text in keywords, placements, ads, and destination URLs. Simply select the items you want to search, then run the **Replace Text** tool to make your changes.

For example, to find and replace a certain word in your text ads, follow these steps:

1. Select your account name in the tree view.
2. Click the **Text Ads** tab.
3. In the data view, select the ads you want to edit. To search and replace text in all your ads, go to the **Edit menu > Select All**.
4. Click the **Replace Text** link at the bottom of the **Text Ads** tab or go to the **Edit menu > Replace Text in Selected Items**.
5. Enter the text to be changed, the fields to be searched, and the new text.
6. You can select options to match case or whole words only and to preserve capitalization.
7. Click **Find Matches**.
8. Click **Replace All** to confirm the changes.

## AdWords Editor: View and Sort Information

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### AdWords Editor: View and Sort Information

Objective: Learn how to view, sort, and search the contents of your account. Become familiar with tools such as Advanced Search, the Keyword Grouper, and Find Duplicate Keywords.

### AdWords Editor: Search and Custom Views

AdWords Editor provides several ways for you to search and filter the information in your ad groups and campaigns:

- Use the **Search** box above the data view to perform a simple word or number search within your account or a specific campaign or ad group.
- Use the **View menu** to filter the information that appears on each tab.
- Click **Advanced Search** to perform a more detailed search for items that meet specific criteria, such as performance statistics or keyword match type. When you use Advanced Search, the results are called a **custom view**.

For example, use Advanced Search to find all poorly performing keywords:

1. In the tool bar, use the **Choose stats interval**: menu to download your recent account statistics.
2. In the tree view, select your account name.
3. Click **Advanced Search** next to the search box.
4. In the **Performance Statistics** section, use the drop-down menus to select specific metrics. For example, to find all keywords with a clickthrough rate lower than 0.5%,

select **CTR** from the first drop-down menu, and *is less than*: from the second drop-down menu. Then type '0.5' in the text box.

5. Click **Search**.

6. To view the keywords that match your search, select the account or a specific campaign in the tree view, then select the **Keywords** tab.

To view your entire keyword list again, go to the **View menu > All**. You can return to your last Advanced Search view at any time from the **View menu > Items that match my custom view criteria**.

## AdWords Editor: Symbols and Colors

Here are some important symbols, colors, and other visuals you'll see in AdWords Editor:

- Plus (+): added item
- Delta ( $\Delta$ ): edited item
- Minus (-): deleted item
- Red circle: error that will prevent posting (such as a potential advertising policy violation or a structural issue, such as a missing daily budget)
- Yellow circle: warning
- Green circle: item that has passed AdWords Editor checks but hasn't been posted
- Pushpin icon: item with a comment (to see all items with comments, go to the **View menu > Items with comments**)
- Bold: unposted change
- Gray: paused or deleted campaign or ad group
- Strikethrough: deleted item

## AdWords Editor: View or Hide Deleted Items

You can set your preferences to view or to hide deleted items in your account. To change your preferences, go to the **Tools menu > Settings**. Check or uncheck the appropriate boxes under **Hide all deleted and ended items**.

To view the contents of deleted or ended campaigns and ad groups, you may need to change your settings to download these items. In the **Tools menu > Settings** dialog, check the box next to **Download deleted and ended campaigns and ad groups**. The next time you download your account or click **Get Recent Changes**, the deleted items will appear in AdWords Editor.

## AdWords Editor: Show Performance Statistics

To download and view performance statistics such as clickthrough rate, cost, position, and conversion information, select a date range with the **View Statistics** button in the tool bar. It may take a few moments for the information to download.

Once the download is complete, click through the tabs to see performance statistics for each level of your account. You can control which columns are visible with the column chooser, located at the top right corner of the data view.

The statistics you download will remain in AdWords Editor until you select a new statistics interval or download your account again. You'll receive a warning before your previously downloaded statistics are removed.

## AdWords Editor: Sort the Data View

Sort information in the data view by clicking on the column headers. For example, to view a list of keywords alphabetically in the data view, click the **Keyword** column header. Or, to sort your image ads by their dimensions, click the **Dimensions** column header. Click again to reverse the order.

## AdWords Editor: Add and View Comments

You can add comments to keywords, placements, ads, ad groups, or campaigns. Comments can be helpful personal reminders, or they can explain your changes when you share your changes with other AdWords Editor users.

To add a comment, follow these steps:

1. In the data view, select the item on which you want to comment.
  2. Click **Add comment** at the bottom of the tab.
  3. Type your comment in the text box. (If you collaborate with other people, you may wish to include your initials to distinguish your comments from others.)
  4. A red pushpin icon appears to the left of items with comments in the data view. Point your mouse at the pushpin icon to reveal the comment for view.
- To view comments, follow these steps:

Go to the **View menu > Items with comments**.  
Click through the tabs to view items with comments.  
To return to the normal view, go to the **View menu > All**.

## AdWords Editor: Find Duplicate Keywords

Use the **Find Duplicate Keywords** tool to locate keywords that are repeated throughout your account. To access this tool, follow these steps:

1. Go to the **Tools menu > Find Duplicate Keywords** or go to the **View menu > Duplicate Keywords**.
2. Select the criteria for your search, including:
  - Word order
  - Where duplicate keywords are located
  - Match types
3. Click **Find Duplicate Keywords**.

The duplicate keywords will appear in a list on the **Keywords** tab, where you can edit or delete them as necessary.

## AdWords Editor: Keyword Grouper

The **Keyword Grouper** breaks up your keyword list into groups of related terms and allows you to automatically create new ad groups with the related keywords. To use this tool, go to the **Tools menu > Keyword Grouper**. When you're finished, your keywords will be copied automatically into the new ad groups and deleted from their original locations.

## AdWords Editor: Share and Post Changes

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### AdWords Editor: Share and Post Changes

Objective: Learn how to import, export, and post your account information.

### AdWords Editor: Check Changes

With the Check Changes feature, AdWords Editor reviews your changes before they're posted to your account, helping to ensure the changes comply with AdWords policies. To check your changes, follow these steps:

1. Click **Check Changes** on the tool bar.
2. Review the count of changes that will be checked.
3. Click **Show Details** to view information for each campaign.
4. Click **Check Changes** to proceed with the editorial checks.

AdWords Editor will review the changes, and return the count of those keywords and text ads that pass checks, and those that do not.

Items that fail checks will display a red circle with an exclamation mark to their left in the data view. To see specific errors, navigate to the keywords or text ads and select them in the data view. A red box below the data view will show explanations of violations as well as suggestions for how to fix them.

### AdWords Editor: Post Changes

To post your changes to your AdWords account, follow these steps:

1. Click **Post Changes** in the tool bar.
2. You'll see a summary of the changes that will be posted to AdWords.
3. Click **Post** to upload your changes, or click **Cancel** to cancel the post.

4. If you click **Post**, you'll see a detailed summary, by campaign, of the progress of your post. (If you wish, keep a record of your post by copying this report into a separate document.)
5. If you need to pause while your changes are posting, click **Pause** in the posting dialog. Then click **Resume Post** when you're ready to begin.
6. Click **Close** when the post is complete.

After you post your changes, you'll see a report of the success of the post. If AdWords Editor isn't able to post your changes, you'll see a summary of the errors. Any campaigns and ad groups containing changes that didn't post successfully will remain in **bold** type.

The changes you've made through AdWords Editor will be reflected in your account immediately. However, as with any changes to your account, there may be a slight delay before the changes are reflected on the Google Network.

## AdWords Editor: Errors and Warnings

AdWords Editor displays red and yellow splats (circles) when it detects issues that may prevent your campaigns from posting properly, such as editorial issues or missing maximum cost-per-click (CPC) values. To review errors and warnings for your changes, follow these steps:

1. Go to the **View menu > Errors and warnings only, Errors only, or Warnings only.**
2. The items that match your selection will appear in the data view. Click on the tabs to see the errors for keywords, ads, etc.
3. To see details for a specific error or warning, select the item in the data view. An explanation of the error will appear in the edit panel.
4. To return to the normal view, go to the **View menu > All.**

## AdWords Editor: Export and Import Account Information

You can export a snapshot of an account, campaign or ad group any time to review or to share with colleagues AdWords Editor offers four export formats, each useful for different purposes. All options are available in the **File menu**.

Use **Export Spreadsheet (CSV)** to show your account and changes to someone without AdWords Editor, or if you simply need access to a file with your current account data, including your unposted changes.

Use **Export Summary (HTML)** to see a clean snapshot of your account with your keywords, placements, and ads together.

Use **Export Backup (AEA)** to preserve a snapshot of an account, campaign or ad group in AdWords Editor Archive (AEA) format. The snapshot can be imported later to restore the account, campaign or ad group to its present state. To import an archive, go to the **File menu > Import Account Snapshot**, and open the file.

Use **Export Changes for Sharing (AES)** to send your edits to other AdWords Editor users for review in the AdWords Editor Share (AES) format. They'll be able to import your changes to AdWords Editor, review your changes, and add comments.

## AdWords Editor: Review a Share File

To import a file containing another AdWords Editor user's proposed changes, go to the **File menu > Import Account Snapshot**.

When you import a share file, the **Review Proposed Changes** panel appears. The panel contains a key to the highlighted changes in your account: proposed changes are green, unposted local changes are purple, and conflicts between proposed changes and unposted changes are red.

To view only the proposed changes in the data views of each tab, go to the **View menu > Proposed changes only**. To view only the unposted changes that overlap with the proposed changes, select **Unposted changes with proposed changes only**.

## AdWords Editor: Accept or Reject Proposed Changes

When you review another AdWords Editor user's proposed changes, you have the option to reject any changes you don't like. Edits that you don't reject will automatically be accepted.

To reject a proposed edit entirely, select the row containing the edit you want to reject, then click **Reject Selected Proposals** in the tab tool bar. This option is also in the **Edit menu**. In the case of a new

proposed ad group or campaign, this will also reject any of the proposed edits within that ad group or campaign.

To reject aspects of a proposed edit that conflict with your own unposted local changes, select the row containing the edit you want to reject. Go to the **Edit menu > Reject Selected Conflicting Proposals**.

If instead you want to revert *your* unposted change in the selected row and keep the proposed change, simply click **Revert Selected Changes** in the tab tool bar.

Once you've reviewed the proposed changes, you can take the following actions to clear away the merge panel and signal that the merge is finished:

1. Click **Keep Proposed Changes** to accept all proposals that you haven't explicitly rejected.
2. Click **Reject Proposed Changes** to clear away every proposed change. This action won't affect any edits you've made since importing the proposal.

At this stage, you can either post the edits to the account, or export and share with another AdWords Editor user.

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## Introduction to Google Analytics

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### Introduction to Google Analytics

Objective: Learn about Google Analytics, the benefits of web analytics, and how to install the Google Analytics Tracking Code (GATC).

Google Analytics provides valuable, in-depth reports in an easy-to-use format for:

- Web designers
- Online marketers
- Management teams
- Anyone with a website

Google Analytics gives various layers of understanding about how, why, and for whom their site is (or isn't) performing.

### Benefits of Google Analytics

Learning how users interact with your website and using that knowledge to make improvements is key to building an effective online business. Google Analytics helps answer difficult questions such as:

- Why and at what points are visitors abandoning your shopping cart?
- Is your website design driving people away?
- Which marketing initiatives are the most effective for your site?
- Where are your site visitors coming from?
- What do people do while visiting your site?
- What keywords do people use to find your site?

Google Analytics reports give you thorough, easy-to-understand visual reports that:

- Track e-commerce metrics such as revenue, conversion rates and ROI
- Define variables about users as segments and analyze the behavior of each segment
- Help you understand how visitors navigate throughout your website

One example report is the Traffic Sources Overview report. For a selected date range, it shows:

- An overview of the different kinds of traffic to your website
- The percentage of Direct Traffic vs Search Engine Traffic
- Top Traffic Sources
- Top Keywords driving traffic

### Getting Started with Google Analytics

When you're ready to install Google Analytics, paste the Google Analytics Tracking Code (GATC) anywhere in to your page's HTML code. Place the tracking code at the bottom of your page's code (directly before the closing `</body>` tag) to avoid any possible issues with your page loading at a slower rate. If you use certain advanced Analytics features or want to ensure the most accurate tracking, you can place the code between the opening `<head>` and closing `</head>` tags of each page in your site code.

We recommend you review the **Setting Up Google Analytics** topic later in this section. It covers the 10 basic steps for setting up your account.

## Setting Up Google Analytics

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### Setting Up Google Analytics

Objective: Learn to install Google Analytics on any website, and decide when you need to use the help documentation.

### About Installing Google Analytics

If you have a simple website that is primarily HTML, getting Google Analytics running is easy. Simply install the Google Analytics Tracking Code (GATC) in to the HTML of each page of your website, directly above the `</body>` tag.

The Google Analytics Tracking code is only a few lines long, and won't interfere with the function of your website. Note that your code references your unique account number, so always use the code provided to you on the **Tracking Status** page of your account. You can access the code within the Analytics tab of your AdWords

account by following this path: Analytics Settings > Settings Edit > Check Status. Place the code between the <body> and </body> tags, preferably directly before the </body> tag.

## Installing Google Analytics on Complex Websites

Proper set up of Google Analytics is important for receiving accurate and complete reporting from the start. If your website is built using more than simple HTML, we recommend you follow the steps outlined in the next section to quickly and correctly set up Google Analytics.

You should follow these installation steps if:

- Your website contains Flash files or dynamic code
- Your content is hosted on more than one domain
- Your website contains pages with multiple frames
- You plan on altering the tracking code in order to receive advanced reporting statistics
- You want to track e-commerce

Follow the installation process described in the next section to ensure that Google Analytics is effectively set up for your site.

## Steps for Installing Google Analytics

This lesson provides an overview of the process you will follow. We recommend reading through the steps before beginning the setup process. If you have additional questions about any of the steps, you can access the [Help Documentation](#) or read our detailed [Google Analytics Installation Guide](#).

There are ten basic steps to implementation. Some of these steps are optional.

### Step-by-step Installation

1) Create your Google Analytics account by using the wizard in the Analytics tab of your AdWords account. Follow the installation process described in the Google Analytics Help Center Installation Guide to ensure that Google Analytics is effectively set up for your site.

2) Create **profiles**. Every website has one or more Google Analytics profiles. A profile contains all the reports available for a site, but might only report on a limited set of data or give access to a limited group of users. For example, you might create a profile for your marketing department that excludes internal web pages, and only shows reports for customer-facing web pages.

3) Edit the **Google Analytics Tracking Code** (GATC) to customize your set-up (optional). Please visit our Help Center for more information if you would like to:

- Track multiple domains in a single profile
- Track multiple sub-domains in a single profile
- Track multiple domain aliases

There are also different requirements for tracking, database driven sites, frame-based content, Flash, and outbound links. Step 4 is critical for reporting: Until you add the GATC to your site, Google Analytics will not capture data and your reports will be blank.

4) Google Analytics only tracks pages that contain the Google Analytics tracking code. Copy and paste the code segment into the bottom of your content, immediately before the </body> tag of each page you are planning to track. If you use a common include or template, you can enter it there. You'll need to add this code to each page of your site, either manually, through the use of includes, or other methods.

5) For AdWords advertisers, Google Analytics can currently import cost data from AdWords campaigns. To link your AdWords and Analytics accounts, log in to your AdWords account and follow the steps provided under the Analytics tab.

6) Setting up **Goals and Funnels** is optional but highly recommended. Goals are pages that a visitor reaches by completing a conversion activity, like a purchase, sign-up, download or other important page view. A funnel is the path you expect visitors to take in order to reach a goal. You can use goals and funnels to determine where and why people drop out before completing a conversion.

In this step, you can:

- Differentiate goal and funnel steps if your URLs are dynamically generated, or if your site has only one URL.
- Create one funnel step that allows for diverse pathways to different pages.
- Track outbound links as a funnel step.
- Track downloads and other non-pageviews.

Users often discover problems with their funnels only after they begin to accumulate report data, so it's important to spend some time reviewing the information included in the Help Center on this step. Understanding this data can help you significantly improve your conversion rate.

7) In this step, you attach information called **Campaign Tracking Variables** to the hyperlinks in your ad campaigns. This process is called 'tagging your links,' and it enables Google Analytics to generate reports based on the variables you set. For example, if you have two different banner ads linking to the same web page, you can add unique variables to each one, and track the performance of each ad separately. You do not have to do this for Google AdWords ads if you have auto-tagging enabled in your AdWords account. Other cost-per-click programs' campaign data can be tracked after completing this step, but not cost data.

8) Set up **filters** in the **Filter Manager** section of your account (Analytics Settings > Filter Manager). Filters allow you to include or exclude specific data from your reports. For example, you can filter out web traffic from your employees. Our Help Center more thoroughly describes the most commonly used filters and the preconfigured filters in your account. You'll also find detailed steps on customizing and enabling your filters.

9) Add users from the **Access Manager** (Analytics Settings > Access Manager) section of your account. You can add any number of users to your account, and grant them read-only or administrative-level access for each profile.

10) If you run an e-commerce site, enable **Ecommerce Reporting** in your Google Analytics profile settings. Then, with some simple additions to your receipt page, Google Analytics can record transaction and product information. If your site has a third-party shopping cart with a different domain, review the Help Center instructions carefully to avoid common mistakes.

If you have questions about your setup, please visit our Help Center at:

<http://www.google.com/support/googleanalytics>.

If you would like professional help setting up your Google Analytics reporting, you can find a Google Analytics Authorized Consultant here: [http://www.google.com/analytics/support\\_partner\\_provided.html](http://www.google.com/analytics/support_partner_provided.html).

## Introduction to Google Analytics Settings

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### Introduction to Google Analytics Settings

Objective: Learn to navigate the Analytics tab of your AdWords account, or view information for your Analytics account by visiting [Google.com/analytics](http://Google.com/analytics).

### Overview of Google Analytics Settings

The Analytics tab of your AdWords account contains all of your Analytics report data, and provides access to account settings. In the green bar below the tab, you'll see two hyperlinks: 'Analytics Settings' and 'View Reports.'

This lesson will describe the Analytics Settings page in detail. To learn about viewing reports, please see the Reports topics.

#### Website Profiles

To the right of the View Reports link is a drop down menu that allows you to select the profile for which you would like to view reports. A **profile** is generally one complete set of Google Analytics reports for one domain, such as [www.google.com](http://www.google.com). Each profile contains a specific set of users, goals and filters. Goals and filters will be discussed later.

If you are an account administrator, you can set up multiple profiles to separately track several domains, subdomains (like [adwords.google.com](http://adwords.google.com)), and subdirectories (like [www.google.com/analytics/](http://www.google.com/analytics/)). You can have up to 50 profiles in your account.

### Understanding Google Analytics Settings

The remainder of this lesson will focus on the information accessible from the Analytics Settings page if you are an account administrator. From the Analytics Settings link you can manage your website profiles, control which data is included in reports, and control who can access your Analytics account.

#### Website Profiles Area

In the Website Profiles area of the Analytics Settings page, you can:

- Add new profiles
- View reports for each profile
- Edit profile settings
- Delete profiles
- Check the installation status of the tracking code and conversion goals

The status indicates whether the profile is currently gathering data, and whether goals have been set up. Goals are discussed later in this lesson, and in the topic on Goals and Funnels. These options are available for each profile in your account.

If you have more than ten profiles, there are 'Prev' and 'Next' links that allow you to move through the list. A pull-down menu controls how many profiles are shown at a time. You can use the search box to limit the number of profiles you see, or to find a particular profile. For example, if you have several profiles for different web sites, but you only want to see the profiles for one particular web site, type the profile name, or a portion of it, in the Search box and click the 'plus' icon next to the Search field. Clicking the 'plus' icon will show all profile names that contain the searched word or phrase. Alternatively, clicking the 'minus' icon will exclude all profiles containing that word, and include all other profiles. This is useful if you have several profiles for one website, and want to see all or none of the profiles for that website.

#### Profile Settings

When you click 'Edit' in the 'Settings' column, you are taken to a **Profile Settings** page.

From here you can edit:

- Main Website Profile Information
- Conversion goals & funnels
- Filters

#### Edit Main Website Profile Information

When you click 'Edit' link in the upper right of this area, you are taken to a page that allows you to change the profile information. The Profile Name is the unique name you created to identify your profile. The Website URL is the primary web address that the profile is tracking; for example, [www.AdWordsExample.com](http://www.AdWordsExample.com).

The default page should be set to the default (or index) page of your site. For example, <http://www.google.com/> and <http://www.google.com/index.html> both go to the same page, meaning that [index.html](http://www.google.com/) is the default page.

Without the default page information entered correctly, these would be reported as two different pages, and your report data would be flawed. On most sites, the default page is 'index.html', but might be 'default.htm', 'index.htm' or something else.

If your Analytics account is linked to a Google AdWords account, your time zone will be automatically set to your AdWords preference and you will be able to view, but not edit, the time zone in your Profile Settings. This ensures

accurate reporting on your AdWords campaigns.

A **query parameter** is a special character in a URL that differentiates the main URL from a specific query. For example, in this URL, [www.google.com/search?q=analytics](http://www.google.com/search?q=analytics), the query parameter is the "q" and the query term is "analytics." If your site uses unique session IDs or other query parameters in your URLs that you are not interested in seeing in your reports, you can easily exclude these parameters by entering them into the **Exclude URL Query Parameters** field. Separate each parameter with a comma.

The next two options apply if you conduct commerce on your site. If you want to track transactions, check 'yes' here. [Learn more](#) about tracking e-commerce transactions.

Next, you can specify:

- The type of currency you use
- The number of decimal places in the currency (for example 1.00)
- And whether to show the currency symbol before or after the amount

Check the 'Apply Cost Data' box if you want AdWords cost data to be automatically imported into your reports. Click Save Changes when you're done editing these settings. This returns you to the Profile Settings page.

#### Edit Conversion Goals and Funnel

The next section of the Profile Settings page allows you to edit conversion goals and funnels. A conversion occurs when a visitor completes an activity that you have identified as a goal of your site. This could be a purchase, a newsletter signup, a download, or any important page view. A funnel is a series of pages through which a visitor must pass before reaching the conversion goal. In your Profile Settings, you can set up and edit **Conversion Goals and Funnels** by clicking 'Edit' next to the goal name. For more information, please see the topic on Goals & Funnels.

#### Edit Filters

In the next profile settings section, 'Filters Applied to Profile,' you can edit the filters that are currently applied to the profile. Filters are a powerful tool that enables you to manipulate the data stored in your account so that the data displayed meaningfully depicts your reporting objectives. A commonly used filter type is an **Exclude filter**, used to exclude certain data from your reports. For example, filters can be used to exclude irrelevant pageviews coming from within your own company and not from your visitors, or report only on a specific subsection of your site. You can edit or remove existing filters. Please refer to the topic on Filters for more information.

#### Edit User Access

The last profile setting section, 'Users with Access to Profile,' allows you to manage your users. A user is a person who can log in to your Analytics account. When you edit an existing user's settings, you can change their first or last name and their Access type, which can be either **Account Administrator** or **View Reports Only**.

Account Administrators can make any changes to any of your profiles.

When you click the 'Add Users' link you are given the choice of adding a new user, or adding existing users to the profile. If you add a new user, you can specify their access type as previously discussed.

When adding users to your Analytics profiles, it is important to understand that they cannot access your AdWords account using their login email. To view your Analytics reports or perform Analytics administration tasks in your account, they must login to the standalone Analytics product at <http://www.google.com/analytics>. Your Analytics users will not be able to access your AdWords campaigns, but will have access to your Analytics reports.

Once you have added a new user, you can view their level of access in the **Report Access** column.

#### Access Manager

Returning to the Analytics Setting page, there are two other control areas: the **Access Manager** and the **Filter Manager**. In the Access Manager area, you can see your total number of users. Click on the Access Manager link for more information on each user's access levels.

Here you can see the list of User Email Addresses, and you can use the Search field to include or exclude certain users. For example, entering "gmail" in the Search field and clicking the 'minus' icon will exclude all users whose email address contains "gmail." You can also delete users by clicking on the 'Delete' link. Clicking on the 'Edit' link next to a User Email Address enables you to edit the user's name and access privileges, and add or remove profiles which the user can view.

#### Filter Manager

The final section on the Analytics Settings page is the Filter Manager area, which shows you the total number of filters available. From the Filter Manager link you can edit or delete filters. When you click the Add Filter link to create new filters you can define the filter name, the filter type, and choose which profiles to apply the filter to. Please see the topic on Filters for more information.

## Tracking Campaigns with Google Analytics

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### Tracking Campaigns with Google Analytics

Objective: Learn to:

- Define and use the Google Analytics campaign tracking variables.
- Interpret the data captured by the campaign tracking variables in your reports.

### Overview of Google Analytics Tracking

To track different kinds of advertising you'll need to use **campaign tracking variables**. Campaign tracking variables are identifiers which you attach to the hyperlinks leading to your website. They enable you to uniquely identify all of your hyperlinks, and view reports on the activity on your website generated by those links.

For example, if you include links to your website in an email newsletter, you can attach variables at the end of each link. When a user clicks on a link, your reports will show you on which link he clicked, as well as which newsletter contained that link.

The example hyperlink below has the following campaign tracking variables attached in **bold** ( you'll learn how each of these variables is used in the next section):

- Source = **SE1**
- Medium = **CPC**
- Term = **tshirt**
- Content = **ad\_version\_1**
- Campaign = **Google\_T-Shirts**

[http://www.example.com/?](http://www.example.com/?utm_source=SE1&utm_medium=CPC&utm_term=tshirt&utm_content=ad_version_1&utm_campaign=Google_T-Shirts)

[utm\\_source=SE1&utm\\_medium=CPC&utm\\_term=tshirt&utm\\_content=ad\\_version\\_1&utm\\_campaign=Google\\_T-Shirts](http://www.example.com/?utm_source=SE1&utm_medium=CPC&utm_term=tshirt&utm_content=ad_version_1&utm_campaign=Google_T-Shirts)

Including campaign variables in your hyperlinks is called tagging your links. Properly tagging your links will ensure that your reports include useful information about your marketing efforts.

## AdWords Auto-tagging for Google Analytics

Google Analytics makes it easy to track your AdWords referrals effortlessly using the auto-tagging feature. Auto-tagging is enabled by default when you link your AdWords and Analytics accounts. To turn auto-tagging on or off at any time, update the checkbox in your **Account Preferences** from your AdWords **My Account** tab. Using auto-tagging allows you to bypass the steps to tag the URLs of your AdWords advertisements.

## Advertising Campaign Variables in Google Analytics

You can tag your links with one or more of the following campaign variables. :

- Name
- Source
- Medium
- Content
- Term

**Name** : With this variable you can track the different advertising campaigns or product promotions that your business creates. An example of this would be a sporting goods store tracking the effectiveness of their "Spring Ski Sale" advertising campaign. With AdWords auto-tagging, the **Name** variable is the name given to the originating AdWords Campaign.

**Source** : Visitors to your website must come from somewhere. That is, each referral to a website has an origin, or **Source** . Examples of sources are the Google search engine, an email newsletter, or a referring web site. There may be several Sources for each campaign. For example, the "Spring Ski Sale" is advertised in both an email newsletter and a banner ad. In this case, both "newsletter" and "banner ad" would be possible Sources. For AdWords auto-tagged accounts, the Source variable is "Google."

**Medium** : The Medium helps to qualify the source. Together, the Source and Medium provide specific information about the origin of a referral. For example, if the Source is "Google," the medium might be "CPC," indicating a sponsored link. Or, the Medium might be "organic," indicating a link in the unpaid search results. In the case of a "newsletter" Source, examples of Medium include "email" and "print." For AdWords auto-tagged accounts, the medium variable is "CPC."

**Content** : The Content variable indicates the version of an ad on which a visitor clicked. Labeling your content versions allows you to determine which one is most effective at attracting profitable leads. For example, if you had two versions of a banner ad, you could use the Content variable to identify which one is bringing more visits to your site. For AdWords auto-tagged accounts, the Content variable is the first line of the originating advertisement's ad text.

**Term** : The Term is a keyword or phrase that matches what a user types into a search engine. For example, a link in a cost-per-click (CPC) ad would be tagged with the Term that triggered the ad. In our example, the Term might be "spring weather skis." For AdWords auto-tagged accounts, the Term variable is the keyword that triggered the originating advertisement.

## Advertising Campaign Variables and Reports in Google Analytics

There are several reports that allow you to view traffic from tagged initiatives (links which you have tagged with campaign variables).

The All Traffic Sources report (in the Traffic Sources section) shows all the traffic that comes to your site including traffic from tagged links. By default, it sorts the traffic by Source and Medium together, but you can use the 'Show' pulldown menu to organize the traffic by Source or Medium. Your tagged sources and mediums will be included in this list.

To see your traffic sorted according to Content, use the Ad Versions report (in the Traffic Sources section). Your tagged Content variables will be listed in the table.

To see your tagged campaigns, look at the Campaigns report (in the Traffic Sources section). This report will typically list your AdWords campaigns, your tagged campaigns, and "(not set)" traffic that is not associated with any campaign.

To see how well your paid keywords for a particular search engine are performing, navigate to Search Engines and select the search engine that you are interested in. Next, select "paid" within the 'Show' menu. A report for

the search engine will appear and the terms (keywords) with which you tagged your campaigns will be listed in the table.

# Google Analytics Reporting

## Introduction to Google Analytics Reports

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### Introduction to Google Analytics Reports

Objective: In this section you will learn about the five report categories and the type of data you can find in each report category.

### Google Analytics Report Categories

With Google Analytics reports, you can determine which marketing efforts are driving the most valuable traffic to your site and see how visitors navigate through your site. Track the marketing initiative performance for your AdWords campaigns, email campaigns, search engine referrals, and even traditional media advertising.

There are five report categories

- Visitors
- Traffic Sources
- Content
- Goals
- Ecommerce

#### Visitors Section

The reports in the **Visitors** section focus on how many visits your site received from different segments of visitors. For example, you can see how many visits you received from each country (Map Overlay). You can see how many visits you received from people whose previous visit to your site was 3 days ago (Recency, under Visitor Loyalty).

The Visitors section is the only section in Google Analytics where you can find the number of people who came to your site. (See Absolute Unique Visitors in the Overview report or in the Absolute Unique Visitors report, under Visitor Trending.) Visits tells you the total number of visits your site received. So, if four people visited your site 10 times each during the active time period, Google Analytics will show that your site received 40 Visits from four Absolute Unique Visitors.

The Visitors section also contains four Visitor Loyalty reports: **Loyalty**, **Recency**, **Length of Visit**, and **Depth of Visit**. Instead of simply stating averages, these reports show the range of visitor interaction on your site. For example, the Visitor Loyalty report shows how many 1st-time, 2nd-time, 3rd-time, etc. visits your site received .

Many of the reports in the Visitors section allow you to compare the overall quality of traffic from different segments of visitors. For example, you can compare visitors from different geographic areas based on their site usage, conversion behavior, and ecommerce profitability (Map Overlay). The following reports in the Visitors section allow you to make these kinds of comparisons: **Map Overlay**, **New vs. Returning**, **Languages**, the **Browser Capabilities** reports, the **Network Properties** reports, and **User Defined**.

#### Traffic Sources Section

The reports in the **Traffic Sources** section focus on comparing the quality of traffic you receive from different referrals, search engines, keywords, ads, and marketing campaigns. Most of the reports in this section have **site usage**, **conversion behavior**, and **ecommerce profitability** metrics to compare traffic from different sources.

Direct Traffic focuses specifically on visits from people who clicked a bookmark to come to your site or typed your site URL into their browser. The **Referring Sites** and **Search Engines** reports allow you to compare traffic from sites and search engines respectively and drill down on each site and search engine to compare URLs or keywords from that site or search engine.

The **All Traffic Sources** report allows you to compare *all* traffic across all the sources that send traffic to your site. For example, you can see how paid traffic compares to unpaid traffic or how traffic from Google compares to traffic from another web site.

The **Keywords** report allows you to compare the effectiveness of keywords across all search engines either with or without regard to whether they are paid or organic (unpaid) keywords. The AdWords reports focus exclusively on AdWords traffic.

To compare the effectiveness of AdWords campaigns and ads, use the **Campaigns** and **Ad Versions** reports. These reports will also include any non-AdWords campaigns and ads that you have tagged with campaign variables.

#### Content Section

**Content** reports can help you understand how effectively your site engages visitors. The **Top Content**, **Content by Title**, and **Content Drilldown** reports allow you to see which pages on your site were most popular (and therefore, most important), how much time people spent on each page, how frequently people exited your site from each page, and how valuable each page was to your business.

The **Navigation Analysis** reports (accessible from the **Content Overview** report) allow you to see how visitors navigate through your site. You can use this information to determine whether visitors are easily able to find what they are looking for or if they are getting confused and leaving your site. You can also use the **Site Overlay** to view click, conversion, and ecommerce information overlaid on each link on your site.

The **Landing Page Optimization** reports (also accessible from the Content Overview report) can help you tailor landing pages for your ads and referrals. If visitors don't see information on landing pages that addresses their reasons for visiting your site, they will simply leave without purchasing anything or converting to your goals. You can also use the **Top Landing Pages** report to monitor the overall effectiveness of your landing pages, while the **Top Exit Pages** report displays the pages from which visitors left your site. If there are pages on this report that

you don't consider to be logical exit points, you might try to understand why visitors leave from these pages. Consider how you might change the pages or redesign portions of the site so that fewer visitors leave unexpectedly.

### Goals Section

The information in the **Goals** reports can help you understand how visitors arrive, or don't arrive at your goals. For example, the **Funnel Visualization** report shows you the points at which visitors progress through or abandon the conversion steps (for example, shopping cart checkout process) you have defined.

Tracking these pages reveals how efficiently your site directs visitors to your goal. If any of the funnel pages are overly complicated or hard to navigate, they'll show signs of significant visitor drop-off and lower conversion rates. This information helps you concentrate on improving the pages with the poorest performance for funneling users toward your site goal.

In addition to tracking the funnels you have defined, you can also use the **Reverse Goal Path** to see if visitors are converting via other click paths.

### Ecommerce Section

In addition to the **Ecommerce** metrics (available wherever you see the Ecommerce tab on reports), there is also an **Ecommerce section** that focuses exclusively on ecommerce activity. Please note that no data will appear in these reports (or on the Ecommerce tab in the reports in other sections) unless you have [enabled ecommerce reporting](#).

These reports show revenue (the value of purchases), conversion rate (the percentage of visits that resulted in a purchase), transactions (the number of purchase orders) and Average Order Value (the average revenue from each purchase).

The **Product Performance** reports (Product Overview, Product SKUs, Categories) show you how many different products generate your revenue and you can click on any product name, SKU, or category to view detailed information for that item.

The **Transactions** report lists of all transactions on your site and is useful for seeing all the ecommerce transactions that are being used to calculate ecommerce metrics.

The **Visits to Purchase** and **Time to Purchase** reports help you understand your sales cycle by showing you how long it takes for visitors to purchase.

## Google Analytics Report Tools

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### Google Analytics Report Tools

Objective: Learn to set report date ranges, make date range comparisons, adjust the display of graphics in your reports, filter report data, and export and print reports.

### Google Analytics Scorecards

Many reports contain a scorecard which summarizes results across several metrics. The metrics displayed on the scorecard change according to the tab you have selected. For example, the **Site Usage** tab scorecard usually contains the following metrics: Visits, Pages/Visit, Avg. Time on Site, % New Visits, and Bounce Rate. The **Ecommerce** tab scorecard usually contains Visits, Revenue, Transactions, Average Value, Conversion Rate, and Per Visit Value.

Each scorecard box displays a number in large bold font. Comparison data is provided below the number in bold. The primary number in bold is the aggregate performance for the traffic segment you're examining in the report. For example, if you go to the **Referring Sites** report and then drill down on a specific referral site, the Visits box displays in bold the total number of visits your site received from that referral during the active time period.

If no date range comparison is active, the comparison data describes how the number in bold compares to your site as a whole. For example, the '% of Site Total' in the Visits box shows the percentage of total traffic that came from the specific referral. Some scorecard boxes, such as Pages/Visit, display the site average ('Site Avg') followed by a percent number in parenthesis. The percent number shows how much performance differs from the site average.

If you have set a comparison date range, a 'Date Range' indicates the number of visits received during the comparison time period and the percentage increase or decrease that occurred from the comparison time period to the active time period.

### Google Analytics Report Views

Reports with tables contain 'Views' - five icons at the top right, directly above the scorecard. They correspond to the table view (default), pie view, bar chart view, comparison view, and sparkline view, respectively. The comparison view allows you to quickly see how the performance of each item in the table (for example, referral site, keyword, etc) compares to the site average. The sparkline view displays the same data that appears in the scorecard but adds a sparkline which summarizes performance over time.

#### Filtering and Sorting Data

The 'Find' field at the bottom of many reports allows you to limit data rows to those that contain a specific word, phrase, or file name. For example, if your homepage is "index.html," enter this text in the 'Find URL' field of the **Top Content** report to view data solely for your homepage.

Or, select 'excluding' from the pull-down menu that appears next to the 'Find' field. This will exclude the data rows that match what you type in the field.

Data rows in a table can be sorted by clicking on the column headings. Click more than once to toggle between ascending and descending order.

Many reports display a 'Segment' pull-down menu above the scorecard. This important feature allows you to

change the way the data is displayed in the table. For example, the table in the **Keywords** report lists by default the individual keywords that brought you traffic. However, if you select 'City' from the Segment pulldown menu, the table will display your keyword traffic by city.

### Exporting and Printing Data

Most reports enable you to export data by clicking 'Export,' located at the top of the report. You can export data in four formats: PDF, XML, CSV (comma-separated value), and .tsv (tab-separated value), which can be opened with any spreadsheet program.

To print a report, select PDF and print the resulting document.

## Google Analytics Date Ranges

You can view reports for any time period you choose by using the date selection tool. To access the tool, click the date range (for example, "Apr 1, 2007 - May 1, 2007") that appears at the upper right hand corner of your report.

The tool contains two tabs: **Calendar** and **Timeline**. If you want to view reports for a single day, an entire month, or a particular year, you can simply click on the desired day, month or year in the calendar. Alternatively, you can type the date range into the Date Range fields or use the Timeline tab to set a date range. The Timeline contains a slider (two sliders if you have selected 'Compare to past') that you can move and resize to include your desired date range.

To compare two date ranges, select 'Compare to past.' An additional pair of date range fields will appear. Type a start and end date into these fields or use the additional slider on the Timeline tab to select a date range. You can also use the Calendar tab to select a comparison date range.

Once you have specified your desired date ranges, click 'Apply Range' to finish. The date or date range you have chosen will appear in the upper right corner, above your report.

## Getting Started with Google Analytics Reports

### The Dashboard

The **Dashboard** contains your customized set of reports. The Dashboard is the first screen you see when accessing your reports. It also:

- Provides a summary of each report you've saved
- Allows you to click directly to the complete report

Example: You want to see how much traffic you receive from different cities in California each time you access your reports in Google Analytics. Once you have saved the Map Overlay report for California, you will see a California summary on your Dashboard. You'll also be able to jump directly to the complete report on California instead of navigating to the Map Overlay report and then drilling down to see the California report.

To save a report to the Dashboard, click 'Add to Dashboard' under the report title. To remove a report from the Dashboard, click the x icon at the top right of the report summary. You can also rearrange the order in which report summaries appear on the Dashboard. To do this, simply drag a report summary to your desired location.

### Embedded Help

The Google Analytics interface has links to several important Help resources.

- Each metric on a scorecard has a ? icon. Click this icon to learn how the metric is calculated.
- The left navigation of Google Analytics has a box titled Help Resources. This box contains the following links.
- For a short description of the report, click 'About this Report' for a short description of the report.
- For best practice tips relating to the report, click 'Conversion University.'
- For links to Help Center articles relating to the report, click 'Common Questions.'

## Emailing Google Analytics Reports

You can email reports to others on an ad-hoc or scheduled basis. To send a report, click Email below the title of the report you want to send. A Setup Email screen appears:

- To email the report immediately, click the **Send Now** tab. Enter a list of recipients in the 'To' field. Specify a format for the email (XML, PDF, CSV, or TSV). Provide a subject and description and click 'Send.'
- To create a new regularly scheduled email, click the **Schedule** tab. Enter a list of recipients in the 'To' field and specify a format for the email (XML, PDF, CSV, or TSV). Provide a subject and description. Select Daily, Weekly, Monthly, or Quarterly from the drop-down menu and click 'Schedule.'
- To add the report to an email that has already been scheduled, click the **Add to Existing** tab. Select the email to which you'd like to add the report and click 'Add Report.'

### About Email Schedules

- Daily reports are sent each day (beginning the next day) and report data for the previous day.
- Weekly reports are sent each Monday (beginning the next Monday) and report data for the previous Monday through Sunday.
- Monthly reports are sent on the first day of each month (beginning the first day of the next month) and report the previous month's data.
- Quarterly reports are sent on the first day of each quarter (i.e. January 1, April 1, July 1, and October 1) and report the previous quarter's data.

Note: Scheduling is based on timezones in the United States. The timing of scheduled reports for users outside of the United States varies due to timezone and may result in a significant schedule delay.

## Google Analytics Visitors and Traffic Reports

### Google Analytics Visitors and Traffic Reports

Objective: Learn which reports are most useful for tracking and maximizing the return on investment of your marketing efforts.

### Overview of Google Analytics Visitors and Traffic Reports

Analyze the effectiveness of your traffic sources from the standpoint of conversions, return on investment, and site usage.

By understanding which referrals, search engines, keywords, online ads, etc., you can refer your highest-performing traffic to your site.

Your most rewarding traffic sources are those that refer visitors most likely to convert on the goals you have established for your website, become customers, or simply interact extensively with your site.

### Google Analytics Marketing Optimization Metrics

The specific metrics you use to analyze how effectively you drive traffic to your site will vary according to your objectives. If your primary goal is to attract visitors who will interact extensively with your site, you'll find "Site Usage" tab metrics such as 'Pages/Visit,' 'Avg. Time on Site,' and 'Bounce Rate useful.'

If your primary objective is for visitors to convert on specific goals, review conversion rates under the 'Goal Conversion' tab that appears on most reports.

If your objective is geared towards online sales, review the metrics that appear under the 'Ecommerce' tab that appears on most reports.

### Google Analytics Visitors Reports

This section provides information on the characteristics of your visitors overall. You can find out where your visitors come from geographically (Map Overlay), what languages they speak (Languages), and what browsers and computers they use (Browser Capabilities). The Visitor Loyalty reports tell you how frequently visitors return to your site and how much they interact with your site (Length of Visit, Depth of Visit).

You can also find out how many unique visitors your site receives, instead of simply looking at the number of visits. Go to Overview and look for 'Absolute Unique Visitors' in the report.

### Google Analytics Traffic Reports

The reports in this section deal with all the different places on the web from which your site receives traffic: referral sites, search engines, keywords, ads, and "direct" traffic (visits from users who typed your URL directly into their browser).

Of particular note is the Keywords report and the AdWords reports. The AdWords reports contain an additional tab, 'Clicks.' The Clicks tab provides ROI-based metrics for each of your AdWords campaigns, ad groups, and keywords. These metrics include CPC (cost-per-click), RPC (revenue-per-click), ROI (return on investment), and margin.

In addition, the Keyword Positions report (under AdWords) tells you how search engine result position affects metrics like conversion, revenue, and average value.

### Google Analytics Search Engine Marketing Reports

The Search Engine Marketing Reports focus on keywords and their conversion metrics for CPC and unpaid search results. These reports are key to analyzing the effectiveness of your AdWords campaigns, and any other keyword-based advertising programs you participate in. Here are a few examples of the types of reports included in this group.

The CPC Program Analysis report gives you the following data on each CPC program you run:

- Clicks
- Transactions
- Cost
- Revenue
- Clickthrough rate
- Conversion rate
- Cost per click
- Revenue per click

The *Overall Keyword Conversion* report lists metrics by keyword, such as the number of visits and pageviews per visit. By clicking on the plus (+) icon next to any keyword, you can see these same metrics broken down for each Source[Medium]. For example, by drilling down on the keyword "google for kids," you might see the number of visits resulting from searches on this keyword coming from "yahoo[cpc]," "google[cpc]," and "msn[organic]."

The *Keyword Considerations* report gives you data on keywords that are bringing visitors to your site from search engines, but which you're not using in your CPC advertising. You can use this information to find additional keywords on which you may want to bid.

## Google Analytics Content and Goals Reports

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### Google Analytics Content and Goals Reports

Objective: Learn how to improve your website's usability with the Content and Goals reports.

### Overview of Google Analytics Content and Goals Reports

The following reports can help you understand how effectively your site maintains visitor interest and how effectively it converts visitors to the goals you have defined:

- Content reports show you which pages are most popular on your site.
- Top Landing Pages helps you identify and examine the effectiveness of the pages through which visitors enter your site.
- Use Top Exit Pages to identify the pages from which visitors exit your site. By examining report metrics for these pages, you can determine whether these pages are logical exit points for visitors or whether you might be able to improve them and keep visitors engaged with your site.
- Visualize how page layout influences visitor navigation choices with Site Overlay.
- Goals and Funnels Process helps you understand how effectively your site converts visitors to the goals you have defined. If many of your visitors abandon their shopping carts or leave your site before converting, you can study your site funnel processes to learn why.

Let's take a closer look at the types of reports included in each of these groups.

### Google Analytics Content Reports

The **Top Content**, **Content by Title**, and **Content Drilldown** reports show which pages on your site are most popular. For each page or grouping of pages you can see pageviews (Pageviews and Unique Pageviews), the average amount of time visitors spent on the page (Time on Page), how frequently visitors left your site after viewing the page (Bounce Rate and %Exit), and the '\$ Index,' which measures the value of conversions (in terms of ecommerce revenue and/or goal value) made after a visit to the page.

### Google Analytics Top Landing Pages Reports

The **Top Landing Pages** report lists all of the pages through which visitors entered your site. For each page, you can see the number of entrances, the number of bounces, and the bounce rate.

### Google Analytics Top Exit Pages Reports

The **Top Exit Pages** report lists each page and the activity that occurs on the page. Learn the number of exits that occurred from the page and the percentage of pageviews that resulted in a site exit.

### Google Analytics Site Overlay Reports

The **Site Overlay** allows you to view click, conversion, and ecommerce information, which is overlaid directly on to your website.

### Google Analytics Goals and Funnels Process Reports

**Total Conversions** shows how many conversions your site received over time for each goal.

**Conversion Rate** shows your site conversion rates over time for each goal.

**Goal Verification** shows the pages that count towards the goal and the number of times each of these pages was viewed. This report is useful for verifying the specific goal pages that were logged.

**Reverse Goal Path** report shows the path that converted visitors actually used to arrive at the goal.

**The Goal Value** report shows the value of the conversions your site received over time.

**Abandoned Funnels** and **Funnel Visualization** both describe the effectiveness of the funnels you have specifically designed. For example, if you have a specific check out or registration process and you have defined the pages that make up this process, the Abandoned Funnels report will tell you how many visitors who start the

process actually complete it. The Funnel Visualization report shows exactly where visitors who abandon the funnel go and how many visitors remain in the funnel after each step.

## Google Analytics Ecommerce Reports

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### Google Analytics Ecommerce Reports

Objective: Learn how to use the Ecommerce reports to collect data on your product sales.

### Overview of Google Analytics Ecommerce Reports

The term *e-commerce* refers to the transaction of goods or services online. While other reports can provide ecommerce metrics (see the **Ecommerce** tab in most reports), the Ecommerce reports in Google Analytics are particularly useful for reviewing site transactions (Transactions report), identifying best selling products (Product Performance reports) and studying sales cycle data (Visits to Purchase and Time to Purchase reports).

### Understanding Google Analytics Ecommerce Reports

The **Total Revenue**, **Conversion Rate**, and **Average Order Value** reports show your ecommerce revenue, conversion rates, and average order value from purchases over time.

There are three types of Product Performance reports: **Product Overview**, **Product SKUs**, and **Categories**. These reports show transactions, revenue, average price and average quantity for each product, SKU, and product category. You can click on any product, SKU, or category to see detailed information about that product or product grouping.

The **Transactions** report is a list of all the transactions on your site, useful for tracking the vast majority of visitors to your site. Please note that this report isn't able to track 100% of all visitors, so the financial information should be used to track and analyze trends - not as a precise measure for accounting purposes.. You can click on any transaction to view when it occurred.

The **Visits to Purchase** and **Time to Purchase** reports can help you understand purchase latency.

The **Ecommerce** section is not the only place in Google Analytics to view ecommerce information. Most reports in the Visitors section and the Traffic Sources section provide an **Ecommerce** tab. The metrics in this tab show how profitable a traffic source or visitor segment is. For example, you can compare revenue across geographic locations or ecommerce conversion rates across search engines. The ecommerce tab shows the following metrics:

**Revenue** allows you to compare ecommerce revenue from ecommerce transactions. This number includes tax and shipping. Revenue does not include value from ordinary (non-ecommerce) goal conversions.

**Transactions** is the total number of ecommerce transactions (purchases).

**Average Value** is the average value of an ecommerce transaction (purchase).

**Conversion Rate** is the percentage of visits that resulted in an ecommerce transaction (purchase). This is different from the Conversion Rate displayed on the Goals tab which includes only non-ecommerce conversions.

**Per Visit Value** is the average value of a visit to your site and is calculated as (ecommerce-only) Revenue divided by Visits. It is different from the Per Visit Goal Value displayed on the **Goal** tab which is based only on the value of non-ecommerce conversions.

### Google Analytics Loyalty and Latency Reports

The reports in the Loyalty and Latency section answer the questions:

- How do new visitors compare to returning visitors with respect to the number of visits, number of transactions, total revenue, average visit value, and average transaction value?
- Should you invest more in acquiring new customers or in generating new value for your existing customers?
- How many visits, and how much time, elapses before customers make a purchase?

For example, the *New vs. Returning* report in the Loyalty and Latency section enables you to see how valuable each type of visitor is to your site. Using this report, you may find that your returning customers are far more valuable than your new customers. By cross segmenting this data by campaign, you can see which campaigns are successfully bringing your existing customers back to your website. You can then continue to fund and improve on those campaigns.

### Google Analytics Revenue Sources Reports

The Revenue Sources reports answer the questions:

- Which referral sources (such as search engines, newsletters, and referral sites) result in the most revenue?
- Which visitor language preferences account for the most revenue?
- Where do my best customers live?

One powerful feature that can be useful in analyzing your revenue sources is custom segmentation. This feature allows you to identify a specific group of your visitors. For example, if your users identify themselves by age group on your site, you can use the User-defined report to determine conversion metrics for each age-group segment (it's called the User-defined report since you define the variable on which you segment your visitors). As a result, you can see which age group generates the most revenue.

[Learn more](#) about how to set up user-defined classifications.

## Google Analytics Goals and Filters

### Google Analytics Product Merchandising Reports

The Product Merchandising reports answer the questions:

- How much of each product and product category do I sell?
- How popular is each product with customers who searched on each keyword?
- How popular is each product with customers referred from each source?

One example is the *Product Keyword Correlation* report, which links product purchases back to the keywords originally used in a search. This information provides insight into which products you should be promoting in creative ad content and landing pages to drive the most business through your site. It shows the number of items sold, the total revenue, the average price, and the average order quantity for each product you sell online.

Another example of a Product Merchandising report is the *Product Source Correlation* report. This report links product purchases on the site back to the source from which the sale came, such as cost per click ads or search engine referrals. This report shows the number of items sold, the total revenue, the average price, and the average order quantity for each product you sell.

To begin collecting e-commerce data for your site, you must [add some code to the receipt page in your checkout process](#).

## Google Analytics Goals and Funnels

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### Google Analytics Goals and Funnels

Objective: After completing this topic, you will be able to:

- Explain what goals are
- Identify when goals should be used
- Explain what the most common goals are
- Set up a goal

### Overview of Google Analytics Goals and Funnels

A **goal** is a webpage which a visitor reaches once they have completed an action that you desire. In the Analytics tab of your account, you define your goals based on the purpose of your website, and the actions you want your visitors to take.

Examples of common goals include:

- A receipt page after placing an order
- A "subscription confirmation" page after a newsletter sign-up
- A download of a whitepaper
- The completion of a form requesting follow-up from a salesperson
- Or any other page to which you are trying to drive your visitors

Goals are often called conversions, because on ecommerce sites, visitors are converted to customers

#### Funnels

A **funnel path** is a series of pages through which a visitor is expected to pass before reaching the conversion goal. A graph showing the number of visitors to each of these pages is usually shaped like a funnel. Typically the first page counts the most visitors, with additional visitors dropping out at each successive page before reaching the final goal. This is where the name "funnel" comes from.

For example, more visitors may view a product page than enter a shopping cart, and even fewer still may complete the order.

Goals enable you to easily see how many visitors reach a certain page, and understand where visitors may be losing interest and falling off the path along the way.

You can use this information to improve your site's content and design.

Goals help you make smarter decisions about your marketing efforts by telling you:

- Which marketing campaign or referral results in the most conversions
- The geographic location of visitors who reach the goal
- The keywords that lead to conversion

### Using Google Analytics Conversion Goals and Funnels

Under the 'Conversion Goals and Funnel' section, select one of the four goal slots available for that profile, and click 'Edit.'

1. In the **Goal URL** field, type the web address that marks a successful conversion when reached. Make sure to specify the full URL, including the 'http' prefix.
2. In the **Goal Name** field, give the goal a name as you want it to appear in your Goal and Funnel reports. The name should be one you will easily recognize; for example, *Checkout Complete* or *Registration Confirmation*.
3. Then choose whether to activate the goal. Turn the goal On or Off depending on whether you want Google to track the goal at that time. This setting allows you to configure your goal ahead of time, and simply turn

it On when you're ready. Notice that after you enter the goal URL and name, they appear grayed-out in the fields below the last funnel step to remind you that your goal is the last step in the funnel.

4. The next step is to define your funnel path: the pages you expect visitors to click through to reach a goal. For each funnel step, enter a full URL (including the 'http' prefix), and give the step a name such as "Product Page" or "Check Out Page."

While creating these steps is optional, it is strongly recommended, since the **Funnel Visualization** report will show you how effectively you retain visitors throughout the conversion process. When you define steps, you can see if visitors are taking the path you expect, and where they may be losing interest.

For example, if you run an ecommerce site, a recommended funnel would define the checkout steps that lead up to a completed purchase. In this example, the funnel generally would not include individual product pages -- rather, it would consist only of those final pages that are common to all transactions.

The final step is to configure additional settings:

1. If the URLs entered in the funnel or goal are case sensitive, select the checkbox that has the correct version of your URL.  
For example, if home.htm is a different page than Home.htm with a capital 'H', check this option.
2. If you are using dynamic URLs, you may wish to make use of the matching options when entering funnel or goal URLs.  
<a href= "http://www.google.com/support/googleanalytics/bin/answer.py?answer=55">Read more</a> about our matching options.
3. The goal value is used in Google Analytics' return on investment calculations. If you wish to set a value, enter the amount in the 'Goal value' field. You will see your goal value calculations in the **Goals > Goal Value** report.
4. Click Save Changes to create this Goal, or Cancel to exit without saving

With some advanced set up, you can take advantage of some additional important features of goals:

First, you can create funnel steps for Flash pages or other pages where the URL doesn't change.

Also, in one single step of your funnel path, you can gather data on traffic to a whole category of pages. For example, you could configure a funnel path like this:

- Homepage
- Shirts Page or Pants Page or Hats Page
- Check Out Page
- Goal: Thank You Page

[Learn more](#) about these goal functions.

## Google Analytics Filters

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### Google Analytics Filters

Objective: After completing this topic, you will be able to:

- Define what filters are
- Explain when filters should be used
- Identify the most common filters
- Explain how to use the predefined filters

### Overview of Google Analytics Filters

A **filter** can be applied to modify data in your Analytics reports. They enable you to customize your reports so that data that you deem useful is highlighted in interesting ways.

Filters can also help you clean up your data so that it is easier to read.

Below are some examples illustrating how you can use filters:

- If you only want to report on a specific section of your website, create a filter that only includes data on visits to a specific subdirectory
- If in your reports you want to exclude pageviews of your site that come from your employees to make your data better reflect your actual customer traffic, create a filter that excludes pageviews coming from specific IP addresses
- If your pages are named in a manner that's hard to read - for example, if your page filenames are numbers - design a custom filter to replace these numbers in your reports with more easily read labels

Filters are not retroactive. Therefore all historic data in your profile will not be affected by a filter, only new data will be affected.

### Google Analytics Predefined and Custom Filters

There are three types of **predefined filters** built into your account to help you complete common tasks.

The predefined filters allow you to:

- Exclude all visits from your reports that come from a specific domain. For example, you can exclude all visits from links on the comp.xyz.net domain. Use this filter to exclude visits that originate from a specific network, such as your internal company network.
- Exclude all visits from an IP address or range of IP addresses.
- Include only traffic from a subdirectory. Use this filter if you want to report only on a particular subdirectory. For example, if your website is www.example.com, a subdirectory may be www.example.com/motorcycles.

In addition to using predefined filters, you can also create **custom filters**. Creating custom filters gives you complete control over the data on which you report.

For example, if your URLs contain long strings of hard to read characters, you can use a custom filter to make

your reports much more readable. Using a relatively simple filter, you can take a URL that looks like this...

www.trinkets.com/store/shoes.php?item=sneakers&sku=135483&color=white

...and make it appear like this:

/store/shoes/sneakers/white

## Driving Improvements with Google Analytics

In brief, the steps for getting started using filters are:

1. Create the filter via the Filter Manager link on the **Analytics Settings** page.
2. Apply the filter to your profile.
3. Allow time for data to be gathered.
4. View the profile's reports.

Filters act on data gathered after the filter is applied. Reports that include dates before the filter was applied will not be built using filtered data. It is not possible to reprocess historical data at this time. Therefore, if you begin filtering out traffic from your employees on Wednesday, but you're looking at reports that include Monday and Tuesday in the date range, your employees' traffic will still be reflected in the reports.

If you want to become an advanced user of filters, visit the following links to learn more about these topics.

1. [Learn which fields can be filtered](#). Google Analytics stores data in a database. Databases are made up of fields, so understanding which fields you can filter will enable you to create better, more powerful filters.
2. [Learn how to use Regular Expressions](#), or RegEx for short. RegEx is used to match text using wildcards. RegEx is useful because you can filter out (or in) many different items at once. For example, you could filter out two different pages from your reports using only one filter. RegEx is a powerful tool and should be fully understood before use.
3. Finally, visit our [Help Center](#) to learn more about filters.

## Improving Revenue and Profit with Google Analytics

### Improving Revenue and Profit with Google Analytics

Objective: Learn to use the reports in the Ecommerce Analysis section to identify opportunities to increase revenue and profit.

### Evaluating Overall Revenue with Google Analytics

A pharmacy takes orders online and via phone. Often online traffic will lead to phone sales. To determine when online traffic is creating offline sales, the marketing manager charts spikes of phone sales against online traffic to the **Order by Phone** page using the Content Drilldown report (in the Content section). He then determines the source of the referrals to the **Order by Phone** page and targets his campaigns accordingly.

Recall that a **source** is the web page from which your visitor was referred to your site. You can use the **All Traffic Sources** report to find out how effectively each source drives ecommerce revenue. The Ecommerce tab tells you:

- The total revenue that resulted from the source
- The number of transactions from each source
- The average value of each transaction from each source

Use the Referring Sites report to identify your top e-commerce drivers, and build on your success on these sites. For example, by sorting on the Average Value column, you might identify a source that contributes a small percentage of your total revenue, but shows a high average value per transaction. Knowing this, you may want to increase your ad buys on this site. If it's a ratings site, you might want to ask your best customers to write a review on this site.

Use the Map Overlay in the Visitors section and click the Ecommerce tab to see which cities your revenue comes from. As with the Referring Sites report, you may wish to identify high 'Average Value' cities and increase your advertising targeted to those cities.

Please note that, while Google Analytics can track the vast majority of visitors to your site, it is not able to track 100% of visitors. Financial information should not be used for accounting purposes, but rather used as a measure to track and analyze trends.

### Identifying Revenue-Driving Keywords with Google Analytics

The online pharmacy loves to be able to directly track online sales back to the specific keywords on Google. To do this, they use the Search Engines report in the Traffic Sources section. From this report, they can select 'Google' from the table to get a report that shows all keywords from Google. The Ecommerce tab shows how much each keyword contributed to overall online sales.

### Evaluating the Performance of Specific Products with Google Analytics

The Product Performance reports in the Ecommerce section are designed to help you understand and explore how each product contributes to your online sales. There are three reports: Product Overview, Product SKUs, and Categories. From these reports, you can click on any entry (product, SKU, or category) to see:

- **Items:** Total number of units sold
- **Transactions:** Total number of e-commerce transactions that included a purchase of this product
- **Product Revenue:** Revenue earned from sales of this product
- **Average Price:** Average price of the units sold
- **Average QTY:** Average number of units sold per transaction

## Optimizing Regional Marketing for Products with Google Analytics

The online pharmacy uses the Product Performance reports in the Ecommerce section to target ads to regional markets. These reports lend a compelling argument for local campaigns.

You can focus your product marketing by looking at the regions where each product does best. To do this, use the Product Overview report (under Product Performance, in the Ecommerce section). Click on one of the products shown in the report and you will see a Product Detail report for that product. Then, from the Segment menu, select 'Country/Territory,' 'Region,' or 'City.' The resulting report lists the geographic areas of where the buyers of that product originated.

## Optimizing Product Advertising

The online pharmacy also uses the Product Overview report to find out which keywords result in sales of its top performing brands of medication. By clicking on one of the products shown in the report, they can see a Product Detail report for that product. Then, from the Segment menu, they select 'Keyword.' The resulting report shows which keywords resulted in sales of the product.

This technique can be useful if you are trying to sell more of a specific product. You can find out which keywords resulted in the most sales of the product and then increase your spend on those keywords.

## Improving Your Content and Site with Google Analytics

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### Improving Your Content and Site

Objective: Learn to use Google Analytics Content reports to:

- Evaluate your visitors' overall interest in your site
- Identify the most popular and valuable pages of your site
- Evaluate and improve the effectiveness of landing pages
- Evaluate and improve the effectiveness of funnels

### Evaluating Page Popularity with Google Analytics

You can use the Top Content report in the Content section to find out which pages are most popular on your site. Included in this report are:

- **Pageviews:** The total number of times the page was viewed across all visits.
- **Unique Pageviews:** Unlike Pageviews, Unique Pageviews does not count repeat visits to a page. So, if page A was viewed twice during a single visit, Unique Pageviews will only count it once. Pageviews, however, will count it twice.
- **Time on Page:** The average amount of time that visitors spent on the page is useful for learning if visitors are looking at the content or if they immediately clicked to go somewhere else. If they're leaving quickly, ask yourself:
  - What information is missing from the page?
  - Is that information on the pages they go to?
  - Can you move more important information onto pages with short average times?
- **Bounce Rate:** The percentage of entrances on the page that result in the person immediately leaving the site. Non-entrance pages always have a Bounce Rate of 0.00%. A high bounce rate indicates that the page is not well matched to the ad or link that is driving traffic to the page.
- **% Exit:** Tells you the percentage of visitors leaving your site immediately after viewing that page. For example, if a page received 100 pageviews and 20 of them were the last pageviews on your site, the % Exit would be 20%. A high % Exit may indicate that something about the page turns your visitors off or it could simply mean that visitors are leaving after concluding their business on your site. Things that might turn away visitors include:
  - A product price that is uncompetitive
  - A landing page that doesn't match well with the advertising that directed the visitor to it
- **\$ Index:** If you have assigned values to your goals, or if you have an e-commerce site ([learn more](#) about tracking ecommerce transactions), the \$ Index indicates how often a page was visited prior to the visitor reaching a goal. The \$ Index will be higher when the value of the goal is higher, and when the page is visited frequently prior to goal completion. If you sort on the \$ Index column, the top listed pages will show which pages are most valuable on your site. You can then analyze what's working well with these pages, and perhaps add the same characteristics to your other pages.

### Evaluating Directory Content with Google Analytics

If you have organized your site content into directories, use the **Content Drilldown** report (in the Content section) to evaluate the popularity and value of each directory's content. Identify poorly performing directories as candidates for improvement, based on Pageviews, % Exit, and \$ Index.

Use the **Content by Title** report (in the Content section) to see the same information aggregated by page title. The Page Title appears at the top of the browser and is written into the page's HTML code. This is useful if you have groups of pages that share the same page title, such as 'Catalog.'

One large company used Analytics to restructure their website to determine which method for navigating their site was the easiest to use and resulted in the most goal conversions. They compared four different methods and learned which performed best using the Content by Title report and the \$ Index.

## Evaluating Site Interest with Google Analytics

Use the **Depth of Visit** report (under Visitor Loyalty, within the Visitors section) to find out how deep the visits to your site were. If all of the visits are clustered at the top of the graph, visitors are leaving your site after viewing only a few pages - you may wish to enhance your content or find ways to keep visitors on your site. This may require getting feedback from your visitors and asking specifically what they are looking for or would like to see. For more information about enhancing content, refer to the articles available in our [Conversion University](#).

Use the **Length of Visit** report (also under Visitor Loyalty, within the Visitors section) to find out how long visitors are spending on your pages. Similar to the Depth of Visit report, the distribution of visits across this graph can give a good indication of how interesting your site is to visitors.

## Evaluating Landing Page Effectiveness with Google Analytics

Use the **Top Landing Pages** report in the Content section to evaluate how effectively your landing pages keep visitors on the site:

- **Entrances:** Shows the number of times a visit began with a view of the page.
- **Bounces:** Shows the number of times the visitor left without viewing any other pages.
- **Bounce Rate:** Shows the percentage of visits the visitor left without viewing any other pages.

A high bounce rate indicates that the landing page is not enticing visitors to click further into the site. This might indicate a mismatch between ad and landing page, or a page design that doesn't make visitors confident of a high-quality online-shopping experience.

Again, use the **Top Content** report (also in the Content section) to review the Average Time and the \$ Index of your landing pages. Your most effective landing pages will have the highest \$ Index.

It is important not to confuse the bounces listed in the **Bounce Rate** report with the % Exits listed in the **Top Content** report. The bounce rate is the rate at which people leave your site after viewing only a single page. The % Exit is the percentage of people ending their visit to your site on that page.

## Evaluating Funnels and Goals with Google Analytics

Is your site achieving its goals? If you have not defined goals for your site, see the topic on Goals.

Visitors drop off the path before completing a goal for many reasons. They may get confused if the steps are too complicated, or they may want to go back and get more information before moving forward.

The abandonment rate is the percentage of visitors who begin down the path to a goal (the funnel), but drop out before reaching the goal. For example, if Goal 1 has abandonment rate of 90%, only 10% of visitors who begin the funnel process actually reach the goal. Use the **Abandoned Funnels** report in the Goals section to evaluate the abandonment rate for each of your funnels.

Use the **Funnel Visualization** report in the Goals section to identify the steps where you lose most of your visitors. In the center of the report, you'll see one box for each step you have defined. The box at the bottom is the goal. Each box shows the percentage of visits that remain in the funnel at each step.

The **Abandonment Points** shown at the right hand side of the report show where visitors went when they abandoned the funnel: either a page or "exit", which indicates that they left the site.

For example, the right hand side of the **Funnel Visualization** report may show that many of your visitors are returning to your 'product information pages' after beginning the checkout process. By including the product information on your checkout pages, you may be able to keep more visitors in the funnel on their way to becoming customers.

Carefully consider how you can re-design the pages in your funnel to keep more visitors. Do visitors drop out immediately or on one of the subsequent steps? Do you do a good job of showing visitors where they are in the process and what they need to do next? Consider:

- Consolidating steps into fewer pages
- Enabling visitors to go back and get information without leaving the funnel by opening pages in new windows
- Reducing the amount of input you require from customers (for example, requiring customers to create a login is known to drive down conversions)

## Improving Your Marketing Initiatives with Google Analytics

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### Improving Marketing Initiatives with Google Analytics

Objective: Learn to use Google Analytics Traffic Sources reports to evaluate conversions and ROI for marketing initiatives and keywords.

### Evaluating Marketing Initiatives with Google Analytics

The reports in the Traffic Sources section are designed to help you evaluate the value of your marketing initiatives. You can see which marketing initiatives, such as paid keywords, unpaid keywords, paid ads, and referrals from other sites, generate the most business for your site.

Most of the reports in this section include three tabs: **Site Usage**, **Goal Conversion**, and **Ecommerce**. The **Goal Conversion** tab focuses specifically on conversions. The tab includes the following metrics:

- **Visits:** the number of visits from each campaign or source, etc. Note that this is different than the number of visitors. For example, the report might show 3 visits, but the site may have only received 2 visitors (since one visitor may visit twice).
- **Goal1, Goal2, etc.:** These columns show your conversion rates for each goal that you have defined.
- **Conversion Rate:** The percentage of visits which resulted in a conversion to at least one of your goals.
- **Per Visit Goal Value:** Non-ecommerce revenue divided by Visits. For example, if Goal 1 has an assigned value of \$10 and there were two conversions, the total revenue is \$20. If there were 20 visits, the revenue-per-visit would be \$1. This metric will always be 0 unless at least one of the goals has an assigned value. You can assign values to each goal in the Conversion Goals and Funnel settings, from the Analytics Settings link.

Note: If you have an ecommerce site and you have added the appropriate ecommerce transaction code to your web pages, you will see Per Visit Value on the Ecommerce tab instead of Per Visit Goal Value on the Goal Conversion tab. Per Visit Goal Value is the average of total goal revenue across all visits; Per Visit Value is the average of total ecommerce revenue across all visits.

Use the **Goal Conversion** tab metrics to determine which marketing initiatives are most effective. For example, you can stop paying for ads which have low conversion rates. You may also find it interesting to compare your unpaid referrals to each other and to your paid initiatives.

## Examples of Evaluating Marketing Initiatives with Google Analytics

One large online electronics company uses the **All Traffic Sources** report to evaluate which online marketing program is working best. By selecting 'Medium' from the Show menu within the report, they can compare the effectiveness of CPC traffic (i.e. AdWords and other cost per click traffic), online ads, an email newsletter and an extensive affiliate advertising network. Because they are most interested in conversions, they use the **Goal Conversion** tab on the report to evaluate the traffic.

One major web property owner has 15 different sites and relies heavily on affiliate marketing. The owner likes to see which landing pages work best for each affiliate. To see the landing pages to which a specific affiliate is driving traffic, she uses the Referring Sites report and, in the report table, clicks on the affiliate site for which she wants data. Once the **Referring Site** report for that affiliate appears, she selects 'Landing Page' from the Segment menu. This displays a list of the landing pages to which the affiliate sent traffic. The metrics on the **Ecommerce** tab allow her to quickly see which landing pages are working best for that affiliate.

## Evaluating Keyword Performance with Google Analytics

You will typically use the **Keywords** report or the AdWords reports to evaluate keywords. The Keywords report allows you to evaluate traffic for both paid and unpaid keywords. You use the Show links (directly above the scorecard) to select "paid", "unpaid", or "total" (both paid and unpaid) keywords. The Keywords report shows all of your keywords across all search engines. As with most other reports in the Traffic Sources section, you can use the Site Usage, Goal Conversion, and Ecommerce tabs to assess the quality of the traffic.

The AdWords reports are provided specifically to help you evaluate and optimize the traffic you receive from AdWords. AdWords Campaigns (and the two associated detail reports: AdWords Ad Groups and AdWords Keywords) have an extra tab called **Clicks** which provides ROI metrics. You will see data on the Clicks tab as long as you have properly linked your AdWords and Analytics accounts. Impressions, Clicks, Cost, CTR (Click Through Rate), and CPC (Cost Per Click) are imported automatically from your AdWords account. RPC (Revenue Per Click), ROI, and Margin compare your AdWords costs with your revenues. Comparing the ROI of different keywords, for example, enables you to determine where you get the best value.

One large shoe seller uses the data from the **Goal Conversion** tab in the AdWords Campaigns (and the two associated detail reports: AdWords Ad Groups and AdWords Keywords) reports to identify the keywords that convert most effectively to the "purchase complete" goal. The marketing manager places the top performing keyword in a preferred campaign with a higher budget and moves the lower performing keywords into a lower spending campaign.

The **Keywords Positions** report shows how position on the search engine result page correlates with Visits, Pages/Visit, Per Visit Goal Value, Revenue, and other metrics. For example, you can find out whether your site received more traffic from the keyword "running shoes" when your ad was in position 2 versus when it was in position 3. You can also find out whether conversion rates are higher for position 2 than position 1. If you notice that, for specific keywords, your conversion rates are the same for all positions, but that you receive less traffic and revenue for the lower positions, you may wish to bid for the lower positions but increase your spend so that your ad is displayed more frequently.

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# My Client Center

Complete Learning Center Path - Lesson 9 of 9

## Managing Multiple Accounts

[Return to the Complete AdWords Learning Center Lesson Index](#)

## Introduction to My Client Center (MCC)

### Introduction to My Client Center

Objective: With My Client Center, client managers (such as agencies, search engine marketers, and automated bid managers) can more efficiently manage multiple AdWords accounts or large campaigns. Learn more about My Client Center, including steps to setting one up.

### What is My Client Center?

Your My Client Center account, also called a client manager account or MCC, is an umbrella account containing access to individual AdWords accounts and other client manager accounts. It acts as a shell account that links individual AdWords accounts in one location. The look and feel of My Client Center is very similar to individual AdWords accounts, with greater functionality.

### My Client Center Benefits

With My Client Center, you can access multiple AdWords accounts via the client manager account login - no more logging in and out to switch between AdWords accounts. In addition, client managers can see all their individual and client manager AdWords accounts in one place via the **My Client Center** view. With a My Client Center account, you can:

- Easily view all linked accounts, including other client manager accounts, via the My Client Center view.
- See relevant information for all linked AdWords accounts in one place.
- Use a single login to access all AdWords accounts.
- Generate reports across multiple client accounts at once, or download the client "dashboard" into a .csv file.
- Invite a client to be managed through an automated message.
- Create AdWords accounts in your MCC, and automatically link them to your master account upon creation.
- Manage clients running on the same keywords under different accounts.

### Signing up for My Client Center

You can gain your own My Client Center by signing up for the Google Advertising Professional program. This program provides training and resources for third-party providers (such as agencies and resellers) that support Google advertisers by managing their AdWords accounts and their online advertising needs.

Visit the [Google Advertising Professionals homepage](#) to become a Google Advertising Professional for free. Upon enrollment, you'll receive your free My Client Center account to help you manage client accounts.

To learn more about this program, visit the [Google Advertising Professionals Help Center](#).

## Linking AdWords Accounts to My Client Center

You can easily link an existing or new AdWords account to yours.

### Linking an existing AdWords account

1. Retrieve your client's AdWords external Customer ID and account password (which establishes your client's permission to link the account to yours).
2. Log in to your MCC.
3. Click the **Link existing account** link above your client accounts table.
4. Enter your new client's Customer ID and account password into the appropriate fields.
5. Click **Submit**.

Alternatively, if you don't have your client's login password, you can simply enter his/her login email into the corresponding field for **Link existing account**. When you hit **Submit**, the client receives a notification that invites him/her to link to your account. During this process, you'll see a pending notification for the client account in your MCC. Upon the client's acceptance, you'll receive a confirmation notification and the client account will be automatically linked to your account.

### Linking a new AdWords account

1. Log 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 the AdWords sign-up wizard. 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.

## Accessing Client Accounts in My Client Center

When logged in to your My Client Center account, you can navigate to any linked accounts by using the **Jump to client** drop-down menu located at the top the page. This will show you all the accounts linked to your My Client Center 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.

## My Client Center Dashboard, Alerts and Reporting

Your My Client Center (MCC) not only allows you to manage multiple accounts easily: It also features a "dashboard" view of your managed client accounts, with alerts for important account issues, and provides easy access to robust performance reporting tools.

When you log in to your MCC account, you'll see an overview of your managed client account information. Performance and budget statistics for managed accounts are shown on separate tabbed pages, providing a top-level view of key stats across accounts.

On the Performance page, you'll find stats on clicks, conversions and conversion rates, as well as separate columns for [Search and Content CTR](#), allowing for easier comparison of performance based on network placement. On the Budget page, you'll find information about start- and end- dates, percent of budget spent and total spend for each account.

You may filter your view of managed client account data by selecting time periods for viewing statistics, making it easier to limit your view of account statistics to a particular week, month, year or date range.

## Selling AdWords

Your MCC Dashboard also includes an Alert box telling you about any current alerts associated with your managed accounts. You can view all alerts for your managed accounts by clicking the 'Alerts' link at the top of your MCC; from there, you can search among alerts by selecting 'Refine Search' on the MCC Alerts page. Please read our [MCC Alerts FAQ](#) to learn more about this important feature.

Your MCC also lets you run reports for multiple clients through your **Client Reports** tab. Using this feature, you can generate many different report types, including Account, Campaign, Ad Group, Keyword, URL and others. You can also run individual reports for a client by clicking the **Reports** tab from within the client's account. For more details on reports, see the [Reports lesson](#).

## My Client Center Limitations

Although My Client Center offers similar functionality as your AdWords account, you currently cannot edit your clients' login information. If you'd like to edit your client's information, you'll need to first log in to your client's individual account via [adwords.google.com](http://adwords.google.com) using the account's associated email and password. Then, you can change individual login preferences from the client's **My Account** tab.

## Communicating the Benefits of AdWords

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### Communicating the Benefits of AdWords

Objective: Learn how to explain the advantages of Google search, distinguish search results from AdWords ads, and outline key points for making a successful AdWords sale.

### About the Google Search Experience

Search results on Google are generated automatically. No company can buy placement in Google's search results (also known as the 'natural search results'). AdWords ads, which companies can purchase on a cost-per-click (CPC) basis, are clearly marked as 'sponsored links' and appear above and beside the search results. These ads are ranked by performance - that is, their positions are determined by both cost-per-click amounts and clickthrough rates. Therefore, advertisers can't remain in the top position(s) unless their ads are relevant. (For more information on this topic, please see the [Ad Ranking](#) lesson.)

### About AdWords Targeting

With traditional advertising and most forms of online advertising, ads are simply broadcasted to a wide range of audiences. Google AdWords ads, however, are targeted to people's specific interests.

When a user enters a search query on Google, they'll see the natural search results for that query, along with AdWords ads that are highly targeted to the search topic. Thus, AdWords ads are as relevant and

useful as Google's search results. Your ads will reach users at the precise moment when they're looking for your product or service.

## About AdWords Marketing Reach

Targeted, relevant AdWords ads appear on Google properties, thousands of partner search sites and content sites (such as How Stuff Works and the New York Times) in the Google Network, and newsletters and email. These ads are seen by over 80% of internet users in the United States alone, and our global network provides extensive ad exposure across the world. (Please see the [Google Network](#) lesson for more information about where AdWords ads appear.)

## About AdWords Costs

AdWords advertisers can choose cost-per-click (CPC) or cost-per-impression (CPM) pricing, whichever best suits their needs.

Under the Google AdWords CPC pricing model, advertisers pay for ad clicks, not impressions. If an advertiser's ads appear 50 times and receive five clicks, the advertiser is charged only for those five clicks. With CPM pricing, advertisers who prefer impression-based pricing can set their own price and receive traditional CPM metrics.

AdWords advertisers enjoy a tremendous level of control over their costs. They can set a maximum daily budget and specific amounts they're willing to pay per click or per thousand impressions, which the AdWords system will never exceed.

AdWords advertisers can also set up Google's free conversion tracking tool and receive account reports by email so they can monitor their sales conversions and return on investment. (Please see the [Reports](#) and [Understanding ROI](#) lessons for more information.)

## About AdWords Versatility

Because Google AdWords offers such a high degree of flexibility and control, it's an especially effective marketing tool to help advertisers:

- Generate leads
- Generate sales or conversions
- Create brand awareness

## The Basic Google AdWords Sales Pitch

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### The Basic Google Sales Pitch

Objective: Learn how to explain how to get started with the AdWords program, how Google advertising can drive profits, and what steps constitute a successful sale.

## About AdWords ROI

Here's an example of how AdWords ads can pay for themselves and eventually lead to increasing returns:

Your client invests US\$1,000 in AdWords ads with a US\$1 maximum CPC. Because your client only pays for ad clicks, he or she is assured of receiving at least 1,000 clicks (with the AdWords Discounter, your client may receive substantially more clicks at a lower CPC).

If 10% of these clicks result in sales, your client would have made 100 sales. If the average sale amount is one hundred dollars, your client's initial US\$1000 investment will have returned US\$10,000 in sales. In these cases, your client should advertise on a larger scale and reinvest the profits into his or her AdWords budget, which can increase potential profits even more.

## Making AdWords Profitable for Clients

You can design a profitable AdWords program for your clients in four simple steps:

1. Identify your client's advertising goals, then create relevant keywords and ads for each of these goals.
2. Run 'pilot' campaigns to test the ads and keywords.
3. Set up the AdWords conversion tracking tool and reporting tools to analyze the performance of your client's ads.
4. Modify and test your client's campaign until you reach a desired ROI. Retain only the most successful ads.

## Sample Account Planning Milestones

Here's a sample timeline of events that should occur as you and your client plan to start using AdWords:

Action Item	Owner	Completion Date
1. Identify client and opportunity with Google.	You	Day 1
2. Define marketing objectives, metrics, and budget.	You & Client	Day 7
3. Deliver a written proposal, including sample ads, keywords, and daily budget options.	You	Day 14
4. Client approval and sign-off.	Client	Day 21
5. Launch, monitor, & modify campaigns to meet objectives.	You	Day 28
6. Report findings regularly to your client, and expand and refine their campaigns to increase their ROI	You	On-going

## Addressing Common Client Questions and Concerns

### Addressing Common Client Questions and Concerns

Objective: Learn how to describe Google's position in the marketplace, explain the effectiveness of search advertising compared to other types of advertising, and address common questions and sales objections.

## Why Choose Google AdWords?

**The AdWords API**  
With the Google AdWords API, your client can single-handedly accomplish what used to take a whole team of media planners. AdWords ads can appear virtually anywhere online worldwide, yet remain targeted and relevant. And because your clients can view, monitor, measure, and edit their AdWords campaigns at any time on their own, they can enjoy unprecedented levels of control over their advertising spending and reach.

## Explaining Search Marketing to Clients

Your clients may ask why search marketing is appropriate for them. Search marketing offers significant advantages over other media, such as outdoor, radio, TV and print, particularly in the areas of customer education/information (for branding purposes) and direct response. If your clients are interested in targeting specific audiences and tracking advertising effectiveness more precisely, it's clear that AdWords is right for them.

## Responding to Common Client Concerns

Before beginning your sales process, you can prepare to address common concerns or objections from potential clients. Here are a few examples:

***'I don't have the budget' or 'I don't need to advertise.'***

You can address this concern by offering to start your client's advertising on a smaller scale. For example, you can start a test campaign with a budget as low as just one dollar per day, then monitor the results to show your client how they can achieve significant ROI without incurring high costs.

You may also inform them about AdWords Smart Pricing, which lowers CPCs to the expected value of a click. Please refer to the [AdWords Pricing](#) lesson to learn more about how AdWords pricing works.

***'This sounds too complicated.'***

If your client is concerned that search marketing sounds too complicated, offer to design an AdWords marketing program for them. Use conversion tracking and AdWords reporting to show the progress they're making. You can manage a client's account continually, or, once the account is running smoothly, transition the account management to your client.

## AdWords API Overview

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### AdWords API Overview

Objective: Learn about the API and whether or not it's for you. We'll cover some basic features and benefits of using it. We recommend that only developers or advertisers with a solid understanding of AdWords follow this lesson.

## AdWords API Defined

To access AdWords accounts programmatically, the developer builds web service clients that connect to one or more of the standardized AdWords API Web Services. Developers must have both an approved Developer Token and Application Token to access the API.

## Programming Languages Supported

The AdWords API utilizes SOAP and WSDL, which support a growing number of languages - including Java, .NET, Perl, PHP, and XML.

Code samples for each of these languages are available on the [AdWords API homepage](#).

## Who Should Use the AdWords API?

The AdWords API is designed for developers representing large, tech-savvy advertisers and third parties who want to automate reporting or campaign management. This includes SEMs (search engine marketers), agencies, and other online marketing professionals who manage multiple client accounts and/or large campaigns.

Since the AdWords API takes technical know-how and programming skills, advertisers with programming knowledge, or who employ developers, will achieve the best results.

To access the AdWords API, you must be an AdWords advertiser, or a developer who represents one, with a My Client Center account.

## AdWords API Benefits

The AdWords API is extremely flexible and functional. It gives you the ability to design new and creative ways to use AdWords. What you can do with the AdWords API depends on your programming skills and advertising needs. Here are just some of the possibilities:

- Create and manage campaigns, ad groups, keywords, and ad text (creatives)
- Get traffic and performance estimates
- View clicks, clickthrough rates, and your ad's average position
- Retrieve reports on account performance
- Access and modify ad syndication preferences and login information
- View basic API usage information
- Generate custom, keywords, ad text, and URL reports automatically
- Integrate AdWords data with databases, such as inventory systems
- Develop additional tools and applications to help you manage accounts

In addition, the API is a great substitute for screenscraping, which eventually won't be allowed.

## Getting Started with the AdWords API

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### Getting Started with the AdWords API

Objective: Learn how to sign up for the AdWords API and receive a Developer Token and an Application Token for use in accessing the AdWords API.

### Signing up for the AdWords API

To sign up for the AdWords API, you'll need a My Client Center (MCC) account (if you don't have one, you'll create one during the sign-up process). You'll register for the API by providing information about your company, applications and clients. You will also be asked to agree to the AdWords API Terms & Conditions, and to provide payment information for billing purposes.

Here's how to sign up and register for the AdWords API:

1. Visit <https://adwords.google.com/select/ApiWelcome> and log in with your MCC account information or, if you don't have one, with another Google Account. If you don't yet have a Google Account, you can create one from this page as well.
2. If you don't already have an MCC account, you'll be taken to a page where you can create one. After signing in with your MCC account information, you'll then go to a page where you provide information about your company, clients, and the applications with which you'll be accessing the API. Please provide as much information as possible, as we'll be reviewing your input during our approval process.
3. Next, you'll agree to the AdWords API Terms & Conditions and provide your billing information. Though some advertisers may be eligible for free quota, we still need you to complete this process so we can approve your tokens and allow you to access the API.

After registration, you'll be taken to your new AdWords API Center within your My Client Center. Here, you can view status messages about your token approval, see your Developer Token and Application Token information, and view API usage stats.

After we have reviewed your registration information, we'll inform you of your approval status for a Developer Token and Application Token. Both tokens are required to access the AdWords API.

### About Developer and Application Tokens

To access the AdWords API, you need two tokens: A Developer Token (which identifies an approved developer for the API) and an Application Token (which identifies an approved application for API usage). Each token is a unique text string of letters, numbers and symbols that you'll need to include in the header of all your API requests in order to talk to the AdWords server.

All tokens are subject to approval by the AdWords API teams. Once your tokens have been approved, you'll find them listed at your AdWords API Center page in your My Client Center. You should treat your tokens with at least the same level of security as your account log-in and password information.

If you need additional Application Tokens because you plan to access the API with more than one application, you can apply for additional tokens by clicking the 'add' link in the Application Tokens section of

your AdWords API Center. Only one Developer Token will be assigned to each developer, however.

With your approved Developer Token and Application Token, you can start writing programs. To get started writing programs in compliance with API standards, refer to the sample code and Developer's Guide, available on the [Google AdWords API homepage](#).

## About AdWords API Units

The AdWords API manages traffic through our fee-based API unit system. Developers are charged a rate of \$0.25 per 1,000 API units consumed. Some advertisers who access the API solely to manage their own accounts may be eligible for free API unit allocations

API operations consume varying amounts of API units, based on the complexity of each operation (an operation is considered a single action taken upon an AdWords account). For example, requesting the status of a single ad group would be considered one operation. In this case, this operation would consume one API unit. Requesting the status of 1,000 ad groups would therefore utilize 1,000 API units (and cost a developer \$.25).

Please review the [AdWords API Operations Rate Sheet](#) to learn more.

## About AdWords API Fees and Billing

Developers are charged at a rate of \$0.25 per 1,000 API units consumed for their AdWords API usage. The AdWords API system assigns different API unit values to different types of operations. While some types of operations may consume just one API unit, others may consume more. Please view our [rate sheet](#) for specific charges per operation. And please read our FAQ about [credit card billing for the API](#) to learn about API billing cycles.

Advertisers who develop API applications solely to advertise their own businesses may be eligible for a limited allocation of free API units. API developers will be notified if they qualify for the free API unit allocation after their registration information has been reviewed.

## AdWords API Web Services

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### AdWords API Web Services

Objective: Get an overview of the AdWords API data web services. While this information will help you develop programs, more comprehensive documents can be found on the Google [AdWords API homepage](#).

### Overview of AdWords API Web Services

The AdWords API provides a set of web services that give programmatic access to AdWords accounts. To access AdWords accounts programmatically, you build web service clients that connect to one or more of the AdWords API Web Services.

AdWords provides the following API Web Services:

- CampaignService

- AdGroupService
- AdService
- CriterionService
- KeywordToolService
- AccountService
- InfoService
- SiteSuggestionService
- TrafficEstimatorService
- ReportService

## AdWords API Campaign Data Services

The CampaignService, AdGroupService, AdService, and CriterionService and are collectively known as campaign data services. They have operations that let you manage your AdWords campaigns, ad groups, ads, keywords, and targeting by making requests using data objects, or a list of data objects. In turn, the service typically returns a data object or a list of data objects. When creating the data object, you set fields on it.

Using batch operations (lists) is more efficient than using a single operation. Therefore, we encourage you to use the batch operation wherever possible. For example, the CreativeService provides the *addCreative* operation for adding a single creative and the *addCreativeList* operation for adding a batch of creatives.

Campaigns, Ad Groups, Keywords, and Creatives all have IDs that are set by the AdWords API Web Services. Keyword and Creative IDs are unique only within their Ad Group, while Campaign and Ad Group IDs are globally unique.

## About the CampaignService

A campaign is represented by a campaign data structure that has fields describing the campaign, such as *startDate*, *endDate*, *name*, *status*, *dailyBudget*, and so on. To use the CampaignService, you should send requests that pass in or return a single Campaign data object or any array of them.

The CampaignService lets you create, update, access, list, and perform campaign-wide operations such as pausing a campaign or adding new ad groups to a campaign. To make updates or perform operations for an ad group, use the AdGroupService.

## About the AdGroupService

An ad group is represented by an ad group data structure that has fields describing the ad group, such as *name*, *status*, and *maxCPC*. In addition, it includes an ID that uniquely identifies it.

An ad group consists of a set of keywords and one or more creatives (ad text) that are triggered by those keywords. The AdGroupService handles all operations that pertain to an ad group as a whole, such as creating ad groups, updating ad groups, adding keywords and creatives, and getting information from ad groups.

## About the CriterionService

The Criterion Service lets you get information about targeting criteria. For example, you can get the keywords for a keyword-targeted

campaign or the websites for placement-targeted campaigns. You can create and modify keyword and webplacement targeting criteria.

## About the AdService

The AdService provides operations for accessing, creating and modifying ads in an AdGroup. Each ad object is the visual representation of an ad. Each ad group has one or more ads, where an ad can be of many different formats (such as text ad or an image ad).

An ad can be in the following serving statuses: enabled, disabled, or paused. Only enabled ads will be served; a disabled or paused ad will not be served.

## Other AdWords API Web Services

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### Other AdWords API Web Services

Objective: In addition to the campaign data services, the AdWords API offers utility services to help you manage AdWords accounts and to assist you in editing campaigns. These utility services are the AccountService, InfoService, KeywordToolService, TrafficEstimatorService, ReportService, SiteSuggestionService, and TrafficEstimatorService. Learn about these services and where to find additional help resources.

### About the AccountService

The AccountService provides operations for creating and modifying AdWords accounts. The AccountService lets you:

- Create and change your login information
- Set the email and language preference
- Return the billing and currency information of an account
- Set the credit card information
- Create new AdWords accounts

For billing and currency information, credit card numbers are not returned. You will need explicit permission from Google to make credit card edits and to create new AdWords accounts.

### About the InfoService

The InfoService allows you to obtain basic information about your API usage, including method and operation costs and unit counts.

### About the TrafficEstimatorService

The TrafficEstimatorService provides operations that allow you to estimate traffic for various components of your AdWords account. Using this service, you can estimate traffic for keywords, campaigns, and ad groups.

## About the ReportService

The ReportService allows you to request a report about the performance of your AdWords campaigns. It currently supports Keyword, Ad Text, URL, and Custom Reports.

The ReportService generates and stores a report in XML format and returns the URL of the report. The report is available in the Report Center of the AdWords user interface. You can also programmatically get the report by downloading the given URL.

## Help Resources

The [AdWords API homepage](#) provides helpful documentation for getting started. This page is constantly refreshed to keep you updated on new web services, features, and more. The following resources are accessible on this page:

- **Developer's Guide:** Provides information about the AdWords API Services, SOAP requests, and more.
- **Developer's Forum:** Gives AdWords API developers a place to share thoughts, questions, and read posts.
- **Sample Code:** Offers code samples in five programming languages.
- **AdWords API FAQ:** Provides answers to commonly asked questions about the AdWords API.
- **AdWords API Blog:** Used by the AdWords API team to make announcements to the AdWords development community.
- **Featured Use Cases:** Highlights popular uses for the AdWords API.

## About the KeywordToolService

Each ad group has one or more keywords that are used to trigger an ad. The Keyword Tool Service lets you generate keywords based on a seed keyword or on the words found on a web page or web site that you provide.

## About the SiteSuggestionService

The SiteSuggestionService provides operations for getting web site suggestions four different ways: by [category](#), topics you define, URLs or [demographics](#). For each call, the service returns an array of SiteSuggestion data objects; each object includes the URL of the suggested site, the approximate number of impressions per day, and which types of ads the site accepts (text, image, video). You can then target your ads to these URLs by creating placement-targeted campaigns.

Categories are diverse, pre-defined areas, such as "Book Retailers" or "Veterinarians." Topics are any words or phrases you specify. Demographics target sites for age, household income, gender and ethnicity. For example you can ask for sites that target females from 18 to 34 with incomes over US\$24,000.

