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Advertising on Google AdWords: an overview



Tip

New to AdWords? Register for our [Online Marketing 101](#) course to maximize your business online.

- AdWords, Google's online advertising program, lets you reach new customers and grow your business.
- Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.
- There's no minimum spending commitment. You can pause or stop anytime.
- Get started at <https://adwords.google.com>.

Reach people as they search for words or phrases (which we call **keywords**) or browse websites with themes related to your business. Your ad can appear on Google and its partner websites. With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad.



Your ads appear beside relevant content

People click on your ads

And connect to your business

 **Watch this video**



What is AdWords?

An introduction to AdWords. Learn how Google's powerful online advertising tool can help you reach new customers and grow sales. Learn more about setting up your AdWords account at <http://goo.gl/xjIDp>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>

Benefits of advertising with Google AdWords

A few important things set AdWords apart from other kinds of advertising. Using AdWords, you can:



Reach people at the precise moment they're searching for what you offer

- Your ad is displayed to people who are already searching for the kinds of products and services you offer. So those people are more likely to take action.
- You can choose where your ad appears -- on which specific websites and in which geographical areas (states, towns, or even neighborhoods).
- The **Google Display Network** (GDN) alone reaches 80% of Internet users in the US.



Control your budget

- With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad, not when your ad appears. There are a variety of bidding options you can choose from.
- You decide how much or little you want to spend monthly, and you'll never be charged more than that amount.
- There's no minimum spending commitment.



See exactly what's working in your ad, and build on it

- View a report of how your ad is doing -- see how many new customers connect to your business from your ad, where they're coming from, and more.
- Use AdWords tools to edit and improve your ad, and increase the number of potential customers who contact your business.



Example

Let's say you run a bicycle repair shop near Boston. Set your ad to appear to customers in just that location, and when someone living or visiting there searches Google for "bike repair near Boston," they could see your ad and click it to connect to your business.

It's simple to get started, and it's easy to pause or stop. No strings attached.

How AdWords works

To understand how AdWords works, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.

How keywords trigger your ad to appear

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



Tip

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

Placements: Advertising on non-search websites

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

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

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

Now let's suppose that multiple advertisers use the same keyword to trigger their ads or want their ads to appear

on the same websites. How does Google determine whose ads will appear and in which order? It's done automatically, based on what we call **Ad Rank**.

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

We'll go into more detail about Quality Score below; the important thing to know here is that the quality and relevance of your keywords, landing pages, and your ad are every bit as important to your ad's rank as the amount you're willing to spend.

A bit about bidding and Quality Score

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

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

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

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

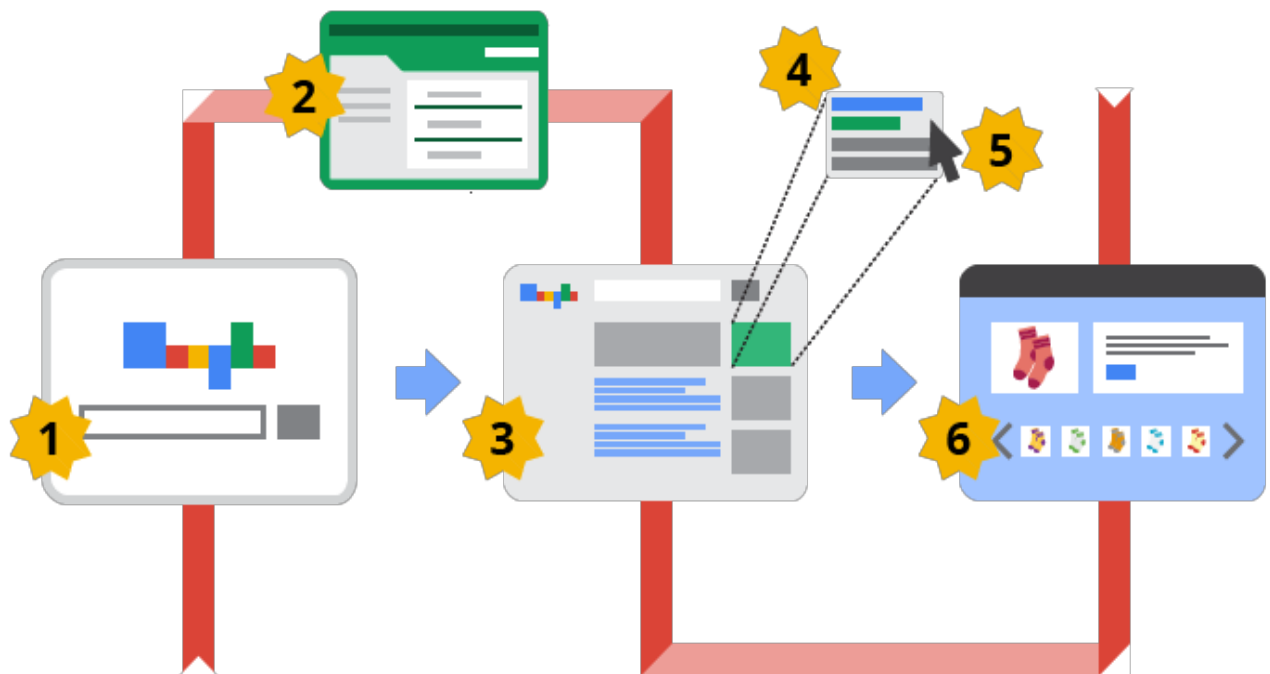
At the end of the day, what you pay

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

Build your online advertising vocabulary

New to online advertising? Before you start advertising with AdWords, you'll want to build your online vocabulary. We've teased out 6 essential terms for new advertisers like you. Since the terms here build on one another, try to read them in order. When you're done, you'll see the terms put into context with a fictional kayak rental company in California.

This illustration gives an example overview of how AdWords works. Match the numbers in the picture to the terms below to learn more about them.



1. Search phrases:

Words or phrases that people use when searching online. The essence of the information, products, or services they want to find. *Also referred to as: search terms and search queries.*

2. Campaigns:

Your plan to get your ads to the people who are most likely to want your offerings. Campaigns combine the following elements to help your ads show to the right people at the right time:

- Keywords: Search phrases you think your customers may use when searching for something related to your offerings.
- Ads: Your unique messages about your goods, products, or services. It can be text, image, or video so long as you describe your offering, include the key selling points, and tell customers how to respond.
- Targeting methods: Conditions for when to show your ads such as location, language, and so much more.

3. Organic vs ads:

Google splits search results into two types of lists:

- Organic: List of websites that match someone's search phrase. No one can pay to have their website show up in these results.
- Ads: List of ads that match someone's search phrase. Advertisers can pay to have their ads show based on the keywords and targeting methods they've chosen and the ads they've created. *Ads are also referred to as: paid results.*

4. Impressions:

Number of appearances your ad makes on a website, mobile app, or anywhere else the ad happens to show. It's a unit of measurement, like magazine advertising has numbers of copies sold. *Also referred to as: ad impressions*

5. Avg. CPC or average cost-per-click:

The average price you pay each time someone clicks on your ad. Avg. CPC is useful when you want to compare the performance of different keywords, campaigns, ads, etc. *Also referred to as: pay-per-click.*

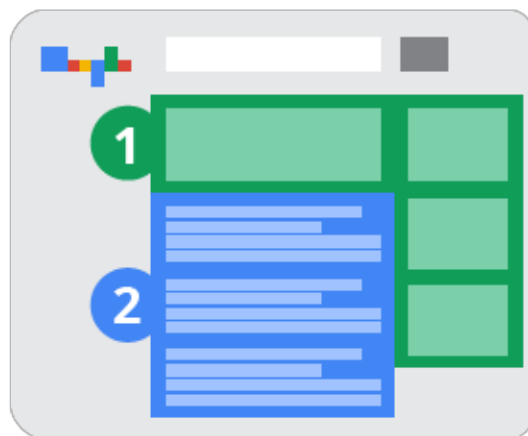
[Avg. CPC] = [Cost] / [Clicks]

6. Landing pages:

A web page where you send customers after they've clicked on your ads. It should include the same details, selling points, and promotional information as your ads.

How Google search results differ from ads

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



1. AdWords ads

- **Where they appear:** Typically along the edge of the page (like the top, side, or bottom)
- **How they're matched:** Google matches ads to a person's search based on how closely the search matches your keywords and campaign settings
- **How they're ordered:** Ads are ordered based on a combination of cost-per-click (CPC) bid and relevance

If you're not already an AdWords advertiser but would like to show ads here, you can sign up on the [AdWords homepage](#).

2. Search results

- **Where they appear:** Usually on the middle of the page
- **How they're matched:** Google matches sites to a person's search using information like text on the page and

links to that page

- **How they're ordered:** Results are ordered on the page based on things like relevance to the search term and popularity

In addition to links to webpages, you may also see relevant results on a map that lists local business locations, contact information, and driving directions. Google's search results are independent of Google's advertising programs.

What to track based on your advertising goals

Google AdWords is all about results. From the first time you create an ad, it's important to know what you want to gain from your campaign and how you're going to measure your success. Want to increase traffic to your website? Or increase sales, conversions, or ROI? Raise brand awareness? Like snowflakes, no two advertising campaigns are exactly alike, but many do share similar goals. Choose your goals below, and we'll show you the best data to track.



Define and Achieve Success with AdWords

Different businesses have different business goals, but they both want to be successful with AdWords. See what strategies two different advertisers use to reach their goals of increasing sales and promoting brand awareness, and how they know when they're succeeding. For more about defining your goals with AdWords, visit:<http://goo.gl/w4RmJ1> Subscribe to AdWords Help on YouTube: <http://www.youtube.com/adwordshelp>

Remember, it's important to clearly identify and prioritize the specific goals you want to achieve with your AdWords ads, and then manage your campaigns based on those goals. Setting goals will help you make smart changes to improve performance.

What's your goal?



Increase traffic to my website

Campaigns that are focused on increasing traffic might be created by an organization that wants to promote a new fundraising drive, or a business that would like to increase sales of a new product.

Focus on: clicks, clickthrough rate, keyword performance, search terms

Increase clicks and CTR

If you want to use AdWords to increase traffic to your site, try to focus on increasing your **clicks** and **clickthrough rate (CTR)**. You can achieve this by creating great ad text, organizing your ad groups by common theme, product, or goal, and creating smaller lists (20-30 terms long, for example) of tightly themed **keywords** to ensure that your ads are highly relevant and very compelling to your customers. Then it's important to monitor your performance closely. Get lots of other [tips for creating successful text ads](#).

Maintain a good keyword list

You'll also want to keep an eye on the performance of your keywords, and remove and replace those that aren't working for you. As a general rule of thumb, a CTR of 1% or higher and a Quality Score of 5 and above indicates keywords that are performing well. However, this can vary between accounts, so it is up to you to decide whether or not the keyword is creating high-quality traffic.

Review your search terms

Search terms are another important thing to consider. AdWords lets you [see a list of customer searches](#) that have triggered your ad, and then add them as new keywords. Or, if you notice search terms that are irrelevant to your business, you can add them as negative keywords. The search terms report can help you distinguish between general traffic to your ads, and truly relevant traffic (in other words, the type of people you'd like to turn into customers).

[Learn more about the best data to track when you want to increase traffic](#), and where to find it in your account.



Increase sales or other types of conversions

Campaigns that are focused on increasing sales and conversions might be created by a company that wants to sell a lot of a particular product, or a non-profit organization that wants to encourage visitors to sign a petition for an important cause.

Focus on: conversion data, destination URLs

Increase conversions

An AdWords conversion occurs when someone clicks on your ad and takes an action on your website that you think is valuable, whether it's a purchase, a newsletter sign-up, or a request to receive more information about your organization. The most important step you can take to increase your sales and other conversions is -- you guessed it -- to start paying close attention to your conversion data and updating your campaigns based on what you find out.

For example, after tracking your conversions, you might notice that a certain keyword leads to many conversions, while another one doesn't. You could choose to spend more of your budget on the keyword that produces more conversions.

Choose relevant destination URLs

In addition to keeping track of conversions, you should also make sure that the **destination URL** you use for each ad directs customers to the most relevant page within your website. Ideally, that webpage will be dedicated to the specific product or service that's highlighted in your ad.

[Learn which types of data to track when you want to increase sales](#), and where to find the data in your account.



I want to raise brand awareness

Campaigns that are focused on brand awareness might be created by a car company that wants to create buzz for a new model, or a film company that wants to promote a new movie by offering visitors a sneak-peek.

Focus on: impressions, customer engagement, reach and frequency

Increase impressions

If your advertising goal is branding, your main reason for advertising online is to raise awareness and visibility of your product, service, or cause. Your goals might include increasing traffic to your website, and encouraging customers to interact with or learn more about your brand. To achieve this, you'll want to drive impressions to try to show your ads to as many people as possible within your target audience.

Drive customer engagement

While impressions represent how many customers laid eyes on your ad, customer engagement represents how interesting your customers find your ads. Do they actually click on the ad or view a video? That means they're engaged. You can use CTR for Search Network campaigns, and conversions for the Display Network campaigns to measure engagement. Use reach and frequency numbers to learn how many people are exposed to your ad, and how often they see it.

[Learn more about what defines a branding campaign](#), which data to track, and where to find it in your account.



I want to increase my return-on-investment (ROI)


You can use an ROI calculation to compare two advertising campaigns against each other to see how much money you've made from each one. For example, a ceramics manufacturer might be able to determine that a less expensive blue vase that sells more briskly in one campaign is actually generating more profits than a more expensive green vase in a different campaign.

Focus on: conversions

ROI is the ratio of your costs to your profits. It's typically the most important measurement for advertisers because it's based on your specific advertising goals and shows the financial impact your advertising efforts have on your business. To improve your ROI, you first need to start measuring **conversions**. Once you've accomplished that, you can evaluate your ROI to make sure that the dollars you spend on advertising are turning into profits for your business.

Learn more about [how to calculate ROI and use conversions to track ROI](#).

How costs are calculated in AdWords

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

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



The number of times your ad shows.

This is known as a cost-per-thousand-impressions, or CPM, bid. We recommend the CPM bidding method if you want to increase awareness of your brand. Note that CPM bidding is available for Display Network campaigns only.



Each time one of your ads receives a click.

This is known as a cost-per-click, or CPC, bid. We recommend the CPC bidding method if you want to drive traffic to your website.



Each time people take a specific action on your website after clicking on one of your ads.

This is known as a cost-per-aquisition, or CPA, bid. We recommend the CPA bidding method for seasoned AdWords advertisers who are interested in conversions, like purchases or signups.

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

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



Example

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



AdWords essential

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

Control your costs

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



Set a daily budget to control how much you spend

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

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

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



Example

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



Fine-tune your bids

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



Tip

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



Create more relevant ads to get the most for your money

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

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

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



Example

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



AdWords essential

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

Video



[Budgeting for Your Online Advertising](#)

Learn how to set and manage your advertising budget so you get the sales—without any surprises. Determine the right budget for you and figure how much to pay per click so you can control your costs while growing your sales. Read more about managing your AdWords budget at <http://goo.gl/Ew4Eh>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>.

Understanding ad position and Ad Rank

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

How ad position is determined



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

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



[AdWords Video: Understanding Ad Rank](#)

Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high.



AdWords essential

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

Keep in mind

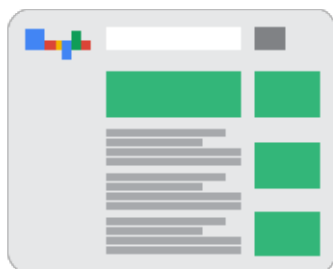
Because of the diversity of websites on the Google Display Network, average position may be less useful in optimizing for performance on this network. If you want to measure performance on the Display Network, we recommend focusing on metrics such as conversions and ROI. Read more on how to [evaluate ad performance on the Display Network](#).



[Video: How to optimize your Ad Position](#)

In this video you'll learn how to optimize your ad position

How ads cycle through the search result pages



Ads cycle through the search result pages based on their Ad Rank. The ad with the highest Ad Rank appears in the first eligible position on the search results page. The ad with the second-highest Ad Rank appears beneath it, and so on down the page.

When a customer browses to subsequent search result pages (for example, they click **Next** to see additional pages of search results), the following two rules typically apply for which ads are eligible to show where:

- **"Top" placement (top of the page):** All high-ranking ads are eligible to show in the [top positions](#), provided they exceed a certain Quality Score and cost-per-click (CPC) bid threshold. Up to three ads can show in the top positions on each page.
- **"Other" placement (side or bottom of the page):** The side and bottom of a search results page is recorded as **"Other"** in your [AdWords statistics](#), and can show up to eight ads. Typically, ads that haven't previously appeared in the side or bottom placements are eligible to appear in the side or bottom. For example, if an ad appeared on the side of Page 1, it typically won't appear on the side for Page 2 or later.

Here's an example to help you understand how ads cycle through the search result pages.



Ads 1-25 are available to show for a certain search term, and ads 1-7 are eligible for the top spots.

The ads can be ranked on the page like this:


Page	Top spots	"Other" spots
Page 1	Ads 1-3	Ads 4-11
Page 2	Ads 1, 2, 4	Ads 3, 12-18
Page 3	Ads 1, 2, 5	Ads 19-25

Note

Because Quality Score and thresholds are recalculated on every page, ads may sometimes appear in a top spot on one page and then again in an "Other" spot on a subsequent page (or appear in the "Other" spot on one page, and then again in a top spot on the next page). An ad typically will only be shown once in an "Other" spot and will not appear again in that spot on subsequent pages.

Where to find your average ad position

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

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

The screenshot shows the Google AdWords 'Keywords' tab for an ad group named 'Black tea'. The interface includes a left sidebar with navigation links like 'Home', 'Campaigns', and 'Tools and Analytics'. The main content area displays a table of keywords with columns for Keyword, Status, Max. CPC, Clicks, Imps, CTR, Avg. CPC, Cost, Avg. Pos., and Tests. A red box highlights the 'Avg. Pos.' column, and a magnifying glass icon is placed over it. The table shows data for the keyword 'Black tea' and summary rows for 'Total Search', 'Total Display Network', and 'Total all keywords'.

Keyword	Status	Max. CPC	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.	Tests
Black tea	On	\$4.00	0	0	0.00%	\$0.00	\$0.00	0	0
Total Search			0	0	0.00%	\$0.00	\$0.00	0	0
Total Display Network			0	0	0.00%	\$0.00	\$0.00	0	0
Total all keywords			0	0	0.00%	\$0.00	\$0.00	0	0

You can also click the **Ads** or **Keywords** tab to see your average position by ads or by keywords. To see how often your ads have appeared on the top of the page, on the side of the page, or on the bottom of the page, you can [segment your data](#).

The Google Network

The concept

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

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

Search Network:

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

[About the Search Network](#)

Display Network:

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

[About the Display Network](#)

Why it matters

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

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

How it's used

For each of your ad campaigns, you'll choose **network settings** that tell Google where you'd like your ad to show.

You can choose Google Search and Google Shopping, or the entire Search Network (including other Google search sites like Maps and Images, and search sites that partner with Google), just the Display Network, or all networks.

About the Google Search Network

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

Where your ads can appear

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

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



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

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



Example

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



Google Instant and your ads

How Google Instant works

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

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

How we count ad impressions

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

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

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

About the Google Display Network

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

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

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

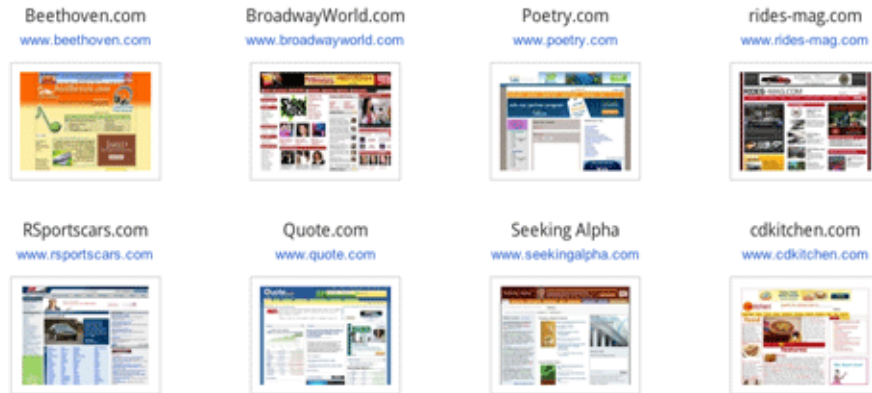
The reach of the Display Network

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

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

Some of our display partners

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



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

Matching your ad to sites in the Display Network

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

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




Example

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

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

About two specific types of sites on the Display Network:

Parked domains

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

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

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

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

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

Error pages

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

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

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

Ad types on the Display Network

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

- Text ads

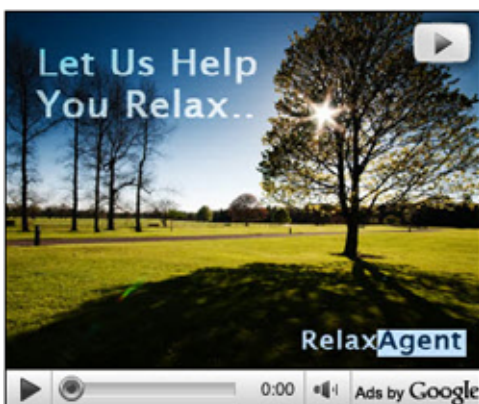


- Image ads - ads that include photos or artwork



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

- Video ads



Deciding if the Display Network is right for you

If you're interested in attracting customers and delivering a compelling message about your business, advertising

on the Display Network can work for you. Display ads -- for example, video or image ads -- can really boost the performance of your online ad campaigns and leave an impression on customers.

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

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


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

Measuring effectiveness of ads on the Display Network

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

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

Case studies

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

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

Where ads might appear in the Display Network

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

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



Did you know...

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

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

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

Keep in mind

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

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

If you have a different campaign type from the ones listed above, you won't be able to show your ads on the

Display Network. Learn about AdWords [campaign types](#).

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

Ads on the Display Network appear on websites and webpages – not search results pages. They can appear on automatic or managed placements only if the sites are part of the Display Network. This network includes sites available through Google AdSense, including AdSense for domains and AdSense for errors, as well as [DoubleClick Ad Exchange](#) publisher sites.

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

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

About contextual targeting

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

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

Keep in mind

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

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

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

How contextual targeting works

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



Example

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

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

Using contextual targeting by topics

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



Example

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

Add exclusions to improve your contextual targeting

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

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

Account management

[Navigating your AdWords account](#)

[Change your account settings](#)

[Setting up currency and time zone](#)

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

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

[Organizing your account for success](#)

Navigating your AdWords account

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

The screenshot displays the Google AdWords user interface. At the top, the Google AdWords logo is on the left, and 'Help' and 'Sign out' links are on the right. Below the logo is a navigation bar with tabs: Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The 'Campaigns' tab is active. On the left side, there is a sidebar with a search bar and a list of 'All online campaigns' including 'Campaign #1', 'Campaign #3', and 'Sweet tea'. The main content area is titled 'All online campaigns' and shows a date range of 'Last 7 days Jun 19, 2012 - Jun 25, 2012'. Below this, there are tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Ad extensions', 'Dimensions', and 'Display Network'. The 'Ad extensions' tab is selected. Below the tabs, there are filters for 'View: Sitelinks Extensions', 'All but deleted', 'Segment', 'Filter', 'Columns', and a download icon. A text block explains that the statistics are for ads that have appeared with an ad extension. Below this, there are buttons for '+ New extension' and 'Delete'. A table follows with columns: Ad Extension, Campaign, Status, Clicks, Impr., and Avg. Pos. The table contains one row for 'Chocolates Cakes Cupcakes Ice Cream' under 'Campaign #1' with a status of 'Approved' and zero clicks and impressions. A 'Total - all extensions' row shows zero across all metrics. At the bottom right, it says 'Show rows: 50 1 - 1 of 1'. A footer note mentions that reporting is not real-time and includes a 24-hour delay. At the very bottom, there are links for '© 2012 Google', 'AdWords Home', 'Editorial Guidelines', and 'Privacy Policy'.

Google AdWords

Help Sign out

Home Campaigns Opportunities Tools and Analysis Billing My account

Search

All online campaigns

View: Sitelinks Extensions All but deleted Segment Filter Columns

Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns you are currently viewing, for eligible ad extensions that have been triggered. [Learn more about ad extensions statistics](#)

+ New extension Delete

<input type="checkbox"/>	Ad Extension	Campaign	Status	Clicks	Impr.	Avg. Pos.
<input type="checkbox"/>	Chocolates Cakes Cupcakes Ice Cream	Campaign #1	Approved	0	0	0
Total - all extensions				0	0	0

Show rows: 50 1 - 1 of 1

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

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

Shared library

Reports

Automated rules

Custom alerts

Labels

Help
Help Center

Search help center Go

1. **Home:** This contains your **Account Snapshot** page, an easy-to-read summary of important account information.

2. **Campaigns:** Here's where you'll spend most of your time when you're managing your AdWords account. You can create and edit campaigns, ads, keywords, and campaign settings. In the performance summary graphs at the top of the page, you'll see an overview of how your campaigns are performing. You can also download the tables containing your performance metrics as reports.
3. **Opportunities:** Find keyword, bid, and budget ideas that can help improve your campaign performance.
4. **Tools and Analysis:** Find account tools that will help you manage and improve your account. Use advanced reporting tools to locate *potential* issues and fix them before they become issues.
5. **Billing:** Enter and change your billing details, see your entire billing history, and print invoices.
6. **My account:** Control your personal information, such as your sign-in information and user preferences. If you choose to, you can use this tab to invite a friend or colleague to manage your AdWords account.

Change your account settings

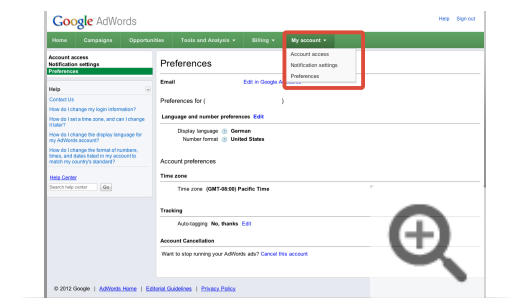
You can make changes to your AdWords account, such as viewing it in a different language or viewing numbers in a different format. Account time zones may be changed once over the life of an account. If you need to correct your time zone selection, please [contact us](#) to request a change. One thing that can't be changed in your AdWords account, however, is the currency.

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

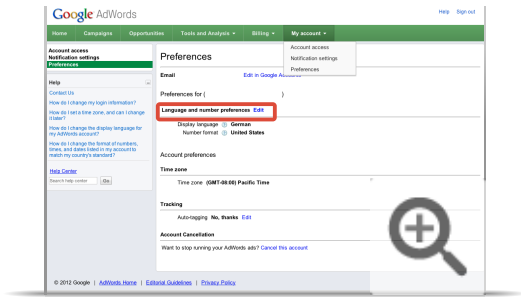
— Making AdWords-only changes

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

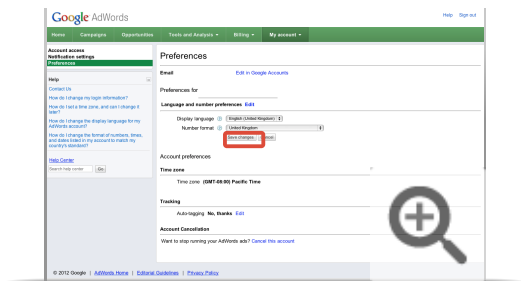
1. Sign in to your AdWords account at <https://adwords.google.com> [↗](#).
2. From the **My account** tab, select **Preferences**.



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



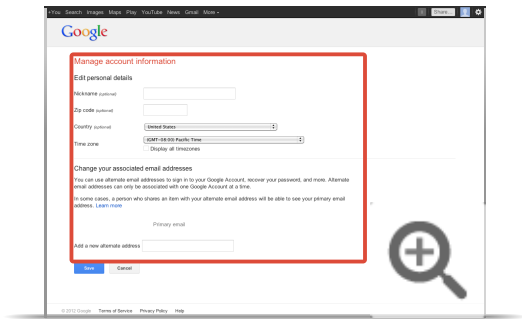
4. Select the language in which you'd like to view your AdWords account and the format you'd like for your account's times, dates, and numbers.
5. Click **Save changes**.



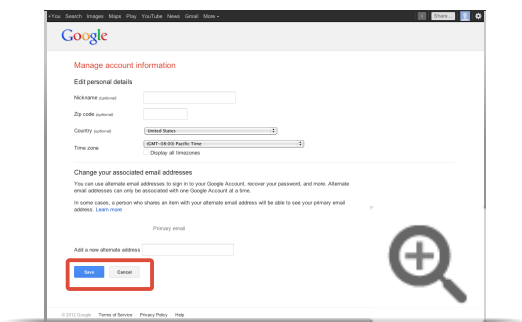
Making changes to all your Google products

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

1. Sign in to your Google Account at <https://accounts.google.com>.
2. Next to "Email," click **Edit**.
3. Change your nickname, zip code, country, and time zone as you wish. The default choices for time zone are based on your choice of countries -- if you don't see the time zone you want, click the box next to "Display all time zones."

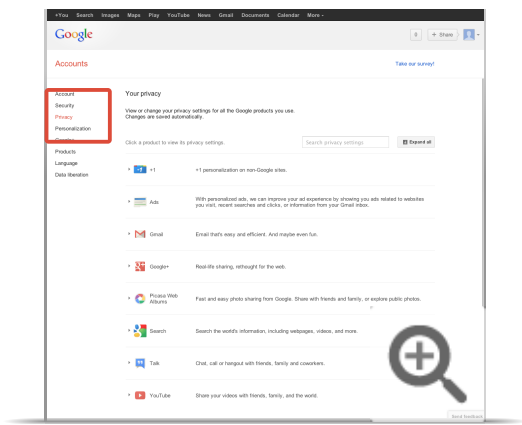


4. Click **Save**.

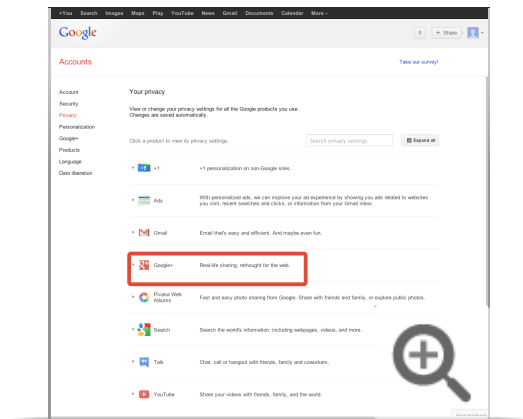


To change your privacy settings:

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




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



Setting up currency and time zone

When you create your account, you'll be asked to choose both a currency type and your time zone. You'll only be able to change your time zone once, so choose these settings carefully. They're used to determine how you're billed.

Choosing your currency

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

Choosing your account time zone

Your reports, statistics, and billing are all affected by the time zone you select. For example, settings such as your daily budget run on a 24-hour schedule. With more than 200 time zones to choose from, an AdWords account can be set for most of the world's standard time zones. We recommend you select your local time zone so your budget cycle ends when your day ends.

All time zones must be in full hour or half-hour increments relative to Greenwich Mean Time. If your local time zone is one of the few offset a quarter-hour from GMT, the AdWords system can't support your time zone. Please choose a different time zone for your account.

Remember that time zone selection affects only the administration of your account. Your selection doesn't affect the locations where your ad may show.

Account time zones may be changed once over the life of an account. If you need to correct your time zone selection, please [contact us](#) to request a change.

Change your AdWords sign-in information


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

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

Changing your password

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

To change your password:

1. Sign in Google Accounts using your AdWords email address at <https://accounts.google.com> .
2. Click Edit next to "Primary email address".
3. Enter your current password and the new password you want to use. We recommend you use a [strong password](#).

Ways to change your email address or username

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

Here are your options for changing sign-in information:


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

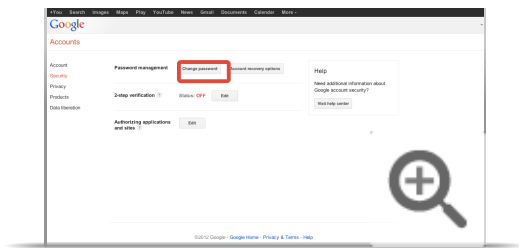


Change the email address on your account

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

To change the email address on your account:

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




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

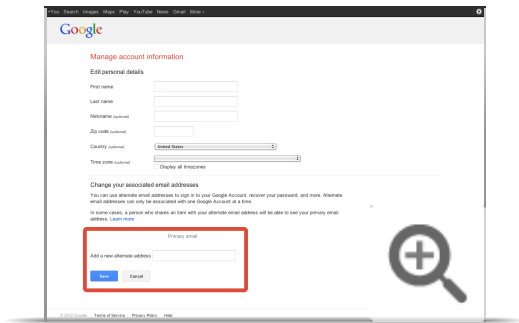
Once you've saved your changes, you should receive a verification message at the email address you just entered. To complete the changes, you'll need to click the verification link in this message. You should also receive a message at your old email address confirming that you're no longer using this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

Add an alternate email address

You can add an email address that is not already the primary email address on another Google Account or a Gmail account. Alternate email addresses function nearly the same as your primary email address -- you can use alternate email addresses to sign in and receive notifications, among other things.

To add an alternate email address to your Google Account:

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



4. Click **Save**.



Give access to your AdWords account

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

Understanding alerts, announcements, and notifications

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

Difference between alerts, announcements, and notifications

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

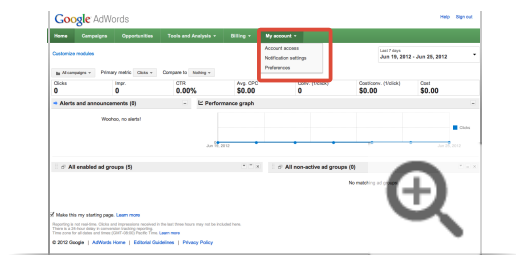
Here are the types of messages you might see and what they tell you:

Type of message	What it's used for	Where it appears	Example uses
Alerts	<ul style="list-style-type: none">- Important messages to help keep your account active and running- Messages about potential problems to fix	<ul style="list-style-type: none">- In red at the top of a tab- Together with announcements in a section on the left of your Home tab- In the "Messages" section at the top of each tab	<ul style="list-style-type: none">- If your ads aren't running- If your billing information needs to be updated- If a negative keyword is blocking a positive keyword
Announcements	Product-related messages to let you know about updates to AdWords. These might not apply to everyone and are usually not	<ul style="list-style-type: none">- On the Announcements page, which you	An announcement of a new feature in AdWords to help

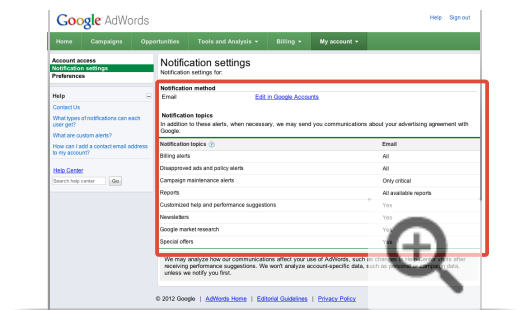
	critical to keeping your account running	can find at the very top of each page - Together with alerts in a section on the left of your Home tab	you better track your ads
Notifications	Optional messages to keep you updated on the performance of your account	Either in your account or by email	An email with performance reports about a certain ad campaign

How to set your alert and notification preferences

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

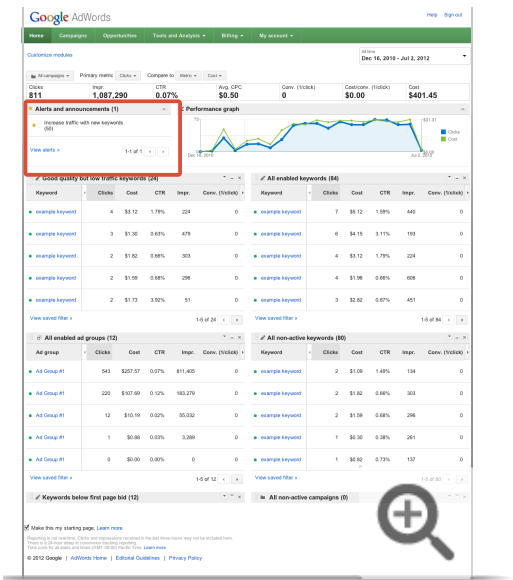


3. In the "Email" column, select which types of notifications you want. Email notifications are sent to the email address on the AdWords account.



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

Example of an alert on a home page



Example of an alert on a campaign page

Search

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

All online campaigns

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

All online campaigns

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

+ User invitations pending for your account (1)

[Campaigns](#) [Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Dimensions](#) [Display Network](#)[All but deleted campaigns](#) [Segment](#) [Filter](#) [Columns](#) [↶](#) [↴](#) [Search](#)[View Change History](#)

1 Clicks

Jun 25, 2012 Jul 1, 2012

[+ New campaign](#) [Change status...](#) [Alerts](#) [Automate](#) [Labels](#)

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

Show rows: 10 1 - 5 of 5

Shared library

Reports

Automated rules

Custom alerts

Labels

All video campaigns

Help

[Contact Us](#)[How do I edit, pause, or delete a campaign?](#)[How is an AdWords account structured?](#)[Video: How to measure success](#)[How can I improve my campaign's performance?](#)[How can I target my campaign by language or location?](#)[How do I create reports?](#)

Help Center

Go

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

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Organizing your account for success

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

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

With a well-structured account, you can:

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



[Organize Your AdWords Account to Maximize Your Success](#)

Learn how to organize your AdWords account to save time and grow sales. Find out what account structure is, why it matters and how to set up your account for success. Read more about organizing your account at <http://goo.gl/PUCJg>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>.

Top three tips for structuring your account

A good rule of thumb for creating an effective campaign structure is to mirror your website's structure. By creating

campaigns and ad groups around a specific theme or product, you can create keyword lists that directly relate to the corresponding ad text, and ads that link directly to that product's page in your website.

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

Here's an example of good account structure:

Account			
Furniture store			
Campaign		Campaign	
Tables		Beds	
Ad group	Ad group	Ad group	Ad group
Coffee tables	Dining tables	Sofa beds	King size beds
Ads Ad 1 Ad 2	Ads Ad 1 Ad 2	Ads Ad 1 Ad 2	Ads Ad 1 Ad 2

This format can be changed to match your business and the scope of your advertising. For example, if you sell many types of beds, you can have a "Beds" campaign with ad group themes like "Bunk beds," "Queen size beds," and "Sofa beds."

If you also sell tables, you can add a "Tables" campaign and create ad groups organized in a similar way. Or, if you sell only one product or service, you can create a simple campaign structure around that product.

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

available in that country.



Examples

- The campaigns mentioned above that target Italy and France should have ads in Italian and French, respectively.
- Local businesses such as real estate developers might create a campaign for each area they want to target, and create different ads for each city or metropolitan area they cover. Even if you target one geographic area, if you're running a promotion in a specific city, you might create a campaign targeting that city only.




Tip

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

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

Among other benefits, you can:

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

1. Organize your campaign to mirror your website

- The account contains everything relating to the furniture store.
- The campaigns are organized around broad product areas (like bedroom furniture and dining room furniture).
- Each campaign contains several ad groups that focus on one specific product (like tables and beds).

2. Create separate campaigns for multi-region advertising

3. Use AdWords Editor to manage your campaigns

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

Campaign and ad group management

Create and manage your campaigns

[Organizing campaigns and ads in your account](#)

[Creating your ad campaign](#)

[Choose the campaign type that's right for you](#)

[Choose your location and language settings](#)

[Choose your bid and budget](#)

[Choose an ad delivery method](#)

[Understanding your campaign status](#)

[Create and manage more than one campaign](#)

Create and manage your ad groups

[Set your ad group default bid](#)

[Create a new ad group](#)

[How ad groups work](#)

[Understanding your ad group status](#)

Organizing campaigns and ads in your account

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

How AdWords is organized

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

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

Account			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

Watch this video



[Organize Your AdWords Account to Maximize Your Success](#)

Learn how to organize your AdWords account to save time and grow sales. Find out what account structure is, why it matters and how to set up your account for success. Read more about organizing your account at <http://goo.gl/PUCjg>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>.

Why you should organize your ads into ad groups and campaigns

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

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

Example

Let's say you own an online electronics store and you create an AdWords account so you can begin to advertise the products that you sell. At the account level you can choose who else you'd like to have access to your AdWords account, and your preferred payment method. The top-most layer of your account might look as follows:

Account
Online electronics store

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

Campaign	Campaign
Televisions	Cameras

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

Ad Group	Ad Group	Ad Group	Ad Group
Flat Screen TVs	Plasma TVs	Digital Cameras	Compact Cameras

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

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

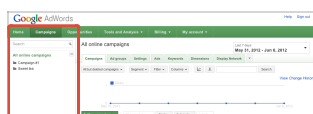
Account			
Online electronics store			
Campaign		Campaign	
Budget Televisions		Budget Cameras	
Ad Group	Ad Group	Ad Group	Ad Group
Flat Screen TVs	Plasma TVs	Digital Cameras	Compact Cameras

Tip

A common method for organizing an AdWords account is to organize it the way your website is structured.

Seeing your account organization at a glance

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



Campaign	Ad Group	Status	Type	Budget
Campaign 1	Ad Group 1	Active	Search	\$10,000
Campaign 1	Ad Group 2	Active	Search	\$10,000
Campaign 2	Ad Group 3	Active	Search	\$10,000
Campaign 2	Ad Group 4	Active	Search	\$10,000
Campaign 3	Ad Group 5	Active	Search	\$10,000
Campaign 3	Ad Group 6	Active	Search	\$10,000
Campaign 3	Ad Group 7	Active	Search	\$10,000
Campaign 3	Ad Group 8	Active	Search	\$10,000
Campaign 3	Ad Group 9	Active	Search	\$10,000
Campaign 3	Ad Group 10	Active	Search	\$10,000
Campaign 3	Ad Group 11	Active	Search	\$10,000
Campaign 3	Ad Group 12	Active	Search	\$10,000
Campaign 3	Ad Group 13	Active	Search	\$10,000
Campaign 3	Ad Group 14	Active	Search	\$10,000
Campaign 3	Ad Group 15	Active	Search	\$10,000
Campaign 3	Ad Group 16	Active	Search	\$10,000
Campaign 3	Ad Group 17	Active	Search	\$10,000
Campaign 3	Ad Group 18	Active	Search	\$10,000
Campaign 3	Ad Group 19	Active	Search	\$10,000
Campaign 3	Ad Group 20	Active	Search	\$10,000
Campaign 3	Ad Group 21	Active	Search	\$10,000
Campaign 3	Ad Group 22	Active	Search	\$10,000
Campaign 3	Ad Group 23	Active	Search	\$10,000
Campaign 3	Ad Group 24	Active	Search	\$10,000
Campaign 3	Ad Group 25	Active	Search	\$10,000
Campaign 3	Ad Group 26	Active	Search	\$10,000
Campaign 3	Ad Group 27	Active	Search	\$10,000
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Campaign 3	Ad Group 32	Active	Search	\$10,000
Campaign 3	Ad Group 33	Active	Search	\$10,000
Campaign 3	Ad Group 34	Active	Search	\$10,000
Campaign 3	Ad Group 35	Active	Search	\$10,000
Campaign 3	Ad Group 36	Active	Search	\$10,000
Campaign 3	Ad Group 37	Active	Search	\$10,000
Campaign 3	Ad Group 38	Active	Search	\$10,000
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Campaign 3	Ad Group 47	Active	Search	\$10,000
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Campaign 3	Ad Group 49	Active	Search	\$10,000
Campaign 3	Ad Group 50	Active	Search	\$10,000
Campaign 3	Ad Group 51	Active	Search	\$10,000
Campaign 3	Ad Group 52	Active	Search	\$10,000
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Campaign 3	Ad Group 77	Active	Search	\$10,000
Campaign 3	Ad Group 78	Active	Search	\$10,000
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Campaign 3	Ad Group 83	Active	Search	\$10,000
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Campaign 3	Ad Group 86	Active	Search	\$10,000
Campaign 3	Ad Group 87	Active	Search	\$10,000
Campaign 3	Ad Group 88	Active	Search	\$10,000
Campaign 3	Ad Group 89	Active	Search	\$10,000
Campaign 3	Ad Group 90	Active	Search	\$10,000
Campaign 3	Ad Group 91	Active	Search	\$10,000
Campaign 3	Ad Group 92	Active	Search	\$10,000
Campaign 3	Ad Group 93	Active	Search	\$10,000
Campaign 3	Ad Group 94	Active	Search	\$10,000
Campaign 3	Ad Group 95	Active	Search	\$10,000
Campaign 3	Ad Group 96	Active	Search	\$10,000
Campaign 3	Ad Group 97	Active	Search	\$10,000
Campaign 3	Ad Group 98	Active	Search	\$10,000
Campaign 3	Ad Group 99	Active	Search	\$10,000
Campaign 3	Ad Group 100	Active	Search	\$10,000

Tip

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

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

AdWords account limits

These are the limits for an AdWords account:

- 10,000 campaigns (includes active and paused campaigns)
- 20,000 ad groups per campaign
- 20,000 ad group targeting items per ad group (such as keywords, placements, audience lists, and product targets)
- 300 display ads per ad group (includes image ads)
- 50 text ads per ad group
- 4 million active or paused ads per account
- 5 million ad group targeting items per account (such as keywords, placements, audience lists, and product targets)
- 1 million campaign targeting items per account (such as geo target and campaign-level negative keywords)
- 10,000 location targets (targeted and excluded) per campaign, including up to 500 proximity targets per campaign
- 20 shared negative placement lists per account
- 65,000 placements per negative placement list
- 20 shared negative keyword lists per account
- 5,000 keywords per negative keyword list
- 100,000 active legacy ad extensions per account
- 1.3 million references to legacy ad extensions per account*
- 100,000 active upgraded ad extensions per account
- 10,000 ad group references to upgraded ad extensions per account**
- 10,000 campaign references to upgraded ad extensions per account**

- *For example, suppose you have one campaign that uses a legacy sitelink extension. Then you add three more campaigns, each [sharing](#) the same legacy sitelink extension. Now, your account has four references to one active legacy ad extension.
- **For example, let's say you have one campaign that uses an upgraded sitelink extension. Then you add one more campaign and one more ad group, each sharing the same upgraded sitelink extension. Now, your account has 1 active upgraded ad extension, two campaign references to an upgraded ad extension, and one ad group reference to an upgraded extension.

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

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

Creating your ad campaign

- Help your ads reach the right people by understanding your customers, setting your budget, and organizing your campaign.
- Choose the right campaign settings to help you achieve your advertising goals.
- Use what you've learned to create your campaign.
- Start reaching your customers by creating an ad and choosing the right keywords.



[How to create a new campaign](#)

Your campaign is where you set an advertising budget, identify the audience you want to reach, and choose where you'd like your ads to appear. Learn more about creating a campaign here: <http://goo.gl/1439DH> Subscribe to AdWords Help on YouTube: <http://www.youtube.com/adwordshelp>

With AdWords, you'll use campaigns to organize the messages and ads you want to show to your customers. Before you create your first campaign, there are a few important concepts to grasp:

- Understanding your customers
- Setting your budget
- Organizing your campaign



Understanding your customers

Before you create your first ad campaign, take the time to create build a mental profile of the customers you're trying to reach. Considering your customers' preferences, habits, and traits can help you choose the right settings for your campaign. Here are some important areas to consider about your customers' preferences and behavior:

- **Words and phrases they use to search online:** If you run a furniture store, think about the keywords

that your potential customers might use to search for furniture. Would they use general search terms like “furniture” or “furniture store”? It's more likely that a customer would use more specific terms based on what they're looking for, such as “buy sectional sofa” or “dining room chairs.”

- **Types of websites they visit:** Think about the kinds of websites your customers might be interested in. Will people looking for furniture also visit home improvement websites, websites related to interior design, or websites tailored to new parents? Consider what types of web content would be a good match for your furniture ads.
- **Geographical location:** Think about where your potential customers are. If you only offer furniture delivery to customers in your city, then you should limit your campaign's targeting to your city. This helps make sure that you only pay for clicks on your ads from people who live in your delivery area and can purchase your furniture.
- **How they contact you:** Consider how you want your customers to get in touch with you. If you want them to come to your store in person, you can highlight location information in your ads. Or maybe you'd like them to call you or fill out a contact form online. You can add these and other options to your ad with ad extensions, discussed in the “Understanding your campaign settings” section below.

This customer profile gives you some insight into the campaign settings you might consider, such as:

- Keywords that will trigger your ads to display in search results
- Websites where you might want your ads to appear
- Geographic locations where your ad should display
- Additional information you might want to include in your ad, such as a phone number or link to the contact page on your website

We'll explain these and other campaign settings below.

Setting your budget

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

AdWords lets you set an average daily budget for each campaign based on your advertising goals and the general amount you're comfortable spending each day. Get tips on [setting a campaign budget](#).

Not sure what you'll be charged for? [Find out how AdWords calculates costs](#).

Organizing your campaign

It's no secret that organization is an essential ingredient for success, and AdWords is no exception. Before you begin creating your campaigns and ads, it's important to learn how AdWords is structured to help you

create effective campaigns that target the right audience.

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

groups. Your **account** is associated with a unique email address, password, and billing information.

2. Each **ad campaign** has its own budget and settings that determine where your ads appear.
3. Your **ad group** contains a set of similar ads and the words and phrases, known as **keywords**, that trigger your ads to show. A collection of ad groups forms a campaign. Use ad groups to bundle related ads with related keywords to show ads that are relevant to the searches of people you're trying to reach. [Learn more about organizing campaigns and ads in your account.](#)

Understanding your campaign settings

Now that you have a better picture of the customers you're trying to reach, you're ready to consider the campaign settings that suit your goals. The campaign settings you select will apply to all ads within the same campaign. The type of campaign you choose determines which settings are available to you.

The settings cover three basic areas related to your ad:

- How much you'll pay by setting your budget and bid (you can always adjust them later)
- What, besides text and a link, to include in your ad using ad extensions
- Where you want your ads to appear using settings for geographic locations, languages, and placement on the web (called Networks)

Here's an overview of the campaign settings you'll need to address when you set up a new AdWords campaign:

Setting	Description	Learn more
General	This is where you enter a name for your campaign and pick your campaign type. Although AdWords enters a default campaign name for you, you should choose a name that clearly describes the theme of the campaign so that you can easily find it in your account. Your campaign name isn't visible to your customers.	
Type	The campaign type determines which settings we'll show you as you create or edit your campaign. The type you choose tailors the campaign setup to just what's appropriate for your goals, eliminating unrelated features. Many new advertisers start with a standard "Search and display" campaign type, which offers a wide variety of potential placements for your ads.	Choosing the campaign type that's right for you
Locations and languages	Your campaign's ads are eligible to show to customers located or interested in the location setting you choose and using Google in the language you specified. We recommend choosing the language you serve your customers	Location and language targeting

	in.	
Networks and devices	Select Networks where you want your ad to appear, such as on search results pages like Google (“Search Network”), on other sites that partner with Google to show ads (“Display Network”), or both. By default, new campaigns target all types of devices, which include desktops, tablets, and mobile devices. Later, you can choose to customize ads for different devices.	Network settings
Bidding and budget	<p>Choose to manually set your bids for clicks on your ads or let AdWords do it for you. Depending on your campaign type, you may see additional bidding options to choose from.</p> <p>Your bid strategy controls how you pay for users to interact with your ads. Your default bid is the most you’ll pay per click for ads in an ad group. Your budget is the average amount you’re comfortable spending each day on your campaign. The budget you choose is entirely up to you, and you can adjust it at any time.</p>	Setting your bid and budget
Ad extensions	Include even more information with your ads, such as location information, links to pages on your website, your phone number, and your Google+ page.	Enhance your ad using extensions
Advanced settings	<p>Once you’re comfortable using AdWords’ most essential settings, consider adopting one or more of these optional features to help get your ad campaign on the same schedule as your customers:</p> <ul style="list-style-type: none"> • Schedule: Set a campaign start and end date. • Ad scheduling: Choose certain days or hours of the week for your ads to show. • Ad delivery: By default, AdWords shows your ads when they’re more likely to get clicks or conversions, but you can choose to show your ads more evenly throughout the day. 	Using custom ad scheduling



Tip


If you've already set up a similar campaign and you want to use the same settings, you can save time by loading the settings from your existing campaign into your new campaign. You'll see this option in the "General settings" section, just under the campaign type.

Creating a campaign

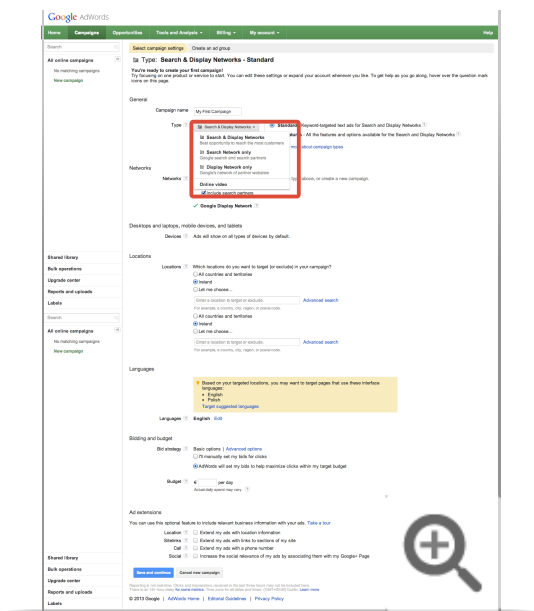
Now that you have a customer profile in mind and an understanding of campaign settings, you're ready to use that information to create your campaign and set your budget and bids. You'll need to make at least one campaign before you can create ads in your account.

Create a campaign and choose your campaign settings

Here's how to create a campaign and choose your campaign settings:

1. Sign in to your AdWords account at <https://adwords.google.com> .
2. Click the **Campaigns** tab.
3. **If this is your first campaign:** Your first campaign is assigned to the "Search & Display Networks" campaign type, which we recommend for new advertisers. If you want to change your new campaign to the "Search Network only" or "Display Network only" campaign type, you can do that here.

If you've created a campaign before: Click the **+ Campaign** button on the **Campaigns** tab. Then, select the campaign type you want to use ("Search and Display Networks," "Search Network only" or "Display Network only").



4. You'll be taken to the "Select campaign settings" page. Give your campaign a name. Then, make your choices for the following settings (you can find additional information about these settings in "Understanding your campaign settings" above):

- Devices

- Locations
- Languages
- Bidding and budget
- Ad extensions

5. Click **Save and continue**. You can edit your campaign settings at any time.

Create your ad and choose keywords

After you've saved your campaign settings, you'll be taken to the "Create ad and keywords" page. This is where you'll create the **ad group** within your campaign. An ad group is made up of a set of keywords, ads, and bids. Each ad campaign consists of one or more ad groups.

Here you'll choose your ad format, create your ad, and select the keywords you think your customers would use when searching for information related to your products or services.

We'll cover how to create a text ad (the ad format we recommend for newer advertisers), but you can choose from many different ad formats depending on your advertising goals. These formats include video ads, image ads, WAP mobile ads, app or digital content ads, and more. [Learn about all available ad formats and how to choose what's right for you.](#)



Tip

Got writer's block? Need some help deciding what your ad text should say? [Explore these tips for creating successful text ads.](#)

Creating a text ad

To create a text ad, follow these steps:

1. In the "Create an ad" section, select **Text ad**.
2. Type in your headline, description, **display URL**, and **destination URL**. The display URL is the web address, usually your website's home page, that's shown to customers with your ad, while the destination URL takes customers to a specific page within your website. Both URLs should contain the same domain name. For example, an ad with www.google.com as the display URL and www.google.com/ads as the destination URL is acceptable because they share the domain name, "google.com"



Choose the campaign type that's right for you

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

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

About campaign types

Whenever you create a campaign, we ask you to choose a campaign type. The campaign type you pick determines which settings we'll show you as you create or edit your campaign -- settings such as budget and targeting. Considering your business goals can help you decide which campaign type is right for you.

Examples

- You have a small but busy home repair business that earns the most revenue from plumbing repairs. A "Search Network - standard" campaign lets you skip all of the advanced settings and just target your ads towards high potential customers searching for home plumbing services.
- You work in Public Relations and want to increase exposure for a new band. A "Search & Display Networks - All features" campaign lets you reach the largest audience by targeting people searching for music, and people browsing the music-themed sites you specify within the Google Display Network.

When choosing a campaign type, first pick the networks where you want your ads to show.

- **Search and Display Networks**

Your ad will show on the Google **Search Network**, which includes Google Search, Shopping, Maps, and search sites that partner with Google, like AOL, and the Google **Display Network**, which includes sites and apps that partner with Google as well as Google sites like Gmail, YouTube, Blogger, and Google Finance. If you select this option, you won't be able to manage a separate budget for each network.

- **Search Network only**

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

- **Display Network only**

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

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

Standard campaign types

Search and Display Network campaigns

Keyword-targeted text ads showing on the Google Search Network and Google Display Network.

Available features	Unavailable features
<ul style="list-style-type: none">• Basic location targeting• Basic bidding and budget settings• Common ad extensions to include a phone number, URL, location, or social link.• Language targeting	<ul style="list-style-type: none">• Advanced social and experimental settings• Ad scheduling and ad delivery method options• Advanced location options• Mobile app extensions• Advanced keyword matching• IP exclusions• The Display Network tab, which includes targeting methods such as managed placements, topics, remarketing, interest categories, and demographics• Dynamic tracking URLs

Search Network only campaigns

Keyword-targeted text ads showing on the Google Search Network.

Available features	Unavailable features
<ul style="list-style-type: none">• Basic location targeting• Basic bidding and budget settings• Common ad extensions to include a phone number, URL, location, or social link.• Language targeting	<ul style="list-style-type: none">• Advanced social and experimental settings• Ad scheduling and ad delivery method options• Advanced location options• Mobile app extensions• Advanced keyword matching• IP exclusions• Dynamic tracking URLs

All features campaign types

Search and Display Network campaigns

Keyword-targeted text ads showing on the Google Search Network. Also includes text, image, rich media, and video ads showing on the Google Display Network.

Available features	Unavailable features
<ul style="list-style-type: none">• All the standard settings, plus ad delivery methods, and all ad extensions	<ul style="list-style-type: none">• None

Search Network only

Keyword-targeted text ads showing on the Google Search Network.

Available features	Unavailable features
<ul style="list-style-type: none">• All the standard settings, plus ad delivery methods, and all ad extensions	<ul style="list-style-type: none">• None

Display Network only

Text, image, rich media, and video ads showing on the Google Display Network.

Available features	Unavailable features
<ul style="list-style-type: none">• All the standard settings• Option to target by operating systems, device models, carriers, and wireless networks• Ad delivery methods, and all ad extensions	<ul style="list-style-type: none">• None

Advanced campaign types

Here are a few additional campaign types that can provide more ways to help you reach your potential customers:


- [Mobile apps campaigns](#): show ads on the Google and AdMob network in mobile applications on Android and iOS devices.
- [Product Listing Ad campaigns](#): include specific product information from your Google Merchant Center account like an image, title, price, promotional message in a box on Google Search that is separate from text ads.
- [Remarketing campaigns](#): let you show ads to people who have already visited your website when they browse other sites on the Google Display Network.



Changing campaign types

After you've chosen the campaign type that's right for you, you'll want to avoid switching between "Display Network only" and other campaign types. This can result in the following:

- Some features may be hidden or deactivated
- May affect ad serving
- May affect your campaign's performance

To help you avoid these issues, we'll soon be disabling the option to change between some kinds of campaign types:

Change in campaign type	Allowed
"Display Network only" to "Search & Display Networks"	 Not allowed

"Display Network only" to "Search Network only"	 Not allowed
"Search Network only" to "Search & Display Networks"	 Allowed
"Search Network only" to "Display Network only"	 Not allowed
"Search & Display Networks" to "Search Network only"	 Allowed
"Search & Display Networks" to "Display Network only"	 Not allowed

For campaign types you can change, follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the name of the campaign you'd like to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to "Type," under "General."
6. Choose a campaign type to switch to, then click **Save**.

Tip

Want to use a feature that isn't available with your campaign's current type? Consider creating a new campaign with the appropriate type and then importing your existing ad groups into that new campaign with AdWords Editor.

Choose your location and language settings

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

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

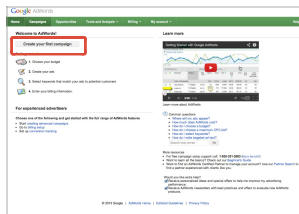
Your language settings allow you to put your ads on Google products and third-party websites in the languages that your customers speak.

Example

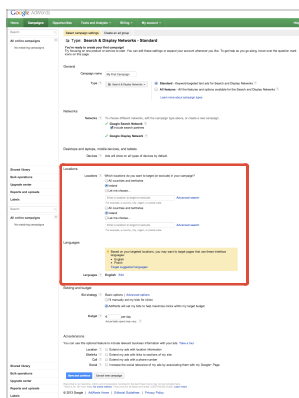
Let's say that you own a business in Norway and you've targeted your ads to the country of Norway, and set your target language to Norwegian. This means that your ads can appear on Google for customers in Norway who have set Norwegian as their interface language.

How to choose your location and language settings

1. Click the **Campaigns** tab.
2. In the left hand panel, click **All online campaigns**.
3. Click the **+ Campaign** button.

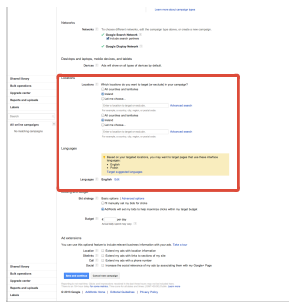


4. You'll be taken to a page where you'll be able to update your campaign settings. Look for the section titled "Locations and Languages."

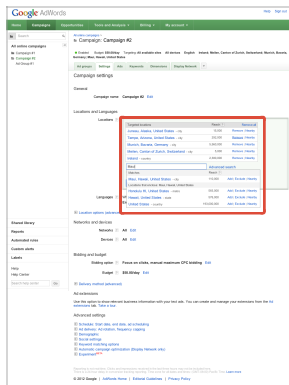


5. To target locations, you have the option to:
 - o Select a location from the listed options...

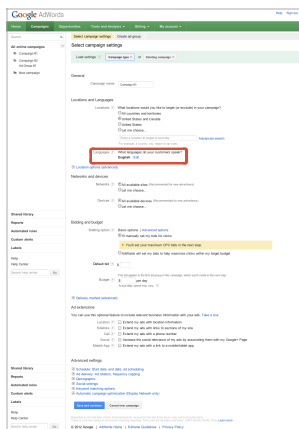




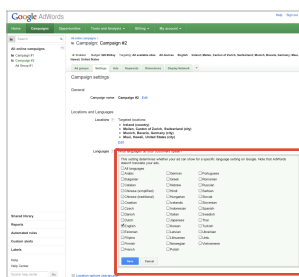
- Or enter a location in the search box.



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



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



Choose your bid and budget

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

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

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

Steps to set your bidding and budget for a new campaign

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

About your campaign bidding options

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

AdWords essential

[The ad auction](#)

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

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

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

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

Tip

Try [Keyword Planner](#) to get traffic estimates, like estimated clicks, estimated impressions, or estimated average CPCs for your keywords. These estimates can help guide your decision on which bids and budgets to set.

Setting bid adjustments

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

and mobile devices.

About your campaign budget

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

Tip

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

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

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

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

Tip

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

Choose an ad delivery method

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

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

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

Understanding ad delivery and your budget

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

Standard delivery (default method):


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

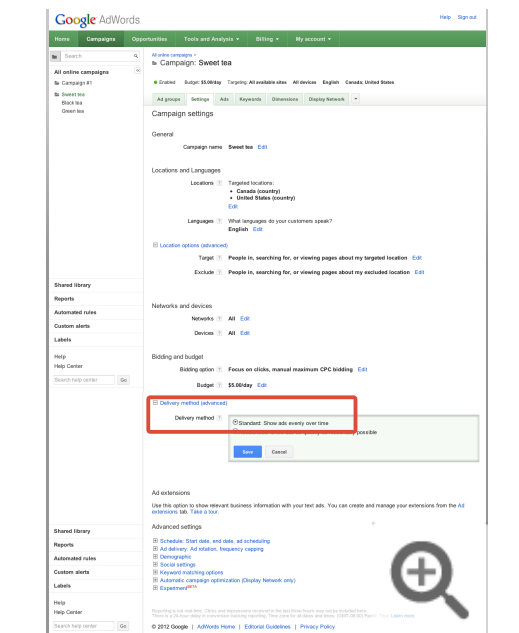
Accelerated delivery:

- **How it works:** As soon as each day starts (12 a.m.), your ad appears more quickly until you hit your budget limit.
- **Who it's best for:** This method is best if it's important to you that your ads show starting in the morning and more quickly thereafter until your budget is reached, even if that means they might not show all day.
- **What to expect:** Remember that your ads will stop showing once you've reached your budget allocated for that day (see below for more details). So, if you reach your budget limit early in the morning, your ad won't run again until the next day.

Selecting a standard or accelerated delivery method

Here's how to set your delivery method:

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



8. Click **Save**.

Choosing an ad rotation setting for your campaign

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

- **Optimize for clicks (default):** Ads expected to provide more clicks are delivered more often into the ad auction than other ads in the ad group. These higher-quality ads gain more impressions than other ads in the ad group, resulting in higher ad-served percentages. By using this option, your ad group will likely receive more impressions and clicks overall, since higher-quality ads attain better positions and attract more user attention.



How it works

The Optimized algorithm sends ads into auctions based on principles of statistical analysis. As data is accumulated, ad serving will become weighted more heavily in favor of the ads that appear statistically likely to perform better. It's possible for ad serving to remain relatively even within this setting, if ads in an ad group have similar performance or if the ad group does not receive a substantial amount of impressions and clicks for some period of time.

- **Optimize for conversions:** Ads expected to provide more conversions are delivered more often into the ad auction than other ads in the ad group. This option optimizes for conversions, so it takes both **clickthrough rate (CTR)** and conversion rate into consideration. If there isn't enough conversion data to determine which ad will provide the most conversions, ads will rotate using "Optimize for clicks" data. Although this option may result in your ad group receiving fewer clicks than the previous option, it will likely receive more conversions, which can result in an improved return on investment.
- **Rotate evenly:** Delivers your ads more evenly into the ad auction. If ads in an ad group are unchanged for 90 days, the campaign will automatically begin to optimize for clicks or conversions. If the campaign is using Conversion Optimizer or Enhanced CPC, it will optimize for conversions, otherwise it will optimize for clicks.

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

the 90 days.

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

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

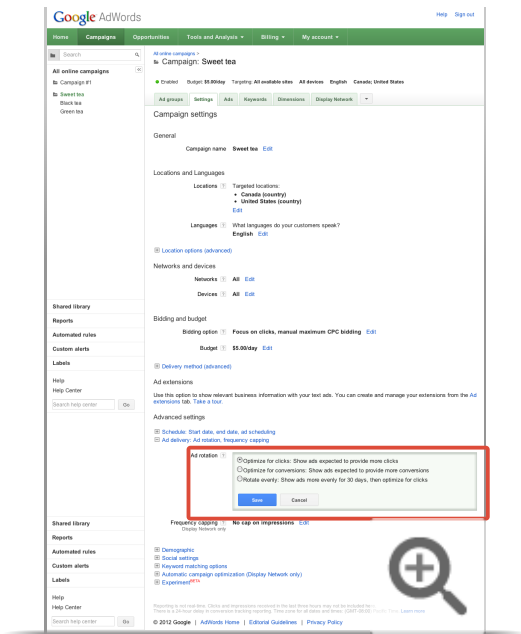
Also, with the "Rotate evenly" and "Rotate indefinitely" options, the percentages of ads served in the ad group will be more even than the other ad rotation options. However, they may not be exactly even because AdWords considers an ad's Quality Score when ranking on a search result page and an ad with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



Setting the ad rotation for your campaign

Here's how to set your ad rotation:

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



7. Click **Save**.

Setting a frequency cap on impressions for Display Network ads

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

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

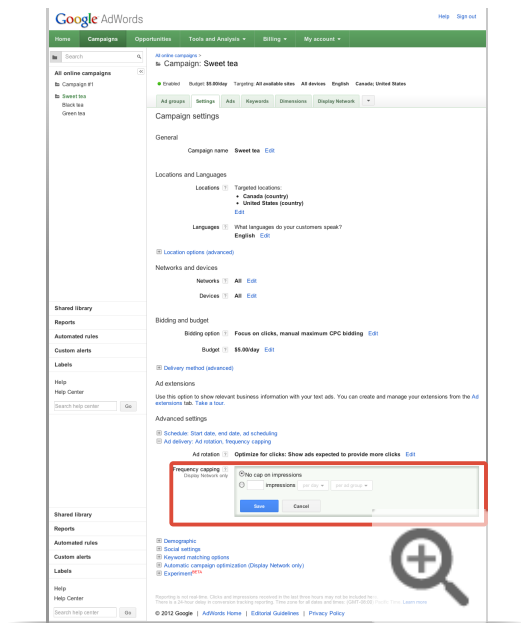


How to set a frequency cap

Here's how to set a frequency cap:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be delivered.

4. Click the **Settings** tab.
5. In the "Advanced settings" section, click **Ad delivery: Ad rotation, frequency capping**. Note that the availability of certain settings, like this, may depend on the campaign type you choose. [Compare campaign types in detail](#) and learn how you can change yours.
6. Click **Edit** next to "Frequency capping."
7. Enter the number of impressions. The value must be a whole number (such as 100, not 100.5).



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



Tip

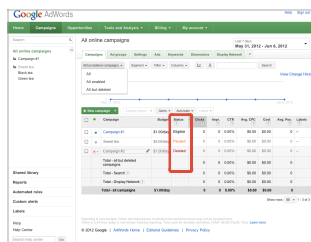
If you want more control over when your ad appears, and if you've done some research about what times and days your customers click your ads the most, you can create a custom ad schedule to select these times and days to show your ad.

Understanding your campaign status

The "Status" column of your "All online campaigns" page tells you whether your campaigns are active or not, and whether your campaign is limited by budget. When you check your account alerts and top-level statistics, review the Status column to see if your campaigns are running as you'd expect, or address any issues that may be holding up your campaign.

Where to find your campaign status

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



How to interpret your campaign status

The "Status" column from the "All online campaigns" page displays information about the current state of each campaign in your account at the time you sign in to your AdWords account. From this page, you can see the status of every campaign you've ever created and detect any unexpected problems with your campaigns.

If you find that your campaign isn't running as you expected, visit the "Ad groups," "Ads," and "Keywords" tabs from your AdWords campaign page to check your ad group status, ad status, and keyword status, and resolve any issues that could be keeping your ads from serving.

Here are the different types of campaign statuses, what they mean, and what to do next:

Campaign status	What it means	Next step
Eligible	Active and can show ads.	If your campaign is marked "Eligible" but you're still not seeing your ad, find out why and fix it .
Paused	Inactive because you paused it. Pausing a campaign means that your ads don't show or accumulate new costs until resumed.	Find out how to resume your campaign .
Deleted	Inactive because you deleted it. Deleting a campaign means that ads don't show or accumulate new costs until re-enabled.	Find out how to re-enable your campaign .
Pending	Inactive but scheduled to begin at a future date.	Find out how to change your campaign's start date .
Ended	Inactive because it's past its scheduled end date.	Find out how to change your campaign's end date .
Suspended	Inactive because your prepaid account balance has run out. Suspended accounts don't show ads or accumulate new costs until additional funds are added under "Billing."	Find out how to add funds to your pre-paid account balance .
Limited by	Active, but showing ads only occasionally due to budget constraints. You can place your	Learn more about budget recommendations ,

budget

mouse over the bubble next to this status to see your "Recommended budget."

then [adjust your campaign's budget](#).

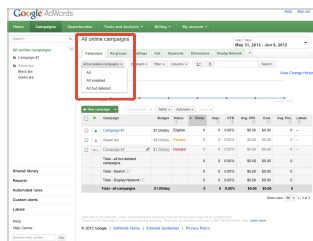
Tip

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

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

If you have a lot of campaigns, or you only want to see a certain type of campaign, you can refine the types of campaigns you see on your "All online campaigns" page.

1. To get to your "All online campaigns" page, go to the main "Campaigns" tab and click the **"All online campaigns"** link on the side navigation bar.
2. Click the **dropdown button** just below the Campaigns tab on the page and choose whether you'd like to see **"all enabled"** campaigns or **"all but deleted"** campaigns.
3. You can always return to the complete list by clicking **"all"** on the same dropdown button.



Create and manage more than one campaign

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



Tip

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

What you can do in your Campaigns and Ads tabs

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

Campaign	Budget	Status	# Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pct.	Leads
Campaign #1	\$1,000/day	On hold	0	0	0.00%	\$0.00	\$0.00	0	0
Summary	\$1,000/day	On hold	0	0	0.00%	\$0.00	\$0.00	0	0
Total - all enhanced campaigns			0	0	0.00%	\$0.00	\$0.00	0	0
Total - Search			0	0	0.00%	\$0.00	\$0.00	0	0
Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	0
Total - all campaigns	\$1,000/day		0	0	0.00%	\$0.00	\$0.00	0	0


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

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

Copy campaigns

If you've already set up a successful campaign, you can use it to get a head start on setup for your next campaign. To do this, copy the campaign, then modify one of the copies. That way you start with the same structure and settings for your ad groups, ads and keywords.

To duplicate a campaign:

1. Sign in to your AdWords account at <https://adwords.google.com> .
2. Click the **Campaigns** tab.
3. Check the box next to the campaign you want to duplicate.
4. From the **Edit** menu, click **Copy** (or Control-C for PCs, Command-C for Macs).
5. Then, from the **Edit** menu, click **Paste** (or Control-V for PCs, Command-V for Macs).
6. Optional: In the dialog box that appears, check the box next to "Pause new campaign after copying" to create new campaigns that are paused. Otherwise, any copies of campaigns that were active when copied will be active when pasted.
7. Click **Paste**.

You will now have a new campaign that will have the same structure and settings as your original campaign. However, it will not have any campaign, keyword or ad history. If you want to keep both campaigns active, we recommend keeping your original campaign running (so it continues with the history it's already generated) and modifying the new campaign.

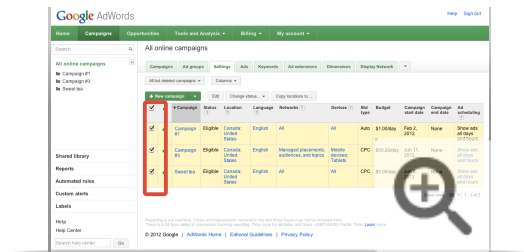
Copy settings from one campaign to multiple campaigns


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

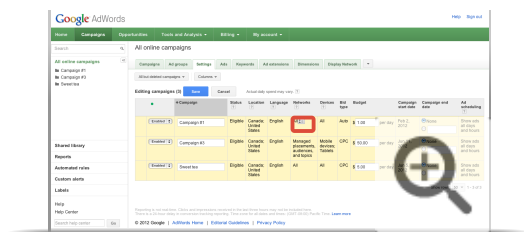
Status	Networks and devices	Ad schedule
Location targeting	Budget	Delivery method
Language targeting	End date	Ad rotation

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

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



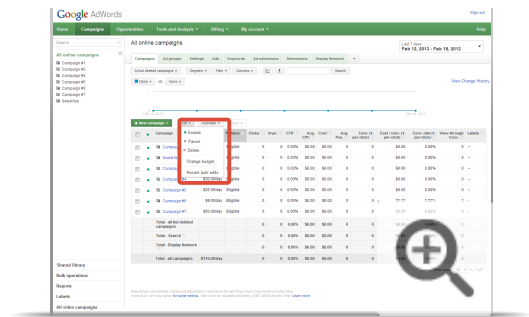
4. Click **Edit** at the top of the table.
5. The selected campaigns are now in editing mode and highlighted in yellow. Put your mouse over the setting of the campaign you want to copy to other campaigns.
6. A copy icon  will appear in the cell of the campaign settings you want to copy to the other selected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



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

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

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



3. Select the new status.



To copy ads to another ad group:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Go to the **Ads** tab.
4. Check the boxes next to the ads you would like to copy. Then, from the **Edit** drop-down menu, choose **Copy** (or Control-C for PCs, Command-C for Macs).
5. Go to the **Ad groups** tab.
6. Click on the ad group where you want to put the copied ads.
7. From the **Edit** drop-down menu, choose **Paste** (or Control-V for PCs, Command-V for Macs).
8. Optional: In the dialog box that appears, check the box next to "Pause new ads after copying" to create new ads that are paused. Otherwise, any copies of ads that were active when copied will be active when pasted.
9. Click **Paste**

Sort your campaigns and ads

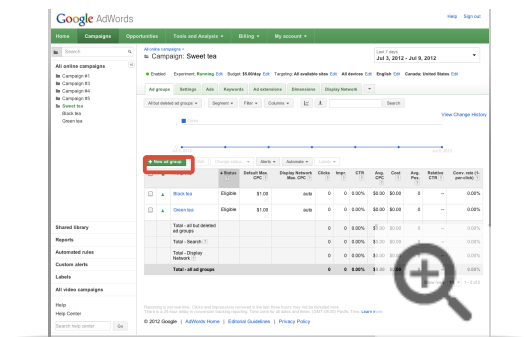
To sort your campaigns or ads, simply click the heading of the column you want to sort. Columns can have different sorting rules. For example, when you click the **Campaigns** column to sort your campaigns, it'll sort in alphabetical or reverse-alphabetical order. When you click on columns that contain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

Set your ad group default bid

An **ad group** is a collection of ads that are all triggered by a shared set of keywords. When you create a new ad group, we'll prompt you to create an initial ad and its keyword list, and to enter a default ad group bid (**Max CPC**). This default bid is a convenient way to manage the bids for all of the keywords in your ad group. You can override the default ad group bid for individual keywords by raising or lowering their Max CPC on the **Keywords** tab.

Setting your bid when creating a new ad group

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the **Ad groups** tab under **All online campaigns**.
4. Click the **+ Ad group** button.



5. Select a campaign, then complete the steps on the page that follows.
6. Click **Save ad group**.

Keyword-level bids override your ad group's default bid

If you set individual keyword or placement bids, the individual bids override the ad group default bid. For example,

if your default ad group bid is \$0.50, but you increase one keyword's bid to \$0.60, the keyword bid applies any time that one keyword triggers your ad.

Set bid adjustments for your campaign

With [enhanced campaigns](#), you can [set bid adjustments](#) that increase or decrease your bids when your ad is competing to appear on mobile devices, in specific locations, and at particular days and times. You can also set ad group-level bid adjustments for targeting methods like topics or placements if your campaign is running on the Display Network. Bid adjustments can give you more control over when and where your ad appears.

With automatic bidding, we set the default bids for you

If you've chosen manual bidding for your campaign, you can edit your default bids at any time.

If you're a more hands-off account manager, then automatic bidding may be right for you. We set a default based on your budget. It isn't possible to edit your ad group default bid with automatic bidding; however, you can set a bid limit for automatic bidding, and change your campaign budget at any time on the **Settings** tab.



Editing the default bid of one ad group

1. Sign in to your AdWords account at <http://adwords.google.com> .
2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the name of the ad group.
4. At the top of the page, click **Edit** next to **Ad group default bids**.
5. Enter an amount for your ad group's **Default bid**.
6. Click **Save**.



Editing the default bid of multiple ad groups

1. Sign in to your AdWords account at <http://adwords.google.com> .
2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the **Ad groups** tab.
4. Click any ad group's entry in the **Default Max CPC** column.
5. Enter an amount in the pop-up that appears.
6. Click **Save**.

Create a new ad group

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

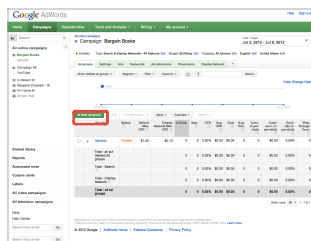
For example, let's say you own an art supplies shop. You could create a series of ads for all your watercolor paints, and bundle them into a single ad group named "watercolors." From the "Ad groups" tab, you could pause all your watercolor ads simultaneously (if you're temporarily sold out), or increase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

Creating a new ad group in a campaign

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

If you already have a campaign, follow these steps:

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



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

Tips

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

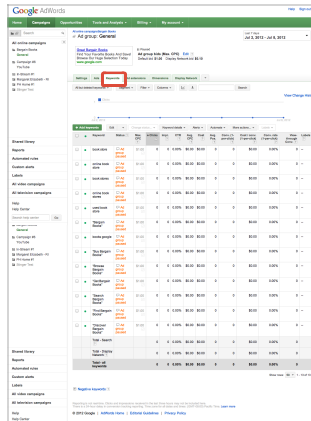


Video: [How to create new ad groups](#)

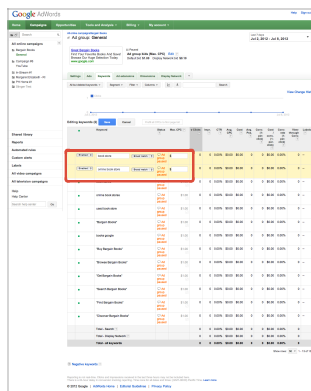
In this video we'll walk through how to create new ad groups

Editing your ad groups

In the table on the **Ad groups** tab, you can edit a single ad group by simply clicking on its status icon or its bid in the "Default Max. CPC" column. To change the ad group's name, click the pencil icon that appears when your cursor is next to the ad group's name. Note that if you click the ad group's name instead, you'll jump to the **Keywords** tab. Regardless of which tab you're on, your ad group's details are both visible and editable at the top of the page!



To "batch edit" in the table on the **Ad groups** tab, click the checkbox next to one or more ad groups to enable the **Edit** button (or click the header row's checkbox to "Select all"). This enables you to edit the status, name, and pricing for the selected ad groups.



How ad groups work

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

Keep stuff together that belongs together

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

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

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

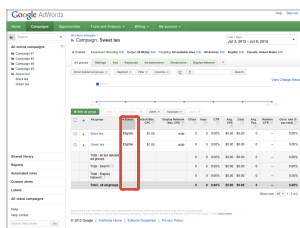
Understanding your ad group status

Want to make sure the ad groups in your campaigns are running okay? The **Status** column on the **Ad groups** tab shows whether your ad group (or the campaign containing it) is paused, deleted, or ineligible to run. There are a number of different status types, and we display the status that's most relevant at any given time. We've outlined what each status means, and what's needed for your ad group to show ads.

Keep in mind: although your campaigns and ad groups may be active, it's important to review other levels of your account to make sure that your ads are running.

How to check your ad group's status

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



Possible ad group statuses

Although there are many possible statuses for your ad groups, if they're not running it's typically for one of these reasons:

- You've manually deactivated an ad group or its "parent" campaign, such as by pausing or deleting it.
- We've found a condition that first needs to be met before your ads may run, such as a problem with billing or ad scheduling.

Status	What it means
Eligible	The ad group is eligible to run and show ads.
Paused	The ad group isn't running because you've paused it.
Deleted	The ad group isn't running because you've deleted it.
Incomplete	The ad group isn't yet complete and therefore can't run. For example, you may need to create an ad or add keywords to complete the ad group creation process.
Campaign paused	The ad group isn't running because you've paused the campaign that contains the ad group. When you pause a campaign, all the ads in that campaign stop running and accruing charges until you resume the campaign.
Campaign deleted	The ad group isn't running because you've deleted the campaign that contains the ad group. Like paused campaigns, deleted campaigns may be resumed at any time.
Campaign ended	The ad group isn't running because the campaign containing the ad group has passed its ad schedule's end date and therefore isn't running ads.
Campaign suspended	The ad group isn't running because your prepaid account balance has run out. Your campaign and the ad groups within it will resume after you add funds via "Billing preferences" under the "Billing" tab in your account.
Campaign	The ad group isn't running because the campaign that contains the ad group has an ad schedule with a start date in the future and therefore

pending hasn't started running ads.

Tip

Looking for your deleted ad groups? We automatically hide them since they're inactive. To see all your ad groups (or just your enabled ad groups), click the **All but deleted ad groups** menu above the graph and change its setting.

The screenshot shows the Google AdWords 'Keywords' tab. A red box highlights the 'Status' column in the keyword table. The table lists keywords such as 'Google', 'Google Ads', and 'Google AdWords', along with their status, match type, quality score, and other performance metrics. The 'Google' keyword is highlighted in blue, indicating it is selected.

Keyword targeting

Getting the most out of your keywords

[How keywords work](#)

[Using keyword matching options](#)

[Using broad match](#)

[Using phrase match](#)

[Using exact match](#)

[Add negative keywords to your campaign](#)

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

[Understanding your keyword status](#)

Keywords and the Display Network

[How placements and keywords work together](#)

[Choose keywords for Display Network campaigns](#)

[Improve your keywords for the Display Network](#)

[Get ideas for negative keyword and placement exclusion lists](#)

How keywords work

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

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

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

Watch this video



[How to Choose the Right Keywords](#)

Learn how to select keywords that get your ads in front of thousands of potential customers. Get tips on creating keyword lists; find out how negative keywords can help you reach the right audience and how to discover new keywords with the Keyword Tool. Read more about choosing the right keywords at <http://goo.gl/jFckb>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>.



Example

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

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

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



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

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



Keyword quality

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

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



Tips

- **Choose your keywords carefully.** Include terms or phrases that your customers would use to describe your products or services. Make sure your keywords directly relate to the theme of your ad and the page you're directing your customers to. Keywords of two or three words tend to work most effectively.
- **Group similar keywords.** Try grouping your keywords into themes. These themes can be based on your products, services, or other categories. For example, if you sell rings, you can

have a group of keywords for "engagement rings" and another group of keywords for "wedding rings." Then you can create separate ad groups for these groups of keywords and have specific ads for "engagement rings" and specific ads for "wedding rings."

- **Pick the right number of keywords.** Most advertisers find it useful to have somewhere between five and 20 keywords per ad group.

Keyword bidding

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

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



Tip

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

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

Improving clickthrough rate with negative keywords

Negative keywords help make sure that your ad *doesn't* show for searches that include that term, which can help you reduce costs. Negative keywords work with your normal keywords to show your ads just to the audience you want. For example, if you sell dog clothes but your business doesn't carry any cat clothes, you can add "cat" as a negative keyword to make sure your ad doesn't appear to people looking for cat clothes.

Using keyword matching options

- Use matching options with your keywords to help control which searches can trigger your ad.
- When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.
- Use the search terms report to monitor which keyword variations triggered your ads.

Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.

In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your **return on investment**.

About keyword match types



[How To Use Keyword Match Types on the Search Network](http://www.youtube.com/adwordshelp)

Learn about the different keyword match types (broad, phrase, exact, and negative) and how selecting the right ones for your keywords can help you reach your AdWords goals. Find a takeaway article that you can keep as a reference guide here: <http://goo.gl/Ck3xYG> Subscribe to AdWords Help on YouTube: <http://www.youtube.com/adwordshelp>

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

The chart below serves as an introduction to the different match types, ordered from broad to narrow. We'll give more information on each option in the sections below.

--	--	--	--	--

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

How keyword match types work

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



Broad match

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

Sticking with the broad match default is a great choice if you don't want to spend a lot of time building your keyword lists and want to capture the highest possible volume of ad traffic. You can use it with **negative keywords** to avoid highly irrelevant traffic.



Example

Broad match keyword	Ads may show on searches for
women's hats	women's hats buy ladies hats

womens caps
hats for girls
womans hats
Buy red hats for women



Broad match modifier

You can add a modifier, the plus sign on your keyboard (+), to any of the terms that are part of your broad match keyword phrase. By adding a modifier, your ads can only show when someone's search contains those modified terms, or close variations of the modified terms, in any order. The modifier won't work with phrase match or exact match keywords.

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



Example

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



Phrase match

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

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

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



Example

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



Exact match

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

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

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



Example

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



Negative match

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

You can use negative keywords in conjunction with other match types. For example, you could use an exact match negative keyword to prevent your ad from showing to people who searched for that exact keyword.



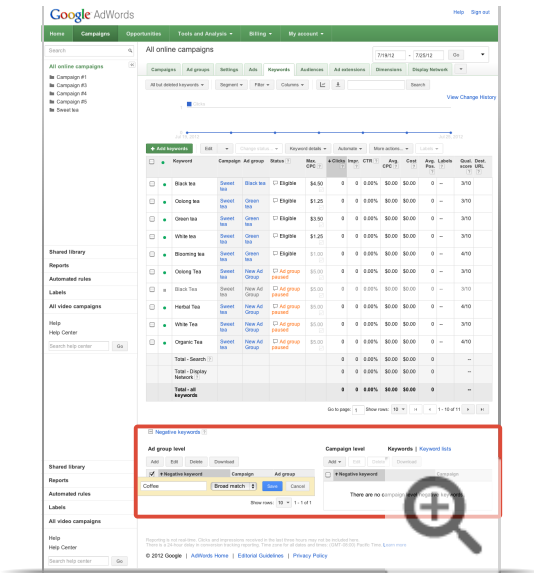
Example

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

Negative match keyword	Ads may show on searches for	Ads won't show on searches for
-women	girls' hats sun hats	hats for women women's hats
-"women's hats"	girls' hats women's baseball hats	women's hats buy women's hats woman's hats Women's hats
-[women's hats]	buy women's hats women's hats on sale	women's hats woman's hats

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

To create negative keywords, go to your keyword table in your account and look for the **Negative keywords** link below your keyword table. When you create a negative keyword (or make one from an existing keyword by adding the negative symbol), it will show up there.



Tip

Depending on the product or service you advertise, there are a few terms you might want to add as negative keywords to your ad group: "free," "course" or "class," and "job." Adding these terms will help prevent showing your ads when people search for free items or services, courses or classes related to your keywords, or jobs that might include your keywords.

Keep in mind

- Keywords aren't case-sensitive, which means they're matched without regard to uppercase or lowercase letters. For example, you don't need to enter *women's hats* and *Women's Hats* as keywords -- just *women's hats* will cover both.
- You can use keyword match types with campaigns that show ads on the **Search Network** or both the Search and Display Networks combined. On the **Display Network**, keywords are treated as broad match.

Close keyword variations

We'll automatically show your ads for close variations of your keywords to maximize your potential to show your ads on relevant searches. Close variations include misspellings, singular and plural forms, acronyms, stemmings (such as *floor* and *flooring*), abbreviations, and accents. So there's no need to separately add close variations as keywords.

If you don't want your ads to show on close variations of your exact match or phrase match keywords, you can narrow your exact match and phrase match targeting.



How to narrow your exact match and phrase match targeting

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

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

Learn about the different [campaign types available](#). If you have a different campaign type, you won't be able to restrict your matching options.

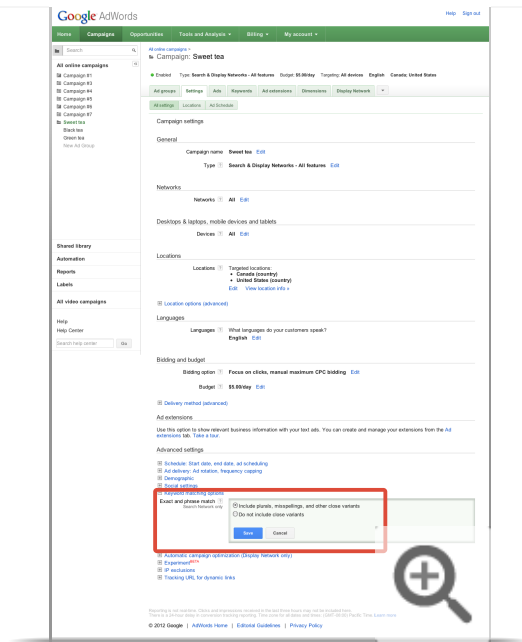


[How to Change AdWords Exact and Phrase Match options](#)

Learn how to restrict your exact match and phrase match targeting so that close variants do not trigger your ads. Read more about using exact match at <http://goo.gl/4wDWW>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>.

Follow these steps to restrict exact and phrase matching:

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



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

How to choose the right keyword match types

When choosing the appropriate match type for a keyword, we typically recommend using a "broad-to-narrow" strategy. Start off with broad match keywords to maximize your potential to show your ads on relevant searches. Monitor your keywords' performance over time and make your keyword match types more specific if you find that your ad is showing up for too many irrelevant variations of your keywords.

Once your broad matches have gathered impressions and clicks, review the **search terms report** to monitor which keyword variations triggered your ads. A few tips on using the information in the report:

- Look at the "Match type" column to see how closely the search terms that triggered your ads on Google are related to the keywords in your account. This information will give you an idea of which match types you might want to use for your keywords. For example, if you find that most of the variations shown in your search terms report are irrelevant to what you're advertising, consider making your keyword match types more specific.
- Add new search terms with high potential as keywords.
- Weed out any terms that aren't as relevant to your business by adding them as negative keywords.

Using broad match

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

Broad match is the default match type that all your keywords are assigned if you don't specify another match type (exact match, phrase match, or negative match). The Google AdWords system automatically runs your ads on relevant variations of your keywords, including synonyms, singular and plural forms, possible misspellings, stemmings (such as *floor* and *flooring*), related searches, and other relevant variations.

Example

Broad match keyword:	Ads may show on searches for:
low-carb diet plan	carb-free foods low-crab diets low calorie recipes Mediterranean diet plans low-carbohydrate dietary program

How broad match can help you

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

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

When other options might be more helpful

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

Use broad match modifier for more control over broad match

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

Tips

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

Using phrase match

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

How phrase match works

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

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



Example

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

Note

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

How phrase match can help you

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

- **Create ads with the same keywords your customers search on:** You can [view the search terms](#) your customers were using when they clicked your ad. Then add the words and phrases you find to your keyword list, and use exact phrases in your new ads to reach customers who are more likely to be interested in your product or service.
- **Increase your clickthrough rate (CTR):** Phrase match increases the likelihood of a click because your ad shows only when it matches the searcher's phrase. It also helps decrease unwanted impressions for search terms that don't match your phrase.
- **Have your ad text appear in bold:** Whenever your exact keyword matches someone's search term, your keyword will appear in bold. This can help attract a searcher's attention when your ad appears. Plus, you can't manually add bold text or other formatting to your ad text, so phrase match is a good matching option to make your ad more noticeable.

When other match types might be more helpful

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



Tip

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



How to narrow your exact match and phrase match targeting

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

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

Keep in mind

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

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

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



If you have a different campaign type, you won't be able to restrict your matching options.

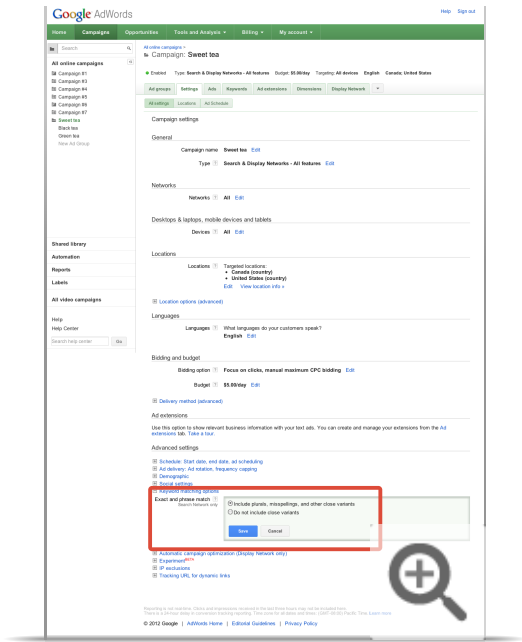


[How to Change AdWords Exact and Phrase Match options](#)

Learn how to restrict your exact match and phrase match targeting so that close variants do not trigger your ads. Read more about using exact match at <http://goo.gl/4wDWW>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>.

Follow these steps to restrict exact and phrase matching:

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



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

Using exact match

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

How exact match works

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

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



Example

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

Note

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

How exact match can help you

- **Limit who sees your ad:** You can use exact match to limit who sees your ad to only those who search for your exact keywords or close variants of your exact keywords. These are the people who are likely most interested in what you offer.
- **Have your ad text appear in bold:** Whenever your exact keyword matches someone's search term, your

keyword will appear in bold. Your keyword in bold can help attract someone's attention when your ad appears. You can't manually add bold text or other formatting to your ad text, so exact match is a good matching option to make your ad more noticeable.

When other options might be more helpful

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

Get help building your keyword list

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

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

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



Tips

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



How to narrow your exact match and phrase match targeting

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

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

Keep in mind

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

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

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



If you have a different campaign type, you won't be able to restrict your matching options.

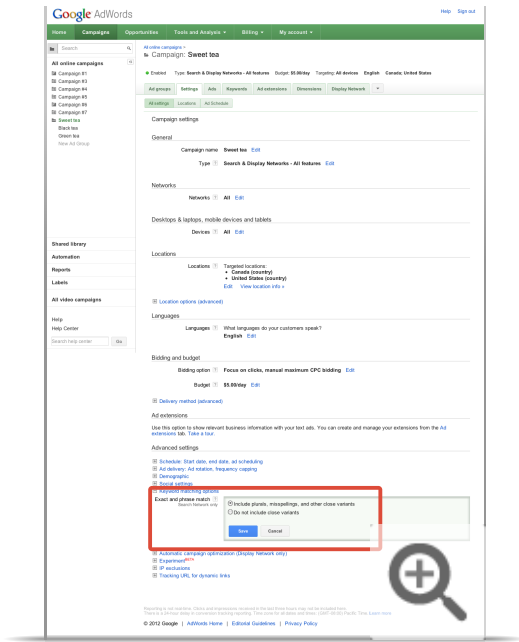


How to Change AdWords Exact and Phrase Match options

Learn how to restrict your exact match and phrase match targeting so that close variants do not trigger your ads. Read more about using exact match at <http://goo.gl/4wDWW>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>.

Follow these steps to restrict exact and phrase matching:

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



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

Add negative keywords to your campaign

Negative keywords can help you reach the most interested customers, reduce your costs, and increase your return on investment (ROI). When you add terms as negative keywords (available for "Search Network only" and "Search & Display Networks" campaigns) or as keyword exclusions (for "Display Network only" campaigns), your ad won't show to people searching for those terms or visiting sites that contain those terms.

With negative keywords, you can:

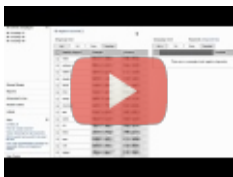
- Prevent your ad from showing to people searching for or visiting websites about things you don't offer.
- Show your ads to people who are more likely to click them.
- Reduce costs by excluding keywords where you might be spending money but not getting a return.

When you select negative keywords, you'll want to choose search terms that are similar to your keywords, but signal that people are looking for a different product.



Example

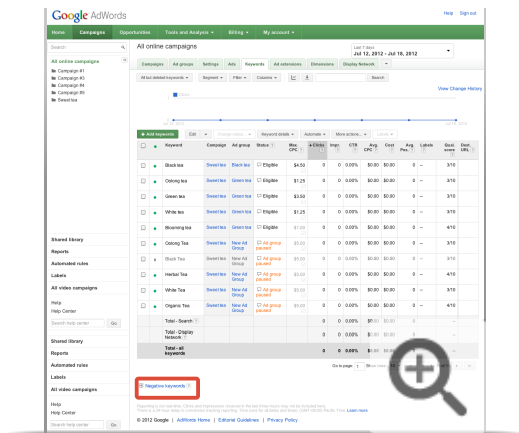
Let's say you're an optometrist who sells glasses. You'd want to prevent your ad from showing to someone searching for or visiting webpages that contain terms like "wine glasses" and "drinking glasses," since that person isn't likely to buy a pair of your eyeglasses.



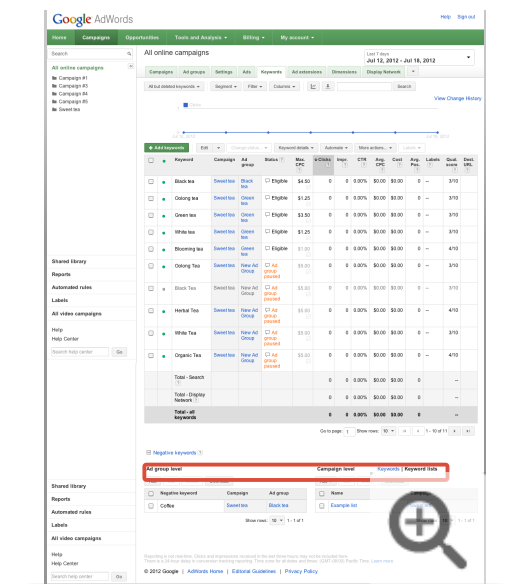
[How to add negative keywords](#)

In this video you'll learn how to keep specific search queries from matching your ads using negative keywords

4. Scroll down to find the negative keywords section below the main keywords table. Expand the section by clicking "+".



5. You'll see two tables: "Ad group level" and "Campaign level."



6. To add negative keywords to an ad group, click the **+ Add** button in the "Ad group level" table. To add negative keywords to a campaign, click the **Add** button in the "Campaign level" table.
7. Add your negative keywords, one per line. There's no need to include a negative sign (-) before each keyword. If you add broad-matched negative keywords, you'll need to add their plural versions, such as "wines." To add a negative phrase-matched keyword, surround the term with quotation marks. To add a negative exact-matched keyword, surround the term with brackets. Learn more about [using negative keywords with match types](#).

Note

Make sure that your negative keywords don't overlap with your regular keywords, because this will cause your ad not to show.

8. Click **Save**.



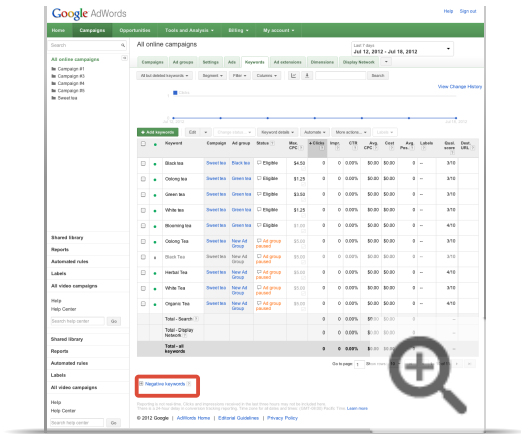
Edit, delete, or download negative keywords ("Search Network only" or "Search & Display Networks" campaigns)

Once you add negative keywords to your campaigns, you can edit, delete, or download them.

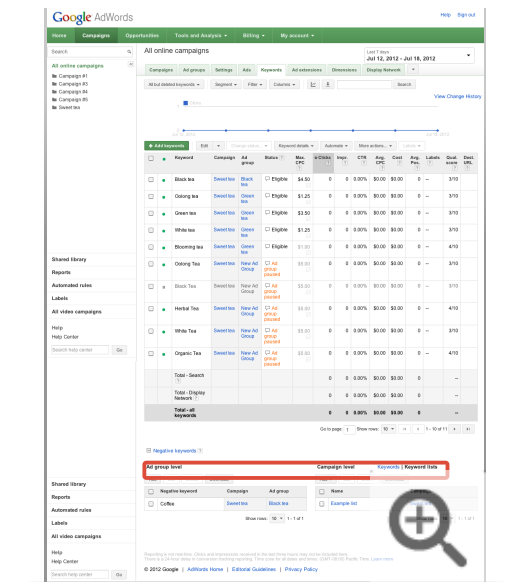
To get started, follow these steps:

1. Select the campaign or the ad group that includes the negative keywords you'd like to edit, delete, or download.
2. Select the **Keywords** tab.

3. Scroll down to find the negative keywords section below the main keywords table. Expand the section by clicking the **+Negative keywords** link.

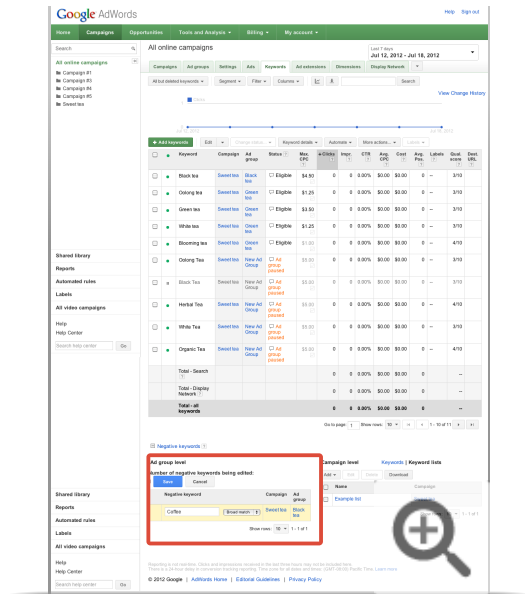


4. You'll see two tables: "Ad group level" and "Campaign level."



Follow these steps to edit your negative keywords:

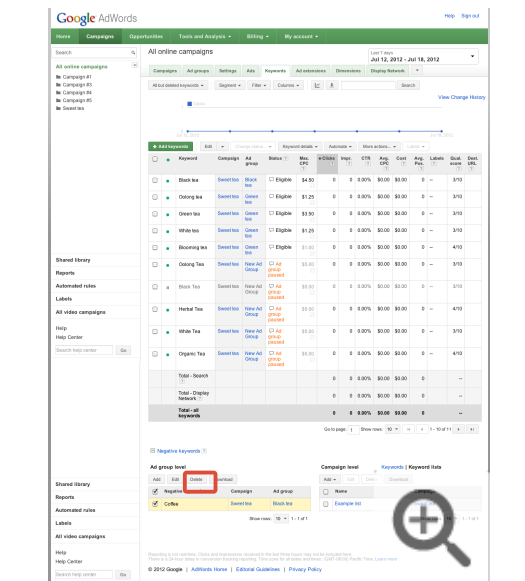
1. Select the checkboxes next to the negative keywords you'd like edit.
2. Click **Edit** in the "Ad group level" table or the "Campaign level" table. Make your changes to each individual negative keyword in the boxes that appear. Select a match type from the drop-down menu to change each negative keyword's match type.



3. Click **Save**.

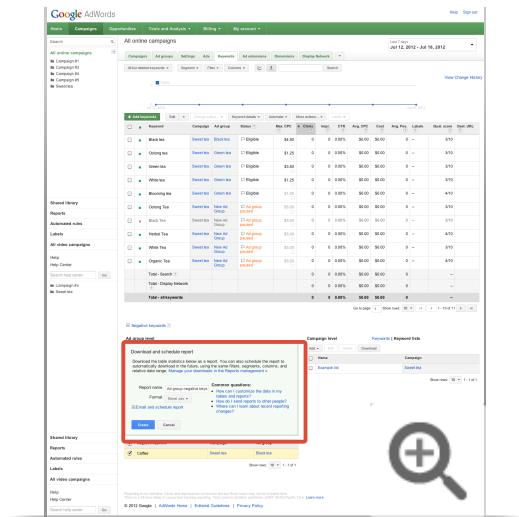
Follow these steps to delete your negative keywords:

1. Select the checkboxes next to the negative keywords you'd like to delete.
2. Click **Delete** in the "Ad group level" table or the "Campaign level" table.



Follow these steps to download your negative keywords:

1. Select the checkboxes next to the negative keywords you'd like to download.
2. Click **Download** in the "Ad group level" table or the "Campaign level" table.
3. You'll see a "Download and schedule report" section. Enter a name for your report in the "Report name" box. Select a format for your file from the "Format" drop-down menu.



4. Click **Create**.

➔ Exclude keywords ("Display Network only" campaigns)

You can limit the visibility of your ads on the Google Display Network by excluding keywords. When you exclude keywords from your campaign or ad group, AdWords avoids showing your ads on Display Network sites that contain those terms.

Your negative keywords don't have to be comprehensive. For example, to prevent ads from showing on placements about wine glasses, adding the negative keyword *-wine* should do the trick. An exception to this is compound keywords, like "baby spinach." If you were to just use the negative keyword *-baby*, your ad might still appear on pages that contain the term "baby spinach" because the meaning changes when "baby" and "spinach" are combined.


If you exclude keywords from an ad group with placements, your ads will be less likely to appear on placements about the excluded keywords that you've selected. However, excluded keywords aren't as precise on the Display Network as they are on search, so your ad may still occasionally appear on pages containing these terms depending on the other keywords in your ad group.



Example

Let's say you select five different shopping websites as placements, then add the negative keyword **-wine** to the ad group. Your ad may appear on any of the five websites, but it will be less likely to appear on pages of those websites that are about wine glasses.

Here's how to exclude keywords:

1. Sign in to your AdWords account at <https://adwords.google.com> .
2. Click the campaign or the ad group that you'd like to exclude keywords from.
3. Click the **Display Network** tab.
4. Click the **Exclusions** link below the statistics tabel. You might need to scroll down to find it.
5. Click the **Keywords** tab.
6. You'll see two tables: "Ad group level" and "Campaign level."
7. To exclude keywords from an ad group, click the **Add exclusions** button in the "Ad group level" table.
To exclude keywords from a campaign, click the **Add exclusions** button in the "Campaign level" table.
8. Add your keywords, one per line.

Note

Make sure that your excluded keywords don't overlap with your regular keywords, because this will cause your ad not to show.

9. Click **Save**.



Tip


Try [excluding sites or categories](#) to limit the visibility of your ads.



Get negative keyword ideas

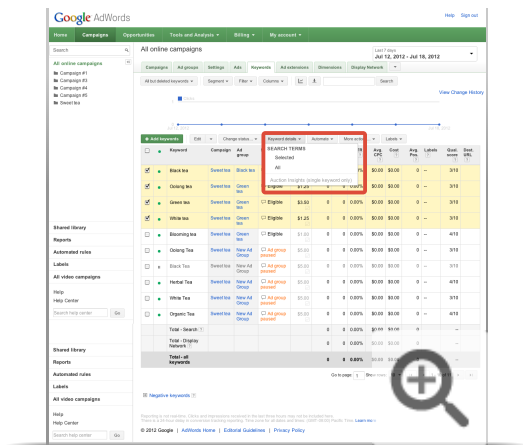
You can run a search terms report to get negative keyword ideas. The search terms report will show you every search that resulted in your ad being triggered and clicked.

Here's how to run a search terms report:

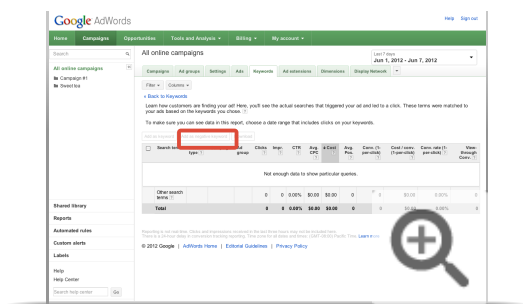
1. Sign in to your AdWords account at <https://adwords.google.com> .
2. Click the campaign or the ad group that you'd like to get negative keyword ideas for.
3. Click the **Keywords** tab.
4. Select the checkboxes next to the keywords that you'd like to run a search terms report for, or you can

run a search terms report for all of your keywords. It's best to set the date range menu in the top corner of the page to the "Last 14 days" or "Last 30 days." That way, you should get enough information to help you choose ideas.

5. Click the **Keyword details** button. Click **Selected** to generate the report for the keywords with marked checkboxes. Otherwise, select **All** to generate the report for all the keywords listed.



6. A list of search terms will appear on the page. Check the boxes next to the keywords that you'd like to add as negative keywords, and click the **Add as negative keyword** button.



Note

Make sure that your negative keywords don't overlap with your regular keywords, because this will cause your ad not to show.

7. You can choose to add the negative keywords at the ad group level, or at the campaign level.
8. Click **Save**.

Keep in mind

- Choose your negative keywords carefully. If you use too many negative keywords, then your ads might reach fewer customers.
 - Your ads still might show on searches and pages that contain variations of the terms that you select as negative keywords. Your ads might still show on searches that contain only one of your negative keyword terms if your keyword terms are more than one word. Let's say you add the negative keyword "wine bottle." Your ad might still show for searches and pages that contain "stemless wine glasses," "red wine," or "glass bottle." However, your ad wouldn't show for searches on "red wine bottle," "wine bottle opener," or "bottle opener for wine."
 - We still might show your ad when someone searches for a phrase that's longer than 10 words and your negative keyword follows that 10th word. Let's say your negative keyword is "discount." Your ad can show when someone searches for "nice clean hotel rooms in Los Angeles close to beach discount" because your negative keyword is the 11th word in the phrase. On the other hand, we won't show your ad when someone searches for "nice clean hotel rooms in Los Angeles beach views discount" because your negative keyword is the 10th word in the phrase.
-

How to build the best keyword list

Selecting the right keyword list for your campaign can help you show your ads to the customers you want as they search for specific terms or visit certain websites. Your keywords should match the terms your potential customers would use to find your products or services.

Basic tips: Choosing and organizing your keywords

-
1. Think like a customer when you create your list.
-

Write down the main categories of your business and the terms or phrases that might fall under each of those categories. Include terms or phrases your customers would use to describe your products or services.



Example

If you sell men's athletic footwear, you might start off with some basic categories that customers would use, like *men's sports shoes*. You can also add *men's sneakers*, or *men's tennis shoes*, if you find out these are commonly used terms for your products. Expand your list further by including your brand and product names.

-
2. Select more general or specific keywords depending on your goal.
-

If you want to get the most bang for your buck, select specific keywords that directly relate to your ad's theme. Using more specific keywords would mean that your ad only appears for terms that apply to your business. But keep in mind that if the keywords are too specific, you might not be able to reach as many people as you'd like.

If you'd prefer to reach as many people as possible, choose more general keywords. In most cases, adding very general keywords might make it difficult to reach potential customers because your ad could appear for searches that aren't always related to your business. Also, more general keywords can be more competitive and may require higher bid amounts.

You should try testing out more and less specific keywords and then decide which ones give you better results. No matter how general or specific your keywords are, they should always be as relevant to your ads and website as possible. Note that it's a good practice to avoid having duplicate keywords in your account as Google shows only one ad per advertiser on a particular keyword.



Example

If you sell men's athletic footwear, you might choose specific keywords like *men's basketball shoes*, a type of shoe you offer. That way, for example, your ad would be eligible to appear when someone searches for these types of shoes or visits a website about basketball.

If you're a large shoe retail store, you might choose a general keyword like *shoes*. That way, for example, your ad would be eligible to appear when someone searches for a wide variety of shoes or visits websites about fashion.



3. Group similar keywords into themes.

If you add all your keywords and ads to one ad group, a customer searching for women's evening shoes may see your ad about men's tennis shoes.

To show more relevant ads to potential customers, try grouping your keywords and ads into ad groups based on your products, services, or other categories. Additionally, you can keep your account better organized if your keywords are grouped into themes.



Example

If own a shoe store, you can create two ad groups, one for running shoes and one for evening shoes. Your ad group for running shoes would include keywords like *running shoes* and *running sneakers* and ads tailored to people looking for running shoes. Your ad group for evening shoes would include keywords like *evening shoes* and *dress shoes* and ads tailored to people looking for evening shoes.

That way, we can show potential customers your ad about evening shoes when they search for one of the keywords in that ad group, such as *dress shoes*.



4. Pick the right number of keywords.

Most advertisers find it useful to have somewhere between five and 20 keywords per ad group, although you can have more than 20 keywords in an ad group. Remember, each ad group that you

create should contain keywords that directly relate to that group's theme. You don't need to include other variations of your keywords, like possible misspellings or plural versions. Keywords of two or three words (a phrase) tend to work most effectively.

You can have up to 20,000 individual targeting items (including keywords) per ad group and as many as 5 million individual targeting items in your account. However, most advertisers find that a handful of well-targeted keywords will likely deliver the majority of their relevant clicks.



Example

If your ad group contained the broad match type keyword *tennis shoes*, your ad would be eligible to appear when someone searched for that keyword or any variation of the keyword, like *tennis shoes*, *buy tennis shoes*, *running shoes*, or *tennis sneakers*.

Intermediate tips: Using the Keyword Planner, negative keywords, and the search terms report



1. Use the

[Keyword Planner](#) to find and select new keywords.

You can get keyword ideas and traffic estimates to help you build a Search Network campaign by using the **Keyword Planner**. This tool will also show you how a list of keywords might perform and the average number of times people searched for those terms. This can help you decide which keywords can help drive traffic to your website and increase awareness of your product, for example.



Example

If you enter the phrase running shoe in the Keyword Planner, it might show you *discount running shoes* or *motion control running shoes* as additional keywords to consider. For each keyword idea, you'll get statistics, like how competitive the keyword is or the average number of times people searched for that term worldwide. You can use these statistics to help you decide which keywords to add to your list.



2. Improve your clickthrough rate with negative keywords.

In some cases, you'll want to prevent your ad from showing for terms that aren't relevant to your product or service. Try adding **negative keywords** to help you reduce costs and make your ad appear only for the search terms you want.



Example

Let's say the running shoe store you own sells only men's shoes. You might consider adding *women* and *girls* as negative keywords to prevent your ad from showing when people search for women's shoes or girls' shoes.



3. Use the search terms report to further improve your keyword list.

The **search terms report** gives you information on what people were searching for when they saw your ad and clicked on it. This information can help you remove poorly performing keywords or add new ones. You can also use the search terms report to help you identify negative keywords.

Advanced tips: Using keyword match types and choosing keywords for the Display Network



1. Use keyword match types to better control who sees your ads.

Keyword match types give you greater control over who sees your ads. For example, with the exact match option, you can make your ad eligible to show up only when someone searches for that exact keyword or close variations of that exact keyword - like misspellings or plural versions - and nothing else.

Keywords aren't case-sensitive - they're matched without regard to uppercase or lowercase letters. For example, you don't need to enter *running shoes* and *Running Shoes* as keywords - just *running shoes* will cover both.



[How To Use Keyword Match Types on the Search Network](#)

Learn about the different keyword match types (broad, phrase, exact, and negative) and how selecting the right ones for your keywords can help you reach your AdWords goals. Find a takeaway article that you can keep as a reference guide here: <http://goo.gl/Ck3xYG> Subscribe to AdWords Help on YouTube: <http://www.youtube.com/adwordshelp>



Example

If you want to show your ad only to people interested in buying men's running shoes, you might want to add terms like *men's running shoes* and *running shoes for men* as exact match keywords.

That way, your ad will be eligible to show when people search for those exact terms or close variations of them, like *mens running shoes*. Your ad won't show when people search for terms like *best running shoes for men* because that phrase includes the term *best*, which isn't part of your exact match keyword or a close variation of it.



2. Choose keywords that relate to the websites your customers see.

On the **Display Network**, your keyword list helps us show your ads on relevant websites that your customers visit. Try choosing keywords that are related to each other and are related to the websites your customers see. Learn more about [choosing keywords for Display Network campaigns](#).

Since we match your ads to relevant websites using your keywords, all keywords used for Display Network campaigns are considered broad match. You can fine-tune your keywords by excluding certain keywords from ad groups that target the Display Network.



Example

Let's say you create a keyword list that includes terms related to boots. Websites about boots would be targeted by the keywords on your list. You could also exclude the terms *ski* and *snowboard* to prevent your ads from appearing on sites about winter sports.

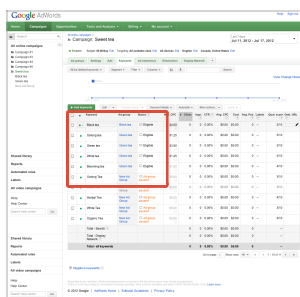
Understanding your keyword status

Your keyword status lets you know whether your keywords are active or not. There are several keyword status types, so we try to display the status that's most relevant to your campaign at any time. You can see your keyword status in the "Status" column in your AdWords statistics table, which you can access from the **Keywords** tab.

Where to find your keyword status

You can see your keyword status on the "Status" column in your statistics table. Here's how to access it:

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



How we show your keyword status

The "Status" column on your **Keywords** tab shows you information about the current state of your keywords at the time you sign in or when you refresh your page. We'll organize your keyword statuses from statuses that you control to ones that are impacted by other factors, with the statuses that you control trumping ones that are impacted by other factors. That's because any change to a status that you control would have more impact on your account.

Status type	Examples
Statuses that you control	Campaign paused; Deleted
Statuses related to where your keyword is in our approval process	Eligible
Statuses that are impacted by other factors	Low search volume; Below first page bid estimate

Example

Let's say you have a keyword that's enabled, but the campaign the keyword belongs to is paused. We'll display that keyword's status as paused because the campaign's status -- paused -- trumps the keyword's status.

How to interpret your keyword status

You can control some of your keyword statuses, while others are related to where your keyword is in our approval process. Additionally, some statuses let you know whether your keywords are being impacted by other factors, such as low search volume.

Here are the different types of keyword statuses and what they mean:

Keyword status	What it means	Next Step
Campaign paused	Keywords are inactive because of your campaign status. If your campaign is paused, the keywords in that campaign will also stop	Find out how to resume your campaign .

	showing ads.	
Campaign pending	Keywords are inactive because of your campaign status. If your campaign is pending, meaning it's scheduled to begin on a future date, the keywords in that campaign will not show ads.	Find out how to change your campaign's start date .
Campaign deleted	Keywords are inactive because of your campaign status. Deleting a campaign means that ads don't show or accumulate new costs until re-enabled.	Find out how to re-enable your campaign .
Campaign ended	Keywords are inactive because of your campaign status. The campaign is inactive because it's past its scheduled end date.	Find out how to change your campaign's end date .
Ad group paused	Keywords are inactive due to your ad group status. If you pause your ad group, then the keywords in that ad group will stop showing.	Find out how to resume your ad group .
Ad group deleted	Keywords are inactive due to your ad group status. If you delete your ad group, then the keywords in that ad group will stop showing.	Learn how to re-enable your ad group .
Paused	Keyword is inactive because you paused it. Pausing a keyword means that it won't show ads or accumulate new costs until restarted.	Learn how to enable your keyword .
Deleted	Keyword is inactive because you deleted it. Deleting a keyword means that it won't show ads.	Learn how to add keywords .
Eligible	Keyword is active and can show ads. In some cases, your keyword might be marked as Eligible even though it isn't currently showing your ad. That's because your ad's appearance for an eligible keyword can be affected by your bid, Quality Score, or other factors.	No action needed.
Below first page bid estimate	Keyword is active and can show ads. However, your keyword isn't currently showing ads on the first page of Google search results.	Learn about getting your ad to show on the first page of Google search results .
Disapproved	Keyword is inactive and isn't showing ads. A disapproved keyword usually means there's an issue with one or more of our advertising policies , such as our keyword destination URL policy.	Review our advertising policies to see whether your keyword violates one of our policies.
Site suspended	Keyword is inactive and isn't showing ads because the ads in the keyword's ad group are pointing to a site that has violated one or more of our advertising policies .	Hover over the status bubble for more details and review our advertising policies .
Low search volume	Keyword isn't eligible to show because it's associated with very little search traffic on our properties. This means your keyword might not to be relevant to people's searches, or maybe it's too specific or unusual.	If the number of searches for these keywords increases even in a small amount, your keywords may be reactivated and could start triggering your ads to show again. Learn how to use Keyword Planner to get keyword ideas and traffic estimates .
Rarely shown due to low quality score	Keyword isn't eligible to show ads due to a low Quality Score	You should consider deleting this keyword, and adding a more relevant keyword to your account. Other factors, like your landing page, could also affect your Quality Score. Learn more about Quality Score .

Tip

Try optimizing your account by [improving your ads and keywords](#).

How placements and keywords work together

Placements and keywords team up to determine where your ads will appear on the Display Network and how much you'll pay for them. You can choose to show your ads based only your keyword list, using placements to adjust your bidding. Or, you can use a combination of placements and keywords to refine where your ads are eligible to show.

Keywords or placements for your campaigns

When you're creating campaigns or ad groups for the **Display Network** you can use keywords, placements, topics, interest categories, remarketing, age, or gender to show your ads. Keep in mind that the choice is always yours. Plus, if you start to use keywords for your campaign or ad group, you can always add placements later, for example. Or, you could start to use keywords, add placements later, and then decide to stop using keywords entirely. Either way, you're not locking yourself into a choice.

To access all Display Network features and manage a specific budget for your display advertising, you might want to create a "Display Network only - All features" campaign. This would limit your campaign's exposure to just people browsing sites on the Display Network. You can also access all Display Network features when you create a "Search & Display Networks - All features" campaign. Learn more about [campaign types](#).

Using placements

You might want to use placements for your campaign or ad group if you'd like to choose specific places for your ad to appear. This can help you promote your brand by having your ads appear on a certain website or a certain group of sites on the Display Network. Or, you might want to review all the possible placements yourself before selecting them.

Using keywords

If you're most interested in having your ads appear next to relevant content, then using keywords for your campaigns or ad groups might be the right choice for you. For example, if you simply want your ad to appear on sites about tennis, it might be best to start with keywords.

Using keywords and placement to show your ads

When you add placements and keywords to an ad group to target your ads, you restrict your ads to specific sites and show them only when the content of a page is relevant to your keywords. AdWords will automatically find pages in the Display Network with content that matches your keywords, which is called **contextual targeting**. If a placement has multiple webpages, only pages that match your keywords can show your ads.

Using keywords to refine the targeting for your ads on placements is a good option when you're targeting sites that have a wide variety of content, such as news sites and social networks. That way, your ads will be more likely to appear in relevant locations on those sites. Make sure to monitor your ad's performance to check that you're seeing the results you want.

Keep in mind

When you use placements and keywords together, the combination won't affect where your ads appear on the Search Network, which only uses keywords to target your ads.

Example

Let's say that for your campaign you create an ad group with managed placements A, B, and C, and the keyword *red roses*.

Your ad will appear on placements A, B, and C only if their content is related to *red roses*. So, if our system determines that matches for *red roses* appear only on A and B, your ad won't appear on placement C, even though you've selected it. Because placement C doesn't have any content about *red roses*, it's not a contextual match for your keyword.

Now, suppose placement A is a website about flowers, with 100 different pages: five about *red roses*, and 95 about other flower varieties. Because contextual targeting happens down to the page level, our system might identify only those five pages about *red roses* as a good match for your keyword. Your ad won't appear on the other 95 pages of A if those pages aren't a good match for your keywords, even though you've targeted the entire website.

Learn more about [targeting settings on the Display Network](#).

How ads that target placements and keywords compete

Ad position

Placement-targeted ads and keyword-targeted ads compete to appear on pages on the Display Network based on their **Ad Rank**. Ad Rank for placement-targeted or keyword-targeted ads, as well as all other ads targeted to the Display Network, is determined depending on whether the campaign uses cost-per-click (CPC) or cost-per-thousand impressions (CPM) bidding. Here's how your ads compete based on the bidding they're using:

- An ad unit can show one or more text ads or one display ad depending on the Ad Rank and auction results.
- Text ads that are using CPC bidding -- regardless of whether they're keyword-targeted or placement-targeted text ads -- compete with each other to appear on an ad unit that can contain one or more text ads.
- Text ads that are using CPM bidding -- regardless of whether they're keyword-targeted or placement-targeted text ads -- won't appear on an ad unit with other text ads.
- Display ads -- regardless of whether they're keyword-targeted or placement-targeted display ads using CPC bidding or CPM bidding -- compete with each other to appear on an entire display ad unit. Your display ads won't share an ad unit with other ads.

Destination URLs

For Display Network campaigns, you can add a destination URL for a particular managed placement and keyword. If an impression that's served has multiple destination URLs, AdWords will use the URL of the most specific targeting method.

Monitoring your performance data

You can see your performance data, including impressions, for your placement-targeted and keyword-targeted ads.

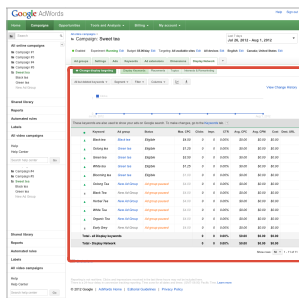
Impressions for placements you've targeted

When your ad appears on a placement you've chosen, the impression will be reported both as a placement impression and a keyword impression.

You can see your data for placements and keywords by selecting the **Display Network** tab. Keep in mind that you can see your performance data for campaigns that target the Search and Display Networks or the Display Network only.

Here's how to find your statistics:

- To see your managed placement impressions, click the **Placements** tab and look for placements with the status "Managed." You'll see your performance data, including impressions.
- To see your keyword impressions, click the **Display Keywords** tab. You'll see a table with your performance data, including impressions.



Keyword	Impressions	Clicks	CTR	Cost	CPA	Conversions	Cost/Conversion
roses	1,234	56	4.5%	\$120	\$2,661	12	\$221.75
tulips	987	43	4.3%	\$98	\$2,279	10	\$227.90
sunflowers	765	34	4.4%	\$76	\$2,235	8	\$279.38
all other keywords	5,432	234	4.3%	\$543	\$1,260	43	\$293.02

Example

Let's say your ad group has three keywords -- *roses*, *tulips*, and *sunflowers* -- and you have chosen www.example.com as a placement. If AdWords [contextual targeting](#) decides that www.example.com is a match for your keywords and places your ad on that website, it will be reported both as a keyword impression and a placement impression. That's because you have included www.example.com as a placement in this ad group.

Impressions for placements you haven't targeted

When keywords in your ad group trigger your ad to show on a placement that you didn't target, then the impression will be reported both as a keyword impression and placement impression.

You can see your data for placements and keywords by selecting the **Display Network** tab. Keep in mind that you can see your performance data for campaigns that target search and the Display Network, the Search and Display Networks, or the Display Network only.

Here's how to find your statistics:

- To see your automatic placement impressions, click the **Placements** tab and look for placements with the status "Automatic." You'll see your performance data, including impressions.
- To see your keyword impressions, click the **Display Keywords** tab. You'll see a table with your performance data, including impressions.

Choose keywords for Display Network campaigns

Choosing keywords for a Display Network campaign is like playing matchmaker for your friend: You want to pick keywords, or potential mates, that best fit your campaign, or picky friend. For example, if your friend likes to hike, you might pair her with someone who enjoys the outdoors.

Here are three things you should do when choosing keywords for your Display Network campaigns:

- **Create ad groups** for your products or services so we can show ads related to them.
- **Choose keywords** that your customers would use to describe your products or services and keywords that are related to each other.
- **Get ad group and keyword ideas** using Display Planner.

Create ad groups

Before you start to choose keywords for your Display Network campaigns, make sure that the ad groups for each of your campaigns are organized by the products or services that you offer. It's best to start with keywords that describe the products or services that you're advertising. Then, you can create ads related to those keywords, which we can show to customers when they're on websites related to your products or services. You can keep your account better organized by grouping your keywords by your products or services.

Example

Let's say you're building a campaign for your bakery. When you set up your campaign, you should separate your ad groups into the different types of products that you sell.

Here are examples of poorly structured and effectively structured ad groups to get a better idea of how to organize your ad groups:

Poorly structured ad group	Effectively structured ad group
Ad group: Bakery Keywords: chocolate chip cookies oatmeal cookies snickerdoodles chewy brownies brownies with nuts dark chocolate brownies red velvet cupcakes vanilla cupcakes chocolate cupcakes	Ad group: Cookies
	Keywords:
	chocolate chip cookies oatmeal cookies snickerdoodles
	Ad group: Brownies
	Keywords:
	chewy brownies brownies with nuts dark chocolate brownies
	Ad group: Cupcakes
	Keywords:
	red velvet cupcakes vanilla cupcakes chocolate cupcakes

Tip

Add more keywords that are similar to those that are performing well for you.

Choose keywords

Your ad group's keyword list helps us show your ads on relevant websites that your customers visit. Follow these guidelines to create a high-quality keyword list:

- Choose keywords related to your product or service.

- Create a set of five to 20 keywords that relate closely to one another and to the ads in that ad group. Keywords of two or three words (phrases) tend to work most effectively.
- Select keywords that are related to each other. For example, if you sell flowers, you might want to add "roses" and "chocolates" to your keyword list. That way, your keywords can show your ads to customers who could be interested in buying a dozen roses and box of chocolates.
- Select keywords related to the websites your customers see.
- If you have a strong and well-recognized brand, include branded keywords.

Example

Ad group: brownies

Keywords: chocolate brownies, dark chocolate brownies, chewy brownies, dessert recipes, brownie recipes

Our technology scans the content and web address of a webpage to determine its central theme. We then automatically use your keywords and topic selections, plus your language and location targeting, and other settings to match the themes to your ads. Sometimes, we might show ads when keywords match the content of pages a person has recently browsed.

Tips

- Try [excluding keywords](#) to make sure your ads don't appear on irrelevant websites.
- Refine your keyword list by [adding or removing keywords](#).

Get ad group and keyword ideas

You can use Display Planner to get themed ad group and keyword ideas that you might not think of when you build your campaigns.

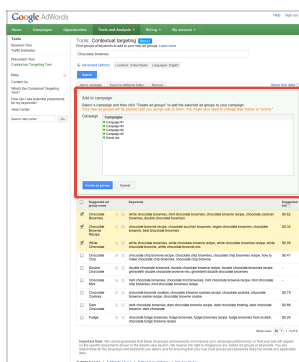
Here's how to use Display Planner

1. Click the **Tools and Analysis** drop-down menu and select **Display Planner**.
2. Enter your customers' interests or types of landing pages they typically visit and click **Get ideas**.
3. Click the **Individual targeting ideas** tab.
4. Click the **Keywords** sub-tab.
5. When you find keyword ideas that you like click » next to each idea, adding them to your plan.
6. After you've finished adding all of your keyword ideas, click **Review plan**.
7. To create a new campaign with your keyword ideas, click **Save to account**. You can also download your keyword ideas to save to your AdWords account later.

You can create new ad groups with the related keyword ideas directly from AdWords or from AdWords Editor.

Create an ad group in AdWords:

1. Select the suggested ad groups and click the **Add to campaign** button.
2. Select a campaign and click **Create ad groups** to add the ad groups to your campaign.



Note

Your new ad groups will be paused until you create ads and activate them.

Create an ad group using AdWords Editor:

First, [download AdWords Editor](#), then follow these instructions:

1. Select suggested ad groups and click the **Export to AdWords Editor** button.
2. Enter a campaign name and then click **Export** to download the suggested ad group as a CSV file.
3. [Import the file into AdWords Editor](#).
4. [Post your changes to your AdWords account](#).
5. Set daily budget and ad creatives, and make sure you target the Display Network only.

Improve your keywords for the Display Network

Now that you're running a Display Network campaign, it's time to evaluate your keywords and improve the poor-performing ones. It's best to think about your keyword performance in relation to your advertising goals. That way, you can make changes to your keywords based on whether you'd like to increase traffic to your website or increase conversions, such as sales.



Increase traffic to your website

If your main advertising goal is to increase the number of people who visit your website, you'll want to follow the tips below.

Add more generic keywords

Try adding more general keywords to your campaign if you'd like your ad to be eligible to appear for a large number of websites. For example, if you own a retail store, you might want to choose a general keyword like "shoes" instead of a more specific keyword like "black leather heels."

Add different keywords

We encourage adding new keywords that are unique terms, ideas, or concepts to improve traffic to your ad. For example, instead of adding the keyword "shoe," try adding the keyword "sneaker." These different, unique keywords can help you match your ad to additional pages on websites, which might help you accrue more impressions.

Increase your bids for well-performing keywords

Increase your cost-per-click (CPC) bids for those keywords that are performing well to help you be more competitive. Keep in mind that if you'd like to set a bid at the keyword level, there should be no Display Network bid set for the ad group.

Use keyword insertion

Try using keyword insertion to dynamically update your ad text to include one of your keywords that triggered your ad. Keyword insertion can make your ads more relevant to customers, helping to increase your clickthrough rate (CTR).



Limit your costs on keywords that don't lead to conversions

For some keywords, you might see that people are clicking your ad but aren't buying your product, for example. In that case, you'll want to make changes to your keywords to help improve your sales and conversions.

Add more specific keywords

Try reaching customers more effectively with specific keywords that directly relate to your product or service. For example, if you own a large retail store, you might want to choose a specific keyword like "leather boots" instead of a more generic keyword like "shoe." It's important to remember that you might not be able to reach as many people as you'd like with more specific keywords.

Decrease your bids on poor-performing keywords

You might have certain keywords that aren't performing as well as others and you'd like to limit the amount you spend on those keywords. You can decrease your cost-per-click (CPC) bids for those keywords so you're spending more of your budget on keywords that are performing well. Keep in mind that if you'd like to set a bid at the keyword level, there should be no Display Network bid set for the ad group.

Pause poor-performing keywords

Let's say you decreased your cost-per-click (CPC) bids for poor-performing keywords, but you'd still like to improve your campaign's performance. Try pausing or removing those keywords to prevent them from performing poorly in the future.

Prevent your ad from showing for terms that aren't relevant to your product or service

Try excluding certain keywords from your campaign to prevent your ad from showing on certain websites that aren't relevant to your product or service. That way, you can avoid paying for clicks that aren't likely to lead to conversions. For example, if you run a shoe store, you might want to exclude keywords like "used" and "second hand" to prevent your ad from showing on websites that sell used shoes. Keep in mind that if you exclude too many keywords, your ads might reach fewer customers.

Exclude poor-performing websites

See how your ads are performing on specific placements on the Display Network by viewing your placement performance data. You might see that your ads are showing on placements that your customers don't visit or aren't appropriate for your ads. Then, you can exclude those placements from your campaign.

Enable Conversion Optimizer

Try using Conversion Optimizer, an AdWords feature that uses your AdWords Conversion Tracking data to get more conversions at a lower cost. (Note that your campaign must be [eligible for the feature](#)). Conversion Optimizer can help you avoid unprofitable clicks and get you as many profitable clicks as possible.

Implement keyword destination URLs

Drive traffic to your site's page that's directly related to a keyword by implementing destination URLs at the keyword level. If you're using keyword-level destination URLs in your search campaign, you might want to do the same for the Display Network.



Tips

- On the Display Network, all keywords are considered [broad match](#) only. This means that you don't need to include plurals, misspellings, and other variants of your keywords.
 - Try using **Display Planner** to get keyword ideas for your Display Network campaigns.
-

Get ideas for negative keyword and placement exclusion lists

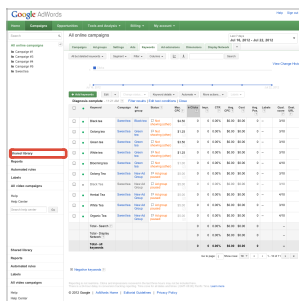
Let us do the hard work for you. Our system will periodically scan your account to see if certain negative keywords or placement exclusions appear in more than one campaign. If so, we'll show you ideas for lists of negative keywords and placement exclusions that you can use across multiple campaigns. Since you'll have a central list of negative keywords or a central list of placement exclusions, it will help you better manage them.

How to get ideas for negative keyword and placement exclusions lists

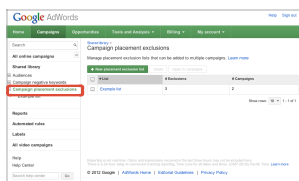
To get started, you might want to get an idea of how negative keyword and placement exclusions lists work. Let's say you've added negative keywords or excluded placements for one of your campaigns, and you decide that you'd like to do the same for your other campaigns, too. You can create a central list of negative keywords or placement exclusions that you can share among multiple campaigns, making it easier to manage your negative keywords and placement exclusions when, for example, you'd like to add additional ones to your campaigns.

Now, let's say you'd rather have us do the hard work of finding negative keywords and placement exclusions that are used in more than one of your campaigns. You can get ideas for negative keyword and placement exclusions lists by using our list suggestor. Here's how:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Shared library** link in navigation bar.



3. Click **Campaign negative keywords** or **Campaign placement exclusions**.



4. Select the **List suggestions** tab. You'll see a table with negative keywords or placement exclusions that appear in multiple campaigns. Keep in mind that we'll show you ideas for negative keywords or placements exclusions that appear in any two or more campaigns.

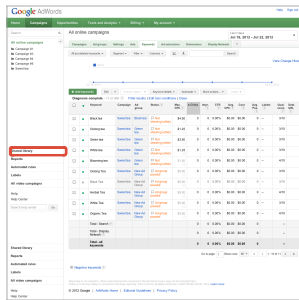
Tips

- To see ideas for negative keywords or placement exclusions that appear in specific campaigns, click the **Filter** drop-down menu, select **Create filter**, and add the campaigns you'd like to see ideas for. Click **Apply**. You'll see exactly one group in the table, containing all negative keywords or placement exclusions that appear in each of the campaigns you selected.
- To see more details for an idea, click the keyword group or placement group you'd like see more information for. You'll see two tables. The table on the left shows you the negative keywords or placement exclusions that appear together in the campaigns that are shown in the table on the right.

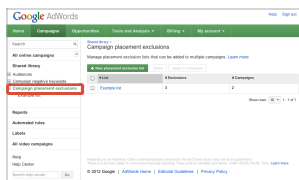
Add an idea to your campaigns

Once you've reviewed your ideas for negative keyword or placement exclusion lists, you can add them to your campaigns. Here's how:

1. Click the **Shared library** link in navigation bar.



2. Click **Campaign negative keywords** or **Campaign placement exclusions**.



3. Select the **List suggestions** tab. You'll see a table with negative keywords or placement exclusions that appear in multiple campaigns.
4. Click the keyword group or placement group that you'd like to add across multiple campaigns. You'll see a detailed view of that group.
5. Enter a name for your negative keyword or placement exclusion list.
6. Click **Apply**. A list with those negative keyword or placement exclusions will be added to each campaign, replacing your original negative keywords or placement exclusions.

Note

If you get an error message while adding an idea for a negative keyword list, the most likely cause is that you edited one of your negative keywords after our system scanned your account last. Try again later, after we've rescanned your account, to review and add the updated idea. Keep in mind that the list will be added to campaigns that don't trigger an error.

Language & location targeting

[Choose your location and language settings](#)

[Target ads to geographic locations](#)

[Exclude ads from geographic locations](#)

[How ads are matched to geographic locations](#)

[Understanding ad reach](#)

[Refine your location targeting](#)

[Location target types by country](#)

[Advanced location options](#)

[Set up your ad's target language](#)

Choose your location and language settings

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

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

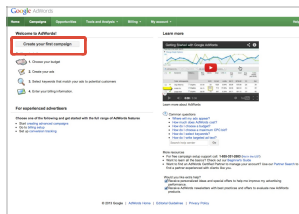
Your language settings allow you to put your ads on Google products and third-party websites in the languages that your customers speak.

Example

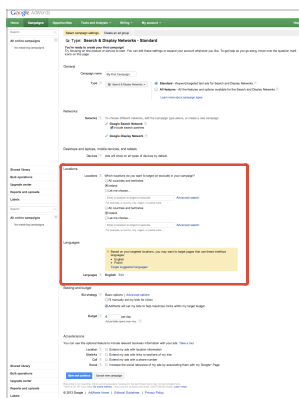
Let's say that you own a business in Norway and you've targeted your ads to the country of Norway, and set your target language to Norwegian. This means that your ads can appear on Google for customers in Norway who have set Norwegian as their interface language.

How to choose your location and language settings

1. Click the **Campaigns** tab.
2. In the left hand panel, click **All online campaigns**.
3. Click the **+ Campaign** button.

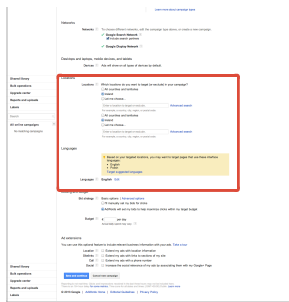


4. You'll be taken to a page where you'll be able to update your campaign settings. Look for the section titled "Locations and Languages."

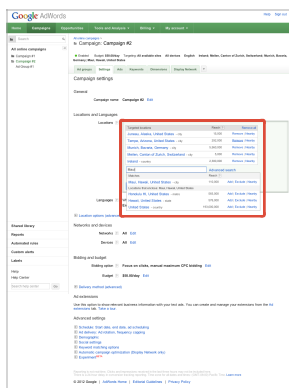


5. To target locations, you have the option to:
 - Select a location from the listed options...

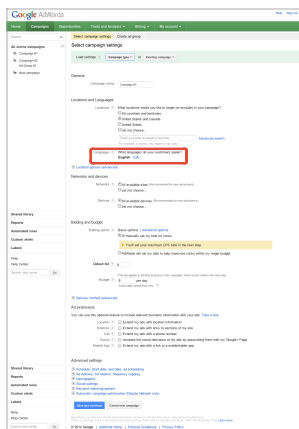




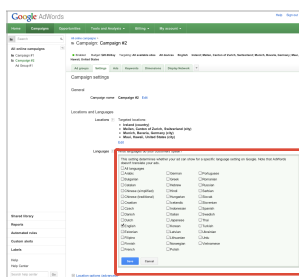
- Or enter a location in the search box.



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



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



Target ads to geographic locations

- AdWords location targeting allows your ads to appear in the geographic locations that you choose: countries, areas within a country, or a radius around a location.
- Location targeting helps you focus your advertising on the areas where you'll find the right customers, and restrict it in areas where you don't -- which could help increase your return on investment (ROI) as a result.

When it comes to advertising on AdWords, consider the real estate adage: "Location, location, location!"

Regardless of how great your ad is, it probably won't perform as well if it doesn't appear in the right places. Reach your customers where they are and where your business can serve them by using AdWords location targeting. You can set and then adjust your location targeting settings at any time.

Targeting the right locations for your business

Get guidance on choosing the location targets that are most appropriate for your business.



Compare location target types: countries, areas within a country, or radius

See more details below about each location targeting level and the types of businesses that could be a good fit.

Location target	Description	Types of businesses that could benefit	Types of businesses that might not benefit
Countries	Targeting your ads to a country or multiple countries can be a good idea if you provide products and services to those large areas. Targeting entire countries allows you to receive more ad exposure than you	<ul style="list-style-type: none">• A national business serving an entire country• An online retailer shipping worldwide• An international business selling to several countries	A business that doesn't serve all regions or cities. In this case, you might target individual regions or cities instead.

	would by targeting a few individual cities or regions within a country.		
Areas within a country	Consider using more precise targeting if your business doesn't serve all regions or cities, or you'd like to focus your advertising efforts on certain areas within a country. Depending on the country, you can target regions, cities, or postal codes.	<ul style="list-style-type: none"> • A business that serves a local neighborhood • A business with special offers in selected locations • A business selling products in selected regions or cities 	A business that is trying to reach most of the regions in a country, with just a few exceptions (say, all of the U.S. except for Alaska). In this case, it might be better to target the whole country, and then exclude the other areas.
Radius around a location	Radius targeting (also known as proximity targeting or "Target a radius") allows you to choose to show your ads to customers within a certain distance from your business, rather than choosing individual cities, regions, or countries.	<ul style="list-style-type: none"> • A business that delivers within a selected radius • A local business whose customer base is within a radius around the business 	A business that only wants to reach specific cities, regions, or countries.



Tips for choosing the right locations for your business

What to consider when choosing your location targets:

- Be sure to target the locations where your customers are -- which isn't necessarily the same place that your business is located. For example, if you own an e-commerce company, target all the locations you ship to, not just where your business is physically located.
- If you target an area that your business *isn't* located, you won't be able to see your ad when you search on Google.com. However, you can use the **Ad Preview Tool** to find your ad.
- It's also a good idea to keep your language and location targeting settings consistent. For example, if you're targeting English-speaking users in England, remember to target the English language, and be sure that your ads are written in English.



Example

Adrian wants to advertise his hotel in Spain to English-speaking customers who live in England. He targets his ads to England and writes his ads in English.

Set up location targeting



Video: [How to set location targeting](#)

Watch the video for step-by-step instructions to set up location targeting.

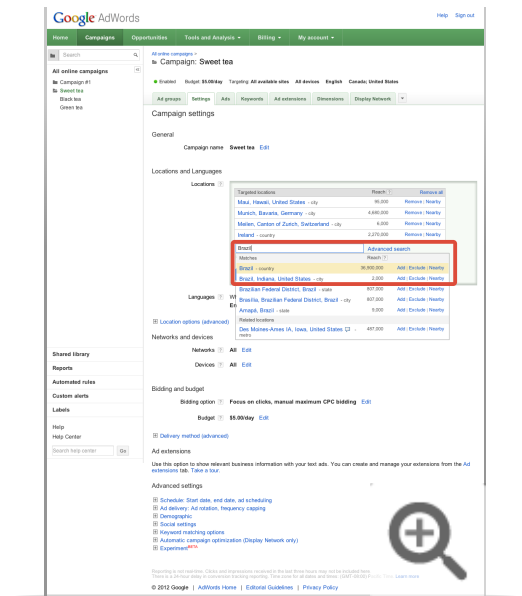
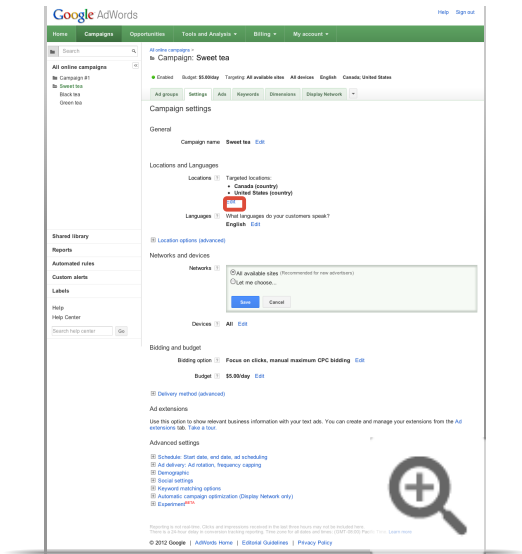
Click an option below for location targeting instructions. Keep in mind that [available location target types vary by country](#).

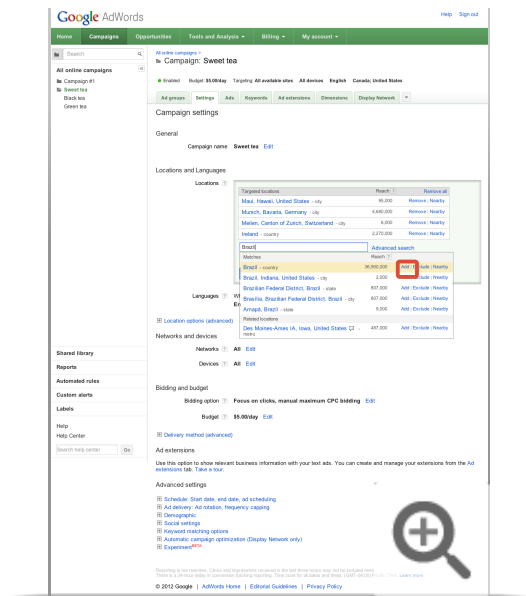
Suggested time for task: 5-7 minutes



How to target entire countries

1. Sign in to your AdWords account at <http://adwords.google.com> [↗](#).
2. Click the **Campaigns** tab.
3. Click the name of the campaign that you'd like to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to Locations.



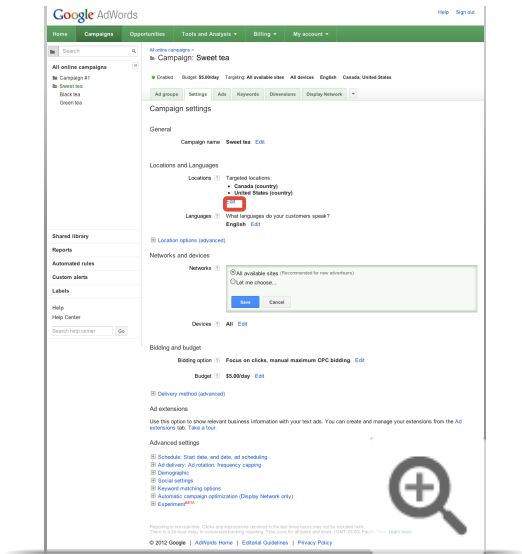


8. Click **Save** to save your settings.

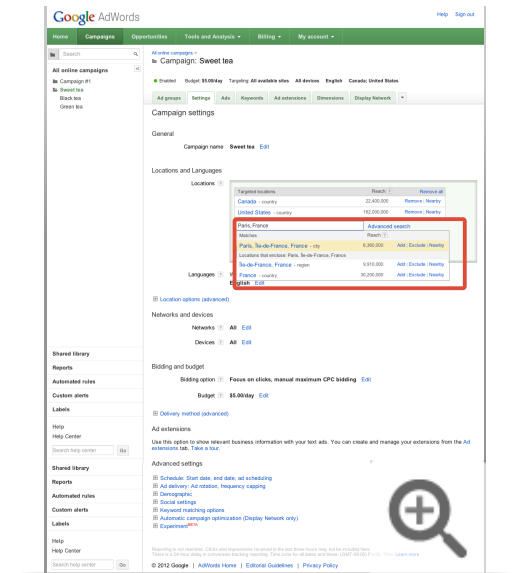


How to target areas within a country

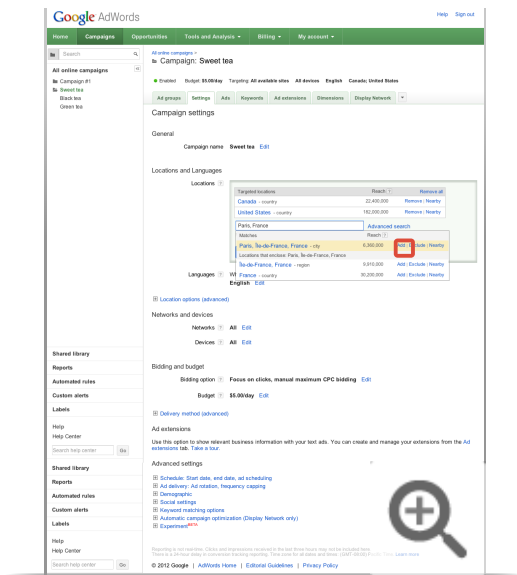
1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign that you'd like to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to Locations.



6. Enter the postal code or name of the location that you'd like to target. If you're entering a city name, add the country name as well. You don't want to target Paris, France, if you're trying to sell cowboy hats to customers in Paris, Texas.



7. Click **Add** to add the location.



8. Click **Save** to save your settings.



How to target a radius around a location

Selecting a radius

When you target a radius, we'll show a list of locations that are contained within the radius, also known as "Locations within this target". It's a good idea to review these locations to make sure that you've captured the areas that you expected. You'll also have the option to refine your targeting by individually selecting cities or regions within the radius.

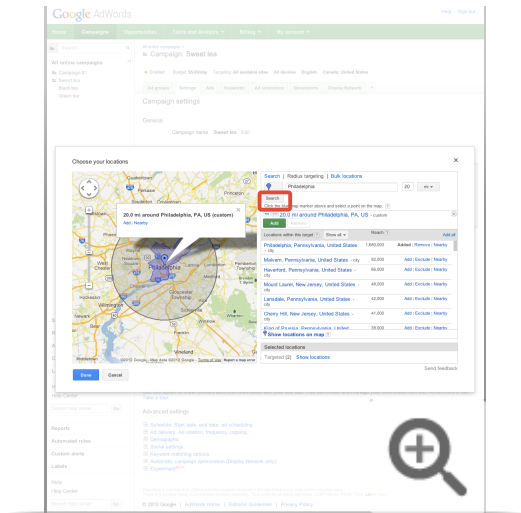
1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign you wish to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to "Locations" and click **Advanced search**.
6. Click **Radius targeting**.



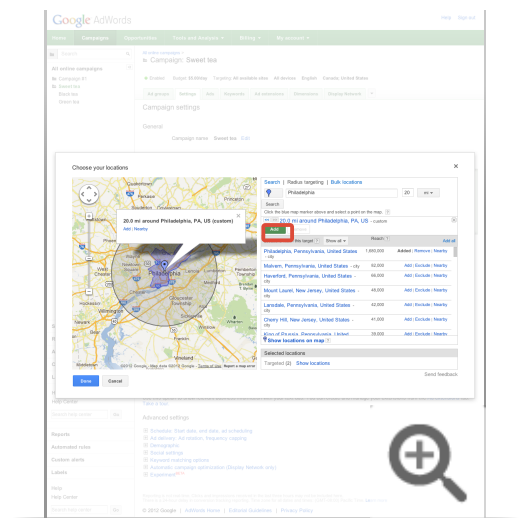
- 



8. Click **Search** to locate the radius on the map.



9. Check the map to make sure you're targeting the correct area. When you're ready, click **Add** to add the radius target. You can also select **Add all** to add all of the individual locations within the radius that you've selected instead of adding the radius target. If you want to refine the list of areas that you'd like to reach, you can target only certain locations or exclude some locations from the **Locations within this target** list. In some instances, we won't be able to show reach for an area that is too small or because there isn't enough data for the location.



10. Click **Done** at the bottom of the window.
11. Click **Save** to save your settings.

– Airport location targeting

You also have the ability to target potential customers in more than 350 airports around the world, so you can reach travelers who are interested in the products and services that you offer. You'll be able to show your ads to customers in airports on their mobile or tablet devices, or when they indicate their location of interest as an airport on their desktop devices. Airport targeting is available for locations where we have high-quality data. Not all airports may be included at this time, but they may be included in the future.

To target an airport, enter the [airport code](#) or the full [airport name](#) along with the name of the country (e.g. San Francisco International Airport, United States). See the [full list of airports that you can target in AdWords](#) (select "Airport" as the Target Type).

– About the provided location targeting suggestions

You may have noticed that when you edit your location targeting settings, AdWords suggests other locations that you might want to target. You can review these suggestions to see if they make sense for your ad campaign.


Available location targeting suggestions:

- **Locations that enclose:** Enclosing locations are larger areas that contain the location you've selected. You might consider adding this larger enclosing location if you want to reach a larger audience.
- **Related locations:** Related locations may be near the location that you've entered, have a similar name, or enclose a location that has a similar name. Related locations can be added to or excluded from your campaigns.
- **Nearby locations:** Next to the name of a location, you may also see a **Nearby** link. Nearby locations are, as you might have guessed, locations that are nearby that you may also consider adding to or excluding from your campaigns.

Advanced: Targeting multiple locations in bulk

AdWords allows you to add a bulk list of up to 1000 location targets at a time, rather than adding each location one-by-one. We also offer tools for bulk editing. Click an option below to find out more.

How to add multiple location targets in bulk

1. Sign in to your AdWords account at <http://adwords.google.com> .
2. Click the **Campaigns** tab.
3. Click the name of the campaign you wish to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to "Locations" and click **Advanced search**.
6. Click **Bulk locations**.
7. In the box, paste or type the names of up to 1000 locations that you'd like to target, and add locations from one country at a time. See the list of [locations that can be targeted](#).
 - To target more than 1000 locations, you can add location targets in bulk multiple times. For example, if you'd like to target 1200 locations, add your first 1000 location targets. When you're done, add the remaining 200 locations.
 - To target a city or zip code, include the full name of the country or state as well -- for example, *Oxford, England* or *94103, California*.
8. Select the [country code](#) for this set of locations.
9. Once you've entered your locations, click **Search**.
10. We'll display all locations that matched your search in the review panel. Review your results, then click **Add all matched locations** to target all of the locations that matched your search.
 - If you searched for any location targets that weren't found, you'll find them in the box where you entered the list of locations.
 - Selecting **Remove all matched locations** will remove all locations from the review panel, as well as from your existing location targets or location exclusions.
11. Under the section "Selected locations", you'll see the location targets that you've just added.
12. Click **Done**.
13. Once you've confirmed your changes, click **Save** on the Settings tab.

Other bulk editing options

- **AdWords Editor**: Our free, downloadable application for managing your AdWords advertising campaigns offline. Find out how to [make bulk changes to location targets in AdWords Editor](#).
- **AdWords API**: Our AdWords API allows developers to build applications that interact directly with the

AdWords platform. Find out more about [AdWords API geo targeting options](#).

See [location target limits](#) for your campaign.

Exclude ads from geographic locations

Where your ads should appear is important -- but where they shouldn't appear is just as crucial to your campaign's success. **Location exclusion** can allow you to prevent your ad from showing in certain parts of your targeted locations, such as a region within a country, or a city within a state. This helps you use your budget wisely by preventing your ad from showing to people who most likely wouldn't have access to what you're offering.

You can exclude locations one-by-one for more control, or for added convenience, you can exclude a large amount of locations all at once with our bulk locations feature.

Who might benefit from excluding areas within targeted locations:

- A business that doesn't ship to or provide services in a city or region within a larger area.
- A business that offers a special promotion that isn't eligible in a few regions of a targeted area.



Example


If you run ad campaigns for an independent real estate brokerage in Hawaii, but you don't have a location on Maui, you can target the entire state of Hawaii but exclude Maui only.

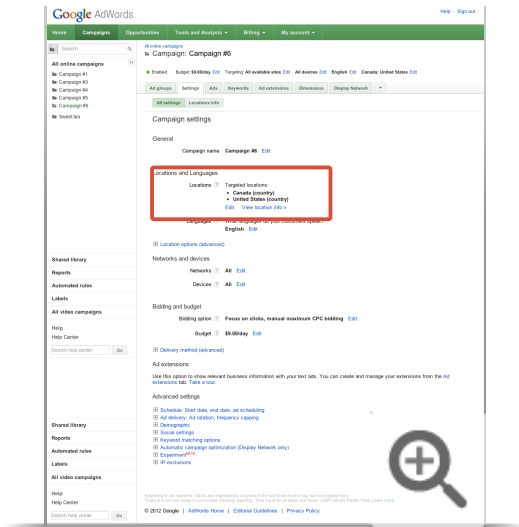


How to exclude individual areas

Setting up location exclusions is very similar to setting up location targeting -- all you have to do is enter the name of the area that you'd like to exclude.

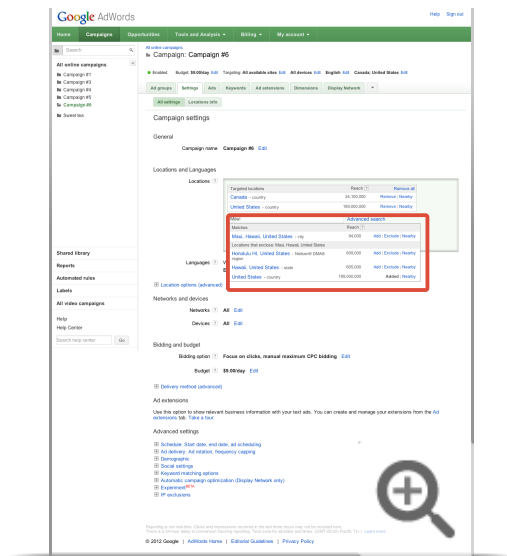
To exclude areas within the locations you've selected, follow these steps:

1. Sign in to your AdWords account at <http://adwords.google.com> .
2. Click the **Campaigns** tab.
3. Click the name of the campaign you wish to edit to open your campaign settings.
4. Click the **Settings** tab.
5. Click **Edit** next to "Locations."

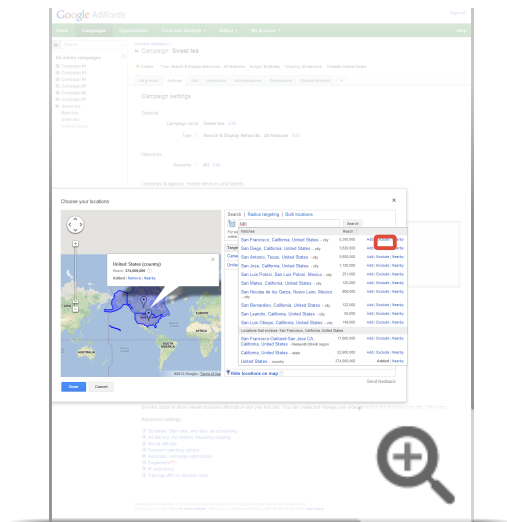


6. There are two ways you can exclude a location:

- Search for the area that you'd like to exclude in the Search box and click **Exclude**.



- Click **Advanced search**, search for the area you'd like to exclude, and click **Exclude**. Click **Done** after excluding the location.



7. Click **Save** to save your settings. Your excluded locations will appear under the heading "Excluded locations."

If you select "Show locations on map," your excluded locations will also appear with a red outline on the map.

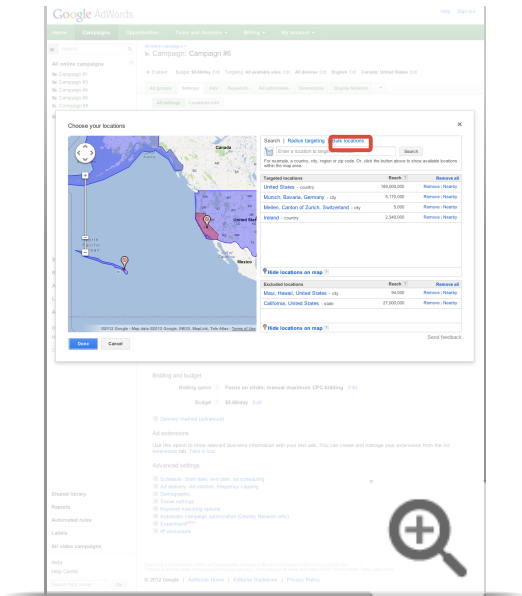


How to exclude areas in bulk

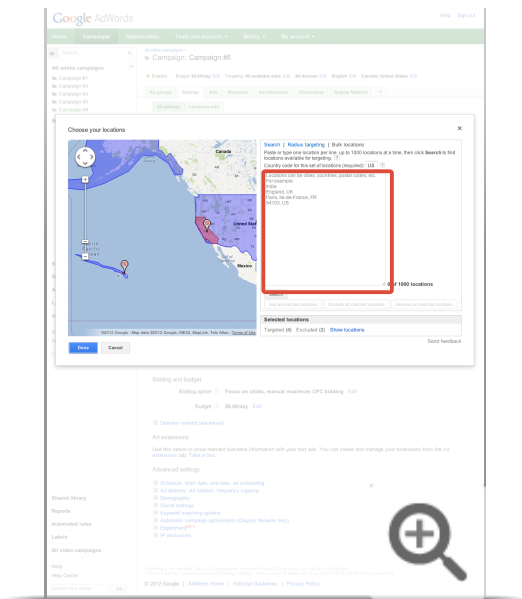
If you'd like to exclude multiple locations in bulk, AdWords allows you to add a list of up to 1000 location exclusions at a time, rather than adding each location one-by-one.

To exclude multiple areas within the locations you've selected, follow these steps:

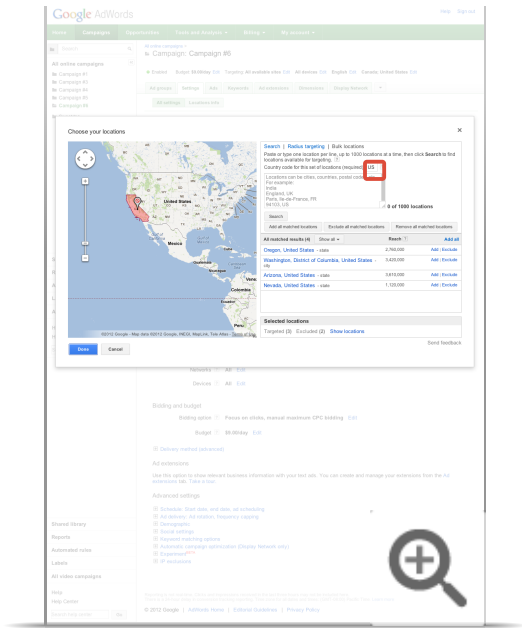
1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign you wish to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to "Locations" and click **Advanced search**.
6. Click **Bulk locations**.



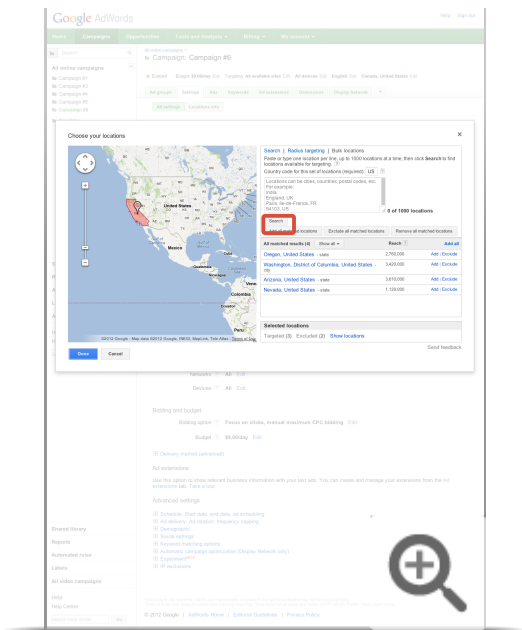
- In the box, paste or type the names of up to 1000 locations that you'd like to exclude, and add locations from one country at a time. See the list of [targetable locations](#).



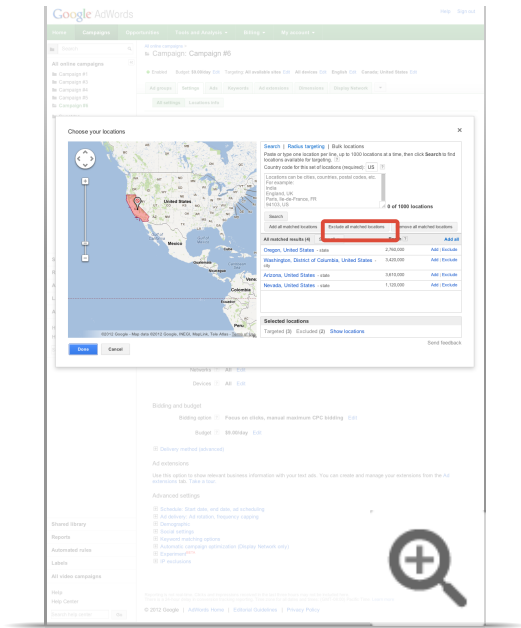
- Select the [country code](#) for this set of locations.



9. Once you've entered your locations, click **Search**.



10. We'll display all locations that matched your search in the review panel. Review your results, then click **Exclude all matched locations**. Under the section "Selected locations", you'll see the locations that you've just excluded.



11. Click **Done**.

12. Once you've confirmed your changes, click **Save** on the Settings tab.



Tip

Keep in mind that the option to **Remove all matched locations** will remove all locations from the review panel, as well as from your existing location targets or location exclusions.



Tip

Remember, there's no need to exclude areas that you haven't already targeted -- we won't show your ads in places unless you explicitly target them.

The exception is if you target an area by locations that people searched for or viewed pages about, and exclude other areas by your customers' physical location. This gets a little more complicated -- check out our article on [advanced location options](#) for more information.

How ads are matched to geographic locations

AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the country, region, or city where you do business. Several factors are considered when determining where your ad can appear, including search terms, physical location of the searcher, and the domain being viewed.

Geographic targeting on desktop

If your ads are targeted by geographic location, AdWords reviews several different conditions to determine whether to show your ad:

- **Location of interest**

If we detect geographic areas that someone is interested in, we may show appropriate ads targeted to those areas, even if the searcher isn't physically located in the location. We may detect a location of interest if someone takes any of the following actions:

- Includes the name of a recognizable location in her search
- Searches within an area of the map on Google Maps
- [Sets a custom location](#) for Google search results

On the **Search Network**, location-specific terms in customers' searches will take precedence over other factors when determining where to show your geographically-targeted ad. You can choose whether or not to target by location of interest in your [advanced location options](#).

Location of interest works only if the location in the search is in the same country where the searcher is physically located. If you searched for *France hotel* while located in the United States, you won't see ads targeted to France even though your search showed interest in France. (You could still see ads for French hotels that are targeted to the United States, though!)

However, say you're in the United States and search for *France hotel* on [google.fr](#), the French domain. We'll identify your location as France because of the domain, and you'll be able to see ads targeted to

France.



Example

Matt is located in California and searches for *New York restaurant* on www.google.com. He sees ads targeted to customers in New York because he included *New York* in his search.

However, if Matt decides to use google.fr to do his search, his location will be identified as France. He won't be able to see ads that are targeted to New York.

- **Google domain**

Google domains in each country have a unique URL that helps us determine searchers' locations.

- **Physical location (IP address)**

When possible, we determine general physical location based on someone's computer or device location. That location is usually based on the computer's Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet. On the Display Network, we may also use customers' previously detected geographic locations.

- **Google profiles**

Ads on the **Google Display Network** may also be targeted using the declared location in customers' Google profiles, but only when they're signed in to their Google account. If the location on a customer's Google profile is different than the location determined from her IP address, the customer is eligible to see ads targeted to both locations.



Geographic targeting on high-end mobile devices

You can also target ads by geographic location on high-end mobile devices, which are mobile devices with full Internet browsers. AdWords reviews several different conditions to determine whether to show your ad:

- **Location of interest**

If we detect geographic areas that someone is interested in, we may show appropriate ads targeted to those areas, even if she isn't physically located in the location. We may detect a location of interest if she does any of the following:

- Includes the name of a recognizable location in her search
- Searches within an area of the map on Google Maps for Mobile

Location-specific terms will take precedence over other factors when determining where to show your geographically-targeted ad.

- **Device location**

If [My Location](#) is enabled, we can get more precise information about searchers' locations when they

use Google. We choose the most accurate source from various methods of detecting device location:

- **GPS:** Accuracy varies depending on GPS signal and connection.
 - **Wi-Fi:** Accuracy should be similar to the access range of a typical Wi-Fi router.
 - **Google's cell ID (cell tower) location database:** Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.
- **Physical location (IP address)**
If connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we'll use the carrier IP to determine the device's location.
 - **Google Search history**
Based on the location obtained from a searcher's last few queries, we may estimate her approximate physical location and serve relevant ads.

Related cities

When you target a city, we may also show your ad to customers in nearby, closely related cities that normally couldn't be targeted because of low population, insufficient data about the geographic area, or because city-level targeting isn't available. For example, if you target the city of Portland, we may also show your ads to searchers in nearby suburbs of Portland.

Ads on Google.cn and Google.com.hk

Location targeting works differently for users who search on [google.cn](https://www.google.cn) and [google.com.hk](https://www.google.com.hk):

- Users in Hong Kong who search on either [google.cn](https://www.google.cn) or [google.com.hk](https://www.google.com.hk) will see ads targeted to Hong Kong.
- Users outside of Hong Kong who search on either [google.cn](https://www.google.cn) or [google.com.hk](https://www.google.com.hk) will see ads targeted to China.

Understanding ad reach

- Reach is an estimate of the number of users within a selected location target, based on unique cookies.
- You can use the provided reach numbers to get a rough idea of how many users your AdWords ads could reach within a geographic area.
- Get details on how to target areas that have limited reach information.

How reach works

With reach, you can estimate how many customers can see your ads in Michigan or Montana, or compare the number of people who might see your ad in Detroit and Ann Arbor. You can use those estimates to decide whether you've targeted the right areas, or if you need to select other areas that may provide the right level of exposure.

When you search for or select a location to target in AdWords, you'll find the location's estimated reach in the **Reach** column. You may also find some locations have limited reach, which means that ads targeting these locations may have a more limited audience.

The screenshot shows the Google AdWords interface for 'Campaign #2'. The 'Locations and Languages' section is expanded, displaying a table of targeted locations. A red box highlights the 'Reach' column for the 'United States' location, which shows a value of 110,000. Other locations listed include Alaska, Arizona, Canada, and Switzerland. The 'Languages' section shows 'United States' as the selected language.

Location	Reach	Ad delivery
United States	110,000	Ad delivery: Weekly
Alaska, United States	10,000	Ad delivery: Weekly
Arizona, United States	200,000	Ad delivery: Weekly
Canada, Canada	1,000,000	Ad delivery: Weekly
Switzerland, Switzerland	5,000	Ad delivery: Weekly



Tip

Reach estimates should only be used as general guidance for determining the relative number of users in a location target, as compared with other location targets.

How reach numbers are estimated

Reach in AdWords is based on an estimate of the number of users seen on Google properties within the specified geographic area. Therefore, you may find that reach numbers in AdWords may differ significantly from census population data or other sources due to a range of factors, including:

- **Number of devices** (such as computers, laptops, mobile phones, or tablets used to access the internet) per person. Devices may be shared by multiple people.
- **Number of web browsers** (such as Chrome, Firefox, Internet Explorer) used per person. Web browsers may be shared by multiple people.
- **Number of temporary visitors** to a geographic location.
- **Length of time** each person spends on a website.
- **Cookies** (possibly deleted or expired) that double-counted or didn't record a person's visit.
- **Search partner or Google Display Network** visits which aren't included in reach number estimates.

Reach numbers should only be used as general guidance to help you compare how many people are within a location target relative to other location targets.



Tip

Reach helps you estimate the total number of people you could potentially reach with your ads, but it won't be able to tell you the total number of impressions your ads could receive. To estimate the total number of impressions for your ads, check out the [Keyword Planner](#) for search campaigns or the [Display Planner](#) for ads on the **Google Display Network**.

Working with limited reach locations

For some locations, you may see a "Limited reach" warning in AdWords. Limited reach means we aren't able to associate people with a selected geographic location by their Internet Protocol (IP) addresses. Possible reasons include a low number of users in the location, or the quality of IP to location mapping.



Targeting areas with limited reach

Limited reach may be due to low population in an area, or limited information about IP address mapping. But, this doesn't mean that you can't target customers in locations with limited reach. Your ads can still

appear if you choose to target using search intent. This means your ads can appear when someone searches for related location terms along with your keywords.



Example

John currently lives in Los Angeles, and he's planning to visit Andover. He wants to find a place to stay in preparation for his trip, so he searches for "Andover ny inn" on Google. Because he used the location term "Andover" in his search, Molly's ads appear in his search results.

Refine your location targeting

Improve your ad performance by location, and focus more of your online advertising efforts in regions where your business is most successful.

Think about your overall advertising goals. Are you interested in more impressions? Clicks? **Conversions**? AdWords location targeting allows you to [target geographic locations](#) for your ads to appear, but it can also be used as an **optimization** tool to help you increase your **return on investment (ROI)**. Whether you're advertising to an entire country or just a few cities, you can use AdWords geographic data to analyze your campaigns by market and make improvements.

We've listed some handy tips below to help you get started.

View performance by location

You can use your [geographic performance data](#) to confirm that your ads are appearing in certain locations, as well as compare how your ads are performing in different locations. Use this information to pinpoint the areas that you'd like to focus on, and check out the tips in this list to help you make your ads more effective in each area.

Example

You have a campaign that targets the entire country of Japan, but you're located in a different country. By viewing your geographic performance data, you confirm that your ads are getting impressions in cities throughout Japan. Also, you find that your ads do better in Tokyo and Kyoto, so you decide to come up with a new advertising strategy that targets those areas.

Assign more or less of your budget to certain areas

If your campaign is performing better in certain areas, you may want to run separate campaigns targeted only to the more successful areas. This allows you to increase your keyword bids and budgets to maximize ad impressions in high-performing cities. Likewise, consider creating a separate campaign that targets areas outside of your top-performing cities. You may want to use the same keywords as your other campaigns, but set lower keyword bids.

Example

You've been targeting the entire United States in your snorkeling equipment ad campaign, but you sell most of your snorkeling equipment to customers in Hawaii. You create a separate campaign targeting only Hawaii so you can easily see how your campaign performs in that state, and adjust your budget.

Write ad text that stands out in certain geographic areas

Highlight unique selling points of your business, such as certain products or services that are more likely to interest customers in those areas. You can also offer promotions available only to certain areas.

Example

You find that your online clothing store sells the most red mittens to people in the state of Minnesota. To attract customers in Minnesota, you create an ad targeted to Minnesota customers that promotes your red mittens.

Use location-specific landing pages

If you have different landing pages on your website for each region that you serve, send customers to the landing page most relevant to their geographic areas. That way, they don't have to spend time searching for the information that's relevant to them.

Example

You're a real estate agent and your website has listings for apartments for sale throughout Florida. If a customer is searching for apartments in Miami, you'll want to send them to your landing page with Miami apartments, rather than Orlando apartments.

Use location extensions to highlight your business address

If it's important for your customers to know where your business is located, it can be helpful to add location extensions to your ads. Location extensions merge your business address and phone number seamlessly with your ad text.

If all of the businesses in your location extensions are in the U.S., you can target a radius around your location extensions to show ads to people located near your business. With bid multipliers, you can also set different bids for these areas.

Example

Let's say you own a bicycle repair shop in downtown Chicago. With location extensions, a customer near your store who searches for bicycle repair shops can see your ad, along with your full address and phone number -- and head your way with his flat tire.

Exclude regions that don't perform well

If you're consistently getting clicks with a low conversion rate from certain regions, or clicks from regions where you don't want your ads to show, consider [excluding the regions from your targeting](#).

Example

If you've been targeting the entire United States, but you find that clicks from Wyoming aren't converting well for your business, you can exclude Wyoming to avoid showing your ads in that state.

Location target types by country

Like dining etiquette and power outlets, location target types vary by country. AdWords allows you to target different types of locations, including postal codes, cities, regions, and more. Keep in mind that some target types aren't available in all countries.

Metro targeting areas (U.S. only)

We've recently upgraded our metro targeting areas to [Nielsen® DMA®](#) (Designated Market Areas) regions. Most advertisers will continue to see similar traffic, but in some instances, traffic may increase or decrease slightly.

Targeting Nielsen® DMA® regions is available only in the United States.

Location target types

Take a look at the chart below to see examples of the location target types available for AdWords:

Target type	Examples
Autonomous community (Spain only)	<ul style="list-style-type: none">AndalusiaValencia
Borough (Moscow, St. Petersburg, and Mexico only)	<ul style="list-style-type: none">Southern Administrative OkrugAdmiralteysky DistrictBenito Juarez
Canton (Switzerland only)	<ul style="list-style-type: none">BernZurich
City	<ul style="list-style-type: none">San Francisco, CaliforniaParis, France
Congressional district (US only -- updated as of 2010 Census)	<ul style="list-style-type: none">CA-12: 12th District of CaliforniaAL-4: 4th District of Alabama
Country	<ul style="list-style-type: none">MexicoSweden
County	<ul style="list-style-type: none">Claire, IrelandNord-Trøndelag, NorwayVukovar-Syrmia, Croatia
Department (France only)	<ul style="list-style-type: none">LoireVal-de-Marne
Nielsen® DMA® (Designated Market Areas) regions (US only)	<ul style="list-style-type: none">Detroit, MICincinnati, OH
Governorate (Egypt only)	<ul style="list-style-type: none">GharbiaBeheira
Municipality	<ul style="list-style-type: none">Burnas

(Bulgaria only)	<ul style="list-style-type: none"> • Burgas • Plovdiv
Postal code (US, UK, Canada, and Germany only)	<ul style="list-style-type: none"> • 76622 • 01009
Prefecture (Japan only)	<ul style="list-style-type: none"> • Aichi • Fukuoka
Province	<ul style="list-style-type: none"> • Navarre, Spain • Mersin Province, Turkey
Region	<ul style="list-style-type: none"> • Asti, Italy • Busan, South Korea
State	<ul style="list-style-type: none"> • Alaska, United States • Uttar Pradesh, India • Saarland, Germany
Territory (Canada only)	<ul style="list-style-type: none"> • Northwest Territories • Yukon
TV region (UK only)	<ul style="list-style-type: none"> • London • Midlands
Union territory (India only)	<ul style="list-style-type: none"> • Delhi • Lakshadweep

See the [full list of target types](#) available in each country.

All available location targets

To see the full list of available location targets in AdWords, including specific countries, cities, regions, and more, see the [Targets table](#) in our **AdWords API** documentation. Here are a few tips for using the table:

- **Filter by target type:** Locate the dropdown menu above the “Target Type” heading. Choose the target type that you’d like to use to filter your table. For example, select **City** to view all cities that can be targeted in AdWords.
- **Filter by country code:** Above the **Country code** heading, enter a country code to see all the location targets available within that country. You can also filter by target type. For example, enter “FR” as the country code and select **City** to view all targetable cities in France.
- **Sort:** Click any column header in the table to sort your results alphabetically by that column. For example, click **Name** to sort the names alphabetically in the table.

Advanced location options

Once you've defined your location targeting and location exclusion settings, you may want to refine your traffic even more. **Advanced location options** allow you to reach or exclude people based on where they're likely to be located or the places that they're searching for. This way, you can make the most of your budget by pinpointing your ideal customers. We'll compare the different advanced location options below, and show you how to edit these options in your campaign.

Advanced location **targeting** options allow you to reach:

- People in, searching for, or viewing pages about your targeted location *(default)*
- People in your targeted location
- People searching for or viewing pages about your targeted location

Advanced location **exclusion** options allow you to exclude:

- People in, searching for, or viewing pages about your excluded location *(default)*
- People in your excluded location

Your advanced location options apply to ads on both the **Search Network** and the **Google Display Network**.

Keep in mind

To update your advanced location options, you'll need to use one of the following campaign types:

- "Search & Display Networks - All Features"
- "Search Network only - Product Listing Ads"
- "Search Network only - Dynamic Search Ads"
- "Search Network only - All Features"
- "Display Network only - Remarketing"
- "Display Network only - All Features"

If you have a different campaign type from the ones listed above, you won't be able to modify your campaign's advanced location options. Learn about [AdWords campaign types](#).

Comparing targeting options

By default, you'll be able to reach people who are likely to be physically located in your targeted areas, as well as those who show interest in your targeted geographic areas. Areas that people show interest in are also known as **locations of interest**.

If you like, you can also switch to using only one of these targeting options. Let's take a look at our available targeting options, and examine how they work with some example campaigns. Click any of the options below for more information.



Tip

Most campaigns will see a decrease in impressions when switching from the default targeting option. We suggest that you change your targeting option only if you want to refine the traffic that your campaign is getting.



Reach people in, searching for, or viewing pages about my targeted location

The default and recommended advanced location targeting option reaches people that are likely to be located in your targeted location, as well as people searching for or viewing pages about your targeted location.

This means we'll show your ads to anyone who is likely to be physically located within the area that you've targeted (with exceptions, as we explain in the tip below), as well as anyone who included the name of the location in their searches, viewed content about a particular location, or selected the location in their search settings.



Tip

When you choose to "Reach people in, searching for, or viewing pages about my targeted location," your ads can appear for people who are likely to be physically located in your targeted location. However, if someone is physically located in your targeted location, but is searching for pages about a location outside of that targeted location, we won't show your ad.

For example, let's say you're advertising your vineyard and you target California. Someone in California searches for "oregon wine," but she won't see your ad, since she was searching for a location outside of California.

This exception doesn't apply to the Display Network. If the same person in California looks at websites about wine in Oregon, she's eligible to see the ads that you've targeted to California.



Example

Your Napa vineyard wants to reach people who are in California, as well as anyone in the U.S.

who is interested in wine from California. By using the default setting to target either physical location or by locations that people show interest in, your ads can appear for people in California, as well as people throughout the U.S. searching for *california wine*.

Targeting option	Target location	Target keyword	Network	Person's location	Searching for or viewing pages about	Person sees your ad
People in, searching for, or viewing pages about my targeted location	California	wine	Search or Display Network	New York	california wine	✔
			Search or Display Network	California	wine	✔
			Search Network	California	oregon wine	✘
			Display Network	California	oregon wine	✔

Reach people in my targeted location

If you choose to reach people who are likely to be located in your targeted location, this means we'll show your ads to anyone who is likely to be physically located within the area that you've targeted.

In addition, if someone who is physically located in your targeted area includes terms related to a different location in her search, she'll still be eligible to see your ad.

If people outside of your targeted area include terms related to your targeted locations in their searches, they won't see your ads.



Example

Suppose you have a vineyard in Napa, California, and you choose to reach people located in your targeted location, which is California. This allows you to reach customers who are likely to be physically located in California when they search for your keyword *wine*.

If someone in California searches for *oregon wine*, she'll still be eligible to see your ad because of her physical location.

If someone located in New York searches for *california wine*, your ads won't appear, even

though the term *california* is in her search.

Targeting option	Target location	Target keyword	Network	Person's location	Searching for or viewing pages about	Person sees your ad
People in your targeted location	California	wine	Search or Display Network	California	wine	✓
				California	oregon wine	✓
				New York	california wine	✗

– Reach people searching for or viewing pages about your targeted location

If you choose to reach people searching for or viewing pages about your targeted location, this means we can show your ads to anyone who shows interest in your targeted location. People can show interest in a location by including the name of the location in their searches, by viewing content about a location, or by the location that they defined in their search settings. When using this targeting option, the actual location of the person is ignored.

On the Display Network, a location mentioned on a page may not always indicate interest in that location. For example, if someone is reading news about New York, he might not be interested in ads for New York flower shops. For that reason, we'll determine location from a limited set of pages when we believe it can be useful for targeting your ads.



Example

Consider your Napa vineyard again. You decide you want to reach any people in the U.S. who are searching for wine from California. A customer in New York, California, or any other part of the U.S. who searches for *california wine* can now see your ad.

However, if a customer in California searches only for *wine*, she won't be able to see your ad. And suppose a Parisian searches for *california wine*? Since he isn't located in the same country as the targeted location, California, he won't be able to see your ad either.

Targeting option	Target location	Target keyword	Network	Person's location	Searching for or viewing pages about	Person sees your ad
People searching for or viewing	California	wine	Search or	New	california wine	✓


pages about your targeted location

Display Network

York

California california wine 

California wine 

Paris, france california wine 



Did you know...

We can only identify interest in a location if the customer is physically located in the same country as the location that he showed interest in.

Also, keep in mind that if the customer is located in one country, but he visits Google on a domain for a different country, we'll use the country of the domain in determining his location. For example, if you live in the United States, but search for *french bistro* on google.fr, we'll consider France to be your location and show ads targeted to France.




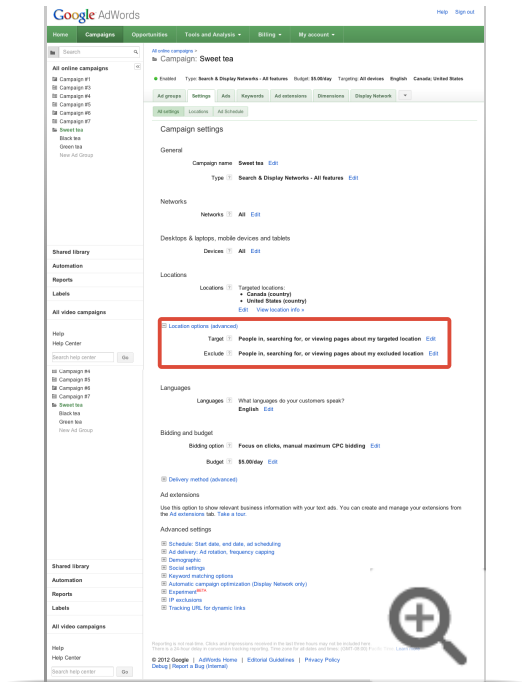
Edit your targeting option

Keep in mind

Don't see advanced location options? This feature is accessible only for certain [campaign types](#).

To edit your targeting option, follow the steps below:

1. Sign in to your AdWords account at <http://adwords.google.com> .
2. Click the **Campaigns** tab.
3. Click the name of the campaign you want to edit.
4. Click the **Settings** tab.
5. Click **Location options (advanced)**.
6. Click **Edit**.



7. Select your targeting option.
8. Once you've made your selection, click **Save**.

Comparing exclusion options

By default, you'll exclude people physically located in, searching for, or viewing pages about your excluded locations. This default setting helps you avoid getting impressions for your excluded areas, regardless of whether someone is located or interested in those areas.

If you like, you can change your default setting to exclude just people who are located in your excluded locations. Let's take a look at our available exclusion options, and examine how they work with some example campaigns. Click any of the options below for more information.





Exclude people in, searching for, or viewing pages about your excluded locations

With this setting, we won't show your ads to people who are physically located in your excluded location OR to those who showed interest in your excluded location by either searching for, viewing content about, or have settings related to the excluded location.



Example

You want to make sure that your ski equipment store ads won't appear for anyone that searches for Utah ski equipment since those searchers are probably looking for ski shops in Utah. Excluding by physical location or search intent keeps your ads from appearing for people physically located in Utah OR people who search for *Utah ski equipment*.

Exclusion option	Targeted location	Excluded location	Network	Target keyword	Person's location	Searching for or viewing pages about	Person sees your ad
People in, searching for, or viewing pages about your excluded locations	United States	Utah	Search or Display Network	ski equipment	Utah	ski equipment	
					California	Utah ski equipment	




Exclude people in your excluded location

This setting keeps your ads from appearing to people who are likely to be physically located in the area that you've excluded. People that are physically outside these areas may still see your ads.



Example

Let's say you own a ski equipment store in Colorado that ships anywhere in the United States. You've found that you have very few sales from Kansas, so you want to divert more of your budget to other areas. You decide to use physical location exclusion to keep your ads from appearing for people in Kansas who search for *ski equipment*.

Exclusion option	Targeted location	Excluded location	Network	Target keyword	Person's location	Searching for or viewing pages about	Person sees your ad
People in your excluded location	United States	Kansas	Search or Display Network	ski equipment	Colorado	ski equipment	
					Colorado	kansas ski	

equipment



Kansas

ski equipment



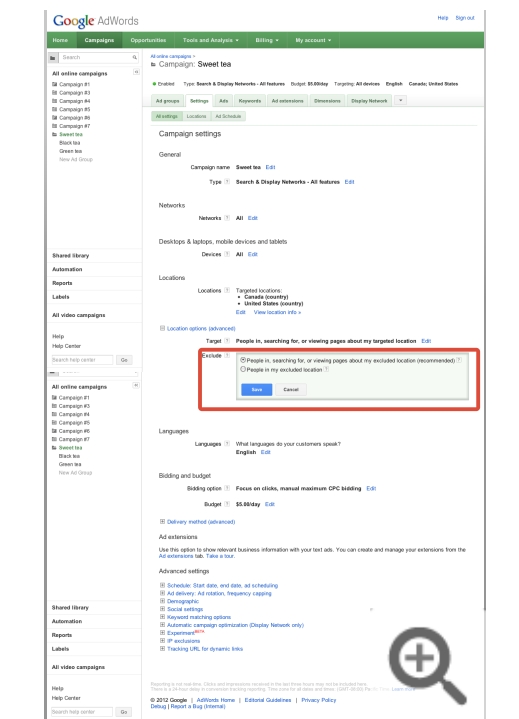
Edit your exclusion option

Keep in mind

Don't see advanced location options? This feature is accessible only for certain [campaign types](#).

To edit your advanced location options, follow the steps below:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign you want to edit.
4. Click the **Settings** tab.
5. Click **Location options (advanced)**.
6. Click **Edit**.



7. Select your exclusion option.
8. Once you've made your selection, click **Save**.

Set up your ad's target language

If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.

With the AdWords **language targeting** feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.

See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.

How language targeting works in AdWords

Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the **Google Display Network** (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.



Example

Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.

Language targeting also works for ads that run on the **Google Display Network**, a collection of websites that partner with Google to show AdWords ads.



Example

If your coffee business has an image ad for freshly ground coffee with Spanish ad text, you can target your ads to run only on Spanish language websites.



How we detect languages

Each Google domain has a default language. For example, Google.com defaults to English, Google.fr defaults to French, Google.cn defaults to Chinese, and so on.

The default language can be changed via the **Preferences** link on the Google homepage. A Spanish-speaker living in the United States, for instance, may want to perform searches on the U.S. domain, Google.com, but could change the interface language setting to Spanish. In that case, he would see ads targeting Spanish instead of English.

Additional ways that we detect languages

While your campaign always targets searches with a matching interface language, your campaign may also target searches or Google Display Network sites that we detect are written in your target language.



Example

There are five languages that you can language target within AdWords where the alphabet of the search uniquely identifies the language of the search: Greek, Hebrew, portions of Japanese, Korean, and Thai. So if you have the keyword *λουλούδια* (Greek for flowers) in a campaign that targets the Greek language, your ad will be eligible to appear whenever a customer searches for *λουλούδια*, even if the customer's interface language is set to English.

On the Google Display Network, AdWords may look at the language of the pages that someone is viewing or has recently viewed to determine which ads to show. This means that we may detect the language from either pages that the person had viewed in the past, or the page that she is currently viewing.



Example

Maya has viewed several cooking blogs on the Google Display Network that are written in Japanese, and she sees ads from campaigns targeted to Japanese speakers. She may also see Japanese ads even when she reads other blogs on the Display Network that are written in English because of her viewing history.

Targeting ads to Persian

If you target your ads to Persian only, we'll show your ads to people that are located outside of Iran (based on the location we've detected from their IP address).

If you target your ads to Persian and other languages, and you've included Iran in your location targets, we may show your ads to people located in Iran.

Organize campaigns by language

Language targeting settings are set at the campaign level, so if you're targeting more than one language, we recommend that you create separate campaigns for each one. Creating a separate campaign for each language helps ensure that the ad you've written in one language also appears on a site that's written in the same language. This can be helpful if you're targeting your ads to multilingual countries, such as Canada or the U.S, and you have ads in multiple languages.

If you target multiple languages in a single campaign, your ads can appear on sites that are in different languages and don't match the language of your ad.


Remember, you'll always want to create ads in the language that you target, because AdWords doesn't translate ads or keywords.

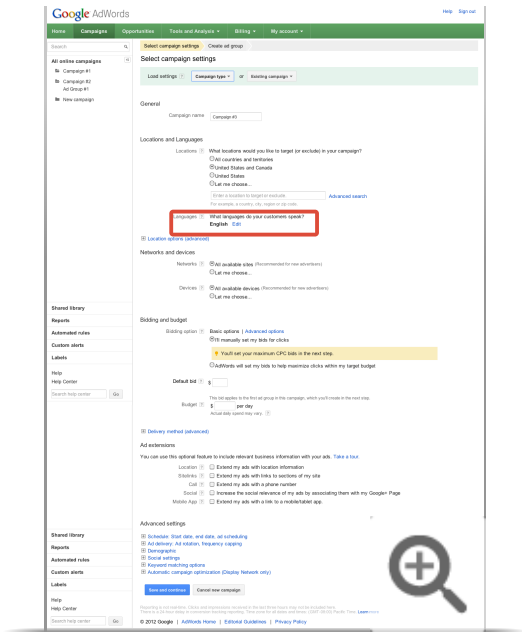


Example

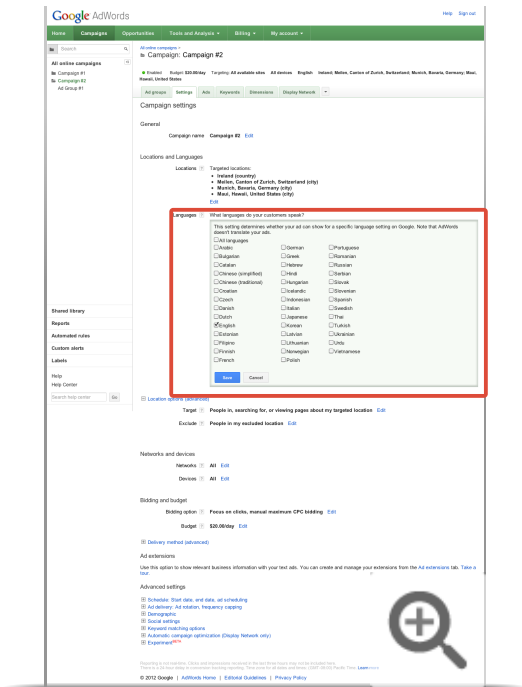
Let's say that you want to target French and Italian speakers with an ad campaign for your chocolate croissants. You'll want to create one campaign with French keywords and ads related to chocolate croissants targeted to the French language. Then, create a separate campaign with Italian keywords and ads related to chocolate croissants, and this time, target the campaign to the Italian language. Yum!

Set up language targeting

1. Sign in to your AdWords account at <http://adwords.google.com> .
2. Click the **Campaigns** tab.
3. Click the name of the campaign you wish to edit to open your campaign settings.
4. Click the **Settings** tab.
5. Next to Languages, click **Edit**.



6. Select your target language(s). In our example, we've selected only English.



7. Click **Save**.

Ad formats

Creating your ads

[Image ads](#)

[Tips for creating successful text ads](#)

[What makes up a text ad](#)

[Create image ads in different sizes](#)

[Using AdWords to create video ads](#)

[Types of mobile ads](#)

[Enhance your ad using extensions](#)

[Show ads with your Google+ page endorsements](#)

[Choose an ad format](#)

Managing your ads

[Relevance, clarity, and accuracy](#)

[Google's advertising principles](#)

[Understanding your ad status](#)

[Check your ad's approval status](#)

[Resubmit a disapproved ad](#)

[Paused ads and the approval process](#)

[Check and understand Quality Score](#)

Image ads

What's the policy?

Image ads are ads that appear with a picture. The rules that apply to text ads generally apply to image ads too. To ensure that your image ads are appropriate, we also have additional requirements when using the image ad format, as shown below. The policies below apply to both standalone image ads and images ads created using the display ad builder.

Technical requirements

Non-animated image ads	
File type	<ul style="list-style-type: none">• .JPEG• .JPG• .PNG• .GIF
File size	<ul style="list-style-type: none">• 150 KB or smaller
Image size	<ul style="list-style-type: none">• Vertical rectangle: 240 x 400• Mobile leaderboard: 320 x 50• Banner: 468 x 60• Leaderboard: 728 x 90• Square: 250 x 250• Small square: 200 x 200• Large rectangle: 336 x 280• Inline rectangle: 300 x 250• Skyscraper: 120 x 600• Wide skyscraper: 160 x 600• Half-page: 300 x 600• Large leaderboard: 970x90

[See sample image sizes](#)

Animated image ads

File type	<ul style="list-style-type: none">• .GIF
File size	<ul style="list-style-type: none">• 150 KB or smaller
Image size	<ul style="list-style-type: none">• Banner: 468 x 60• Leaderboard: 728 x 90• Square: 250 x 250• Small square: 200 x 200• Large rectangle: 336 x 280• Inline rectangle: 300 x 250• Skyscraper: 120 x 600• Wide skyscraper: 160 x 600• Half-page: 300 x 600• Large leaderboard: 970x90 <p>See sample image sizes</p>
Animation length and speed	<ul style="list-style-type: none">• Animation length must be 30 seconds or shorter• Animations can be looped, but the animations must stop after 30 seconds• Animated GIF ads must be 5 fps or slower

Flash ads

File type	<ul style="list-style-type: none">• .SWF (Flash)
File size	<ul style="list-style-type: none">• 150 KB or smaller
Image size	<ul style="list-style-type: none">• Banner: 468 x 60• Leaderboard: 728 x 90• Square: 250 x 250• Small square: 200 x 200• Large rectangle: 336 x 280

	<ul style="list-style-type: none"> • Inline rectangle: 300 x 250 • Skyscraper: 120 x 600 • Wide skyscraper: 160 x 600 • Half-page: 300 x 600 • Large leaderboard: 970x90 <p>See sample image sizes</p>
Animation length and speed	<ul style="list-style-type: none"> • Animation length must be 30 seconds or shorter • Animations can be looped, but the animations must stop after 30 seconds • Flash ads must be 20 fps or slower
Flash version	<ul style="list-style-type: none"> • Important AdWords currently supports only Adobe Flash Player versions 4 through 10.1. If your ad uses any other version (such as 10.2), it cannot be uploaded. • Including these parameters can cause Flash ads not to work in some cases.

Keep in mind

Some image ad sizes are available only in some regions.

Here are more image ad sizes that you can use, depending on the region where you show your ad. These ad sizes are available for non-animated image ads, animated image ads, and Flash ads.

Image ad sizes by region			
Ad type	Dimension	Size limit	Regional use
Vertical rectangle	240x400	150 KB	One of the more popular ad sizes in Russia
Panorama	980x120	150 KB	One of the more popular ad sizes in Sweden
Top banner	930x180	150 KB	A popular ad size in Denmark
Triple widescreen	250x360	150 KB	One of the more popular ad sizes in Sweden
Netboard	580x400	150 KB	One of the more popular ad sizes in Norway

 Click tags

Google doesn't allow Flash ads that don't support the clickTAG variable. The clickTAG is the tracking code assigned by Google to an individual ad. It allows Google to register where the ad was displayed when it was

clicked and helps advertisers determine the effectiveness of their campaign.

- On any click, Flash ads should redirect to the URL specified in the clickTAG argument; there should be no other redirection in between.
- The variable name must be spelled "clickTAG" (upper-case TAG; no space between click and TAG) and not "click tag," "Click Tag," or any other form.

ClickTAG parameter code for ActionScript 2:

```
on (release) {  
    if (clickTAG.substr(0,5) == "http:") {  
        getURL(clickTAG, "_blank");  
    }  
}
```

ClickTAG parameter code for ActionScript 3:

```
import flash.events.MouseEvent;  
import flash.net.URLRequest;  
// .....  
someButton_or_displayObject_to_receive_mouseClick.addEventListener(  
    MouseEvent.CLICK,  
    function(event: MouseEvent): void {  
        flash.net.navigateToURL(new URLRequest( root.loaderInfo.parameters.clickTAG), "_blank");  
    }  
);
```

Replace *someButton_or_displayObject_to_receive_mouseClick* with the actual name of button that will receive the click.

Note that it's not necessary to specify the destination URL for the ad anywhere in this code; this is taken care of through the usage of clickTAG. Also, depending on the structure of your Flash ad, it may be necessary to prepend "_root." or "_level0." to "clickTAG" above, resulting in "_root.clickTAG" or "_level0.clickTAG". It is strongly recommended to upload the ad into your account and verify that the ad is behaving normally prior to it going live, allowing time for any necessary changes.



Tracking event constraints

Google doesn't allow the specific tracking of user interactions that don't involve clicks. Tracking parameters that are not allowed include:

- View-through tracking


- Key-modifier tracking
- Mouse location tracking



Coded behavior constraints

Google restricts the following coded behaviors:

- Extra calls: Ad code cannot make external server calls for additional JavaScript or other functionality. All functionality must be localized to the code itself.
- Tracking bypass: Ad behavior cannot be changed to avoid or eliminate the AdWords redirect URL.
- Destination changes: Ads should direct users to a web page with the appropriate destination URL. It should not open the destination URL within the ad iFrame itself.
- Integrated audio: Ads may contain user-initiated audio only.
- Cursor behavior: Ads may affect or change a user's mouse cursor (arrow) within the parameters of the ad, but the user should be able to stop this interaction if it's non-user initiated or it should auto-stop after 5 seconds.
- Random numbers: Ads may not include code that generates or uses random numbers.
- Other disruptive behaviors: Ads may not be designed or coded to circumvent the basic and usual AdWords flow. This includes (but is not limited to) the ad being displayed normally to users, Google registering the impression, and a click directing the user to the destination URL indicated by the advertiser in their AdWords account.

For more details on Flash, including detailed technical specifications, refer to the official [Flash help center](#) .

Content requirements

Graphical layout

Ads must take up the entire space of the image size you've chosen, and they can't appear sideways or upside down. Ads can't be segmented, contain multiple copies of itself within the ad, or appear to be more than one ad. Google also doesn't allow ads that expand beyond the frame or otherwise encroach on the website.

Note that in each image ad, we include a small informational graphic overlay. We will not resize your image to accommodate this element. Your ad should always be submitted in the full original format size and take this overlay element into account. If the ad you submit is resized in advance, there may be extra white space visible when your ad is displayed. You can preview how your ad will appear with this overlay during the ad creation process when creating a standard image ad or a template image ad in the display ad builder.

Relevance and quality

Image ads must be relevant to the advertised site. Ad images must be clear and recognizable, with legible text. We don't allow unclear, blurry, or unrecognizable images to be used in ads.

Strobing and flashing

Google doesn't allow strobing, flashing backgrounds, or otherwise distracting ads.

Mimicking site content, news articles, or text ads

Google doesn't allow ads that mimic publisher content or layout, or news articles and features. Ads may also not contain screenshots of Google AdWords text ads or otherwise simulate an AdWords text ad in any way.

Trick to click

Google doesn't allow ad behaviors that might trick a user into clicking the ad:

- Ads cannot pretend to be a system or site warning.
- Ads cannot mimic or resemble Windows, Mac, Unix, or Chrome OS dialogue boxes, error message, etc.
- Ads should be clearly distinguishable as ads and as separate from the page's content.
 - Ad background must have the distinct look and feel of an ad.
 - Ad product or offer must be clearly identified/promoted in connection with your brand, logo, or name.
 - On all ads with partially black, white, or transparent backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative.
- A single ad in violation will result in a minimum of campaign disapproval.

Trick to click (animated ads)

Google doesn't allow the following ad behaviors that might trick a user into clicking the ad:

- Ads cannot be for the sole purpose of playing a contest or game or to win prizes. However, ads can promote sweepstakes and contests on their sites.
- Ads can simulate mouse or computer actions like mimicking the movement of a mouse icon within the parameters of the ad, as long as the mousing effects stop after 5 seconds.
- Ads can have mock animated features or icons as long as the functionality works or the purpose of these features can be achieved on the landing page.

Trick to click (display ad builder ads)

Google doesn't allow the following ad behaviors that might trick a user into clicking the ad:

- Ads can have mock animated features or icons as long as the functionality works or the purpose of these features can be achieved on the landing page.

Family status

Google assigns a [family status](#) to all ads to make sure that ads are shown to an appropriate audience. Image ads and the content they point to must be "family safe." Any image ads and their associated websites cannot contain "non-family" or "adult" content.

What can I do if my ad gets disapproved?


If your ad gets disapproved for violating this policy, try reviewing the following tips to help resolve your issue:

Disapproval reason	What does it mean?	What do I do now?
Unacceptable animation length	Your ad's animation length is more than 30 seconds.	Ensure that your ad's animation length is 30 seconds or less.
Incorrect image layout	Your ad's layout is unconventional or is expanding beyond the frame.	Ensure that your ad takes up the entire space of the chosen image size. The ad shouldn't appear sideways or upside down, and shouldn't appear like it's more than one ad. Also, check that your ad doesn't expand beyond the frame or otherwise encroach on the website.
Unacceptable image content	Your ad's behavior is tricking users to click on your ad.	Ensure that your ad doesn't contain gimmicks that would trick a user into clicking the ad.
Poor image/video quality	Your ad is unclear or unrecognizable.	Remove all unclear, blurry, or unrecognizable images from your ad.
Unacceptable image/video content	Your ad contains content that's not considered family safe.	Edit your ad by removing any adult or non-family safe content.

How do I resubmit my ad for review?

If your ad gets disapproved, you can resubmit it for review by simply editing your ad and then saving it. To avoid getting disapproved again, make sure that your ad complies with our policies and that you remove any references to unacceptable content before saving your ad.

Here's how to edit your ad:

1. Visit your account's [Ads tab](#) .
2. Hover over the table row that lists the ad you want to edit. Click the pencil icon next to your ad, and you'll be able to edit your ad right there.
3. Click **Save** when you're done editing your ad.

After editing and saving your ad, the **Status** column will change from "Disapproved" to another status like "Under review" or "Eligible." We review most ads within 1 business day. Some reviews may take longer because some ads require more complex review.

What happens if I violate this policy?

- **Ad disapproval:** Ads that don't follow this policy may get disapproved. A disapproved ad won't be able to run until the policy violation is fixed and the ad is approved.
- **Domain disabling:** We may suspend websites that violate this policy, meaning that the website can no longer be advertised with AdWords until the problem is fixed.
- **Account suspension:** An account may get suspended if you have several violations or a serious violation. If this happens, all ads in the suspended account will stop running, and we may no longer accept advertising from you. Any related accounts may also get permanently suspended and your new accounts may get automatically suspended at setup. Learn more about [suspended accounts](#).

Contact information

If you still have questions about this policy, you can contact us via the link below. You'll be taken to a form where you can write to us about your issue.



[Contact AdWords Support](#)

Tips for creating successful text ads

It's not easy fitting everything you want to say about your business in just a few words. Start by taking a moment to consider what you want to do with your ad. Then use the six guidelines in this article to create an ad that's accurate, to-the-point, and engaging – and hopefully brings you lots of clicks!

Watch this video



[AdWords Writing Tips: Ads That Attract Customers](#)

Three tips to write AdWords ads that attract customers. Learn how to write ads that will catch your customers' eyes and clicks. Read more about how to create a new text ad <http://goo.gl/g9tti> Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>



Highlight what makes your business, product, or offer unique

Free shipping? Large selection? Tell people! Highlight features or areas that make your business stand out from the competition.



Include prices, promotions, and exclusives

If you have something special to offer, make sure your customers see it. People are usually searching to make a decision about something. Give them what they need to help make their decision. For example, if you're offering a 10% discount for a limited time, or have an exclusive product, don't forget to tell your customers!



Tell your customers what they can do

Are you selling? Tell them what they can buy. Are you offering? Tell them what they'll receive. Strong verbs like *Purchase*, *Call today*, *Order*, *Browse*, *Sign up*, or *Get a quote* tell your customers what they can expect to do when they arrive at your website.



Include at least one of your keywords in your ad text

Successful text ads tend to contain words that match a person's search. Including one of your keywords in your ad text can catch the attention of the people who searched for the **keyword**, and show that your ad is related to what they want. Additionally, the keyword you use will appear in bold in your ad, just like it does in the search results, making it more obvious how relevant your ad is. Let's say you include the keyword *digital cameras* in your ad's headline, like "Buy Digital Cameras," and a customer searches for *digital cameras*. Your ad's headline will appear in bold, like "Buy **Digital Cameras**." Your ad's headline could also appear in bold if a customer searched for *buy SLR cameras*, like "**Buy** Digital **Cameras**," since "buy" and "cameras" match words in the customer's search term.



Match your ad to your landing page

Take a look at the page on your website that you're linking to, which is called the *landing page*. Make sure the promotions or products in your ad are included in that page. Tell people what they can expect when they click the ad. If visitors don't find what they expect to see when they reach your site, they might leave.



Appeal to customers viewing your ad on a mobile device

When customers are on-the-go, certain information might be more useful to them (like your store location or phone number) or a particular message might grab their attention. If you're running an enhanced campaign, try using [call extensions](#) (also known as click-to-call) or [location extensions](#) to give customers the information they need to take action while they're on the move. Also, consider creating additional ads tailored for mobile devices, like text that highlights mobile-specific specials or discounts or a mobile-optimized display URL.



Experiment

Create three to four ads per ad group, trying out different messages to see which performs the best with your customers. AdWords can automatically

show the better-performing ads within an ad group more often. This removes the guesswork and lets you build on what you've learned from your experiments.

For example, if the three things that make your business stand out are free shipping, seasonal discounts, and pre-order exclusives, make different ads highlighting each of those features, and see which one works better.

Tip

Capitalizing the first letter of each word in the title of your ad helps make the words stand out.

Example

You own a camera store and want to sell your excess 8 megapixel cameras to make room for new merchandise. To find customers who are specifically searching for this camera, you decide to run a 20% off promotion. Here's what your ad could look like:

[8 Megapixel Cameras](#)

www.example.com

20% off Digital Cameras.

Free Delivery. Buy Today!

Successful text ads tend to contain words that match a person's search and tell them what they can expect when they click on the ad. Notice how the capital letters in the "8 Megapixel Cameras" ad make the words stand out.

What makes up a text ad

All online ads are essentially clickable messages that connect customers with a website.

Text ads, the simplest version of a clickable message, contain three components: a headline, display URL, and a description. Let's look at the components of the sample ad below:

Advertise with Google	<i>Headline</i>
adwords.google.com	<i>Display URL</i>
Want fast results?	<i>Description</i>
Create your ad campaign today!	

Text ads in Google AdWords must meet the following length requirements:

	Example ad	Max Length (most languages)	Max Length (double-width* languages)
Headline:	Example Website	25 characters	12 characters
Description line 1:	Summer sale	35 characters	17 characters
Description line 2:	Save 15%	35 characters	17 characters
Display URL:	www.example.com	35 characters	17 characters

Note

You can make longer text ads if you're targeting certain countries or regions: Azerbaijan, Belarus, China, Hong Kong, Japan, Kazakhstan, Kyrgyzstan, Russian Federation, South Korea, Taiwan, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan. Learn how to [create longer text ads](#).

Headline

The first line of your ad is the one that customers are most likely to notice. If you really want your headline to stand out, consider including keywords. People are more likely to notice headlines that match what they're searching for.

In our sample ad, the keyword "advertise" should get the attention of people who are searching for ways to advertise online. We can show up to 25 characters in your headline.

Display URL

Appearing in green, this line of your ad shows the address of the website that you're promoting. AdWords lets you choose a brief but meaningful **display URL** to give people who see your ad a clear idea of where it'll take them when they click on the link. Behind the scenes, you can also assign your text ads a longer **destination URL**, which takes the person who clicks your ad to a precise location on the same website that's relevant to the ad itself. People can only see the display URL in your ad and not the destination URL.

Long display URLs

We can show up to 35 characters of your display URL due to limited space. For languages that use double-width characters, like Chinese (simplified or traditional), Japanese, or Korean, we can show up to 17 characters of your display URL. If your display URL is longer than the maximum character length, we'll shorten your display URL when we show your ad.



Display URLs enhanced with website links

You might see that the Display URL of your text ad includes a set of links that show the locations of pages on your website. We call these links breadcrumbs - inspired by the trail of breadcrumbs Hansel left through the woods to find his way back home in the Grimm's fairy tale "Hansel and Gretel." These breadcrumb links help customers easily navigate to relevant sections of your website.

For some advertisers, we'll automatically add breadcrumbs to ads that appear at the top or bottom of Google search results, helping to make your ads more relevant to customers. Customers can click an individual breadcrumb link to quickly navigate to the page or section of your website that they find relevant.



Example


Let's say a customer wants to buy a pair of sandals and she searches for "womens sandals". We might show her the following ad enhanced with breadcrumbs:

Ads - Why these ads?

Womens Shoes - Designer styles, Discount prices
[www.exampleshoes.com](#) > [Womens Shoes](#) > [Sandals](#)
Save Up To 50% Off Designer Brands. Free Shipping, Free Exchanges!

Deciding that she might want to see more than just sandals, she clicks the "Womens Shoes" breadcrumb link. She looks at the boots and sandals that you sell -- and finds shoes that she loves! -- so she decides to buy a pair of brown leather boots and hot pink sandals from your website.

How to show breadcrumbs with your ads

You can edit your website's code and add breadcrumb annotations to show your ad with breadcrumbs. Remember, you're in control of the code that's used on your website to create breadcrumbs. Since we use the breadcrumb annotations from the landing page of your ad to create the breadcrumb links, you're also in control of which breadcrumbs are shown with your ad or whether breadcrumbs are shown at all. Learn more about how you can [modify your website code to show breadcrumbs](#) .

Bradcrumbs and costs

We'll charge you each time a customer clicks any link on your ad, regardless of whether the link clicked is the headline of your ad or a breadcrumb link. You can decide the maximum amount you'd like to pay for a click by setting a [cost-per-click \(CPC\) bid](#).

View your breadcrumb performance data

You can use [segments](#) to see how your breadcrumbs are performing. To see the number of times someone clicked your breadcrumb links to visit your website, select the **Ads** tab and segment your data by "Click type". Your performance data will be included in the "Breadcrumb" click type.

Description

The final lines of your text ad are where you describe the product or service you're advertising. Space is limited, so choose your words carefully to highlight the most important details and benefits. We can show up to 35 characters for each description line.

Keep in mind that text ads on the Google Display Network might look different.

Using special characters with your ads

You can write your ads in a number of supported languages. Most non-English characters, including tildes, umlauts, and cedillas, will appear correctly in your ads, including the display URL.

For languages that use double-width characters, like Chinese (simplified or traditional), Japanese, or Korean, your text ads will appear on Google search results the same way that they appear in your account. Keep in mind that your headline, description lines, and display URL should meet our character limits. We recommend you preview your ads to make sure you're satisfied with how they appear. And remember to check your ads using the [Ad Preview and Diagnosis tool](#) rather than searching on Google.

Create image ads in different sizes

Want to make an impression on customers with engaging graphics? Use image ads to capture people's attention as they browse websites in the Google Display Network. The network contains thousands of sites and apps, from online newspapers to blogs to Google websites, such as Blogger. Image ads give you a way to entice customers to your website, using a combination of graphics and text.

In this article, you'll learn about:

- Supported ad sizes for images ads on desktops
- High-end mobile devices
- How to create image ads
- How to use the Ad gallery

If you've browsed websites and seen large graphic ads across the top of a webpage, then you're already familiar with what image ads look like. Here's an example of an image ad on a fitness site (highlighted in red):



Snazzy, huh? AdWords image ads can appear in a variety of pre-approved sizes, which are measured in pixels. Use images to simply drive awareness of your brand or increase clicks and traffic to your website.



Example

Let's say you sell hand-knitted scarves online and you want to generate more sales. Create image ads to showcase your scarves and target **Display Network** websites that sell clothing and accessories. Or perhaps you just want more people to learn about your brand and are not necessarily concerned with sales. In that case, you might want to use image ads on blogs or forums for knitting enthusiasts.

Supported ad sizes and formats

Before creating your ad in AdWords, you'll need to prepare an image file that is sized and formatted appropriately. The size and format requirements depend on where you plan to show your ad -- websites on desktop browsers or on mobile devices.

You can run multiple kinds of ads, not just image ads, from the same AdWords account and, in some cases, from the same campaign. Learn about the [different campaign types and available ad formats](#).



Specs for image ads on desktop browsers

Acceptable file formats: .GIF, .JPG, .JPEG, .PNG, .SWF

File size limits: 150 KB or less for all files.

Supported ad sizes:

- 250 x 250 square



This ad size can appear at the top, on the side, or on the bottom of the page.

- 200 x 200 small square



This ad size can appear at the top, on the side, or on the bottom of the page.

- 468 x 60 banner



This ad size can appear at the top, in the middle, or on the bottom of the page.

- 728 x 90 leaderboard



This ad size can appear at the top, in the middle, or on the bottom of the page.

- 300 x 250 inline rectangle



This ad size can appear at the top, on the side, or on the bottom of the page.

- 336 x 280 large rectangle



This ad size can appear at the top, on the side, or on the bottom of the page.

- 120 x 600 skyscraper



This ad size can appear on either the left or right side of the page.

- 160 x 600 wide skyscraper



This ad size can appear on either the left or right side of the page.

- **300 x 600 half-page ad**
- **970 x 90 large leaderboard**



This ad size can appear at the top, in the middle, or on the bottom of the page.



Specs for image ads on high-end mobile devices

You can also create image ads to show on iPhones and other high-end mobile devices with full HTML browsers.

Acceptable file formats: .GIF, .JPG, .JPEG, .PNG

File size limits: 150 KB or less for all files.

Supported ad sizes:

- 320 x 50 mobile leaderboard



- 200 x 200 small square



- 250 x 250 square



- 300 x 250 inline rectangle



Tips

- Once you've created your ad, make sure you choose the right device settings for your campaign in order to show the ad on high-end mobile devices. [More about high-end mobile ads](#)
- You can also create image ads for WAP-enabled devices, which usually have a smaller screen. [More about WAP image ads](#)

The ad examples above appear as they would on an XHTML mobile web page. The appearance of an ad's "user bar" -- consisting of an "[Ad]" tag and the Display URL -- can vary slightly depending upon a page's markup language.

Additional specs

We've covered just the basic specs above. Please check our [image ad advertising policies](#) for more requirements about animated image ads, Flash ads, and general ad content. Make sure you have the necessary permissions for the image you're using.

Creating your image ad

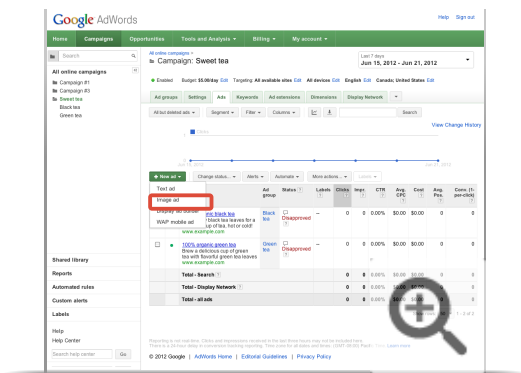
Click the links below to see step-by-step directions for building your image ad in the following two different ways:

- **Upload a standard image ad:** If you have an ad file prepared, upload it in AdWords.
- **Use Ad gallery image ad templates:** You can also take advantage of available templates in Ad gallery to build

a custom ad. Use a mix of images you upload and images we provide in our stock image gallery, and edit the content of your image within the tool.

— Uploading your image ad

1. Sign in to AdWords at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the **Ads** tab within the page.
4. Click the **+ New ad** menu and select **Image ad**. Don't see this option? Check that your ad campaign is set to show ads on the Display Network.



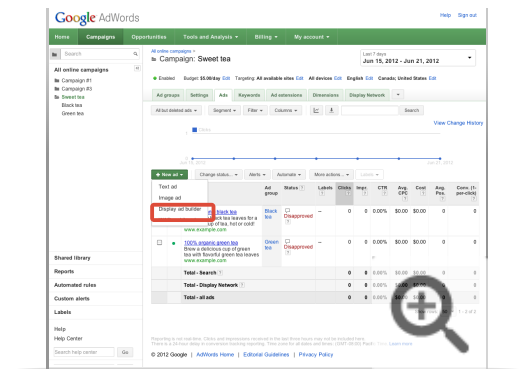
5. In the "Select an ad group" section, choose the campaign and ad group that you'd like your new ad to be a part of. Your ad will use the settings you selected for that campaign and ad group.
6. Upload your ad file and fill out the fields in the "New image ad" section. Make sure your file conforms to the ad size and format guidelines above. Both the ad name and Display URL are used for reporting and approval reasons only, and won't actually be displayed in your ad.
7. Preview your ad on the right. If it looks good, click **Save**.

Once you save your image ad, we'll review your ad to make sure it's meets our [advertising policies](#).

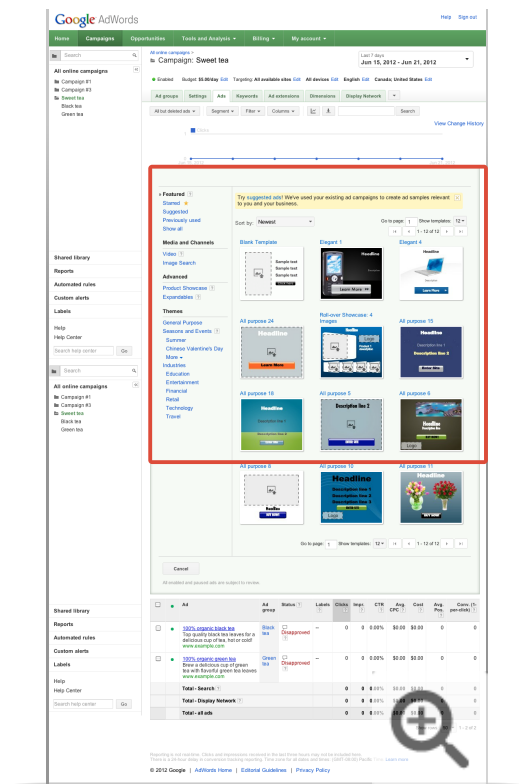
Once approved, depending on your ad content and your campaign settings, your ad can start running almost immediately.

— Using the Ad gallery

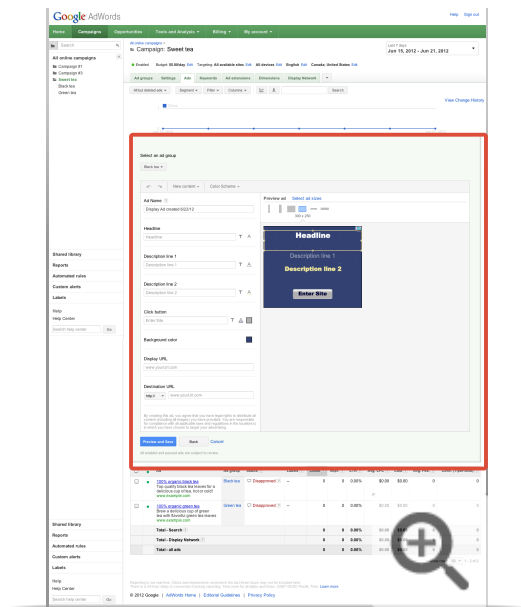
1. Sign in to AdWords at <http://adwords.google.com>.
2. Select the campaign or ad group where you want to create your image ad.
3. Select the **Ads** tab.
4. Select **Ad gallery** on the **New ad** menu above the statistics table. If you don't see this option, make sure your campaign is set to target the Display Network.



5. Choose an image-based template from the gallery.



6. Complete the required fields of the template, including uploading any images. You'll be able to preview what your ad will look like as you build your ad. You can select from our stock of free images, your media library of previously uploaded content, or use an image hosted on your own site.



7. Click **Next** to preview your ad again in all the available image sizes. Deselect the checkboxes for any sizes that don't display your ad content correctly.
8. Click **Save Ad** when you are finished.

Once you save your image ad, we'll review your ad to make sure it's okay within [our advertising policies](#). Once approved, depending on your ad content and your campaign settings, your ad can start running almost immediately.

Using Flash in your ad?

Not all devices support Flash. To help you reach customers using devices that don't support Flash, AdWords can create a non-Flash version of the ad for you. You should see an option to preview a non-Flash version of your ad when you upload a Flash file. Don't see this option? Make sure your SWF file uses ActionScript 2.0 and avoid filters or blending if possible.

AdWords can convert Flash to HTML5, which can be viewed on most major desktops, tablets, and mobile devices. The converted ad may not be 100% identical to the Flash ad you created, so be sure to preview it before saving. Most shapes, embedded fonts, timeline animation, text, movie clips, buttons, and scripting are supported, but not filters or blending. The system automatically determines which version of your ad to show, based on the device that your customer is using.



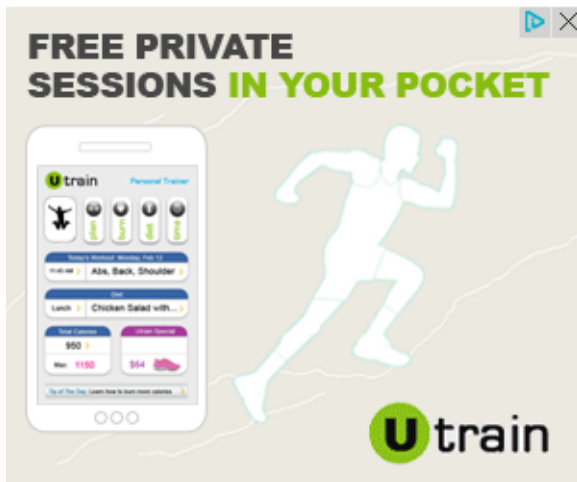
Tip

It's a good idea to include text in your image ad, such as a brief product description or a call-to-action to reinforce your ad's message. This also helps people realize they can actually engage with your ad, instead of assuming it's there for eye candy. See more tips for [creating effective display ads](#)

Want to showcase your product images on Google search results? Consider creating **product ads**.

Keep in mind

A small "x" appears in the corner of image ads on the Google Display Network, like in the example below.



When people click the "x," they tell Google that they no longer want to see ads from that ad's web domain. This means that, in the future, Google will try to avoid showing people ads associated with this ad campaign URL. For example, if someone mutes an ad from mikesmountaineering.com, ads at the domain level of mikesmountaineering.com as well as specific pages like mikesmountaineering.com/hikingboots will be muted. This feature gives consumers control over the ads they see, and advertisers don't need to pay to show ads to people who aren't interested in them.

Using AdWords to create video ads

Online videos are an exciting and interactive way to engage people on the web and encourage them to click through to your site. You have the option to advertise your business in multiple ad formats across the Google Display Network, Google's network of web content publishers. YouTube is included within the network as one of our partners. TrueView in-stream videos can appear on YouTube Videos (Watch pages on YouTube) and on video publisher pages, games, and apps in the Google Display Network (includes YouTube).

There are two ways to create and launch video ad campaigns: **AdWords for video**, and the **Ad gallery**. The one you use depends on which pricing model and ad formats you prefer. We'll explain the difference between the two so you can work with the right tool for your needs.

Use the right tool for your business goals

Publisher sites can focus on streaming videos as a core part of their site content, or they can feature videos as additional content or media rich advertising. YouTube is one of Google's largest and most powerful publishers featuring video content. There are a few ways to place your ads in videos on YouTube specifically, or videos on any publisher site within the Google Display Network.

The tool you should choose to build your video ads depends on your business goals:

- **Reach viewers with cost-per-view bidding**

If you're focused on reaching viewers with video content using **cost-per-view** (CPV) bidding, we suggest you select **TrueView video formats** and use AdWords for video. With the CPV bidding model of TrueView, you only pay when a viewer chooses to watch your video, instead of every time your ad is shown.

- **Use a mix of formats, cost-per-click (CPC), or cost-per-thousand impressions (CPM) bidding**

If you're focused on other AdWords video formats, CPC, or CPM bidding for your video campaigns, you should create standard display ad campaigns and build your ads with the Ad gallery. You should also use the Ad gallery if you want to use video and non-video ad formats in the same campaign.

Using AdWords for video

AdWords for video is a campaign management tool specifically designed to help you build online video campaigns more quickly. When you create video ads, you won't use the Ad gallery. Instead, you'll use templates unique to AdWords for video and YouTube's TrueView formats.

- Only TrueView video formats are supported, as well as CPV pricing.
- Video ads must be hosted on YouTube.
- Reporting options include an additional level of detail specific to video ads that don't exist in the rest of AdWords' campaign management tools.
- Your campaigns can only contain TrueView video formats. They cannot include text, image, or other video ad formats.

Check out this overview of AdWords for video on YouTube (English)



[TrueView Video Ads: Only Pay When Viewers Watch](#)

Engage your audience by giving them choice. TrueView Video Ads give viewers control over which messages they want to watch, and when. And you're charged only when a viewer has chosen to watch your ad, not when an impression is served. Learn more at <http://www.youtube.com/yt/advertise/trueview.html>

[Explore AdWords for video and its available formats.](#)

Using the Ad gallery

The Ad gallery is an ad creation tool that offers various display ad formats in different categories, including video. You can access the tool when you begin creating a new ad on the **Ads** tab on any page of your account.

- In addition to standard display formats, you can create multiple video formats, some of which don't have to be hosted on YouTube.
- You'll use pre-designed templates unique to AdWords.

- Ads can be priced at CPC, CPM, or CPV*.
 - Ads can be mixed with other ad formats in one AdWords campaign, except TrueView video ad formats.
-

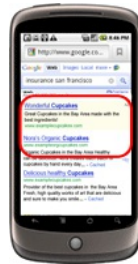
Note

*All TrueView formats are CPV, and this reporting is only available in the AdWords for video > All video campaigns view in your account.

[Explore the Ad gallery and its available formats.](#)

Types of mobile ads

With more and more people going online with mobile devices, it's important to reach your customers while they're on the go. With AdWords, your ad can show on all sorts of mobile devices, including smartphones and feature phones. Ads that show up on high-end mobile devices, such as smartphones, are called **high-end mobile ads**, and ads that show up on feature phones are called **WAP mobile ads**.



High-end mobile ad
on a smartphone



WAP mobile ad
on a feature phone

High-end mobile ads

High-end mobile devices, such as smartphones, have full Internet browsers and can display websites similar to the ones you'd see on a desktop computer. To compensate for the smaller screen size, these devices typically allow you to zoom in and out to more easily navigate around a page.

High-end mobile ads come in two varieties: text ads and image ads.

- **High-end mobile text ads:** These ads look like normal text ads that you'd see on a desktop computer. The main difference is that we can show more ads per page when someone's searching on a desktop computer, and fewer ads per page when someone's searching on a mobile device.

To have your text ads run on mobile devices, just make sure you've upgraded to [enhanced campaigns](#). With enhanced campaigns, your ads can show on all devices, including smartphones and other mobile devices.

- **High-end mobile image ads:** These ads are similar to normal image ads that you'd see on a desktop computer. However, the most common size for ads on mobile devices is the 320 x 50 banner.

To have your image ads run on mobile devices, just make sure your campaign is opted in to the Display Network. To run on mobile apps and sites that are designed for mobile devices, your image ad size should be 320 x 50.

WAP mobile ads

WAP-enabled devices let people browse mobile websites that are specifically designed for small mobile devices. These websites are typically much simpler than the full-fledged websites you'd normally see on a desktop computer.

WAP mobile ads come in two varieties: text ads and image ads.

- **WAP mobile text ads:** These ads have two lines of text, with as many as 12 or 18 characters per line, depending on the language you use. Your website URL appears on the third line, if you want to enter one. You can also add a "Call" link that allows customers to call you directly from your ad.
- **WAP mobile image ads:** These ads look like whatever image file you've uploaded.



To create WAP mobile ads, just select the "WAP mobile ad" option when creating a new ad. If you've created an image ad, your campaign will also need to be opted in to the Display Network.

Tip

You don't need to have a mobile website to run mobile ads. Instead, let customers call you straight from your ad. When creating your WAP mobile ad, just select "Connect customers to my business telephone number so that people can click to call" and a "Call" link will appear in your ad.

Enhance your ad using extensions

- Learn how ad extensions can give customers more reasons to click your ad
- Choose the best type of ad extension to meet your business goals
- Get the most value from extensions by understanding pricing, bidding, and targeting options
- Set up your first extension for a campaign or share extensions across campaigns



See how a business like Main Street Flowers uses sitelinks, call, offer, and location extensions to enhance its ads. By adding extra pieces of information about the business to their ads, they're giving customers more reasons to click.

Giving customers more reasons to click your ad

By including additional business information with your ad, such as your address and phone number, more website page links, or a special offer, ad extensions offer customers even more reasons to click your ad. Ad extensions appear with your ad on Google, and in some cases across the Google Display Network. There's no cost to add extensions to your campaign but, as always, you're [charged for clicks on your ad](#), as well as certain user interactions with ad extensions, such as clicking the call button.

Most ads with extensions appear [above search results](#). This placement often has higher costs-per-click (CPCs) than CPCs for ads that appear beside search results.

Most ad extensions are created at the campaign level. You can set up extensions while creating your campaign for the first time, or create new ones within an existing campaign. Certain types of extensions are upgraded with additional features, for instance, the ability to be created at the ad group level, or to show on your ads without any setup.

Choosing an ad extension type

Pick an extension based on what action you'd like people on the web to take when they see your ad, and what type of information you'd like to promote.



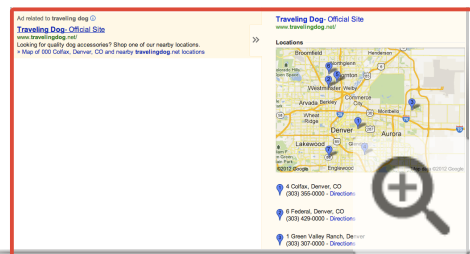
Example

Let's say you own a bicycle repair shop in Tokyo and Rie, a customer riding a bicycle near your store, gets a flat tire. When she searches for "bicycle repair" on her mobile phone, she'll see your ad with a location extension and phone number. She can click the phone number to call you right away for help, or click your address to find her way to your location.

Here are the ad extensions you can use to give customers more information about your business:

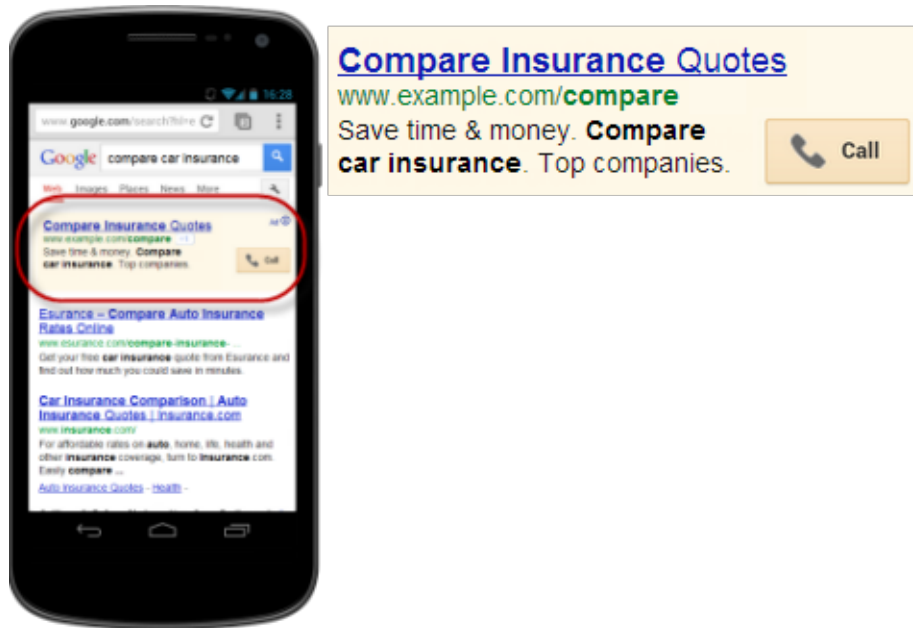
Location extensions

Help nearby consumers find or call your nearest storefront. [Learn more](#)



Call extensions

Connect users to your business directly by phone. [Learn more](#)



Sitelinks

Promote more pages within your site beyond your main ad landing page. [Learn more](#)



Social annotations

Show how many Google+ page followers your business has on your ads. [Learn more](#)



Seller ratings

Show your online business ratings in your ad. [Learn more](#)

[Tia's Ice Cream Store](#)

[www.example.com](#) - ★★★★★ 10,159 seller reviews

Delicious **ice cream** made with the best local ingredients

App extensions

Show a link to your mobile or tablet app right below your ad. [Learn more](#)

Example Bank

[www.example.com/](#)

Bank where and when you want with
our free Example Bank app.

 [Download Android App Here](#)

Offer extensions

Promote in-store coupons with your online ads. [Learn more](#)

[Official Google Lava Lamps](#)

[www.googlestore.com/lavalamps](#)

Direct from the Googleplex. Free Shipping!

[View offer](#) - \$10 Off Lava Lamps



Automatic offer extensions: Promote deals mentioned in your ad text

For some advertisers, you might see that your ad's been enhanced with an automatic offer extension, a link that's labeled "View this ad's deal." We'll automatically add this link to your ad, allowing you to promote a deal that's mentioned in your ad text with a link to your landing page and giving customers another reason to click your ad.

When you create an ad, the AdWords system will scan the ad text to see if there are any terms associated with deals or special promotions. If your ad includes such terms, then we'll review your ad's text and destination URL to make sure your advertised deal is available on your landing page and complies with our policies. If your deal is eligible to appear, we'll show the "View this ad's deal" link below your ad text. Keep in mind that the link will take customers to the same landing page that's used in your ad's destination URL or keyword's destination URL.



Example

Let's say you sell stuffed animals and create an ad promoting free delivery on your giant stuffed bears. When customers search for *giant stuffed bears*, we might show them the following ad:




Notes

- Since we use the text and destination URL that you provide to show automatic offer extensions, you're in control of whether automatic offer extensions are shown with your ad or whether they're shown at all.
- Automatic offer extensions are limited to English-language ads only. For example, this means that if your ad is written in English and targets English-speaking customers in Japan, your ad is eligible to show automatic offer extensions.

When your ads might appear with automatic offer extensions

In addition to reviewing your ad text to determine that your ads are eligible to appear with automatic offer extensions, there are other criteria that you must meet for your ad to be eligible to appear with this feature. Here are the criteria:

- Your campaign must be opted into the Google Search Network
- Your campaign must target desktop computers
- Your ad must be eligible to appear in one of the positions above Google search results

If you want to opt out of automatic offer extensions, you can [let us know via this form](#) . If you change your mind, you can always opt back in using the same form.

How automatic offer extensions work with other ad extensions

If your ad is using an ad extension and your ad is also eligible to show automatic offer extensions, then we'll show that ad extension instead of automatic offer extensions. For example, if your giant stuffed bears ad is eligible to appear with your sitelink ad extension and it's also eligible to appear with automatic offer extensions, then we'll show your sitelinks with your ad.

Keep in mind

The following ad extensions are available globally:

- Sitelinks
- Call extensions that don't use a Google forwarding number
- Social annotations

To find out if other extensions are available in your location, visit the article for that extension, linked to above.

Understanding your costs

You can add any or all of this extra information to your ads at no extra cost. Yes, free! AdWords only charges you for each click within the ad and its extensions, up to two clicks per impression.

We'll charge you the same amount each time a customer clicks any link on your ad, regardless of whether the link clicked is the headline of your ad or the link promoting your deal. You can decide the maximum amount you'd like to pay for a click by setting a cost-per-click (CPC) bid.

Ad extensions offer more opportunities for your customers to click on and within your ad, but you won't be charged for more than two clicks per ad impression. Clicks on some extensions (social and seller rating extensions) aren't charged at all and Adwords has processes in place to filter out any duplicate or invalid clicks that we detect.

Understanding your bidding and targeting options

You can choose to show your ads on the Google Search and Display Networks. Most ad extensions can only appear on Google.com and some Google Search Network sites, such as Google Maps (for location extensions), so when you set up your campaign you'll need to set a cost-per-click (CPC) bid.

Creating an ad extension

While you can create any ad extension following the general steps described in this article, each ad extension has its own unique set up, reporting, and best practices. Visit the article for the extension you'd like to create to learn more (links for each extension are available above).

Keep in mind

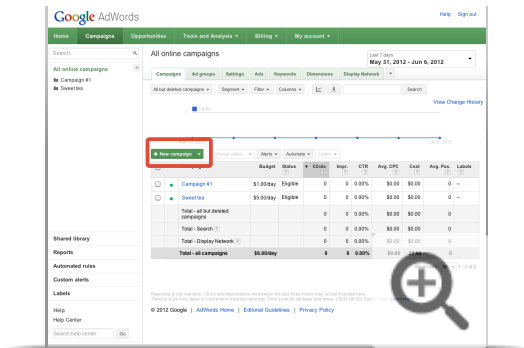
Don't see the extension you're looking for? Some extensions are available only for certain campaign types that have "All features" enabled. You can switch your campaign to "All features" at any time. Keep in mind that doing so may hide or deactivate some features that affect ad serving

Certain types of extensions, such as social annotations and automatic offer extensions, are created automatically and don't require the steps below to manage them.

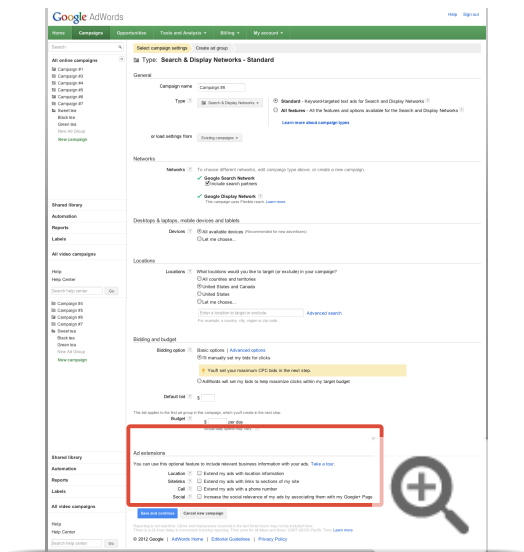
Creating the first extension in a campaign

Here's how to create the first extension in a campaign using the campaign creation page:

1. Sign in to your AdWords account at <https://adwords.google.com>
2. On the **Campaigns** tab, click the **New campaign** button and select the type of campaign you'd like to create.



3. You'll be taken to the **Settings** tab of your new campaign.
4. Under **Ad extensions**, check the box next to the ad extension type you'd like to add to your new campaign.



- If you've already created an ad extension in another campaign in your account, you can choose to use that existing extension (this is known as shared extensions). This saves you the time and effort of manually creating the same extension for a new campaign.

Using a shared extension

When you create a new extension during campaign setup, or later when you add an extension to an existing campaign, you'll be offered the option to skip some extra steps by using an existing extension. You can also share

multiple types of extensions. For example, if you have call and offer extensions in one campaign, you can share extensions for both types in a new campaign.



See an example: Adding an existing location extension setting to a new campaign.

Google AdWords

Home Campaigns Opportunities Tools and Analytics Billing My account

Select campaign settings Create ad group

Select campaign settings

Load settings Campaign type or Existing campaign

General

Campaign name Campaign #2

Locations and Languages

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

Ad countries and territories
United States and Canada
United States
Or use new address...

Enter a location to target or exclude. Advanced search

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

Based on your targeted locations, you may want to target pages that use these interface languages:

- English
- French

Target suggested languages

Languages What languages do your customers speak?

English, Latin

Location options (advanced)

Networks and devices

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

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

Bidding and budget

Bidding option Basic options | Advanced options

☐ I manually set my bids for clicks

Track set your maximum CPC bid in the next step

ClicksPerBid will set my bids to help maximize clicks within my target budget

Default bid \$ 0.10

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

Budget \$ 100 per day

Actual daily spend may vary.

Delivery method (advanced)

Extensions

You can use this optional feature to include relevant business information with your ads. Take a tour.

Location ☒ Extend my ads with location information

☐ Use address from a Google Places account

☒ Use manually entered addresses

1. Example Company
1234 Google Lane
Mountain View, CA 94043

Edit Delete

Select extension +

Business ☐ Extend my ads with links to sections of my site

Call ☐ Extend my ads with a phone number

Social ☐ Increase the social relevance of my ads by associating them with my Google+ Page

Mobile App ☐ Extend my ads with a link to a mobile app

Advanced settings

☐ Schedule: Start date, end date, and scheduling

☒ Ad delivery: Ad rotation, frequency capping

☐ Demographic

☐ Social settings

☐ Keyword matching options

☐ Automatic campaign optimization (Display Network only)

Save and continue Cancel new campaign

Help Sign out

Shared library Reports Automated rules Custom alerts Labels

Help Center Search help center

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- **Editing shared extensions:** When you edit a shared extension, the change will apply across all the campaigns that share the extensions. If you only want to change one extension for one of the shared campaigns, you should create a new and separate extension.
- **Deleting shared extensions:** If you have at least one campaign remaining with the extension, deleting the extensions from other campaigns will simply mean that those campaigns will not be sharing extensions. If you have only one campaign with the extension and delete the extension, this change is permanent and your extension settings will not be saved.
- **Using filters for shared location extensions:** Filters are included as part of this extension type.



Example

Let's say you create a location extension for Campaign "Men's Shoe Sale" linking to a Google Places account, and share it with another Campaign "Women's Shoe Sale."

The Google Places account has information of two brands of shops, HappyShoes and SunnyShoes, and only HappyShoes are having a sale. If you create a filter for "Men's Shoe Sale" so that your ads will be accompanied only by the addresses of HappyShoes, "Women's Shoe Sale" will be updated to use the same filter.

- **Location extensions -- sharing manual addresses:** With location extensions, you can either attach a Google Places feed or manually enter addresses. These manual addresses are also shareable among campaigns. However, there's currently no way to define a set of manual addresses and share this set among campaigns. You can share more than one manual address across a campaign, but you'll need to do this one at a time for each manual address.

Show ads with your Google+ page endorsements

Google+ makes it easy for people to share web content. When your Google+ page and your ads are linked, Google can show endorsements for your business from your Google+ followers. These are called annotations. If you're not already familiar it, [check out Google+ for business](#) now.

In [enhanced campaigns](#), your ads can automatically show social annotations - no setup or management necessary. To show social annotations on non-enhanced campaigns, you can manually set up social extensions in each campaign.

Here's what's needed for your ad to be eligible to show social annotations:

- Your Google+ page has to have a verified URL.
- The domain of your Google+ page URL has to match the domain of your ad's URL.
- Your Google+ page needs to have recent, high-quality posts and a significant number of followers, meaning 100 for most businesses.

How social annotations work

AdWords ads that appear on Google and some search partners are eligible to show social annotations when our system detects an active and verified Google+ page. These annotations will be shown when our system predicts that they will improve campaign performance. Here's what they look like.

[Hotels in Vienna Austria - Hotels up to 50% off](#)
[www.example.com/Vienna_Hotels](#)
Save on **Hotels in Vienna, Austria**
Example.com has 432,880 followers on Google+



Example

You own a restaurant and create a Google+ page for your business. You also create an AdWords campaign with some ads. When 100 people follow your restaurant's Google+ page, your ads show a social annotation that says your page has 100 followers.

How social annotations work with AdWords features

Here's how social annotations work with other aspects of your ad campaigns:

- **Pricing:** You'll be charged for standard clicks on your text ads when users click the ad to visit your site. You won't be charged when a person clicks a +1 button or a link to your Google+ page.
- **Network:** Annotations for ads appear across all AdWords ad formats, on Google and some search partners. Annotations may not always appear with your ads, but in non-upgraded campaigns, they're more likely to appear when you use social extensions and connect your Google+ page to your campaigns.
- **Reporting:** Specific reporting on social annotations isn't available, except some limited reporting for manual social extensions on non-enhanced campaigns.
- **Compatibility with other ad tools:** Social annotations are automatic for all enhanced campaigns. For non-enhanced campaigns, social extensions can be added using AdWords only, not AdWords Editor or the AdWords API.

Advertising guidelines

Please be sure to follow the [standard advertising policies](#), including the [social interaction incentives policies](#) outlined within the AdWords Policy Center. [Certain business types](#) aren't eligible to show social annotations.

Add social annotations to an enhanced campaign

When you have an enhanced campaign, social annotations can show automatically with its ads. No setup or management needed! However, there are a few requirements for your ads to be eligible to show these automatic annotations:

- Your Google+ page has to be linked to your website.
Follow [these instructions to link your Google+ page and your website](#) if they aren't already linked. This will allow social annotations to appear, and it'll also help your Google+ page and website be discovered in Google search.
- The domain of your ad's display URL has to match the website URL you've added to your Google+ page.
 - For example, George's ad that has a display URL of happysnacks.com/low-carb will match with a Google+ page that displays the website URL of happysnacks.com because they share the same domain.
 - If you have the same site with different top-level or second-level domains for different countries, [contact us](#) and ask us to match these. For example, your ads lead to google.fr and google.co.uk, but your Google+ page displays the URL google.com
- Your Google+ page needs to have recent, high-quality posts and a significant number of followers, meaning a minimum of 100 for most companies.

Keep in mind


- Social annotations may not show all the time on your ads. Whether or not they show depends on several

things, including the size of the browser window and what other extensions are showing with your ad.

- You can opt out of showing social annotations on the ads associated with your Google+ page by [using this form](#) or [contacting us](#).

How to set up a social extension in a non-enhanced campaign

To show social annotations on an existing non-upgraded campaign, manually set up a social extension. All the requirements for social annotations on enhanced campaigns also apply to manual social extensions.

1. Sign in to your AdWords account at <https://adwords.google.com> .
2. Click the **Campaigns** tab.
3. Navigate to an existing, non-upgraded campaign.
4. Go to the **Ad extensions** tab.
5. Select the "View: Social Extensions" option from the "View" dropdown menu.
6. Click the **+ New extension** button.
7. Enter the URL of your Google+ page. Ensure you enter the URL correctly - it's a common mistake to enter the URL of your Google+ profile instead of your Google+ page. See the "How to enter your Google+ page URL" section for details.



Examples


- URL with a number ID: <https://plus.google.com/1234567890>
- URL with a brand ID: <https://google.com/+GoogleBusiness>

8. Click **Save and continue**.

Keep in mind that the "Ads" tab will not show social extensions beneath the thumbnail preview of your ads.

How to enter your Google+ page URL

How to find the right URL

1. Sign in to your Google+ account at <http://profiles.google.com/me> .
2. Choose **Pages** from the side menu (**Pages** may also be listed under **More**).
3. Select the Google+ page you want.
4. Copy the URL in your browser's address bar. This is the Google+ page URL you want to enter when you set up a social extension.

It's a common mistake to enter the URL of your Google+ profile instead of your Google+ page. Be sure to check that you're on your Google+ page when you copy the URL. If someone else owns the Google+ page, like a colleague or client who has given you permission to use the page, browse to this page and copy the

URL.

How to format the URL

Format your Google+ page URL like the one below, with just the domain (green) and number or brand ID (grey):




<https://plus.google.com/1234567890>


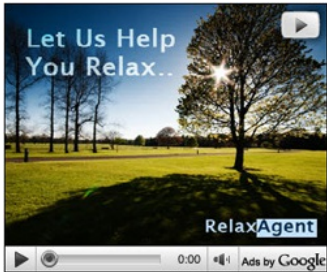

Remove any extraneous characters like "/" or "/about."

Choose an ad format

AdWords accounts give you access to ad formats that go beyond those that appear on Google Search results. Besides text ads, you can create video ads, image ads, WAP mobile ads, app or digital content ads, and more. Each type has its own benefits, whether it's the ease and affordability of running text ad or the colorful storytelling that comes with video. You can run multiple kinds of ads from the same AdWords account and, in some cases, from the same campaign.

Ad formats available in an AdWords account

Format	Description	Main benefits
Text	<p>Words only. *</p> 	Maintain ads quickly and easily. Reach customers when they search on Google.
Ad extensions	<p>Extends your ads with more information, such as additional links to your website, store address, or phone number.</p> 	Provide additional details and contact information that can make your ads more relevant to customers. You can opt to extend your ad for mobile devices differently than how you extend your ad for tablets and computers.
Image	<p>Static or interactive graphics. Animated ads in .gif and Flash format can be used.</p> 	Showcase your product or service in a visual way. Reach customers on websites that partner with Google.
WAP mobile	<p>Create text or image ads for WAP mobile devices.</p> <p>Note: Wireless Application Protocol (WAP) is a standard for accessing information over a wireless network for mobile devices.</p>	Connect with customers on-the-go, targeting your ads based on their location.

		
Click-to-download mobile app	Drive app downloads with click-to-download ads.	Send your customers straight to an online app store, such as Google Play Market or the Apple App Store. Note: Ads will appear only on devices compatible with your content.
Video	Audio visual ads that show online. Run standalone video ads or insert them in streaming video content. 	Deliver a rich and engaging experience to customers. Reach customers on websites that partner with Google.
Product Listing Ads	Text ads that contain product features and pricing information. Goes to a product purchase page on your website. 	Encourage your customers to learn about the products that you sell before they click to your website.

* Text ads might look slightly different on the Display Network.

Notes

- The ad formats available to you depend on your campaign type. For example, with enhanced campaigns, you can [customize your message for mobile visitors](#), [schedule extensions](#) to appear only during certain times of the day, and [customize sitelinks](#).
- For tips and best practices, see [About enhanced campaigns](#).

Campaign types and ad formats

Campaign type	Text ad	Image ad	Specialized - search	WAP mobile ad	Product listing ad	Dynamic search ad	Video ad
Search and Display Networks - Standard	✓	✗	✗	✗	✗	✗	✗
Search and Display Networks - All features	✓	✓	✓	✓	✓	✓	✗
Search Network only - Standard	✓	✗	✗	✗	✗	✗	✗
Search Network only - All features	✓	✗	✓	✓	✓	✓	✗
Search Network only - Dynamic search ads	✗	✗	✗	✗	✗	✓	✗
Display Network only - All features	✓	✓	✗	✓	✗	✗	✓

Display Network only - Mobile apps	✓	✓	✗	✗	✗	✗	✓
Display Network only - Remarketing	✓	✓	✗	✗	✗	✗	✓

Note: If you select the "Search and Display Networks - All features" campaign type or any of the "Display Network only" campaign types, you'll have access to the Display Ad Builder tool. But, the actual ad formats available to you in the Display Ad Builder depends on the specific campaign type you select.

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

Steps to choose an ad format

1. Select the campaign and ad group in which you want to create your new ad.
2. Click the **Ads** tab.
3. Click the "+ Ad" dropdown button.
4. Choose the format of the ad you'd like to create and complete the instructions specific to that ad format.
5. Click "Save ad."

After you've saved your ad, you should see your new ad listed in the **Ads** tab. However, ads may not run until they're reviewed or approved, which can take seconds or days depending on the format.

Relevance, clarity, and accuracy

If your ad was disapproved for using a phone number in its ad text or sitelinks, you can fix it by removing the phone number and saving your ad. If you want, consider creating [call extensions](#) instead to help encourage phone calls.

What's the policy?

Ad text must be relevant, clear, accurate, and descriptive of the products or services offered.

Relevance

- Your ads and keywords must directly relate to the content on the landing page for your ad. When users see your ad, they should be able to understand what kind of product, service, or other content they'll find on your site.
- Products or services that are promoted in your ad must be reflected on your landing page. Also, see the [advertiser claims](#) policy.

Phone numbers







- Phone numbers and vanity phone numbers can't be used anywhere in ad text or in a [sitelinks extension](#), except for company names that are actual phone numbers (such as "1800-EXAMPLE"). Phone numbers in ads are confusing to users who might be expecting to be led to a call session as opposed to a website. To let customers call you directly from your ad, use [call extensions](#) instead.



Clarity

- Ads can't simulate email inbox notifications.
- Ads can't have any missing lines of text, excessive spacing, or extremely bad grammar.
- Ads using keyword insertion must be grammatically and logically correct, and result in meaningful ad text for the user.
- Ads can't use call-to-action phrases such as "click here" or "click +1" that could apply to any ad, regardless of content. This includes phrases in the third line of your ad that lead into your display URL, such as "See this site."

We've created this policy to help our users find clear, accurate information about the products or services they're looking for.

Examples

Example ad	Acceptable?
Google AdWords adwords.google.com Affordable online advertising Create your campaign today!	 <u>Acceptable</u> The ad text is clear and descriptive.
Ad Words, Word Ads adwords.google.com We are the words that ad the world. Advertise!	 <u>Not acceptable</u> The ad text is unclear and confusing.
Google AdWords adwords.google.com Create your campaign today!	 <u>Not acceptable</u> The ad text is missing a line of text.
(1) Friend Request example.com Your friend has a crush on you. Learn more!	 <u>Not acceptable</u> The ad text is trying to simulate an inbox notification or message request.
Google AdWords For an account, click here Learn more. Visit us at: adwords.google.com	 <u>Not acceptable</u> The phrase "click here" isn't allowed. Also, the third line continues into the display URL, which isn't allowed either.
Free games no downloads	 <u>Not acceptable</u>

example.com Search Free games no downloads View Free games no downloads	The inserted keywords result in an ad that doesn't make sense.
DSLR Cameras example.com/search/DSLR+Camera Buy DSLR Cameras Save big!	 Not acceptable The ad doesn't clearly indicate that the resulting landing page will be a search page.
DSLR Cameras example.com/search/DSLR+Camera Search for DSLR Cameras Find great deals!	 Acceptable The ad clearly mentions that users will be able to search for DSLR cameras.

What can I do if my ad gets disapproved?

If your ad gets disapproved for violating this policy, try reviewing the following tips to help resolve your issue:

- Double check your ads and keywords and make sure they directly relate to what a user will see when they click on your ad.
- Make sure the products or services that you promote in your ad are displayed on your landing page.
- Review your ad text and fix any ads that have missing lines of text, excessive spacing, or extremely bad grammar.
- Instead of including a phone number in your ad text or sitelinks, consider using [call extensions](#).
- Check to see that your ads don't simulate email inbox notifications or fake "friend/crush" requests or notifications.

How do I resubmit my ad for review?

If your ad gets disapproved, you can resubmit it for review by simply editing your ad and then saving it. To avoid getting disapproved again, make sure that your ad complies with our policies and that you remove any references to unacceptable content before saving your ad.

Here's how to edit your ad:

1. Visit your account's **Ads** tab.
2. Hover over the table row that lists the ad you want to edit. Click the pencil icon next to your ad, and you'll be able to edit your ad right there.
3. Click **Save** when you're done editing your ad.

After editing and saving your ad, the **Status** column will change from "Disapproved" to another status like "Under review" or "Eligible." We review most ads within 1 business day. Some reviews may take longer because some ads require more complex review.

What happens if I violate this policy?

- **Ad disapproval:** Ads that don't follow this policy may get disapproved. A disapproved ad won't be able to run until the policy violation is fixed and the ad is approved.
- **Domain disabling:** We may suspend websites that violate this policy, meaning that the website can no longer be advertised with AdWords until the problem is fixed.
- **Account suspension:** An account may get suspended if you have several violations or a serious violation. If this happens, all ads in the suspended account will stop running, and we may no longer accept advertising from you. Any related accounts may also get permanently suspended and your new accounts may get automatically suspended at setup. Learn more about [suspended accounts](#).

Contact information

If you still have questions about this policy, you can contact us via the link below. You'll be taken to a form where you can write to us about your issue.



[Contact AdWords Support](#)

Google's advertising principles

Our advertising requirements can be summed up by Google's Advertising Principles shown below. To promote a safe and positive experience for our users, each ad is reviewed based on these advertising principles.

User Experience

Advertising should provide a positive experience to users.

Showing users the right ads at the right time can truly enhance a user's experience. We believe that advertising can be effective, engaging, and useful – without being annoying. When people click on our ads, they trust us to deliver them to a destination that's relevant, original, and easy to navigate.

Safety and Security

Advertising should be safe for all users.

User safety is everyone's business, and we can't do business with those who don't agree. Scams, phishing, viruses, trojans, and other badware on the Internet all damage the value of the Internet for everyone – users, publishers, developers, and advertisers. Trying to get around policies or "game the system" is unfair to our users, and we can't allow that.

Accurate Ads

Advertising should be accurate and truthful.

Advertising can be informative, entertaining, metaphorical, or even tell a story. However, any factual claims and offers should always be credible and accurate. Misleading, inaccurate, and deceitful ads hurt everyone – users, publishers, developers, and advertisers.

Transparency and Privacy

Advertising shouldn't violate users' trust or privacy.

Transparency and privacy are core company principles that you'll see in our software principles and privacy principles. Users should know when they're looking at an ad, and they should be able to easily find out who's behind it. We strive to be open and honest with our users, and we expect advertisers to do the same. Similarly, we expect all advertisers and publishers to respect users' personal information, by adhering to strong standards of disclosure, choice, responsibility, and user benefit.

Legal

Advertising should comply with laws and regulations.

Many products and services are regulated by law, which can vary from country to country. All advertising, as well as the products and services being advertised, must clearly comply with all applicable laws and regulations.

For the most part, our policies aren't designed to describe the actual laws in every country. All advertisers bear their own responsibility for understanding the laws applicable to their business. Our policies are often more restrictive than the law, because we need to be sure we can offer services that are legal and safe for all users.

Google's Brand

Advertising should be compatible with Google's brand decisions.

Ads must be compatible with company brand decisions. Our company has a strong culture and values, and we've chosen not to allow ads that promote products and services that are incompatible with these values. In addition, like all companies, Google sometimes makes decisions based on technical limitations, resource constraints, or requirements from our business partners. Our policies reflect these realities.

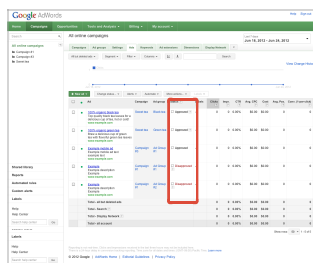
Refer to the [AdWords Policy Center](#) for the full list of policies, which may differ based on country.

Understanding your ad status

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

Where to find your ad status

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



How to interpret your ad status

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

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

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

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

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

Check your ad's approval status

When we review your ad to see if it complies with our policies, we give it one of several approval statuses. If your ad isn't showing for certain users, or if it's not showing at all, it could be because of your ad's approval status.

Some approval statuses, like "Approved (adult)" or "Approved (limited)," mean that your ad can only show for certain users. Other approval statuses, like "Disapproved" or "Site suspended," mean that your ad can't show at all right now.

How to check your ad's approval status

1. Visit your account's **Ads** tab.
2. Look at the **Status** column.
3. Next to each ad, you should see the ad's current status.



Video: [How to check the status of your ad](#)

In this view we'll show you where to find information on the status of your ads in your AdWords account.

View policy details for each ad

Wondering why your ad has a certain status? The **Policy details** column can show you information about which policies are affecting the approval status of your ads.

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

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

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

- If your ad has an **Approved (limited)** status, you'll see details on why that ad is limited to a certain audience.
- If your ad has a **Disapproved** status, you'll see the reason why that ad wasn't approved. Click the disapproval reason to learn more about that policy, then make changes to your ad (and website, if needed) so that it complies with our policies.
- If your ad has a **Site suspended** status, check your email for details about why your site was suspended from AdWords. The email will tell you the name of the policy that was violated, the site that's in violation, and a link that points you to more information about that policy and how to fix the issue.

Approval statuses

We give your ad one of several approval statuses during and after our review to see if it complies with our [advertising policies](#).

Statuses that can allow your ad to run:

- **Approved** -- Ad complies with our policies, so it's allowed to show for all audiences.
- **Serving (video ads)** -- A video ad is approved to appear on YouTube.

Statuses that can allow your ad to run with limitations:

- **Eligible** -- Ad is still being reviewed, but it can show on Google search pages in the meantime.
- **Approved (limited)** -- Ad can run, but not in all situations due to policy restrictions such as those around trademark use and gambling ads.

- [Approved \(non-family\)](#) -- Ad can run, but not in all situations due to restrictions on content that we consider "non-family safe."
- [Approved \(adult\)](#) -- Ad can run, but not in all situations due to restrictions on adult content.

Statuses that can prevent your ad from running:

- [Under review](#) -- Ad is still being reviewed and can't show until it's been approved.
- [Not yet serving \(video ads\)](#) -- A video ad is not yet approved to appear on YouTube but is under review.
- [Disapproved](#) -- Ad cannot run as it is now because it violates AdWords policy.
- [Site suspended](#) -- Ad cannot run because the webpage it promotes violates AdWords policy.
- [Not serving \(video ads\)](#) -- All formats (headline, description, video, etc.) of the video ad have been disapproved.
- [With issues \(video ads\)](#) -- One or more of a video ad's formats are marked as "Disapproved" or "Approved (limited)."

There are also [other statuses](#) that are not related to ad approval, such as **Ended**, **Paused**, and **Campaign pending**.

Resubmit a disapproved ad



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

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

Resubmit your ad for review

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

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


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



Resubmit some entire campaigns for review

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

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

1. Go to the **Campaigns** tab and select a campaign.
2. Select the **Ads** tab.
3. Look at the Status column and hover over the white speech bubble  next to "Disapproved."
4. Click "**Resubmit my campaign for review.**" Remember that this link will appear only if your ad was disapproved for certain issues relating to your site or destination URL.
5. Follow the on-screen instructions to resubmit the eligible disapproved ads in that campaign.
6. The Status column will soon reflect the change in approval status – it will change from "Disapproved" to "Eligible" or "Under review." We review most ads within 1 business day. Some reviews may take longer because some ads require more complex review.

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



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

Paused ads and the approval process

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

We work hard to review all ads in our program as quickly as possible, and we review most ads within 1 business day. Some reviews may take longer because some ads require more complex review.

Imagine you're launching a big new campaign next week. If you wait until next week to create your ads, there's a chance that those ads won't run immediately because it can take time to get your ads reviewed. By creating your ads in advance and then pausing them, you'll have a better chance of having them reviewed soon and ready to go when the time comes to start your campaign.

Fixing disapproved ads that were paused

If we find that your paused ad doesn't comply with our [Advertising Policies](#), we may disapprove it. If your paused ad shows a "Disapproved" status when you unpause it, follow our instructions on how to [fix a disapproved ad](#).

Checking the approval status of a paused ad

To see if your paused ad is approved or disapproved, enable the **Policy details** column at any time. Here's how:

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

After following the steps above, you'll now see a **Policy details** column in your Ads tab. This column shows you whether your ad is approved or not. If it isn't approved, you'll see one or more disapproval reasons. Click the disapproval reason to learn more about that policy, then make changes to your ad (and website, if needed) so that it complies with our policies.

Keeping your ads from being reviewed

To create ads and not have them reviewed, you can create your ads offline using AdWords Editor and then upload them to your account when you're ready to have them reviewed. We don't recommend deleting your ads to avoid review, since it's not possible to resume an ad once you've deleted it. Also, if you delete and re-create your ad, your new ad's statistics will begin at zero.

Creating a large number of ads for a future campaign

If you're about to launch a new webpage and want to create ads in advance to promote that new page, follow the steps below:

1. Create a new webpage that you want to point to. To help keep it hidden for the moment, don't link to the new web page from the rest of your site.
2. Use the "robots.txt configuration" described [here](#) to keep the site out of the crawl index. This way Google won't display your new webpage in our search results before it's officially launched.
3. Create your ads and immediately pause them. You can also create your ads in a paused campaign or ad group so that it's easier to resume multiple ads at once.
4. When you're ready for the campaign to go live, you can resume your paused ads, campaigns, or ad groups, remove any robots.txt configuration, and add links to the new page.

Check and understand Quality Score

Quality Score is an estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad. Having a high Quality Score means that our systems think your ad, keyword, and landing page are all relevant and useful to someone looking at your ad. You can find out your Quality Score for any of your keywords, and there are several things you can do to help improve your Quality Score.

Example

Suppose Sam is looking for a pair of striped socks. And let's say you own a website that specializes in socks. Wouldn't it be great if Sam types "striped socks" into Google search, sees your ad about striped socks, clicks your ad, and then lands on your webpage where he buys some spiffy new striped socks?



In this example, Sam searches and finds exactly what he's looking for. That's what we consider a great user experience, and that's what can earn you a high Quality Score. What's more, relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.

Watch this video




What is AdWords Quality Score and Why Does it Matter?

Learn why your keyword Quality Score is key to getting your ads in front of customers. Find out what a Quality Score is, how it's calculated, where it's located, and how to improve it. Read more about AdWords Quality Score at <http://goo.gl/8v2hr>. Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>.

Checking your Quality Score

You can check your Quality Score by looking within your **Keywords** tab. There are a couple ways to check your Quality Score, as shown below.

Run a keyword diagnosis:

1. Click the **Campaigns** tab at the top.
2. Select the **Keywords** tab.
3. Click the white speech bubble  next to any keyword's status to see details about that keyword's Quality Score. You'll be able to see ratings for **expected clickthrough rate**, **ad relevance**, and **landing page experience**.

Another way to see your Quality Score is to enable the Qual. score column:

1. Click the **Campaigns** tab at the top.
2. Select the **Keywords** tab.
3. Look for the **Qual. score** column in the statistics table. If you don't see this column in your table, you can add this column by doing the following:
 - Click the **Columns** dropdown in the toolbar above the statistics table.
 - Select **Customize columns**.
 - Select **Attributes**.
 - Click **Add** next to **Qual. score**.
 - Click **Save**.



Keyword	Quality Score	Other Metrics
keyword 1	10	...
keyword 2	9	...
keyword 3	8	...
keyword 4	7	...
keyword 5	6	...
keyword 6	5	...
keyword 7	4	...
keyword 8	3	...
keyword 9	2	...
keyword 10	1	...

Each keyword gets a Quality Score on a scale from 1 to 10, where 1 is the lowest score and 10 is the highest. We recalculate your Quality Score every time your ads are eligible for the [ad auction](#), which can potentially happen many times a day. Rather than showing you different Quality Scores throughout the day, we show you a single Quality Score that gives you an estimate of that keyword's overall quality.

How we calculate Quality Score

Every time someone does a search that triggers your ad, we calculate a Quality Score. To calculate this Quality Score, we look at a number of different things related to your account. By improving the following factors you can help improve your Quality Score:

- **Your keyword's past clickthrough rate (CTR):** How often that keyword led to clicks on your ad
- **Your display URL's past CTR:** How often you received clicks with your display URL
- **Your account history:** The overall CTR of all the ads and keywords in your account
- **The quality of your landing page:** How relevant, transparent, and easy-to-navigate your page is
- **Your keyword/ad relevance:** How relevant your keyword is to your ads
- **Your keyword/search relevance:** How relevant your keyword is to what a customer searches for
- **Geographic performance:** How successful your account has been in the regions you're targeting
- **Your ad's performance on a site:** How well your ad's been doing on this and similar sites (if you're targeting the Display Network)
- **Your targeted devices:** How well your ads have been performing on different types of devices, like desktops/laptops, mobile devices, and tablets – you get different Quality Scores for different types of devices

How Quality Score affects you

Quality Score is used in several different ways and can affect the following things in your account:

- **Ad auction eligibility:** Higher Quality Scores make it easier and cheaper for a keyword to enter the ad auction.
- **Your keyword's actual cost-per-click (CPC):** Higher Quality Scores lead to lower CPCs. That means you pay less per click when your keyword has a higher Quality Score.
- **Your keyword's first page bid estimate:** Higher Quality Scores lead to lower first page bid estimates. That means it's easier for your ad to show on the first page of search results when your keyword has a higher Quality Score.
- **Your keyword's top of page bid estimate:** Higher Quality Scores lead to lower top of page bid estimates. That means it's easier for your ad to show towards the top of the page when your keyword has a higher Quality Score.
- **Ad position:** Higher Quality Scores lead to higher ad positions. That means your ad can show up higher on the page when your keyword has a higher Quality Score.

In a nutshell, higher Quality Scores typically lead to lower costs and better ad positions. The AdWords system works best for everybody – advertisers, customers, publishers, and Google – when the ads we show are relevant, closely matching what customers are looking for. Relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.

Budgets and bidding

Introduction to budgets

[Set a budget for your campaign](#)

[Why costs might exceed your daily budget](#)

[Avoid a depleted daily budget](#)

Introduction to bidding

[Understanding bidding basics](#)

[Determining a bid option based on your goals](#)

[Adjust your keyword bids](#)

[Choose a bid amount that works for you](#)

[Cost-per-click bidding](#)

[Enhanced cost-per-click \(ECPC\)](#)

[Cost-per-thousand-impressions bidding](#)

[Choose a bid for your Display Network campaign](#)

Set a budget for your campaign

If you've ever planned a vacation, you know the importance of setting a limit for how much you can spend while allowing for the unexpected. In the same way, AdWords lets you set daily budgets for your campaigns with the flexibility to change them at any time.

Decide how much to spend

With AdWords, you choose a daily budget for each campaign based on your advertising goals and the general amount you're comfortable spending each day.



Example

Let's say clicks cost \$0.10 on average, and you'd like around 100 clicks per day. You might budget \$10 per day.

Using this example, here's how you'd figure out your daily budget:

$0.10 \times 100 = \$10$ per day (Cost-per-click x Clicks per day = Daily budget)

If you're used to working with a monthly advertising budget, you can calculate the amount you might budget per day by dividing your monthly budget by 30.4 – the average number of days per month.



Example

Let's say you normally spend \$304 per month on advertising. To figure out your daily budget, you'd divide \$304 by 30.4 and would get a daily budget of \$10.

Using this example, here's how you'd figure out your daily budget:

$304 / 30.4 = \$10$ per day (Monthly budget / Average number of days per month = Daily budget)

Set your daily budget

Your daily budget applies to a single campaign, not all campaigns in your account. Here's how to set your daily budget for a new campaign:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click **+New campaign** and select the **campaign type** you'd like to create:
 - Search & Display Networks
 - Search Network only
 - Display Network only
4. On the "Select campaign settings" page, scroll to the "Bidding and budget" section and enter an individual daily budget or use a shared budget. Learn more about [shared budgets](#), which let you allocate budget across multiple campaigns.

The screenshot shows the Google AdWords interface for creating a new campaign. The 'Bidding and budget' section is highlighted with a red box, indicating the current step. The 'Budget' field is set to '\$ 1 per day'. The 'Default bid' is set to '\$ 0.10 per click'. The 'Delivery method' is set to 'Standard'. The 'Ad extensions' section shows options for Location, Sitelink, Call, and Mobile App. The 'Advanced settings' section shows options for Schedule, Ad delivery, Ad rotation, Frequency capping, Remarketing, Social settings, Account linking, and Automatic campaign optimization.

5. Finish (or skip) choosing your other campaign settings and click **Save and continue**.



Tips

- **Get a recommendation.** AdWords shows recommended budgets for campaigns that repeatedly meet their daily budget but have the potential to earn more clicks and impressions. Learn how to find your [recommended daily budget](#).

- **Don't set and forget.** Check your account regularly to look for campaigns that are limited by budget or have leftover dollars. A limited budget could mean fewer clicks and impressions than you might have otherwise earned, whereas a bloated budget may actually increase the cost per click of your ads if you're using automatic bidding. You can check the Status column on your Campaigns tab to see whether any of your campaigns show a "Limited by budget" status.

Change your daily budget at any time

You can change your daily budget at any time and as many times as you like.

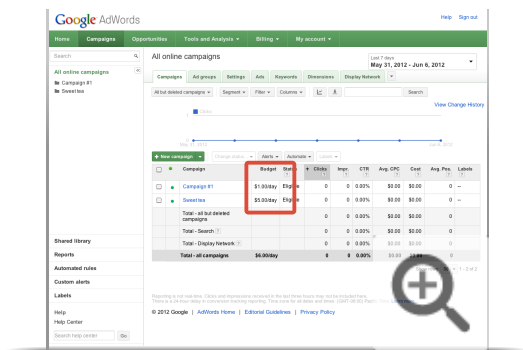


How to edit your daily AdWords budget

Learn how to edit the daily budget for one of your AdWords campaigns.

Here's how to edit your daily campaign budget from the **Campaigns** tab:

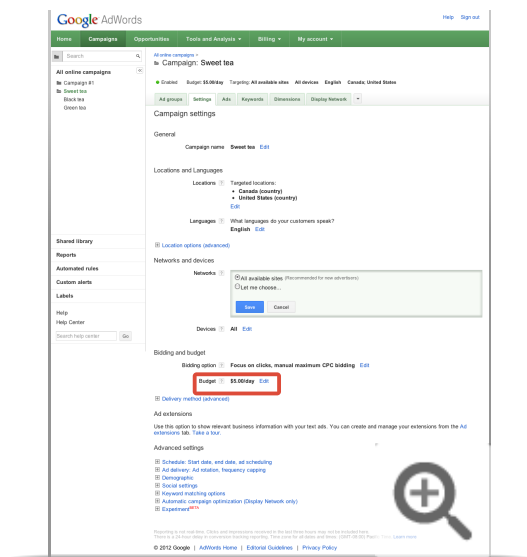
1. In the **Campaigns** table, click the budget you'd like to edit.



2. Enter a new campaign budget.
3. Click **Save**.

Here's how to edit your daily campaign budget from a campaign's **Settings** tab:

1. Select the campaign you want to edit.
2. Click the **Settings** tab.
3. In the "Bidding and budget" section, click the **Edit** link next your campaign's daily budget.

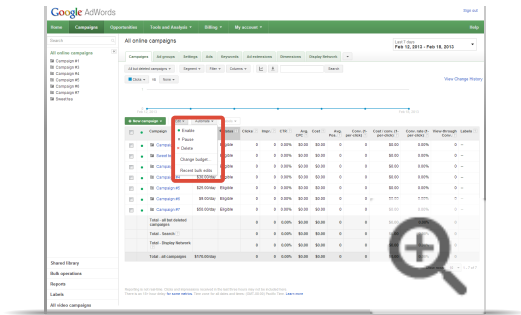


4. Enter the new budget.
5. Click **Save**.

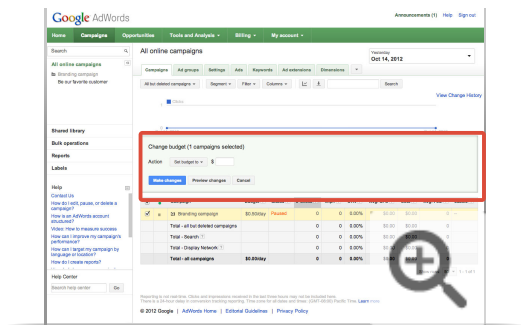
Edit your campaign budgets in bulk

If you want to change the budget for multiple campaigns at once:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Check the box next to any campaigns you want to edit. You can also select all campaigns by checking the box in the menu bar.
4. Click **Edit**, then choose **Change budget...**



5. In the window that appears, you can set your budget to a specific amount, or increase or decrease your budget by a percentage or specific amount.



6. Click **Preview changes** to see what your edits will look like, or click **Make changes** to edit your selected campaigns.



How budget changes take effect

When you change your daily campaign budget you'll see these adjustments immediately in your account. Based on when you edit your budget, the way that your campaign consumes your budget can vary. Here's what happens to your budget based on the time or frequency of your change:

Mid-day

Campaigns will typically spend around 50% of their budget in the day's first half and the remainder in the day's second half. However, if demand for your ads happens to be greatest early in the day, you might spend 70% of your daily budget in the morning. If you made a budget change around noon, you might spend an additional 50% of your new daily budget in the afternoon, which could result in a total spend for the day which is slightly greater than either of the daily budgets which were in effect that day. This results from the fact that the system is

	<p>designed to make up for low traffic days by slightly exceeding your daily budget on higher traffic days, as long we never exceed your monthly charging limit.</p> <p>If you've lowered your daily budget significantly, it's also possible that your ad distribution will slow significantly for the rest of the day.</p>
Multiple times a day	You'll be charged based on the highest daily budget that you chose for that day.
Mid-month	<p>You'll be charged for the month no more than the new budget multiplied by the number of days that remain in the month plus the total amount spent for the campaign before the budget change.</p> <p>For example, if on November 24th your daily budget is US\$5, and you've already spent US\$113 this month, and on the same day you change your daily budget to US\$10, you'd be charged no more than as follows:</p> <p>$\\$113 \text{ spent so far} + (\\$10/\text{day} \times 7 \text{ days remaining}) = \\183</p>
Multiple times a month	The same calculation applies as the one for changing your budget mid-month.

Note

Even if you don't deliberately change your daily campaign budget, the following actions are considered budget changes (for computing the maximum amount you'll be charged within a calendar month):

- Changing your campaign end date.
- Changing your delivery mode (standard delivery or accelerated delivery).
- Choosing a different time zone for your AdWords account.

Find out [how to select a time zone, and how it affects your budget cycle](#).

Why costs might exceed your daily budget

AdWords helps you maximize your return on investment (ROI) by looking out for days when search traffic is higher, and then showing your ads more often on those days. When this happens, your total daily cost could be up to 20% more than your usual daily budget – but AdWords prevents your campaign from overspending for the month as a whole based on a monthly charging limit.

When campaigns cost more than their daily budget

If you've noticed that the total daily cost of an ad campaign is more than the amount you budgeted for that day, that means your campaign is spending more of your budget on days with higher search traffic and less on days with lower traffic. This way, up to 120% of your daily campaign budget can be used to show your ads on certain days of the week or certain times of the month based on fluctuations in traffic, but not more than you spend on your campaigns each month.

Search traffic can fluctuate for the following reasons:

1. Whether it's a weekend or weekday
2. Seasonality and holidays
3. Geopolitical and cultural events

Dipping into your daily budget for other days in the month helps your campaigns reach their potential. However, in cases where costs exceed the 120% cap, you'll still only be charged for the 20% over your daily budget.

For example, if your daily budget is US\$10 per day, and you've accumulated US\$15 in costs on a given day, you'll only be charged US\$12. AdWords uses a monthly charging limit to prevent you from accidentally getting overcharged.

Monthly charging limit

While the cost of your campaign can be 20% above your daily budget on any given day, AdWords uses a monthly charging limit. As long as your budget is consistent for an entire month, you won't be charged more than your daily budget multiplied by the average number of days in a month, which is 365 days in a year ÷ 12 months or 30.4 days/month.

Example

If your budget is US\$10 per day throughout an entire month, the maximum you'd be charged is US\$304 (US\$10 daily budget x 30.4 average days per month) in that billing cycle.

If your budget is the same value throughout a month, and you accrue more costs in a calendar month than your monthly limit allows, you'll only be charged your monthly limit. For instance, if your daily budget is US\$10 per day throughout a month (a US\$304 monthly charging limit), and you've accrued \$310 in costs over a calendar month, you'll only be charged \$304.

However, a monthly charging limit won't be used if your daily budget changes throughout the month, even though the 120% daily limit still applies. For campaigns that are paused in the middle of the month or that otherwise don't run for the full month, you may see discrepancies between your average daily budgets and your total charges.

Avoid a depleted daily budget

If you have a limited budget, you want to make the most of every cent you spend on your advertising campaign. Instead of discontinuing your campaigns and missing out on clicks, or spending more than you can comfortably afford, consider the following techniques for spending your campaign budget more effectively:

- Lower your bids for campaigns that are "limited by budget," potentially reducing the average cost per click.
- Let AdWords automatically bid for you to get as many clicks as possible with your campaign's current daily budget.
- Choose "Standard delivery" for your ads, instead of "Accelerated delivery."
- Look at the recommended budget to estimate how a different budget could improve your performance.

Lower your bids in campaigns that are "limited by budget"

While counterintuitive, slightly lowering your bids in campaigns that are "limited by budget" could potentially help you earn more clicks. Lowering bids for budget-constrained campaigns could reduce the average amount you pay when someone clicks your ads, with the potential for your budget to go further and get more clicks. Lowering bids too much, however, could result in fewer clicks if your bids are no longer competitive. If you choose to decrease your bids, check your campaign a few days later to ensure that you haven't lowered your bids too much.

Let AdWords automatically bid for you

An alternative to lowering your bids yourself is to allow AdWords to automatically adjust your bids for you. When AdWords automatically sets bids for you, changing your keyword or placement maximum cost-per-click (CPC) bids, it'll still stay within a target daily budget that you've set for that campaign. [Learn more about automatic bidding](#)

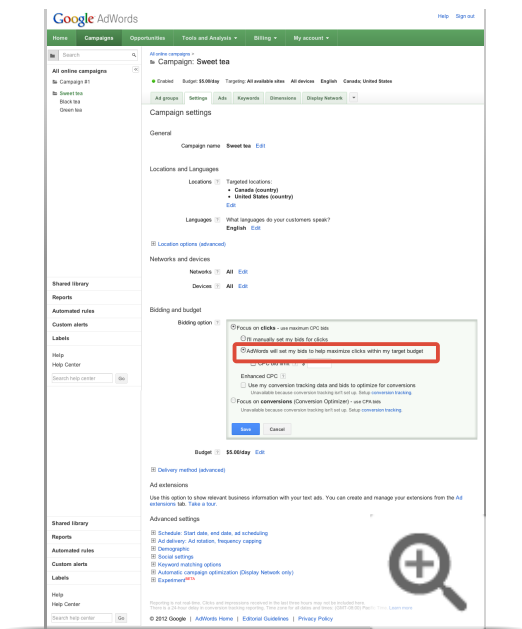


How to allow AdWords to automatically bid on your behalf

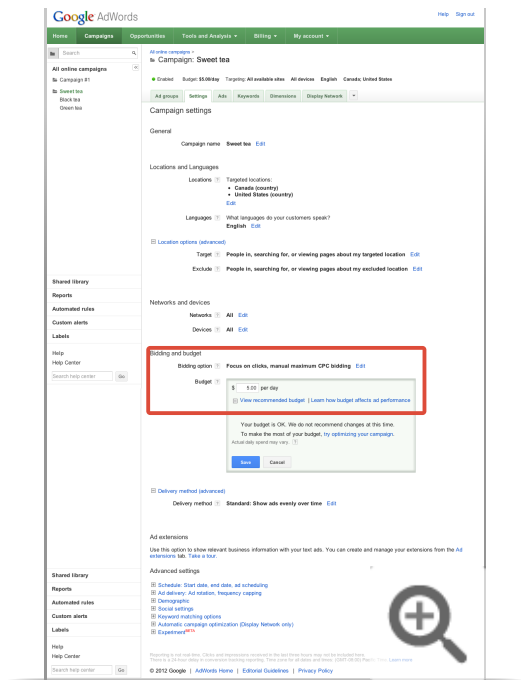
Note: Automatic bidding isn't available with the following features:

- "Display Network only - Mobile apps" [campaign type](#)
- [Bid adjustments](#) based on day and time

1. Click the **Settings** tab within the campaign you want to edit.
2. Scroll to the "Bidding and budget" section and choose "AdWords will set my bids to help maximize clicks within my target budget"



3. Enter a daily budget for your campaign.



4. Click **Save and continue**.

Change your delivery method from "Accelerated" to "Standard"

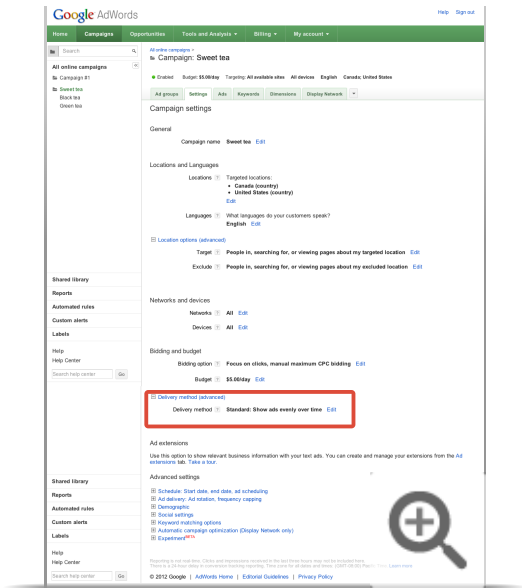
Think of "Accelerated delivery" like jet fuel. It's likely to use up your campaign's daily budget early in the day by showing your ads more quickly until your budget is reached. "Standard delivery" is like a slow-burning candle. The delivery of your ads is spread more evenly throughout the day.

If you're using manual bidding, by default your campaign will be set to "Standard delivery." It's not possible to use "Accelerated delivery" with automatic bidding.

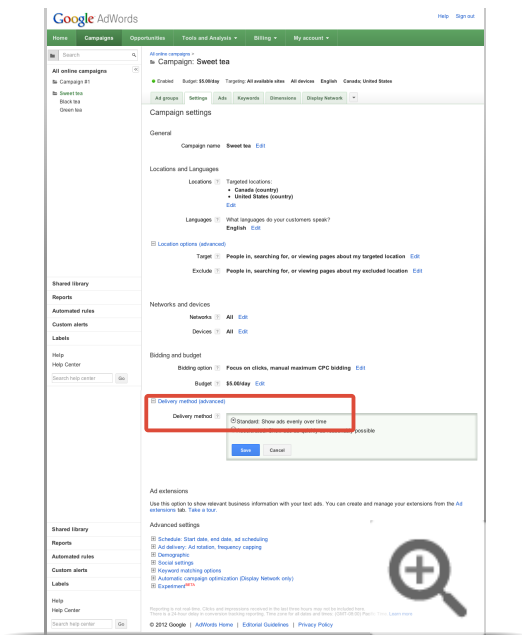


How to change your delivery method

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Select the **Settings** tab within the campaign you want to edit.
3. In the "Bidding and budget" section, click + **Delivery method (advanced)** and then click the **Edit** link.



4. Choose "Standard: Show ads evenly over time."



5. Click **Save**.

Find your campaign's "recommended budget"

AdWords shows recommended budgets for campaigns that repeatedly meet their daily budget but have the potential to earn more clicks and impressions. You can use them to estimate how a new budget may improve the visibility of your campaign's ads. The recommendations are based on a detailed analysis of your campaign's performance from the past 15 days, along with the other factors listed below:

- Recent campaign performance
- Current campaign budget
- Keyword list
- Campaign targeting settings

AdWords won't display a recommended daily budget if you rarely meet your daily budget, or if your campaign has limited data. If you don't see a recommended budget, and you know your ads aren't being shown as often as they could because your budget is limited, you might want to consider raising your budget to an amount that you're comfortable with.



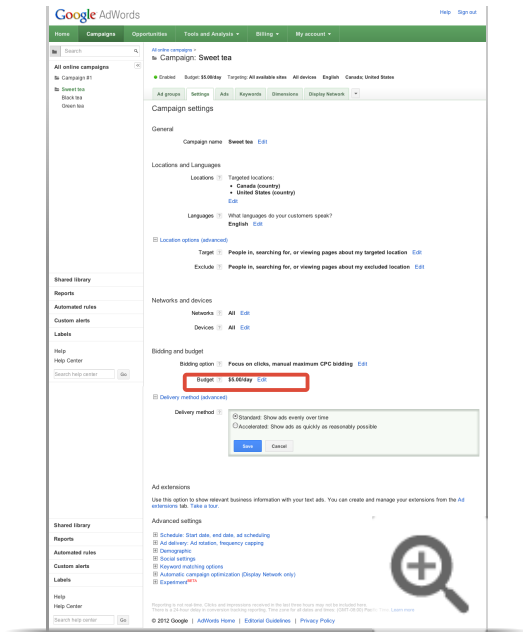
How to find your campaign's recommended budget



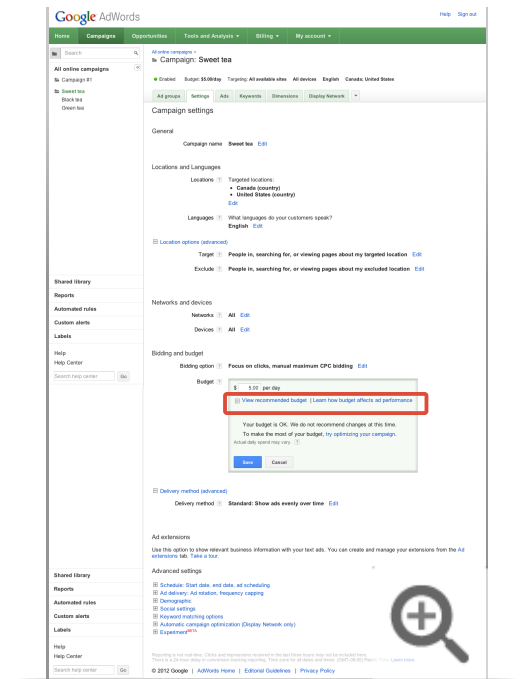
[How to view your recommended budget](#)

In this video we'll show where to find recommended budget information for your campaigns

1. Select the **Settings** tab within the campaign you want to edit.
2. Next to "Budget," click **Edit**.



3. Click **View Recommended Budget**.



4. Review the recommended new daily budget, if there is one, including any guidance regarding potential traffic. When you decide what your new budget will be, enter the new amount.

5. Click **Save**.



How budget recommendations are calculated

Budget recommendations are based on keywords and determined by how many times your ad could've shown in total if you had a limitless budget. In other words, AdWords looks at how often your ad wasn't eligible to show based on your budget limitations.

AdWords then compares this potential number of impressions to how often someone actually clicks your ads (your **clickthrough rate**, or CTR) and how much your clicks have actually cost (your actual cost per click, or CPC). This shows how much your budget would have to be to better accommodate the traffic available to you.

To take into account that search traffic and costs can fluctuate, your budget recommendation combines estimates from each day separately. This means that even if your business is cyclical – i.e. you typically see spikes in traffic throughout the week – the recommended budget relies on the average amount of traffic.

Although we can calculate what your budget has to be to cover all possible traffic, we won't necessarily recommend the full amount to you. Your recommended budget tries to capture more ad impressions without drastically changing your budget.



Example

If your current daily budget is \$10 and we see it would need to be \$100 to capture all possible traffic, your recommended amount may be less, such as \$20 (the amount can vary depending on your current budget and potential traffic).

Understanding bidding basics

AdWords gives you several ways to bid for your ads, depending on what matters most to you and your business. Most advertisers focus on clicks, impressions, or conversions.

Now that you're advertising on AdWords, you probably have a clear goal in mind for your ads. If you sell coffee, maybe you want to get more people to visit your shop. If you run a hiking club, maybe you're aiming to get more people to sign up for your newsletter. And so on.

Knowing what you want your ads to do will help you decide how to bid.

Tip

AdWords runs an auction every single time it has an ad space available -- on a search result, or on a blog, news site, or some other page. Each auction decides which AdWords ads will show at that moment in that space. Your bid puts you in the auction.

You can focus on three different things when you bid: clicks, impressions, or conversions. Which would you choose? Let's look at these more closely.

Focus on clicks

If your main goal is to have people visit your website, then clicks are a good place to start. Use cost-per-click (CPC) bidding and you'll pay only when someone actually clicks on your ad and comes to your site.

CPC bidding gives you these choices:

- **Automatic bidding**

This is the easiest way to bid. Set a daily budget and let AdWords adjust your CPC bids to bring you the most clicks possible within that budget.

- **Manual bidding**

Take full control of your CPC bids. Manual bidding lets you set bids at the ad group level, or for individual keywords or ad placements, so you know you're bidding just what you want for the clicks that mean the most to you.

Example

If you run a hiking club in Vermont, you might want to bid a lot for direct-hit keywords like "Vermont hiking" and a different amount for broader keywords like "hiking maps."

Focus on impressions

Instead of paying by the click, you can pay by the number of times your ad is shown, if your campaign is targeting just the Display Network. That's called cost-per-thousand impressions (CPM) bidding, since you pay for every 1,000 times your ad appears. If you're mostly interested in getting your name or logo in front of lots of people, this is a smart option.

CPM bidding, like CPC manual bidding, lets you set bids at the ad group level, or for individual placements. Note that CPM bidding is only available for the following [campaign types](#):

- "Display Network only - All features"
- "Display Network only - Remarketing"

Focus on conversions

With this advanced bidding method, you tell AdWords the amount you're willing to pay for a conversion, or cost-per-acquisition (CPA). A conversion (sometimes called an acquisition) is a particular action you want to see on your website. Often that's a sale, but it could be an email sign-up or some other action. You pay for each click, but AdWords will automatically set your bids for you to try to get you as many conversions as possible at the cost-per-acquisition you specified.

To use CPA bidding you must have **conversion tracking** turned on, among other things, so CPA bidding is suited for intermediate and advanced AdWords users.

Determining a bid option based on your goals

AdWords offers several bidding options that are tailored to different types of campaigns. Depending on which networks your campaign is targeting, and whether you want to focus on getting clicks, impressions, or conversions, you can determine which option is best for you.

- Drive customers to your website with cost-per-click bidding (manual or automatic).
- Ensure customers see your message with cost-per-impression bidding.
- Maximize conversions on your site with cost-per-acquisition bidding.



AdWords essential

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

Each bidding option is suited for different kinds of campaigns and advertising goals. For the purposes of bidding, you'll want to consider three basic types of goals, along with your current campaign settings.

- If you want to generate traffic to your website, focusing on clicks could be ideal for you. Cost-per-click (CPC) bidding -- manual or automatic -- may be right for your campaign.
- If you want to increase brand awareness -- not drive traffic to your site -- focusing on impressions may be your strategy. You can use cost per thousand impression (CPM) bidding to put your message in front of customers.
- If you want customers to take a direct action on your site, and you're using **conversion tracking**, then it may be best to focus on conversions. The advanced bidding option, cost-per-acquisition (CPA) bidding, lets you do that.



Tip

Save time and effort on managing your bids by trying flexible bid strategies. You'll be able to apply bid optimization more strategically to entire campaigns or specific ad groups and keywords (where applicable) of your choice. [How to use flexible bid strategies](#).

Focus on clicks with CPC bidding

If you're focusing on gaining clicks to generate traffic to your website, there are two cost-per-click bidding options you should consider:

- **Automatic CPC bidding** is the simplest and most commonly used bidding option. All you have to do is set a **daily budget**, and the AdWords system automatically manages your bids for you, to bring you the most clicks possible within your budget.
- **Manual CPC bidding** is the default option to let you manage your maximum CPC bids yourself. You can set different bids for each ad group in your campaign, or for individual keywords or placements. If you've found that certain keywords or placements are more profitable, you can use manual bidding to allocate more of your advertising budget to those keywords or placements.

— More about automatic CPC bidding

Automatic CPC bidding could be a good option for you if the following describes your campaign:

- You have an advertising budget you'd like to reach consistently.
- You don't want to spend time monitoring and updating individual cost-per-click (CPC) bids, and you're willing to let the AdWords system update CPC bids automatically.
- You're mainly interested in increasing website traffic.
- You're new to AdWords or don't know exactly how much to bid for particular keywords or placements.
- Your campaign targets the **Search Network**, the **Display Network**, or both.

Automatic bidding isn't a good choice for you if your advertising goals include maintaining a specific ad position or cost per conversion. It isn't possible to set individual CPC bids with automatic bidding, but you can set a maximum CPC bid for your entire campaign.



Example

You have a website that sells a variety of art supplies, and your main goal is to bring more customers to your site. You have a set amount that you want to spend on advertising each month, and there isn't a particular product you want to emphasize most. Automatic CPC bidding lets you decide the overall amount of your budget, then we'll find you the most customers based on that.

— More about manual CPC bidding

With manual CPC bidding, you can fine-tune your maximum CPC bids to help control the cost and volume of clicks on your ads. Manual CPC bidding could be a good choice for you if your campaign fits this description:

- You'd like to control maximum CPC bids for individual ad groups, keywords, or placements.
- You're mainly interested in increasing website traffic, not necessarily brand awareness.
- You don't need to reach a target budget every month. (If you do need to reach a target budget, automatic bidding may be a better choice.)
- Your campaign targets the Search Network, the Display Network, or both.

If you're not sure which keywords or placements are most profitable, or if you don't have time to devote to managing manual bids, automatic bidding is probably a better fit for you.



Example

Although your website sells a wide range of art supplies, you're most interested in selling paint brushes. With manual CPC bidding, even if your ad group has 15 keywords, you can choose to set a higher bid for only the keyword "paint brushes," which will apply whenever that keyword triggers your ad.



How to change your bid type

In this video you'll learn how to change your bid type

Focus on impressions with manual CPM bidding

Manual bidding for impressions, also known as CPM bidding, lets you control the visibility of your ads by fine-tuning your maximum CPM bids.

Here are some cases in which we'd recommend manual CPM bidding:

- Your campaign type is "Display Network only - Remarketing", not Google Search Network.
- Your ads are designed to increase awareness, but not necessarily generate clicks or traffic.
- You prefer the traditional industry metrics of CPM (cost-per-thousand impressions) campaigns.
- You're targeting particular placements, not just keywords. (Combined with placement targeting, bidding for impressions can help ensure your ads appear to a specific audience that will be interested in your ads.)
- You're mainly interested in increasing brand awareness. Image ads and other multimedia formats often serve that purpose best, and these ad formats run on the Display Network.
- Your message is in the ad itself, so you don't need people to click through to your site. This may apply to

events (such as a television premiere) or political advertising.

Manual CPM bidding probably isn't for you if the goal of your campaign is a direct response from customers, like buying a product or filling out a form.



Example

You're giving a free concert in Paris, and want to get as many music lovers to come as possible.

You're running a campaign with vibrant image ads that share the date, time, and location of the event - everything a rock fan needs to know to show up. As long as people see your ad, they'll know your whole message. CPM bidding can help you get it in front of as many eyes as possible.

Focus on conversions with CPA bidding

CPA (cost-per-acquisition) bidding is an advanced option that lets you bid directly for conversions.

Your campaign must meet a few requirements in order to be eligible to use CPA bidding:

- You have conversion tracking enabled.
- Your campaign has received at least 15 conversions in the last 30 days. The AdWords system requires this conversion history in order to make accurate predictions about your future conversion rate.
- Your campaign has been receiving conversions at a similar rate for at least a few days.
- Your campaign targets the Search Network, the Display Network, or both.

We also recommend these characteristics:


- Your campaign has been using AdWords conversion tracking for at least two weeks. The AdWords system relies on historical conversion data, so the longer conversion tracking has been running, the more data the system has and the better job it can do optimizing your ROI. If your campaign receives low traffic, we suggest running conversion tracking even longer before trying CPA bidding.
- Your campaign is direct-response oriented. For example, the campaign focuses on generating sign-ups or sales on an e-commerce website.
- Your campaign has a single well-defined conversion type, such as a completed purchase or signup.
- Your campaign has a relatively stable conversion rate, with no major changes (such as redefining the conversion event or moving the conversion tracking code) within the last two weeks.

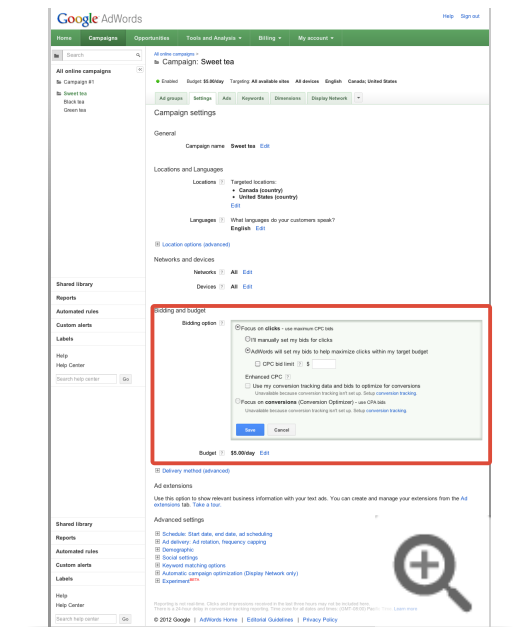
Note

If your campaign is already using CPA bidding and it drops below 15 conversions in the last 30 days, CPA bidding will remain enabled unless you turn it off. However, if you stop using CPA bidding, you won't be able to enable it until you've reached the requirement.

Choosing your bidding option

To change your bidding option, follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com> .
2. In the **Campaigns** list, click the campaign name.
3. Select the "Settings" tab.
4. Click **Edit** next to the bidding option.
5. Select your new bidding option.
6. Click **Save**.



Adjust your keyword bids

When you select each keyword, you can choose how much you're willing to pay whenever a customer searches on that keyword and clicks your ad. This is your keyword's maximum cost-per-click, or max CPC, bid amount. Some advertisers like the control they maintain with manual bids, while others are comfortable letting the AdWords system make bids for them.

Use automatic bidding to simplify bidding

Automatic bidding is ideal for advertisers who don't want to spend a lot of time setting bids, but would like to get the most clicks possible for their ads within their budget. You don't need to specify individual bids for your keywords, ad groups, or placements. All you do is set a daily budget, and the AdWords system automatically adjusts your **max CPC bids** to bring you the most clicks possible within your budget. For more control over your bids, you can set a CPC bid limit if you don't want to exceed a particular price per click. Learn more about [automatic bidding](#).

Use manual bidding for more control over bidding

This is the default option to let you [manage your max CPC bids yourself](#). You can set bids at the ad group level, or for individual keywords. Your ad group's default bid amount will be applied to all keywords in your new campaign's ad group. You may change your bid amount at any time for any or all keywords. You also may change this value for individual keywords via the max CPC column on the **Keywords** tab.

Tips

- New to Adwords and not sure what keyword bid amount to set? Many advertisers start with a max CPC bid of US\$1.
- When using automatic bidding you can easily switch to manual bidding which gives you full control to set the bid amounts yourself.

Use AdWords tools to help choose a keyword bid

Some tools help you identify keywords that you may want to adjust manually. Other more advanced tools do the bidding for you, based on an amount you select.

- **The Opportunities tab** in your account can help you identify which of your keywords seem to be good candidates for bid changes. Suggestions are for increased bids (to help capture more clicks) and decreased bids (to help lower your costs). Find out [how to use the Opportunities tab](#).
- **The Bid Simulator** runs "what-if" scenarios such as: "How many more impressions would I have received if I had raised my bid by US\$0.10?" so you can adjust your bids to the right level for your budget. The simulator doesn't predict the future, but it does estimate the click, cost, and impression data that your ads would have received over the last seven days had you set higher or lower keyword bids.
- **Enhanced CPC** is a bidding feature that looks for ad auctions that are more likely to lead to sales for you, and then raises your max CPC bid up to 30 percent to compete harder for those clicks. When it sees auctions that don't look promising, it lowers your bid. That way you get more sales and conversions out of the ad dollars you spend.
- **Conversion tracking** is an advanced feature that shows you which keywords most often lead customers to take the actions you want them to take (these actions, such as a purchase or newsletter signup, are called *conversions*). Tracking your conversions can help you decide whether to increase your max CPC for keywords that are performing well, and decrease it for those that are underperforming.

Find keyword bids for first page ad position

If it's important for you to have your ad show on the first page of Google search results, first page bid estimates will show you an approximate CPC bid needed for your ad to regularly reach the first page of Google search results when a search query exactly matches your keyword. The estimate is based on the keyword's **Quality Score** and current advertiser competition for that keyword, so there's no guarantee you'll consistently be on the first page. Learn about [viewing first page bid estimates](#).

Find keyword bids for top of page ad position

If your goal is to have your ad in the top spot on the first page, top of page bid estimates will show you an approximate CPC bid needed for your ad to appear above the first page of Google search results when a search query exactly matches your keyword. This estimate is similar to the first page bid estimate. Learn about [viewing top of page bid estimates](#).

How to change your keyword bids

If you'd like to replace some of your original bids with new bids, here's how: on your **Campaigns** tab, click the **Keywords** tab. Then, in the "Max. CPC" column of the table, click the bid you want to change and enter a new bid amount.

Choose a bid amount that works for you

- If you're just starting out in AdWords, go with a budget and bid amount that you're comfortable with. Use bid adjustments to increase or decrease bids based on your customer's device, location, time of day, and more.
- After your ads have run for awhile, evaluate which keywords are more effective in bringing in sales, using reports in your account.
- Adjust your bids to spend more on keywords that are proven to work. This can improve your ad position for those keywords and attract more customers.
- Use Google tools to get custom bid estimates based on your advertising goals and performance history. You can also set up automatic bidding to let Google do the work for you.

Choosing your first bids

Bids are like hairstyles: there's no one recommended bid amount that works best for everyone. The right bid for you will depend on the cost of your **keywords**, the type of campaign you're running, and your profits.

Most people starting out in AdWords use cost-per-click bidding to pay for each click on their ads. With this option, you set a **maximum cost-per-click bid** (max. CPC bid) that's the highest amount that you're willing to pay for a click on your ad. So think about how much an ad click is worth to you. If you're unsure what bid to start with, try setting a max. CPC bid of US\$1. This max. CPC bid will be applied to the keywords you choose for your **ad group**.



Example

Let's say you own a skateboard shop and you make US\$10 from every skateboard purchase. You've seen that on average, one in 10 visits to your website results in a purchase. If you set a max. CPC bid of US \$1, you'll break even (advertising costs = sales). To make a profit, you should spend less than US\$1 to get a click on your ad, which means you'll want to set your max. CPC bid below US\$1.

You can change this **ad group default bid** at any time. If certain keywords are more relevant than others for your business, you can choose to set different bids for them in order to increase your chances of having your ad appear when people search with those keywords. With enhanced campaigns, you can also set bid adjustments to increase or decrease your bids based on whether someone is searching from a mobile device, at a certain time of day, or from specific locations.



Example

Say you run a store in San Francisco and you've set a max. CPC bid of US\$1. You could use bid adjustments to increase your chances of showing your ad to customers in your neighborhood. For example, you could set a +20% adjustment for nearby zip codes, resulting in a final bid amount of US\$1.20. Here's the math:

Starting bid: \$1

Location adjustment: $\$1 \times (+20\%) = \1.20

Resulting bid for nearby searches: \$1.20

Evaluate your costs and revenue

Once your ads have been running for awhile, evaluate their performance. Some questions to consider, if your goal is to drive sales and website traffic:

- What keywords lead to the most clicks on your ads?
- What locations and devices are your customers searching from?
- What are the peak days and times for business sales?

To answer these questions, dig into the AdWords reports in your account. For instance, to see how many clicks you're getting per keywords and how much they cost, go to the Keywords tab in your account. Try filtering your keywords by **clickthrough rate** to see which keywords get you a lot of **impressions**, but few clicks. If your goal is to generate sales, these are the keywords that are probably not working so well.

You can also find similar geographic and time reports on the Dimensions tab. To see what devices people are using when they click your ad, segment your statistics by device.



Tips

- To understand whether clicks are leading to actual sales, we recommend setting up **Conversion Tracking** for your account. This free tool shows you what happens after people click your ad, whether they purchased your product or signed up for your newsletter. With this information, you can calculate your actual AdWords return-on-investment (ROI).
 - Don't have the time to evaluate your bids? Let Google do the work for you. With **automatic CPC bidding**, you set a daily budget, and AdWords will help adjust your cost-per-click bids to receive the most possible clicks within your budget. Or if you have specific performance goals in mind, try [flexible bid strategies](#) to have AdWords adjust bids based on your goals.
-

Adjust your bids to increase your ROI

Once you've identified which keywords, locations, times, and devices are leading to great sales, you can adjust your bids accordingly.

For instance, if a keyword has a low average CPC but each click converts well, you may try increasing its max. CPC bid. This could improve the ad's average position for that keyword, giving your ads more exposure and potentially increasing your ROI. If a keyword has a high average CPC but clicks seldom result in conversions, you may try reducing its max. CPC bid. A lower max. CPC bid is likely to decrease your ad's average position for that keyword, the number of impressions and clicks it receives, and, as a result, its cost. Not only can this strategy improve your ROI on low-performing keywords, but it frees up part of your budget to invest in more valuable keywords. Over time, if it continues to perform poorly, you may wish to delete that keyword entirely.

Similarly, consider boosting your bids in locations where your performance is stronger. Or if you tend to see less foot traffic to your store during certain hours, you could increase bids for that time period and run ads with promotional offers to drive more people to your business.

A couple things to keep in mind when thinking about bidding changes:

- We recommend changing your bids in small increments. Once you've made edits, see how many clicks and conversions your keywords begin to accrue before editing again. Also, remember that Internet traffic is always changing, so it's important to re-evaluate your bids regularly.
- Remember it's possible to improve your ad's position by improving the quality of your ads, keywords, and website, without increasing costs. The higher the **Quality Score** for your keyword, the less you pay for a given ad position, and vice versa.



Bidding tips for the Display Network

- Clickthrough rates are often lower on the **Display Network**, because it can be harder to get a reader's attention. If you're showing your ad on the Display Network, you can set a Display Network Max. CPC bid for clicks that happen just on the Display Network. Similar to how you would evaluate keywords, if your ads perform well on certain **placements**, you can consider raising the bid for those placements. You can also set bid adjustments to increase or decrease bids for different targeting methods.
- Instead of paying by clicks, you can pay by the number of times your ad is shown. That's called cost-per-thousand impressions (CPM) bidding, since you pay for every 1,000 times your ad appears. If you're mostly interested in getting your name or logo in front of lots of people, this is a smart option.



Tools for custom bid estimates

Besides automatic bidding, Google offers several other tools to help guide you in choosing a bid that will work for your goals. After your campaigns run for a few weeks, our tools will have enough information to give

you more personalized recommendations:

- **Bid Simulator:** Get answers to "what-if" scenarios, such as "How many more impressions would I get if I raised my bid by \$0.10?". This tool can help you tweak your bids to just the right level for you. [Learn more about the Bid Simulator](#)
- **First-page bid estimates:** Want your ad to show at the top or within the first page of Google search results? See how much you'd need to bid to get there.
- **Opportunities tab:** Visit this area of your account to see CPC bid ideas related to goals that you choose.

Cost-per-click bidding

Cost-per-click (CPC) bidding allows you to set a maximum price on the cost of someone clicking on your AdWords ads. This bidding method gives you good value because you pay only when a viewer is interested enough to click your ad and learn more.

Think about billboards: Advertisers pay for billboard space based on how many people *might* see their ad as they drive by, whether those people actually notice the ad or not.

Internet ads are different: Viewers might click your ad when they want to know more. If they click, you know that they saw your ad and, you hope, liked what they saw.

AdWords CPC bidding lets you pay only if someone clicks your ad. If 100 people view your ad and three click it, you pay for the three clicks, not for the other 97 views.

Setting a CPC bid

For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting [bid adjustments](#), or using **Enhanced CPC**).

Example

If you think it's worth 25 cents to have someone visit your website, you can set \$0.25 as your max CPC. You'll pay a maximum of \$0.25 when a person reads your ad and clicks it, and you pay nothing if they don't click.

Let's say you create a text ad and set a max CPC bid of \$0.25. Five hundred people see the ad, and 23 of them click to learn more. You pay only for those 23 clicks. Your max CPC bid was \$0.25, so you'll pay no more than 23 clicks x \$0.25, or \$5.75.

Note that often you'll pay less than your max CPC because with the AdWords auction, the most you'll pay is what's needed to rank higher than the advertiser immediately below you. Read the section below on actual CPC to learn more about the final amount you're charged for a click.

CPC bidding lets you choose your own bid amounts -- that's called manual bidding. Or, you can choose **automatic bidding** and let AdWords set your max CPC for you. With automatic bidding, you're telling us, "Set my max CPC bids to get me as many clicks as you can given my overall budget."

Ways to set your max CPC bid

You can apply your max CPC bid several ways. Let's say you have a bakery, and you've set up a "breakfast" ad group with keywords like *donuts*, *crullers*, and *apple fritters*. Here's how you might set your bids:

- **Ad group CPCs:** Set the same max CPC for all keywords in one ad group. If you choose a \$1 CPC, then that's your max CPC when someone searches for *donuts*, *crullers*, or *apple fritters* -- any of your keywords. The same bid applies to placements if you're running your ad on the Display Network. This is the easiest way to manage your CPCs.
- **Keyword-level CPCs:** Set a separate max CPC for each keyword in an ad group. For instance, if you know that people who search for *apple fritters* tend to buy more than people searching for *donuts*, then you might bid \$1.25 for each click on *apple fritters* and \$1 for each click on *donuts*.
- **Placement-level CPCs:** Advertising on the Display Network? You can set a CPC for each placement if you like. If you know that a certain website gets great results for you, you can bid more for placement there.

How to decide what CPC bid amount to set

How do you know what CPC to set? You can figure this out based on what you know about your business and the value of a sale. For example, if you sell \$5,000 diamond rings, one new customer is probably worth more than if you sell \$0.99 packs of gum.

Once you've set max CPC amounts that you're comfortable with, see how many clicks your ads begin to accrue, and whether those clicks lead to business results on your website. Also, remember that Internet traffic is always changing, so it's important to re-evaluate your CPC bids regularly.

Using Google tools to help you decide CPC bids

- [Bid Simulator](#) runs "what-if" scenarios like, "How many more impressions would I have gotten if my bid had been \$0.10 higher last week?"
- [Keyword Planner](#) shows you how often some keywords get searched, and gives you cost estimates at a glance.
- [First-page bid estimates](#) helps you see how much you may need to bid to put your ad on the first page of Google search results.

Using bid adjustments to reach the right customer

With [enhanced campaigns](#), you can [set bid adjustments](#) that increase or decrease your max CPC bids for searches occurring on mobile devices or in specific locations. You can also set bid adjustments for targeting methods in your ad group, like topics or placements, if your campaign targets the Display Network. Bid adjustments give you more control over when and where your ad appears, and are applied on top of your existing bids.

The final amount you're charged

Your maximum CPC bid is the most you'll be charged for a click, but you'll often be charged less -- sometimes much less. That final amount you're charged for a click is called the [actual CPC](#).

Actual CPC is often less than max CPC because with the AdWords auction, you will pay no more than what's needed to rank higher than the advertiser immediately below you.

Now, two other elements affect the actual CPC you pay: **Quality Score** and Ad Rank. Your Quality Score is a measurement of how relevant and useful your ads and landing page are to a person seeing your ad. It's based on your **clickthrough rates** and other factors. Once your Quality Score is determined, it's combined with your max CPC bid to rank your ads among other advertisers' ads. That combination is called **Ad Rank**.

How a max CPC bid affects your Ad Rank

Your ad ranks helps determine your **ad's position** among other ads on search results pages in the **Search Network**. If you run your ads on the **Display Network**, Ad Rank plays the same key role there. As Ad Rank is a score that's based on your max CPC bid and the quality of your ad compared to other advertisers' ads, raising your max CPC will probably increase your ad's chances of appearing.

Enhanced cost-per-click (ECPC)

Enhanced cost-per-click (ECPC) is a bidding feature that raises your bid for clicks that seem more likely to lead to a sale or conversion on your website. That helps you get more value from your ad budget.

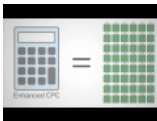
Imagine that your job is to stand outside a barber shop and bring in new customers. If a businessman with shaggy hair comes walking by, you give him a big wave and a hello. If a bald man walks by, not so much.

ECPC does a similar job for your AdWords ads. It's a bidding feature that looks for ad auctions that are more likely to lead to sales for you, and then raises your **max CPC bid** up to 30 percent to compete harder for those clicks. When it sees auctions that don't look promising, it lowers your bid. That way you can get more sales and conversions out of the ad dollars you spend.

ECPC works on Google, the Search Network, and the Display Network, but isn't available for the "Display Network only - Mobile Apps" [campaign type](#).

Example

Suppose you sell shoes on your site, and you've set your max CPC for US\$1, and you have ECPC bidding turned on. If the AdWords system sees an auction that looks likely to lead someone to buy shoes on your site, it might set your bid as high as US\$1.30 for that auction (that is, your US\$1 max CPC bid plus 30 percent more).



Enhanced CPC

Learn about Enhanced CPC, an automatic AdWords bid management feature designed to increase your conversions while lowering your costs.

Tip

Save time and effort on managing your bids by trying ECPC bidding as a flexible bid strategy. You'll be able to apply ECPC bid optimization more strategically to entire campaigns or specific ad groups of your choice. [How to use flexible bid strategies](#).

How does ECPC know which auctions are promising?

The AdWords system looks for patterns of clicks and conversions and compares them to your past results. If certain search or keyword combinations lead to more sales, for instance, it will know. That's why, to use ECPC you have to have **conversion tracking** turned on, because that's where the data comes from.

ECPC will increase your max CPC bid by up to 30 percent when it sees a good opportunity. It'll also lower your max CPC by any amount (even more than 30 percent) if it determines a conversion isn't likely, so you'll pay less for clicks that convert less. If you choose the conversion bid metric that matters most to you on your conversion settings page, ECPC will focus on either Conversions (one-per-click) or Conversions (many-per-click). If you care about maximizing sales and track each sale as a conversion, you might choose many-per-click conversions. For leads, such as a sign-up, you might pick one-per-click.

Tip

Because ECPC will increase your max CPC bid by up to 30 percent when it sees a good opportunity, don't be surprised if your AdWords report shows average CPCs that are over your max CPC.

How will I know ECPC is helping me?

ECPC double-checks itself by leaving part of your traffic alone to work with your regular max CPC bids. Then it compares the two sets of results and adjusts accordingly. So when you choose ECPC, you should see conversion results that are better than, or at least the same as, the results you get without it.

How is ECPC different from Conversion Optimizer?

Both ECPC and **Conversion Optimizer** work to get you more conversions. The key difference: ECPC works with the max CPC bid you set, never going more than 30 percent over it. Conversion Optimizer needs no max CPC, though it does require a CPA bid.

Conversion Optimizer gives you the very best chance to improve your results, but ECPC provides a level of control and comfort that some people prefer.

Both ECPC and Conversion Optimizer

- Use conversion tracking or **Google Analytics** data from your account
- Predict a conversion rate for each auction
- Adjust your bids to help you win the most promising clicks

ECPC

- Works with all your campaign settings and max CPC bids
- Can raise bids by up to 30 percent
- Works with third-party bidding systems

Conversion Optimizer

- Lets you set either a target CPA or max CPA
- Has full freedom to set your CPC bid for each auction
- May not work with some API-based bid management solutions

Tip

If your campaign doesn't have conversion tracking turned on, opting into ECPC will have no impact on your bids.

How to turn on ECPC

1. Sign in to your AdWords account at <https://adwords.google.com>
2. From your Campaigns tab, click the name of the campaign you want to work with.
3. Click the Settings tab.
4. Find the Bidding and budget section. Next to "Bidding Options," click Edit.
5. Find Enhanced CPC, and check the box reading "Use my conversion tracking data and bids to optimize for conversions."

When you choose ECPC, we'll automatically set your **ad rotation settings** to "optimize for conversions," even if it's currently set to "optimize for clicks."

Remember that you also must have conversion tracking enabled for ECPC to work.

Cost-per-thousand-impressions bidding

Many advertisers hope viewers will *click* their ad -- but that's not always the main goal. Maybe you just want a lot of people to *see* your ad. In that case, bidding by cost-per-thousand-impressions (CPM) is a good way to go. With CPM bidding, you bid for your ad based on how often it appears on the Google Display Network. You set the max amount you want to pay for ads, whether they're clicked or not.

Why use CPM bidding

Some people prefer CPM bidding because they want to be able to set a maximum amount they'll pay for each **impression**, instead of for each click.

Others simply don't care about clicks for their ad campaign. Businesses that just want to get their name in front of more people, for instance, may care more about ad views than about clicks and visits to their website.

CPM bidding is currently available for the "Google Display Network - All features" and "Google Display Network - Remarketing" campaign types only.

Tip

If your main goal is online sales or visits to your website, then **cost-per-click (CPC)** bidding may be a better option for you.

A quick comparison of CPM and CPC bidding

We'll get into a few more details below, but here are some of the basics:

	CPM bidding	CPC bidding
Consider using this if:	You care more about your ads being viewed than about clicks generated	You care more about clicks
Bid:	Maximum amount you're willing to spend for 1000 impressions	Maximum amount you're willing to spend for 1 click
Actual amount charged:	No more than what's needed to rank higher than the advertiser immediately below you	No more than what's needed to rank higher than the advertiser immediately below you

How CPM and CPC bids compete

Ads with different bid types can compete for the same Display Network placements.

To keep things fair, when CPC and CPM ads compete for the same Display Network placement, the two types of ads are compared apples-to-apples on how much they're effectively willing to pay for the impression. With a CPM ad, the max CPM bid represents how much the advertiser is willing to pay for each 1000 impressions; with a CPC ad, Google estimates how many clicks the ad might receive in 1000 impressions to get the comparison.

Learn [more about how CPM and CPC bids compete](#).

How to use CPM bidding

With CPM bidding, you set the highest amount you want to pay for each 1,000 ad impressions. We call this the maximum CPM bid, or just "max CPM."

The higher your max CPM, the greater the chance that your ad will appear. As always, the AdWords system will charge you only what is needed to place your ad above the next-highest ad.

Tip

CPM text ads can have a special edge: when they win a placement, they're sometimes given the entire ad space, rather than sharing the space with other text ads. That makes them more likely to be noticed.

For typical campaigns, a reasonable starting point for a CPM bid is somewhat higher than the CPC bid you'd use for CPC text ads with the same targeting.

You can set your max CPM bid in a couple of ways. Let's say you sell flowers, and you've set up an ad group with keywords like roses, daisies, and tulips.

- **Ad group CPMs:** Set your max CPM at the ad group level, and you'll have the same CPM for all keywords and placements in that ad group. Let's say you choose an ad group CPM of US\$1.20. If your ad shows on a site that's associated with roses or tulips, or appears on a blog about flowers, the max CPM is

always US\$1.20. This is the easiest way to manage your CPM bids.

- **Placement-level CPMs:** You can set a CPM bid for each placement if you like. If you know a site gets great results for you, you can bid more for placement there.

Choose a bid for your Display Network campaign

Google Display Network bids let you get the most value from your ads by setting just the right price for your ads on the **Display Network**. Learn how you can use Display Network bids when you target both the Search Network and the Display Network.

Search ads and display ads reach people at different moments. When people are actively looking for something, your search ad may be the answer they need. However, people who see your ad on the Display Network may simply be browsing a favorite blog or watching videos -- not actively searching for what you offer.

Clickthrough rates (CTRs) are often lower on the Display Network, because it can be harder to get a reader's attention. That's why Display Network bidding exists: to let you set a **Maximum CPC bid** for clicks that happen just on the Display Network. You get more control over your costs and you can make sure your bids fit the value you get from your ads.

Keep in mind

For campaigns that you're targeting to the Display Network only, we don't recommend setting a Display Network bid because AdWords will use that bid instead of individual keyword bids, if you have them. Instead, we suggest using your basic ad group bid or enabling custom bids -- if they're available in your ad group -- for one of your targeting methods. Learn about [setting custom bids](#).

Tip

You can also set bid adjustments for better control over when and where your ad appears. Bid adjustments can be set at the campaign level (for mobile devices, times, days, and locations) and can also be used to bid more competitively for specific targeting methods, like placements or interests, in your ad groups.

Choosing your first bid

To find the right Display Network bid, you can make a starting bid, see what happens, and then edit it. If you don't set a specific Display Network bid, AdWords will use your ad group's default bid.

The Display Network may give you results that are better or worse than search ads, depending on your business and the ways you advertise. If you sell cameras, for example, a blog for photographers may be a very good spot for your ads, with an audience that's excited about what you sell.

After you make your first bid, wait for a few days and then go to your account, and on the "All campaigns" view, find the "Totals" row for the Display Network. There, you'll see the number of impressions, clicks, and costs for your ad. You might ask yourself not just "do I get a lot of clicks?" but "do those clicks lead to the results I want?" Continue to monitor impressions and clicks, but you should wait a couple weeks before making too many changes. If you edit your bids too frequently, you might not be able to assess your performance accurately.

We recommend enabling [Conversion Tracking](#) because it can help you see which clicks are getting you good results on your site.

Tip

Your ad performance on the Display Network does *not* affect your rank for search ads. And lower CTR on the Display Network doesn't affect the [Quality Score](#) of your ads for search.

Google may charge you a service fee if your campaign targets [interest categories](#) on the Display Network. If you're charged a service fee, your maximum bid is reduced before the auction and the fee is added to the closing auction price. Learn more about the [Display Network ad auction](#).

Setting a Display Network bid

If your campaign targets the Search and Display Networks, you can follow these steps to set your own Display Network bid:

1. Click the campaign name.
2. Click the **Ad groups** tab.
3. Look for the column titled "Display Network Max CPC."



Measurement and optimization

Overview of AdWords measurement

[Measuring return on investment \(ROI\)](#)

[Measuring traffic to your website](#)

[Measuring brand awareness](#)

[Measuring sales and conversions](#)

[Setting up conversion tracking](#)

[Understanding conversion tracking](#)

Optimization fundamentals

[Overview of essential tips to improve your AdWords results](#)

[Understanding landing page experience](#)

[Tools and Strategies for Optimizing Keywords](#)

[The Opportunities tab](#)

Measuring return on investment (ROI)

When you use AdWords to increase conversions such as sales, leads, and downloads, it's a good idea to measure your return on investment (ROI). Knowing your ROI, you'll be sure that the money you're spending on AdWords advertising is going to a good cause: healthy profits for your business.

What's ROI?

ROI is the ratio of your net profit to your costs. For example, if an investment of \$1000 leads to sales of \$1200, your profit is \$200 and your ROI is $(\$1200 - \$1000) / \$1000$, or 20%. The exact method you use to calculate it depends upon the goals of your campaign. It's typically the most important measurement for an advertiser because it's based on your specific advertising goals and shows the real effect your advertising efforts have on your business.

Why ROI matters

By calculating your ROI, you'll learn how much money you've made by advertising with AdWords. You can use ROI to help you decide how to spend your budget. For example, if you find that a certain campaign is generating a higher ROI than others, you can apply more of your budget to the successful campaign, and less to the ones that aren't performing as well. You can also use the information to try improve the performance of the less successful campaigns.

AdWords essential

[ROI: focus on profits by measuring your "return on investment"](#)

Watch this video



Advertiser Education: [What is Return on Investment?](#)

In Part I of ROI, Julie and Fred explain how to calculate Return on Investment for your Google AdWords account.

Using conversions to measure ROI

To identify your ROI, you first need to measure conversions, which are customer actions that you believe are valuable, such as purchases, sign-ups, web page visits, or leads. **Conversion Tracking** is a free tool that helps you track how many clicks lead to conversions. You can use Conversion Tracking to determine the profitability of a keyword or ad, and track **conversion rates** and cost-per-conversions.

Tip

Many AdWords advertisers use Google Analytics to track conversions. It's a free web analytics tool that helps you learn how your customers interact with your website. Learn more about the [differences between Analytics and Conversion Tracking](#).

Once you've started to measure conversions, you can begin to evaluate your ROI. The value of each conversion should be greater than the amount you spent to get the conversion. For example, if you spend \$10 on clicks to get a sale, and receive \$15 for that sale, you've made money (\$5) and received a good return on your AdWords investment.

Calculating your ROI for sales

Determining your AdWords ROI is straightforward if your business goal is web-based sales. You'll need 3 numbers:

- Your revenue made via AdWords advertising

- Costs related to the products you sold
- Your AdWords costs (available in the Campaigns tab of your AdWords account)

Calculate your net profit by subtracting your costs from your AdWords revenue for a given time period. Then divide your net profit by your AdWords costs to get your AdWords ROI for that time period. Here's an example:

$$(\$1300 - \$1000) / \$1000 = 0.3$$

Your revenue (measured by conversions) Your overall costs Your AdWords costs Your ratio of profit to advertising cost is 30% -- this is your AdWords ROI.

Calculating your ROI for page views, leads, and more

Sometimes your ROI may require a different formula. For example, if you're interested in calculating the ROI for a page view or lead, you'll have to estimate the values of each of these actions.

Example

A Yellow Pages ad for your business may cost \$1000 per year and result in 100 leads. Ten of those leads become customers, and each customer provides a net profit of \$120, after taking your business costs into account. So the value of each lead is \$12 (\$1200 net profit/100 leads), and your ROI for the Yellow Pages ad is 120% (\$1200 net profit/\$1000 advertising cost) x 100.

Here's the formula used in this example: (Total revenue - Total cost)/Advertising costs x 100 = Advertising ROI %

A simple alternative to estimating values for your leads and page views is to use a cost-per-acquisition (CPA) measurement. Acquisitions are the same thing as conversions: they're actions your customers take that you think are valuable, such as completing a purchase or signing up to receive more information.

Using this method allows you to focus primarily on how your advertising costs compare to the number of acquisitions those costs deliver. Using the Yellow Pages example again, your ad may cost \$1000, resulting in 10 sales. So your CPA for that ad is \$100. Here's the formula for CPA: (Costs/Sales) = CPA

Your CPA shouldn't exceed the profit you made from each acquisition. For your Yellow Pages ad, the CPA is 20% less than the profit the acquisitions provide.

Measuring traffic to your website

If your main advertising goal is to increase traffic to your site, try focusing on increasing your clicks and clickthrough rate (CTR). Start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers, then closely monitor your clicks, CTR, keywords, and search terms.

Why worry about the relationship between ad text and keywords? Think of a rowboat and an oar, and the way that they work together to reach a destination. Good keywords can steer a tightly connected ad towards the right customers, boosting your clicks and CTR.

What to measure

Here are some important things you can measure to help you track and improve a campaign that's focused on traffic:

- **Clicks and clickthrough rate (CTR):** These two metrics help you understand how many people found your ad compelling enough to actually click on it and visit your website. You can measure clicks and CTR at all levels of your account. For example, you can see how many clicks an entire campaign, ad group, or ad received, or you can see how many clicks individual keywords have generated after triggering your ads. On the Search Network, a good CTR is generally considered to be 1% or higher.
- **Keywords:** Keep a close eye on keyword performance with these strategies:
 - Update your keyword lists regularly. Pause or remove the words that aren't working well for you (for example, if they have CTRs below 1%, or low **Quality Scores**) and add new ones. [Add columns and segments](#) to your statistics table on your **Keywords** tab for an overview of your keywords' clicks, CTR, Quality Scores, and more.
 - Use the four **keyword matching options** to help control who sees your ads. Add the **Match type** column to the statistics table on your **Keywords** tab to see how the different keyword matching options perform for you. With some options, you'll enjoy more ad impressions, clicks, and conversions. With others, you'll get fewer impressions and more narrow targeting.
 - For a comprehensive view of keyword quality, run a [keyword diagnosis](#). It gives you information about your keywords' Quality Scores and whether they're triggering your ads. A Quality Score of 5 or higher is generally considered good.
- **Search terms:** When you use broad-match keywords (the default setting), your ads can appear when someone searches for a variation of your keyword, like a similar phrase or related word. To see a list of searches that have triggered your ad, go to the **Keywords** tab of your account, click **Keyword details**, then select **All**. You can use this report to identify relevant terms that are driving traffic to your website, and then add them as new keywords. Or, if any of the keywords are irrelevant to your business, you can add them as **negative keywords** so they won't trigger your ads.

Tip

If a keyword has a green "Added" box next to it, then it means you already have that exact search term in your keyword list.

Example

If your campaign has the keyword *digital cameras* on broad match, the report may show that your ads appeared for the search query "digital cameras London." If your business sells to people in London, you could add this phrase as a keyword in your account. If you don't serve London, you could add *London* as a **negative keyword** to make sure your ad stops appearing on that search. By adding irrelevant search terms as negative keywords, you can help improve your clickthrough rate.

Measuring brand awareness

Branding campaigns have a unique goal: to raise awareness and visibility of your product, service, or cause. To help reach these objectives, you can use your AdWords campaigns to increase traffic to your website or encourage customers to interact with your brand.

Once you've established your branding campaign's goals, you can choose the best places to show your ads, and then measure success by monitoring impressions, conversions, and other statistics. Generally, you'll want to try to place your ads in front of as many people as possible within your target audience.

Most advertisers with branding goals are primarily concerned with creating brand awareness. They may want to track conversions like page views instead of purchases. For example, an advertiser that's introducing a new energy drink wants to create awareness and interest among as many sports enthusiasts as possible, and isn't necessarily concerned with selling actual bottles of the drink online.

Tip

Not sure where to start? Get strategies for [creating campaigns that increase brand awareness](#)

Networks for your branding campaign

Google has two networks where your ads can run: the Search Network and the Display Network. While the Search Network primarily runs text ads, the Display Network runs text ads, colorful image ads, and multimedia ads (like video or animation) that can be particularly good for showing branding messages. Display ads can create an emotional connection by using graphical, audio, and video elements to tell a story that's unique to your company.

On the Display Network, you can target your ads very effectively. By choosing exactly which websites and pages will show your ad and creating an ad with lots of visual impact, it's easy to catch the eye of people who're interested in what you sell.

Example

Say you work for a high-end Italian car manufacturer. You could create a video ad to showcase the new features of your latest model, the SuDuperRossa, and choose to run that ad only on websites for owners of high-performance cars, since they're part of your target demographic.

What to measure for brand awareness

Here are some important metrics that show whether your branding campaign is successful:

- **Impressions: Impressions** are important to track in any campaign, no matter what your goals are. But they can be especially important in branding campaigns, because they represent how many customers actually laid eyes on your ad. You might not care whether they ended up buying anything from your site, but you do want them to remember that catchy new slogan you paid big bucks to develop and share with the world.

One way to really prioritize impressions is to create a **cost-per-thousand impressions** campaign (rather than a cost-per-click campaign). That way you'll pay based on the number of impressions your ads have received, rather than by the number of clicks they've gotten.

- **Customer engagement:** If you're focused on branding, you can use **clickthrough rate (CTR)** to measure customer engagement for Search Network ads. On the Display Network, though, user behavior is different, and CTR isn't as helpful. That's because customers on sites are browsing through information, not searching with keywords. Also, on a busy Display Network page, an ad has to compete more to get the attention of a reader than it would on a search page. It's more important to try to achieve a good CTR on the Search Network (1% or higher) than on the Display Network, where clickthrough rates are frequently lower. You may want to consider other measurements like **conversions** for Display Network ads.

Conversions can help you see whether your ads are driving branding-related visitor behavior you think is valuable, such as sign-ups or page views. After all, aren't you curious how many people join your mailing list after watching that expensive video ad your company just created?

- **Reach and frequency:** Reach is the number of visitors exposed to an ad. Increased reach means that an ad is exposed to more potential customers, which may lead to increased awareness. Frequency is the average number of times a visitor was exposed to an ad over a period of time.

Did you know...

Speaking of reach, here's another reason why the Display Network can be a valuable branding partner: it reaches 83% of unique Internet users around the world. (Source: DoubleClick Ad Planner).

Measuring sales and conversions

Learn how to track sales and conversions.

An AdWords conversion occurs when someone clicks on your ad and performs a behavior on your website that you recognize as valuable, such as calling your business from a mobile phone or making a purchase on your website. When you use AdWords to increase conversions or sales, keep track of your conversions with a free tool called Conversion Tracking. That way, you can keep an eye on important statistics like cost-per-conversion and conversion rate that tell you how successful your ad campaign is.

A conversion is what you choose it to be

A conversion may be a purchase, but it can also be a call from a mobile phone, a visitor submitting her contact information for an insurance quote, or a prospective buyer downloading a white paper about your company's software capabilities. Or maybe it's a request for more information, or views of a page that features your new product. It's up to you!

Tip

To see conversion data in your account, you need to set up Conversion Tracking first. Don't worry; it's free! [Here's how to get started.](#)

What conversion information you can measure

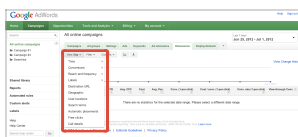
Once you've set up Conversion Tracking, you can keep an eye on some important statistics to help you measure whether your ad campaign is successful:

- **Number of conversions and cost-per-conversion:** You can assign monetary values to your conversions when setting up tracking to get detailed revenue information in your reports. Reviewing your total number of conversions and the value of these conversions can help you decide if you should increase your budget or make changes to your ad groups to attract more targeted visitors.
- **Conversion rate:** This helps you track how many clicks lead to valuable actions like a sale or signup. The conversion rate listed in your account is the number of conversions divided by the number of ad clicks. Conversions are only counted on Google and our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.
- **Keyword conversion data:** Conversion Tracking shows you what happens *after* a customer clicks on your ad -- whether he purchased your product or signed up for your newsletter. By knowing this, you'll also know which keywords are best at encouraging customers to take those actions. Then you can improve your keyword list based on your findings, and make smarter investments in your best keywords.

Tip

[Learn how to add columns](#) to customize the data in your statistics table. After you set up Conversion Tracking, you can add the **Conversions** columns to any of the statistics tables on your AdWords account tabs to see data.

- **Destination URLs:** You can see which **destination URLs** are leading to the most conversions on the Dimensions tab of your account. Just click the **View** button, then select "Destination URL" from the drop-down, and make sure you've added the conversion columns to your data table.



Just as keywords and ad texts should focus on a specific product or service, the destination URL (and landing page) you choose for each ad should be product or service-specific too. Make sure that the destination URL you use for each ad directs customers to the most relevant page within your website. Ideally, that webpage will be dedicated to the specific product or service that's highlighted in your ad.

Example

If a real estate agent's ad highlights apartments for sale in London, the ideal landing page may feature all available apartments for sale in London

rather than the real estate agent's homepage. Customers are much more likely to buy if they don't have to search your website to find what they're looking for.

Tip

Many AdWords customers choose to use Google Analytics for conversion tracking. It's a free web analytics tool that helps you learn about how your customers interact with your website. Find out what the differences are between [Google Analytics and AdWords Conversion Tracking](#).

Setting up conversion tracking

If you'd like to know which of your **keywords** best leads to **clicks** and **conversions**, such as sales, AdWords Conversion Tracking can help you.

This free tool in AdWords can show you what happens *after* customers click on your ad (for example, whether they purchased your product, called from a mobile phone, or downloaded your app).

By knowing this, you'll also know which keywords are good for your business, allowing you to invest more wisely and boost your **return on investment (ROI)**.

In this article we'll tell you how to set up Conversion Tracking for conversions that happen online, such as website purchases and sign-ups, mobile app downloads, and calls to your business from mobile phones. To learn how to track conversions that happen offline, in the real world, [see our article on importing offline conversions](#).



Video: [Track ROI with Conversion Tracking](#)

In this video we'll share the benefits of conversion tracking. We'll also show you how to implement the feature on your site and in your account.



Track conversions on a website

To use Conversion Tracking, you'll need to put a small snippet of HTML and JavaScript code on the page that customers see after they've completed a valuable action on your site. For example, you could add the code to your purchase confirmation page, which is the page people see after they've made a purchase. Before you can set this up, you'll need:

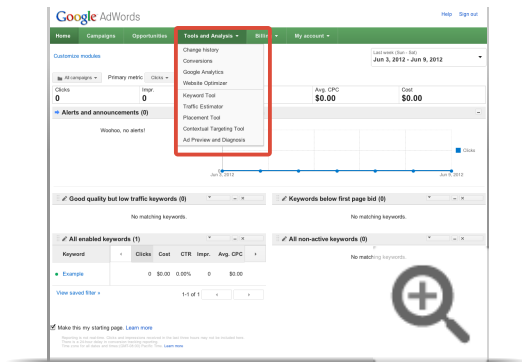
- **An AdWords account:** Don't have one yet? Sign up at <http://adwords.google.com> [↗](#).
- **A website:** This is where you'll put the snippet of code.

- **Ability to edit website:** If you don't know any HTML and Javascript, don't worry -- you can still generate the code snippet in AdWords and send it to the person who makes changes to your website.

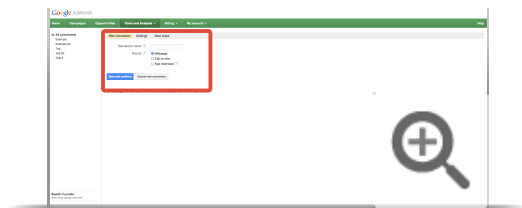
If you've got these three things, you're ready to set up Conversion Tracking. Here's how you do it:

Step 1: Get the code snippet

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Tools and Analysis** tab, and select **Conversions** from the drop-down menu.

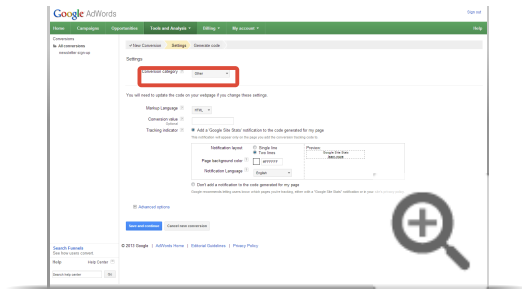


3. Under the **Conversions** tab, click the + **Conversion** button.
4. In the "Conversion name" field, enter the name of the conversion you'd like to track on your website. This will help you recognize this action later when it shows up in conversion reports. An example might be "newsletter sign-up" or "wedding bouquet purchase."



5. In the "Source" field, select where your customers will complete the conversion. For example, if customers will order your cupcakes on your website, you'll select "Webpage."
6. Click the **Save and continue** button.
7. On the next page, in the "Conversion category" field, select the category that best applies to your conversion. If you're tracking newsletter sign ups, you'll pick "Sign up." For purchases, you'll pick "Purchase/Sale." If your conversion doesn't fall into a listed category, select "Other."

Your choice here won't impact the way your conversions are recorded.



8. If you'd like to, in the "Conversion value" field, assign a value to the conversion you're tracking.



See how to add a dynamic value

You can dynamically track each sale value. A good example of where this is useful is a shopping cart total, where each sale value has a different conversion value depending on the product or products your customer buys.

Just insert your sale value into the conversion tracking code in three places (they're highlighted in the example below).

Inserting a dynamic value is often done by using a server side variable. Your webmaster will know what the variable name is for your particular shopping cart's system.

For example, let's say your variable name was "total_cost" and the sale amount was 10.0. When the final thank you page is generated for the customer who just completed the transaction, the conversion tracking code would look like the example below.



Example

```
<html>
<body>
<!-- Google Code for Purchase Conversion Page -->
<script type="text/javascript">
    /*  */
    var google_conversion_id = 1234567890;
    var google_conversion_language = "en_US";
    var google_conversion_format = "1";
    var google_conversion_color = "666666";</pre></div>
```

```

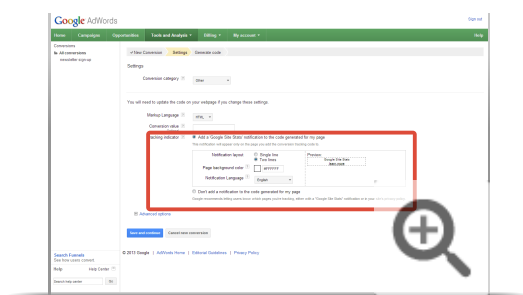
if (10.0) {
var google_conversion_value = 10.0;
}
var google_conversion_label = "Purchase";
/* ]]> */
</script>
<script type="text/javascript"
src="http://www.googleadservices.com/pagead
/conversion.js">
</script>
<noscript>

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

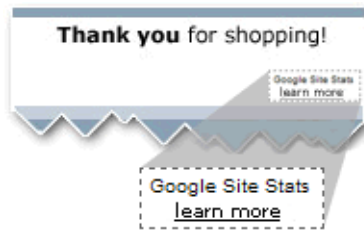
```

If you customize it this way, the **Value** column in your Conversion Tracking page will show the total amount of your shopping cart across all your conversions.

9. In the "Tracking indicator" field, choose whether you want to let your customers know that you're using conversion tracking by putting a Google Sites Stats notification on your page.

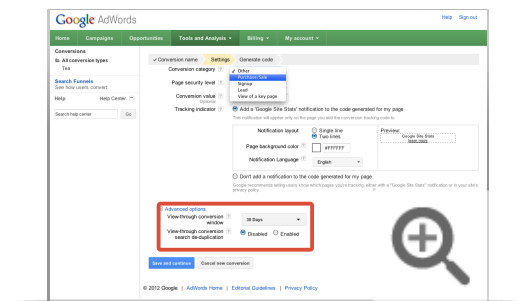


- If you'd like to add a notification, select "Add a 'Google Site Stats' notification to the code generated for my page." Then select whether you'd like your Google Site Stats to be one or two lines, the language of the notification, and the background color of the webpage it'll be displayed on.



- If you prefer not to use a notification, select "Don't add a notification to the code generated for my page." But we require that you inform your customers that you're using AdWords' free conversion tracking feature (such as through your privacy policy). This creates trust and protects their privacy.

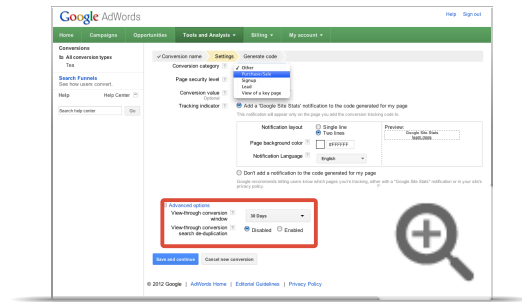
10. If you're not running a Display Network campaign, skip to the next step. If you are running one, you can click the +Advanced options link to set up View-through Conversion tracking.



Steps for Advanced options section

A **View-through Conversion** happens when a customer views (but doesn't click) an image or rich media ad, then later completes a conversion on your site. This is different from a **Click-through Conversion**, which happens when a customer had previously clicked on an ad (such as on the Google Search or the Google Display Network) and then completed a conversion on your site.

If you'd like to track View-through conversions, too, just pick a time frame in the **View-through conversion window** field. If, for example, you pick a window of three days, your conversion count might include customers who see your rich media ad on Monday and complete a conversion on Wednesday. But it won't include customers who see your ad on Monday and complete a conversion on Friday.



Next, the **View-through conversion de-duplication** field. Here, decide how you'd like to track customers who might have clicked on a rich media ad and a text ad before they completed a conversion on your website.

- **Disabled:** If a customer views your display ad, doesn't click it, and then later clicks on a search campaign ad, we'll count one View-through conversion and one click conversion.
- **Enable:** If a customer views your display ad, doesn't click it, and then later clicks on a search ad, we'll count only the last conversion type (the click conversion, for example).

11. Click **Save and continue**.

12. Select "Someone else makes changes to the code" or "I make changes to the code," depending on which applies to you.

- If you chose "Someone else makes changes to the code," just fill out the email form that pops up and click **Send email**. The code snippet will be sent you the person who edits your website!
- If you chose "I make changes to the code," a window will open up below with your code snippet. Congrats! You've generated the code. Copy it, and you'll be ready for the next step.



Step 2: Paste the code in your website's HTML

Now that you or the person in charge of your website has the snippet of code, you're ready to paste. Here's how:



Here's some sample code close up:

Sample HTML before conversion tracking code (sample only -- don't use in your website's code).

```
<html>
<head>
<title>Sample HTML File</title>
</head>
<body>
This is the body of your web page.
</body>
</html>
```

Sample HTML after conversion tracking code (sample only -- don't use in your website's code).

```
<html>
<head>
<title>Sample HTML File</title>
</head>
<body> This is the body of your web page.
<!-- Google Code for Purchase Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
if (10.0) {
var google_conversion_value = 10.0
}
}</pre></div>
```



```

/* ]]> */
</script>
<script type="text/javascript"
src="//www.googleadservices.com/pagead/
conversion.js">
</script>
<noscript>

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

```

1. Open up the HTML for the page your customers reach on your website after they've completed a conversion -- the "thank you for your order!" page, for example. This is called the **conversion page**.
2. Between the body tags (**<body></body>**) of the page, paste the code snippet you generated in AdWords.
3. Save the changes to your webpage. And that's it!

Track transaction-specific values

You might be using more than one technology to create and manage your webpages. Conversion Tracking works just as well on these kinds of pages, known as dynamically-generated pages. Just make sure the page you put the code snippet on is the one your customer sees *after* a conversion.

When inserting the code snippet, you'll place it on the static portion of the page, found within the <body> section. Click the sections below for detailed instructions on specific page types:

Active Server Pages (ASP)

If you'd like to add conversion tracking code to ASP pages using your ASP editor, look to the code below, then remove from your own code the lines that are crossed out, and manually add the areas that are highlighted.

```

<body>
...
<!-- Google Code for Purchase Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
<del>var google_conversion_value = 10;</del>
<b>if (&lt;%= totalValue %&gt;) {</b>
<b>var google_conversion_value = &lt;%= totalValue %&gt;;</b>
<b>}</b>
/* ]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript"
src="//www.googleadservices.com/pagead/
conversion.js"&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;img height=1 width=1 border=0
src="//www.googleadservices.com/pagead/
conversion/1234567890/
?value=&lt;%=totalValue %&gt;&amp;label=Purchase&amp;script=0"&gt;
&lt;/noscript&gt;
&lt;/body&gt;
</pre>
</div>
<div data-bbox="191 639 899 694" data-label="Text">
<p>If your web server supports Server Side Includes (SSI) you can use an <b>#include</b> statement to insert the conversion tracking code onto your site. After you generate your conversion code snippet, save it to a file on your webserver -- we recommend using the filename <i>googleconversion.html</i>.</p>
</div>
<div data-bbox="191 711 883 767" data-label="Text">
<p>Search for the &lt;/body&gt; tag and place the <b>#include</b> statement with the location of the file directly above it. If the &lt;/body&gt; tag is not located within the static portion of the HTML page, add the code snippet so it appears within the body section of the page.</p>
</div>
<div data-bbox="210 803 566 879" data-label="Text">
<pre>
&lt;head&gt;
&lt;title&gt;Thank You for Shopping&lt;/title&gt;
&lt;/head&gt;
&lt;body&gt;
</pre>
</div>
```

```
...
<!-- #include file="../../../googleconversion.html" -->
</body>
```

Keep in mind

Be sure that you do not place the **#include** statement in the footer or header of the file. This will cause Google to record a conversion every time a customer visits any page on your site.

The **#include** statement will be evaluated before the rest of the ASP pages so you're able to use an ASP expression as the dynamic value of the conversion.

1. Open your conversion confirmation page ASP file. If multiple pages are generated from the same file, find the section in the ASP file that generates your conversion page.
2. If your site has a variable conversion value, determine the ASP expression which calculates that value. For example: `<%= totalValue %>`.
3. Choose the Purchase/Sale conversion type while going through the conversion tracking setup.
4. Enter a default numeric value in the "Conversion value" field, then replace the line "var google_conversion_value = ..." manually with the following

```
if (<%= totalValue %>) {
    var google_conversion_value = <%= totalValue %>;
}
```

You'll also need to add replace the default numeric value with "`<%= totalValue%>`" in the `<noscript>` section of the tag highlighted above.

5. Copy and save the resulting code snippet.
6. Insert the conversion tracking code onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an ASP code section (delineated by `<%=` and `%>` markers).
7. Insert the conversion tracking code directly into the body of the conversion confirmation page. Search for the `</body>` tag and place the code immediately above it. If the `</body>` tag is not located within the static portion of the HTML page, make sure the code snippet is added so it appears within the body section of the page.
8. Save your conversion confirmation file and upload it to your webserver, if necessary. If you'd like to test the placement of your conversion tracking code, visit your conversion page by completing a conversion on your site.
9. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the `<body>` and `</body>` tags on your page. The ASP expression will be replaced by the actual conversion value when you view the source.



To add conversion tracking code to JSP pages using your JSP editor, look to the code below, then remove from your own code the lines that are crossed out, and manually add the areas that are highlighted.

```
<!-- Google Code for Purchase Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
<del>var google_conversion_value = 10;</del>
<b>if (&lt;%= totalValue %&gt;) {</b>
<b>var google_conversion_value = &lt;%= totalValue %&gt;;</b>
<b>}</b>
/* ]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript"
src="//www.googleadservices.com/pagead/conversion.js"&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;img height=1 width=1 border=0
src="//www.googleadservices.com/pagead/
conversion/1234567890/?value=&lt;%=totalValue %&gt;&amp;label=
Purchase&amp;script=0"&gt;
&lt;/noscript&gt;
&lt;/body&gt;</pre></div><div data-bbox="191 731 892 848" data-label="Text"><p>You can also insert the conversion tracking code onto your site using a server-side <b>jsp:include</b> statement. After you generate your conversion code snippet, save it to a file on your webserver - we recommend using the filename <code>googleconversion.html</code>. Search for the <code>&lt;/body&gt;</code> tag and place the <b>jsp:include</b> statement with the location of the file directly above it. If the <code>&lt;/body&gt;</code> tag is not located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the <code>&lt;body&gt;</code> section of the page.</p></div>
```

```
<html>
<head>
<title>Thank You for Shopping</title>
</head>
<body>
...
<jsp:include src="../../../googleconversion.html"/>
</body>
</html>
```

Keep in mind

Be sure you don't place the **jsp:include** statement in the footer or header of the file, as is sometimes common. This will cause Google to record a conversion every time a customer visits any page on your site.

The **jsp:include** statement will be evaluated before the rest of the of the JSP pages so you're able to use a JSP expression as the dynamic value of the conversion.

If your web server supports Server Side Includes (SSI) you can use an **# include** statement to insert the conversion tracking code onto your site. After you generate your conversion code snippet, save it to a file on your webserver. We recommend using the filename *googleconversion.html*. Search for the `</body>` tag and place the **# include** statement with the location of the file directly above it. If the `</body>` tag is not located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the `<body>` section of the page.

```
<head>
<title>Thank You for Shopping</title>
</head>
<body>
...
#include file="../../../googleconversion.html"
</body>
```

The **# include** statement will be evaluated before the rest of the of the JSP pages so you're able to use a JSP expression as the dynamic value of the conversion.

Keep in mind

Be sure you do not place the **# include** statement in the footer or header of the file, as is

sometimes common. This will cause Google to record a conversion every time a customer visits any page on your site.

1. Open your conversion confirmation page JSP file. If multiple pages are generated from the same file, find the section in the JSP file which generates your conversion page.
2. If your site has a variable conversion value, determine the JSP expression which calculates that value. For example: `<%= totalValue %>`, `${totalValue}`
3. Choose the Purchase/Sale conversion type while going through the conversion tracking setup.
4. Enter a default numeric value in the "Conversion value" field, then replace the line "var google_conversion_value = ..." manually with the following

```
if (<%= totalValue %>) {  
    var google_conversion_value = <%= totalValue %>;  
}
```

You'll also need to add replace the default numeric value with "`<%= totalValue%>`" in the `<noscript>` section of the tag highlighted above.

5. Copy and save the resulting code snippet.
6. Insert the conversion tracking code snippet onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an JSP code section (delineated by `<%@` and `%>` markers).
7. Insert the conversion tracking code directly into the body of the conversion confirmation page. Search for the `</body>` tag and place the code immediately above it. If the `</body>` tag is not located within the static portion of the HTML page, be sure you add the code snippet so within the body section of the page.
8. Save your conversion confirmation file and upload to your webserver if necessary. If you'd like to test the placement of your conversion tracking code, go to your conversion page by completing a conversion on your site. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the `<body>` and `</body>` tags on your page. The JSP expression will be replaced by the actual conversion value when you view the source.



PHP: Hypertext Preprocessor (PHP)

To add conversion tracking code to PHP pages using your web page editor, look to the code below, then remove from your own code the lines that are crossed out, and manually add the areas that are highlighted

```
<!-- Google Code for Purchase Conversion Page -->  
<script type="text/javascript">
```

```

/*  */
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
var google_conversion_label = "Purchase";
<del>var google_conversion_value = 10;</del>
<b>if (&lt;? echo $totalValue ?&gt;) {</b>
<b>var google_conversion_value = &lt;? echo $totalValue ?&gt;</b>
<b>}</b>
/* ]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript"
src="//www.googleadservices.com/pagead/conversion.js"&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;img height=1 width=1 border=0
src="//www.googleadservices.com/pagead/
conversion/1234567890/?value=
&lt;? echo $totalValue ?&gt;&amp;label=Purchase&amp;script=0"&gt;
&lt;/noscript&gt;
&lt;/body&gt;
</pre>
</div>
<div data-bbox="201 539 903 875" data-label="List-Group">
<ol>
<li>1. Open your conversion confirmation page PHP file. If multiple pages are generated from the same file, find the section in the PHP file which generates your conversion page.</li>
<li>2. If your site has a variable conversion value, determine the PHP expression that displays that value. For example: <code>&lt;?php echo $totalValue ?&gt;</code>, <code>&lt;? echo totalValue ?&gt;</code></li>
<li>3. Choose the Purchase/Sale conversion type while going through the conversion tracking setup.</li>
<li>4. Enter a default numeric value in the "Conversion value" field, then replace the line "var google_conversion_value = ..." manually with the following
<pre>
if (&lt;%= totalValue %&gt;) {
    var google_conversion_value = &lt;%= totalValue %&gt;;
}
</pre>
<p>You'll also need to add replace the default numeric value with "<code>&lt;%= totalValue%&gt;</code>" in the <code>&lt;noscript&gt;</code> section of the tag highlighted above.</p>
</li>
<li>5. Copy and save the resulting code snippet.</li>
<li>6. Insert the conversion tracking code onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an PHP code section (delineated by <code>&lt;? and ?&gt;</code> markers). As you insert the code snippet, make sure you place it directly into the body of the conversion confirmation page. To make sure you do, search for the <code>&lt;/body&gt;</code> tag and</li>
</ol>
</div>
```

place the code immediately above it. Or, if the `</body>` tag is not located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the `<body>` section of the page as shown below.

7. Save your conversion confirmation file and upload to your web server if necessary. If you'd like to test the placement of your conversion tracking code, go to your conversion page by completing a conversion on your site. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the `<body>` and `</body>` tags on your page. Note that the PHP expression will be replaced by the actual conversion value when you view the source.

Webpages containing frames

In cases where frames are used, it's best to insert the code snippet only within the HTML of the frame containing the conversion page.

Secure and non-secure pages

The code snippet can be used safely on both secure (<https://>) and non-secure pages (<http://>).

Track conversions on a mobile site with a phone number

If your mobile website displays a phone number, customers with mobile devices can click and call that number. You can track those calls in AdWords and assign a monetary value to them.

Tracking calls is a helpful feature if your company does a lot of business over the phone, or if you don't take orders through your website.



Example

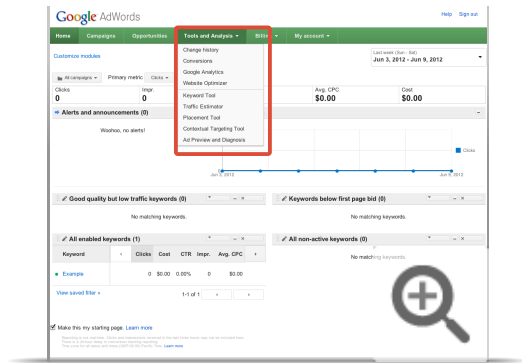
You sell car insurance on your website. But many customers who search for "car insurance" want to talk to an insurance agent before they purchase. So, they visit your website on their mobile phone, see a phone number, and call. With Conversion Tracking, this call could be tracked and measured in AdWords. Without it, this important customer segment isn't counted.

Sound like it could be helpful to your business? Here's how you can set it up:

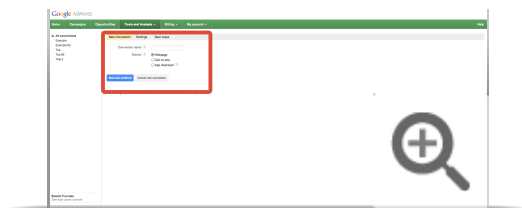


Step 1: Get the code snippet

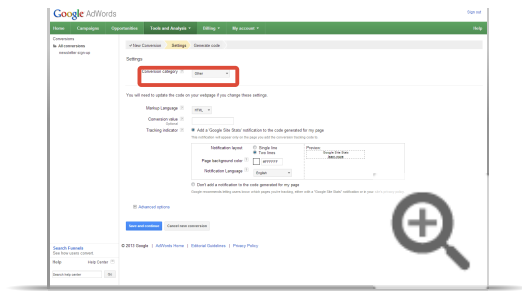
1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Tools and Analysis** tab, then select **Conversions** from the drop-down menu.



3. Under the **Conversions** tab, click the + **Conversion** button.
4. In the "Conversion name" field, enter the name of the conversion you'd like to track on your mobile site. This will help you recognize this conversion later when it shows up in reports. For phone calls, you might want to list the number as a title, followed by "from mobile site."



5. In the "Source" field, select "Call-on-site."
6. Click the **Save and continue** button.
7. On the next page, in the "Conversion category" field, select the category that best applies to your conversion.



8. If you'd like to, in the "Conversion value" field, assign a value to the conversion your tracking.
9. Select "Someone else makes changes to the code" or "I make changes to the code," depending on which applies to you.
 - If you chose "Someone else makes changes to the code," just fill out the email form that pops up and click **Send email**. The code will be sent to the person who does this for your mobile app!
 - If you chose "I make changes to the code," a window will open up below with your code snippet. Congrats! You've generated the code. Copy it, and you'll be ready for the next step.

Step 2: Apply snippet using correct HTML and JavaScript code (examples below)

Now that you or the person in charge of your website has the snippet of code, you're ready to paste. Here's how:



Here's some sample code close up:

Simple HTML before conversion tracking code (Sample only. Don't use in your website's code.)

```
<html>
<head>
<title>Sample HTML File</title>
</head>
<body>
```

This is the body of your web page.

```
</body>
```

```
</html>
```

Use the following command if the phone number is shown as:

a text link:

```
<body>
```

<!-- Below is sample text link with a phone number. You need to replace the number with your own phone number and the CALL NOW text with the text you want to hyperlink. -->

```
<a onclick="goog_report_conversion('tel:949-555-1234')" href="#" >CALL NOW</a>
```

```
</body>
```

```
</html>
```

an image:

<!-- Below is sample image dialing a phone number. Replace my_phone_button.gif with your button image and the phone numbers with your phone number-->

```
<body>
```

```

```

```
</body>
```

```
</html>
```

a button:

```
<body>
```

<!-- Below is sample button with a phone number. Replace all call buttons in your page with the code below and replace the phone number with yours. -->

```
<button onclick="goog_report_conversion('tel:949-555-1234')">Call 949-555-1234</button>
```

```
</body>
```

```
</html>
```

For the tracking to work, you'll need to make sure you include both the code snippet and the appropriate 'onclick' tags from one of the examples above. This tells AdWords to record a conversion only when customer clicks on a specific phone number. Without it, no conversion

will be recorded!

1. Go to the page on your website that shows the clickable phone number. Then open up the HTML code so you can edit it.
 2. Find the body tags (**<body></body>**) of the page, then paste the code snippet you generated in AdWords between those two tags.
 3. Now adjust the HTML code using a command called "onclick." The particular "onclick" command you use will depend on how the phone number on your mobile website is displayed: **text link**, **image**, or **button**.
-



Tip


If you want to track the same conversion page using two different AdWords accounts, just generate a code from each account and paste it into the HTML of your conversion page. Just keep in mind that the Google Site Stats box only shows for the first conversion code you've created, not both.



Track downloads of iOS mobile applications

In addition to tracking conversions that happen on your website, AdWords Conversion Tracking also lets you track downloads of your apps. This way you can tell how many people downloading your app found it through your AdWords ads.

Currently, we're only able to track iOS app downloads driven by ads served in mobile apps; we're not able to track iOS app downloads driven by ads served on Google search or the Google Display Network. Follow the steps below to track downloads of an iOS application.

1. Sign in to your AdWords account at <http://adwords.google.com> 
 2. Click the "Tools and Analysis" tab, and then click the "Conversions" tab.
 3. Click the "+ Conversion" button.
 4. Name your conversion, select "App download" and click "Save and continue."
 5. Choose the "iOS" mobile platform and click "Save and continue."
 6. You'll be provided with a snippet of conversion tracking code to put in your app.
-



Tip

Alternatively, some advertisers manage their own user analytics and prefer to report mobile app conversions from a server via an API call. See detailed instructions for both options in this [guide](#).



Track downloads of Android mobile applications

Tracking app downloads from Google Play doesn't require adding a code snippet. It can be done with no changes to your app's code. Simply follow the steps below.

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the "Tools and Analysis" tab, and then click the "Conversions" tab.
3. Click the "+ Conversion" button.
4. Name your conversion, select "App download" and click "Save and continue". Enter the package name. (You can find your package name by looking up your app in Google Play. It's the part of the base URL that identifies your application: "`https://play.google.com/store/apps/details?id=<package_name>`")
5. Click "Save and continue".
6. On the next screen, click "Done".
7. Your app downloads conversion data will now start showing up with the rest of your conversion data within 24 hours.

Note: Application download tracking for Android will only work if your links in [Click-to-download](#) or [Mobile App Extension](#) ads point directly to the Google Play Store. Third-party tracking URLs are not supported at this time.

Understanding conversion tracking

Conversion Tracking is a free tool that shows you what happens *after* a customer clicks on your ads -- whether they purchased your product, signed up for your newsletter or filled out a form to receive more information.

By tracking these actions, known as "**conversions**," you'll know which ads, **keywords** and **campaigns** bring you business. This helps you invest more wisely in the best ones and ultimately, boost your **return on investment** (ROI).

Example

You have a website for your clothing store, and when customers submit their orders online, they see a "Thank you for your purchase!" Pages:

You want to see which of your keywords -- "blue jeans" or "buy designer jeans" -- leads to more purchases, so you set up Conversion Tracking. First, you get a single snippet of code from AdWords that contains HTML and JavaScript. Then, you paste that code snippet in the HTML for the "Thank you for your purchase!" Pages:

Soon, you start to see that customers who click on your ad with "buy designer jeans" as a keyword buy a lot of jeans. Meanwhile, you see that a few people click on the ad with "blue jeans" as a keyword, but none of them make a purchase. So, you decide to stop investing in the "blue jeans" keyword and put more money towards the "buy designer jeans" keyword, resulting in more purchases and a better return on your investment.

Read on to learn more about conversions, why you'd want to use conversion tracking, how it works and how we protect your customers' privacy and security.

Conversion

A **conversion** is a customer action that has value to your business, such as a purchase, a phone call or the signing of a contract. Online and offline actions are called conversions because a customer's click translated -- or converted -- to business.

Why track conversions

Tracking conversions is helpful for your business if you're trying to do the following:

- **Connect your ads and keywords to your business goals:** Maybe you want people to view a particular page more, or you'd like more purchases (who wouldn't?). Conversion Tracking can show you which keywords are helping you meet those specific goals by connecting them to actions.
- **Boost your ROI:** Not all keywords are equal. But if you know which keywords bring you the most business and which ones don't, you can make smarter investments in those keywords and avoid the unhelpful ones altogether.

Types of conversions

There are two ways to count conversions with Conversion Tracking: 1-per-click and many-per-click. You can select the metric that's most useful for you when you set up Conversion Tracking.

- **Conversions (1-per-click)**
Conversions (1-per-click) count a conversion for every AdWords ad click resulting in a conversion within your chosen **conversion window**. This means if more than one conversion happens following a single ad click, conversions after the first will not count. This metric is useful for measuring conversions approximating unique customer acquisitions such as leads and sign-ups.
- **Conversions (many-per-click)**
Conversions (many-per-click) count a conversion every time a conversion is made after an AdWords click, within your chosen **conversion window**. Conversions (many-per-click) will count multiple conversions per click. This metric is useful for measuring conversions that are valuable every time that they happen such as purchases.

How it works and set-up

Conversion Tracking works by adding a single snippet of HTML and JavaScript code to your webpage (without slowing it down, of course). Specifically, this snippet is placed on the page your customers see *after* they complete a conversion -- the "Thank you" page they see after a purchase, for example.

Every time a customer clicks your ad on Google.com or selected Google Network sites, a temporary cookie is placed on the customer's computer so a conversion can be recorded when the customer reaches the conversion page.

Online conversions

To set up conversion tracking for your website, you'll generate the snippet of HTML and JavaScript code in AdWords. Then, you'll place the code on your

website. See our set-up guide below for step-by-step directions.

Offline conversions

If you'd like to track offline conversions, such as a sale over the phone or in your office, you'll follow steps for [tracking and importing offline conversions](#) so that you can view them in AdWords.

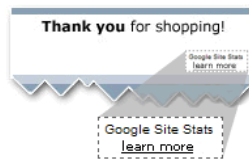
Security and privacy

Google's security standards are strict. Only pages containing the Google conversion code are tracked through this program. We use data encryption and secure servers.

Privacy is also very important to Google. That's why we do the following to protect your customers' privacy:

- **Servers for conversion tracking and search results are separated.**
- **Conversion Tracking cookies persist for a limited time only.**
- **Conversions aren't isolated:** This means that you can't match conversion data to specific customers, just see overall data for ads and keywords.
- **Conversion Tracking includes the option to notify customers about cookies:** During the setup process, we'll help you create a notification box for your website that lets your customers know they're being tracked. This is known as the Google Site Stats box, which appears on your conversion page --

the page customers see after they complete a conversion.



This notification appears only for customers who've been

referred by Google to your site. When customers click on it, Google tells them that they don't have to accept the conversion cookie if they don't want to and reminds them that none of their personal information is being recorded or used in any way. Customers will also have an opportunity to provide feedback about your website.

- **Promote a clear privacy policy:** If you don't use the Google Sites Stats box, we ask that you review your website's privacy policy to make sure it discloses your use of tracking technology.

Tip

For the Google Site Stats notification, we recommend placing the image in the lower-right hand corner of the conversion page, no further than a quarter of the screen away from the last line of content.

Overview of essential tips to improve your AdWords results

Now that you're up and running, have the hang of managing your ads, and are measuring your results, it's time to think about optimizing your account. Optimization can be aimed at getting you more traffic and better leads, lowering your ads' costs, or improving your return on investment (ROI), among other advertising goals.



Top Tips for Improving Performance

An online retailer and experienced AdWords user shares his secrets to better campaign performance: clear and descriptive keywords and ad text, relevant landing pages, and close monitoring of his ads' performance so he can adjust bids to maximize his success. For an overview of essential tips for improving AdWords results: <http://goo.gl/L7eK1r> Follow AdWords Help on YouTube: <http://www.youtube.com/adwordshelp>

Optimization means taking steps to get the results you want by improving your account's quality and performance, without raising your costs. It can include ad text improvements, changes to your bids, changes to ad targeting options, better organization within your campaign, and more. Here's a summary of our essential tips for improving your account's quality and performance:

Create successful text ads

It's not easy to say everything you want to say about your business in just a few words. Focus on the following:

- Highlight what makes your products and services stand out; include prices and promotions.
- Let your customers know what action they can take, using strong verbs like "purchase," "sign up now," or "call today."
- Include at least one of your high-performing keywords in your ad text.
- Make sure to match your ad text to the text that people will see once they reach your website.

Improve your keywords

Once you know how to find data for your keywords, you can identify poor-performing ones and make them work harder for you. You'll want to improve the relevance of your keywords to help boost their Quality Scores, or modify the match type for ones that aren't helping you meet your advertising goals. You can also remove low-performing keywords from your campaign entirely.

Focus on improving your return on investment (ROI)

To [improve your ROI](#), focus on improving your **conversion** potential through attracting the right customers to your business. You can do this by taking several steps:

- Use highly relevant keywords and ad text. For example, if you run a business that specializes in women's running shoes, try using "women's running shoes" as opposed to simply "shoes." You can increase your bid for keywords that show a profit, to increase exposure and generate more traffic, and you can decrease the bids for keywords that aren't profitable, to lower your costs.
- Use a landing page in your website that's most relevant to your ad, to make sure customers get what they expect. If you're running an ad for a particular type of women's running shoe -- say, track spikes -- then try to send customers to a page in your site that's relevant to your track-spikes sale.
- Make sure that your site is easy to navigate.

Improve your costs

Budget and bid optimization isn't necessarily about spending more -- it's about spending smarter. A critical first step is understanding the relationship between cost and quality. The higher a keyword's Quality Score, the lower the price you pay for each click and the better its ad position.

Once you have a firm grasp of the relationship between quality and cost, you can track your ROI, experiment with your budgets and bids to see what works best, and use performance data to help determine where your dollars will make the most impact.

Organize your account for success

Good account organization helps you make changes quickly, target your ads effectively, and ultimately reach more of your advertising goals. By creating well-structured campaigns by theme or product (women's track spikes, women's distance running shoes, and so on), you'll also have sets of ads and keywords that are directly related to each other, which helps improve your Quality Score. With a well-structured account, you can:

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

Get ideas to improve your account

Using the Opportunities tab in your AdWords account, you can get suggestions tailored to your specific account. These include suggestions specific to keywords, bids, and budgets. You can review ideas in the Opportunities tab, evaluate their potential impact, then apply them directly to your account.

Minimize low-value clicks

Are you getting good traffic from your ads but not enough buyers? You can use Conversion Tracking to measure how many people are actually buying or signing up for things after they land on your site. Then, there are a number of things you can do to [improve your conversion rate](#), like adding more specific keywords and negative keywords.

Understanding landing page experience

Landing page experience refers to how good we think someone's experience will be when they get to your landing page (the web page they end up on after clicking your ad). You can improve your landing page experience – and Quality Score – by:

- providing relevant, useful, and original content,
- promoting transparency and fostering trustworthiness on your site, and
- making it easy for customers to navigate your site (including on mobile sites).

Many things can affect your landing page experience. For example, is your landing page relevant to what a visitor is looking for? Is it easy to find your contact information? Is the page itself easy to navigate? Your landing page experience affects not only your **Quality Score**, but also your advertising costs and ad position.

Why landing page experience matters

If you've ever owned a car, you probably know that getting tune-ups can help you get better mileage, prevent costly mechanical problems, and make your car run better in the long run. Landing pages are kind of like cars – make sure they're tuned-up properly, and you'll likely get better performance and savings out of them down the road.

A good landing page experience can help you gain the trust of your customers and keep them coming back to your site. Get more mileage out of your landing page by making it easier for visitors to make a purchase, sign up for a newsletter, or do other things you want them to do on your website.

How we determine landing page experience

We use a combination of automated systems and human evaluation to determine landing page experience on your site. Your ads may show less often if they point to websites that offer a poor user experience based on one or more of the following factors:

1. Relevant, useful and original content

- Is the purpose of your site clear?
- Is your site actually useful to visitors? Do people feel like they accomplished what they wanted to accomplish when they clicked on your ad and visited your site?

- How original is the content on your site? What does your site offer that other sites don't?
- Does your site add value to visitors? Do people feel like their time was well spent on your website?
- Does your site provide content that visitors expected to find when they clicked on your ad?

2. Transparency and trustworthiness

- Is your business and contact information easy to find?
- Are you upfront about any information you're collecting from visitors?
- Can people trust that you'll safeguard the information they give you? Is it clear how that information will be used to benefit them?
- Can people easily tell what'll happen when they perform an action on your site?
- Do people feel like you're hiding the true purpose of your site, or not telling them what they need to know?
- Can people trust you'll be able to deliver the goods or services they're looking for?

3. Ease of navigation

- Is it easy for people to find what they're looking for (including on mobile sites)?
- Does your site have too many links that might confuse people?
- Can people easily find information to learn more or answer questions?
- Are there annoying pop-ups, too many ads, or other distractions that get in the way?



Excluding your landing pages from review

By default, the AdWords system reviews advertised landing pages to assess landing page experience. If you don't want some of your landing pages to be reviewed, you can follow the steps below to restrict the AdWords system from visiting those pages. However, if you do this, you may end up with a significant drop in Quality Score because we won't have as much information to determine your landing page experience and relevance. This means your ads may show far less often unless you significantly increase your maximum cost-per-click (in shorthand, your bid). Even with higher bids, however, it is unlikely your ads would show very often and may not even show at all. Also note that if you restrict access to your entire site, or if you restrict access to so many of your landing pages that it makes it difficult for the AdWords system to meaningfully review your account, your site will be suspended.

While we strongly recommend against restricting our system's automatic review of your landing pages, you can edit your site's **robots.txt** file as shown below to avoid a review.

- To prevent the AdWords system from accessing your entire site, add the following to your **robots.txt** file:

User-agent: AdsBot-Google

Disallow: /

- Some portions of your site may not function as active landing pages for your advertisements, and you may have reasons to prevent the AdWords system from accessing them. To prevent the AdWords system from accessing certain parts of your site (for example, inside the directory named “/shopping_cart/”), add the following to your **robots.txt** file:

User-agent: AdsBot-Google

Disallow: /shopping_cart/

Note that these instructions apply only to AdsBot-Google. There are other Google-owned bots that review websites as well (googlebot, for example). In order to avoid decreasing Quality Scores and increasing CPCs for advertisers who don't intend to restrict AdWords visits to their pages, the system will ignore blanket exclusions and wildcards (for example, User-agent: *) in **robots.txt** files.



Mobile visits to your landing page

The AdWords system will also visit your landing page to evaluate your site as viewed by iPhones and other mobile devices with full browsers.

Currently, we use the following HTTP User-Agent header to identify AdWords mobile visits:

AdsBot-Google-Mobile (+http://www.google.com/mobile/adsbot.html) Mozilla (iPhone; U; CPU iPhone OS 3_0 like Mac OS X) AppleWebKit (KHTML, like Gecko) Mobile Safari

If you have a distinct, mobile-optimized version of your site, we recommend you configure your server to show the mobile-optimized site when the AdWords mobile User-Agent is detected.

Viewing your landing page experience

We show you one of three ratings for your landing page experience: **Above average**, **Average**, or **Below average**.

You can view this status by going into your **Keywords** tab and placing your cursor over the speech bubble next to the status of any keyword.

- **Above average** or **Average**: If you see either of these two statuses, you're in good shape – your Quality Score won't be negatively affected by your landing page experience.
- **Below average**: This means that your landing page experience is in need of improvement, and your Quality Score might be lower as a result. You might want to consider some changes to improve your website's landing page, using the factors discussed in this article as your guide.

Landing page experience vs. Site policies

When we review landing pages, we sometimes come across pages that don't follow our [Advertising Policies](#). For example, if your landing page happens to contain malware (like a virus), that's a pretty bad landing page. Rather than giving you a "Below average" landing page experience status, you won't get a score at all. Instead, you'll see "Not applicable" as your landing page experience status, and any keywords or ads pointing to that website will get a "[Site suspended](#)" status. This status means that your website can't be advertised with AdWords because it doesn't follow one or more of our *site policies*.

Site policies refer to the [Advertising Policies](#) that must be followed on your landing pages and website in order to advertise on AdWords. If your landing page or website contains something that we don't allow, like malware or illegal products, we might suspend your website to protect our customers. When a website is suspended, that means you won't be able to advertise that suspended website until all policy violations have been resolved.

Improving your landing page experience

If you're trying to improve your landing page experience, it might be time to give your landing pages a tune-up. Try reviewing the general guidelines below to help you think of ways to improve your landing page experience and get better performance out of your landing pages down the road.

1. Relevant, useful and original content

- Make sure your landing page is directly relevant to your ad text and keyword.
- Provide useful information on your landing page about whatever you're advertising.
- Try to offer useful features or content that are unique to your site.

2. Transparency and trustworthiness

- Make it easy for visitors to find your contact information.
- If you request personal information from customers, make it clear why you're asking for it and what you'll do with it.
- Distinguish sponsored links, like ads, from the rest of your site content.
- Openly share information about your business and clearly state what your business does.

3. Ease of navigation

- Don't make people hunt around for the information they might need.
- Make it quick and easy for people to order the product mentioned in your ad.
- Don't annoy customers with pop-ups or other features that interfere with their navigation on your site.
- Make sure people can easily find information to learn more about the advertised product.

The AdWords system visits and evaluates landing pages on a regular basis. If you've made significant changes to improve your landing page experience, it could lead to higher Quality Scores over time. You might not see an immediate impact, but you may see results within days or weeks.





[Does Your Landing Page Seal the Deal?](#)

Learn how to go from clicks to customers by directing visitors to the right page of your website. Find out what a landing page is, how to select the right landing page for your ad, and get tips on creating landing pages that win you customers.

Tools and Strategies for Optimizing Keywords

Use these tools to find new keywords and to identify which keywords to optimize

- Use the [Keyword Tool](#) to brainstorm ideas for keyword lists and find negative keywords while you're creating a campaign. Once the tool has generated some initial ideas, you can then enter the relevant results back into the tool to generate even more specific keyword ideas. Add relevant keywords to the ad group that focuses on that theme or product.
- Use [keyword diagnosis](#) to see an in-depth view of your keyword's performance, including its Quality Score on a 1-10 scale. You might want to delete keywords with low Quality Scores and add more keywords that are more like those with higher scores. If you really want to run on those keywords, consider moving them to another ad group and test them with a new ad. If they still don't perform well after one month, delete them.
- Run a ["search terms" report](#) to see all the search queries that have triggered your ads. You can use this report to identify relevant queries driving traffic to your website and add them as new keywords. If you see any irrelevant terms, add them as negative keywords to your ad group or campaign.
- Use the [Traffic Estimator](#) to find keyword traffic and cost estimates to identify potential keywords. By knowing the estimated traffic for your keywords, you can also set appropriate keyword bids that will maximize your ad's exposure within the limit of your daily budget.

Optimize keywords for better CTR

If you are CTR-focused, you may want to delete keywords with high impression counts but low numbers of clickthroughs. These keywords may be too general or not relevant enough and are accumulating many impressions but very few clicks. For CTR, it's also very important to focus on negative keywords to prevent impressions that aren't likely to lead to a click. Along with negative keywords, consider trying different keyword matching options like phrase match to reduce the number of irrelevant searches.

Optimize keywords for better ROI

The bottom line for any keyword is how much value it generates compared to its cost. To determine the profitability of a keyword, you can track the conversions from that keyword with Google's free [conversion tracking](#) tool. Once you have conversion data, you can identify and delete keywords that accumulate high costs but very few conversions. Once you understand the value of each keyword, you can also increase that keyword's profitability by adjusting its CPC or CPM bid. For keywords that show a profit, increase the bid to increase exposure and generate more traffic. For keywords that aren't profitable, decrease the bid to lower your costs.

Try to understand what stage within the buying cycle a user might be in. For instance, users searching with terms like "reviews" or "ratings" are probably still researching the product and might be less likely to make a purchase at that stage. To target serious buyers, you might try using keyword phrases that include conversion-related words like "buy," "purchase," or "order," and use "reviews" as a negative keyword. You can also include specific product names you sell and model numbers. Users searching on highly specific terms know exactly what they are looking for and could be more likely to convert for you.

Use appropriate keyword matching options to control who sees your ads

Experiment with [keyword matching options](#). The four matching options determine which Google searches can trigger your ads to appear, helping you control who sees your ads. With broad match, you'll typically receive the most number of ad impressions.

Use negative keywords to eliminate unwanted clicks

[Negative keywords](#) can help increase your ROI and conversion rates by preventing your ad from showing for searches that include that word or phrase. By filtering out unwanted impressions, negative keywords can help you reach the most appropriate prospects, reduce your costs, and increase your return on investment.

When constructing a negative keywords list, try to be as exhaustive as possible. However, be careful that none of your negative keywords overlap with your regular keywords, as this will cause your ad not to show for that keyword. For instance, an advertiser for a financial institution that provides loans but does not offer actual rate quotes may want to include 'rate' and 'rates' as negative keywords. However, if he wanted to include 'fixed rate mortgage' in his keyword list, he should not include 'rate' among his campaign negative keywords list.

You can use negative keywords for a number of reasons:

- **Filter out different products or services:** For example, a real estate agent who is focused on selling homes may wish to include not only the negative keywords *rent* and *renting*, but also use the Keyword Tool to find ideas for variations such as *rents*, *rental*, and *rentals* to use as additional negative keywords.
- **Filter out irrelevant searches:** For example, an advertiser may discover that the name of one of his products also happens to be the name of a musical group. In this case, it's a good idea to include negative keywords such as *music*, *band*, *concert*, *ticket*, *lyric*, *album*, *mp3*, and the pluralized versions of these words.
- **Filter for serious buyers:** Advertisers hoping to make sales may want to filter out research-oriented searches by adding negative keywords like *review*,

rate, rating, compare, comparing, comparison, and the pluralized versions of these words.

Use the [Edit Campaign Negative Keywords](#) tool to add negative keywords to an entire campaign at once.

The Opportunities tab

The Opportunities tab is an entire section of your AdWords account dedicated to helping you improve your ad campaigns. It's like a personal assistant who can help you discover more keywords and make the most of the budget you're comfortable with. People who've managed their AdWords account long enough to have developed some goals and an account history should try the tab.

How the Opportunities tab works

The Opportunities tab looks for ways to make reasonable changes that could have an impact on your account if you choose to accept the changes. You start by choosing a goal. Then the Opportunities tab runs with your goal, looking over your historical campaign data, Google search volume and trends, and your campaign settings to automatically generate ideas for you to consider.

The goals that you can tell it to work with are:

- **Increase traffic:** Increase impressions and clicks, even if costs rise
- **Balance cost and traffic:** Raise impressions and clicks with moderate cost changes
- **Maintain or decrease cost:** Get as much as possible with your current budget

What the Opportunities tab helps you do

If you have an account history to work with, the tab can help you:

- **Make improvements without spending a lot of time and money**

The Opportunities tab looks for opportunities for you so you so that you can focus on making decisions instead of conducting research. And you'll keep costs in check because the Opportunities tab works to make small improvements with what you're willing to spend.

- **Keep your campaigns fresh**

Have you been using the same keywords for awhile? When's the last time you changed your bids? The Opportunities tab can help you keep your account fresh.

- **See performance estimates based on historical data**

While the Opportunities tab doesn't predict whether your ads will do well, it does tap into a lot of data from the past like your campaign performance and what people search for on Google, to show you possibilities.

VIDEO



[The AdWords Opportunities Tab: Custom tips, just for you](#)

Learn how the AdWords Opportunities Tab can help you with new ideas customized to your business. Read more about the AdWords Opportunities Tab at <http://goo.gl/r3xZU> Subscribe to AdWords Help on YouTube <http://www.youtube.com/learnwithgoogle>

Performance, profitability, and growth

Scaling budget by performance

Growing a profitable campaign

Learn the basics of performance-based bidding

Selecting metrics to maximize profit

Achieving profitability

Understand budget impact on profit

Learning the basics of online budget strategy

Scaling budget by performance

With this combination of measurability and control, many businesses may opt for a flexible marketing budget that scales upward with good performance. Think about a campaign that returns \$2 in profit for each \$1 in advertising spend. If the business can handle more customers, it makes sense to increase budget to a point where it captures all of the profitable traffic available.

Best Practice: Even for campaigns that are scalable by performance, we recommend setting your AdWords daily budget at a level low enough to limit your spending if something unexpected happens, like a sudden shift in traffic quality of one of your keywords due to a news event.

Example: If you're running a profitable campaign with an average cost of \$750/day, you don't need a daily budget limit of \$10,000/day. A daily budget limit between \$1,000-1,500/day allows for flexible traffic growth while helping protect you from dramatic increases in spend.

A campaign that scales by performance can work for many advertising goals, including:

- Selling goods or services directly via an e-commerce site
- Generating leads for a sales team
- Driving signups for a monthly subscription service

If you can estimate the value of a conversion for your business, a scalable budget is worth exploring.

Campaigns that scale with performance usually meet the following conditions:

- You can estimate your conversion value (e.g., you make an average of \$50 profit per sale)
- You understand how much time is needed before profits will be available to reinvest (e.g., you know that sales leads convert to deals in 3-5 weeks)
- Your costs of servicing new customers remain stable or decrease as you grow (e.g., the more customers you gain, the lower the costs of supporting each new customer)

Here are some conditions that can make it more difficult for a campaign to scale with performance:

- You have high fixed costs that make it difficult to estimate the profit value of a conversion (e.g. significant manufacturing costs)
- You have supply or customer service limitations (e.g., you can't serve additional customers if you grow)
- You have cash flow limitations (e.g., you have a \$100 CPA for new signups worth \$500 over 5 years)
- You have sales tracking limitations (e.g., most of your sales are difficult to track because they're offline)

Growing a profitable campaign

To achieve success with AdWords, it's important to understand when a campaign is profitable and how to help it grow. ROI-driven campaigns generally follow three stages of growth: testing, growth, and maturity.

Stage 1: Testing

New campaigns start out in the testing stage. You'll gather performance data to understand which CPC bid, keyword, and ad combinations are working well for you. In this stage, your primary goal is to establish profitability by comparing costs to revenues.

Once you achieve profitability, it's time to grow.

Stage 2: Growth

In the growth stage, your goal is to reach more customers while remaining profitable. You may be able to achieve this by increasing your AdWords campaign budget while leaving your CPC bids, keywords, and ad text the same. If parts of your campaign are no longer profitable after you increase your budget, try adjusting your CPC bids, keywords, or ads to regain profitability before you continue to grow.

By gradually increasing your AdWords campaign budget over time, you'll reach a point where it no longer limits your exposure. For an estimate of this amount, check your recommended budget in the "Budget" section of the Settings tab of any campaign.

Stage 3: Maturity

If your costs don't reach your AdWords daily budget and you're profitable, you've successfully scaled up to the traffic available. Congratulations!

Here are some characteristics of this stage:

- Your AdWords budget is high enough to show at all times so you don't miss an eligible impression.
- Your daily costs, profits, and sales rise and fall with regular fluctuations in search volume.

Tip: Even if your ads are able to show for every impression, you can still optimize CPC bids, keywords, and ad text to achieve even greater profit. See the [AdWords Bidding Tutorial](#) for more detail.

Learn the basics of performance-based bidding

When your campaign is focused on performance, it's important to understand how adjusting your bids impacts each performance metric. This article covers the basic principles of bidding to maximize performance, and explains how to balance your bidding strategy for different business objectives.

Bidding to balance sales volume and profitability

Given that [conversion rates don't vary much with ad position](#), the following trends are important to remember:

- Increasing bids generally results in more conversions at a higher average cost-per-acquisition (CPA).
- Decreasing bids generally results in fewer conversions at a lower average CPA.
- Increasing bids while limited by daily budget generally results in fewer conversions at a higher average CPA.

Prioritizing business objectives

In order to achieve your goals most effectively, it's helpful to prioritize your business objectives. You can optimize your AdWords campaigns to achieve many different goals, but tradeoffs are often necessary.

For example, consider managing a campaign with the following objectives:

- Aim for ad positions 1-3
- Maximize profit
- Maximize conversions
- Maximize clicks

You might discover that your most profitable CPC bids come from ad positions that are outside the top three.

As another example, consider pairing any of the objectives listed above with the objective below:

- Keep CPA below \$10

The CPC bids necessary to keep the CPA below \$10 may be lower than the CPC bids that maximize profit, clicks, or preferred ad positions.

Tip: When managing a campaign for someone else, make sure they also understand the tradeoffs involved so everyone is clear on expectations. For example, is their business objective to keep CPA at a certain level, or is it to maximize profit? If it becomes clear that two objectives are conflicting with one another, which is more important to them?

Selecting metrics to maximize profit

With so many options, which AdWords metrics are most effective to help you reach your business goals? Here we'll discuss two metrics that are important to consider if you're interested in maximizing profit, and point out some common pitfalls to watch out for.

Value-per-Conversion

Value-per-conversion is the amount of expected profit or value you gain from each conversion. If you can estimate value-per-conversion for a given product or service, it's a useful benchmark to define the upper limit that you can invest in advertising per conversion before becoming unprofitable.

CPA Targets

CPA targets can be helpful for establishing or maintaining profitability, and are usually set below your value-per-conversion.

Example: If a remote-control helicopter sale is worth \$50 profit and any CPA below that is profitable, a \$10 CPA target can help achieve a consistent \$40 profit-per-sale (after advertising costs).

The [Conversion Optimizer](#) allows you to automate CPC bidding for a desired CPA target.

A note about maximizing profit

It's easier to pick a CPA target that will be profitable than one that maximizes profit. To understand why, consider the example above where any CPA target below \$50 is profitable. Which CPA target is most likely to maximize profit: \$20, \$30, or \$40?

In practice, you can't know in advance. By testing different targets, you can learn which one achieves the optimal balance of profit-per-sale and sales volume. For a visual illustration, see the [AdWords Bidding Tutorial](#).

Common ROI targets that are unlikely to maximize profit

- Targets decided in advance of a campaign (e.g., "With \$50 profit per conversion, \$10 is a good target.")
- Targets based on traditional rules of thumb (e.g., "Ad spend should be 9% of revenue.")
- Targets based on other marketing channels (e.g., "E-mail and Search should have the same CPA.")

While the approaches described above may achieve profitability, they don't take into account changes in sales volume at higher or lower targets. Measure profitability achieved, then try testing a few different targets to see if you can find a path to better results!

Achieving profitability

Knowing how to accurately assess whether a campaign is making or losing money is key to success and normally a prerequisite to growth. If you determine that your campaign isn't profitable, achieving profitability is often possible by comparing your cost-per-acquisition (CPA) with your expected profit-per-conversion and adjusting keywords or CPC bids to a profitable point.

Finding your CPA is easy with AdWords Conversion Tracking. You can easily find costs for specific actions such as purchases, signups, sales leads, subscriptions, and a variety of other actions.

To start with a simple example, say you are selling downloadable music-mixing software for \$50. Your costs are minimal, so virtually all of the \$50 is profit for each sale you make.

In your AdWords campaign, you can use this \$50 benchmark to assess the profitability of various parts of your account.

Example 1: Ad group level profitability

Say you have three ad groups, each with its own CPA:

- Ad group 1: 'Music mixing software' CPA: \$35
- Ad group 2: 'Music production' CPA: \$85
- Ad group 3: 'Music editors' CPA: \$53

At a glance, you can see that the first ad group is profitable with a cost of \$35 for a profit of \$15 (\$50 - 35). If your campaign is reaching its budget, this ad group is a good candidate for [growth](#).

The latter two ad groups have a cost-per-sale higher than your expected profit of \$50. You'll want to take a closer look at their keywords, ads, bids, and other settings to bring them to profitability.

Example 2: Keyword level profitability

Let's take a closer look at the 'Music production' ad group to see if you can make it profitable. This ad group has the following keywords:

- Keyword 1: music production CPA: \$42
- Keyword 2: music production software CPA: \$28
- Keyword 3: learn music production CPA: \$65
- Keyword 4: music production companies CPA: \$230
- Keyword 5: music production packages CPA: \$39

Looking at the keyword level, you can see three keywords in this ad group that are actually profitable. It's the two unprofitable keywords 'learn music production' and 'music production companies' that are making the average CPA for the ad group appear to be unprofitable.

Take a closer look at the unprofitable keywords:

- 'music production companies' is clearly unprofitable: \$50 profit - \$230 cost = \$180 lost per sale. Removing this keyword may bring the ad group to a point of profitability.
- 'learn music production' is unprofitable, but there might be hope. Users interested in learning music production may want to use your software. It'd be a great idea to break this keyword off into a separate 'learn music production' ad group with supporting keywords, ad text, and a landing page. If you don't have time to fully optimize, testing lower CPC bids may bring the CPA below \$50.

Notice that in the above examples, profitability was calculated at the conversion level for a given product or service. This is often more practical than trying to make an assessment at the campaign or account level.

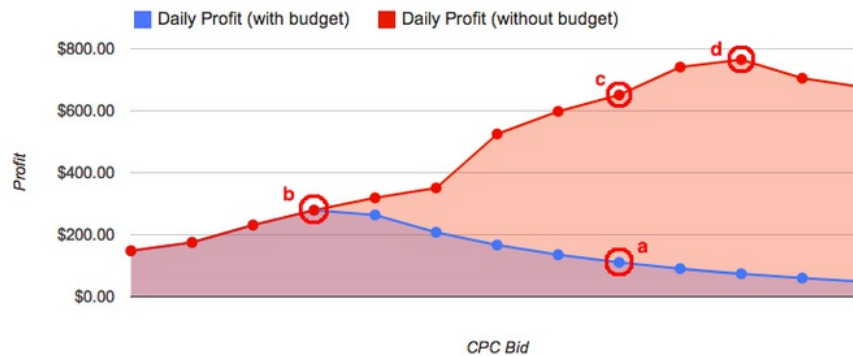
For example, a campaign that costs \$5,000 in advertising across a variety of products or services may be more difficult to establish as profitable. Calculating an expected profit-per-conversion for each product or service gives you a simple benchmark for profitability.

Understand budget impact on profit

The graph below illustrates the impact of budget limitations on a profitable campaign, and why it often makes sense to optimize budgets before CPC bids.

- Point (a): A sample starting point; profit is missed due to limited budget
- Point (b): Profit possible by optimizing CPC bids within a limited budget
- Point (c): Profit achieved by optimizing budgets first
- Point (d): Maximum profit achieved by optimizing CPC bids after budget

Here's how to interpret the graph:



- The vertical y-axis represents profit after advertising expenses.
- The horizontal x-axis represents lower CPC bids on the left and higher CPC bids on the right.
- Actual profit curves vary by keyword, ad text, landing page, and your profit-per-conversion.

So, in order to fully maximize profit, optimize your budget first (in other words, reach point c), then test different CPC bids to optimize profit (point d).

Learning the basics of online budget strategy

You can set your marketing budgets for online campaigns the same way you would for any other form of media. But sometimes it pays to use a different approach that's tailored to the unique strengths of online advertising. In this section, we'll identify some of the key advantages of online campaigns, and explain how some campaigns are able to run without budget limitations as long as ROI is positive. Then we'll define the three stages of campaign growth, and show you how to improve your campaign performance when limited by budget.

Online campaigns: easy to measure and control

Have you ever heard this saying about traditional advertising?

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

-- John Wanamaker

Happily, this is often not a problem with online advertising, because success is much easier to measure. You can isolate which parts of a campaign are profitable and which aren't, and then refine or remove the parts that aren't working.

Also, online campaigns offer a much shorter time between initial investment and measurable return. For example, you might be able to establish profitability with a new e-commerce site within the first day of an online campaign, and revise your budget the next day.

Managing multiple accounts

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Create a My Client Center Account

If you're an agency or someone who manages multiple AdWords accounts, a My Client Center (MCC) account could save you time by letting you view and easily manage all of your AdWords accounts from one account. In addition, having an MCC account lets you pull data, run scripts, and otherwise take actions across all your accounts.

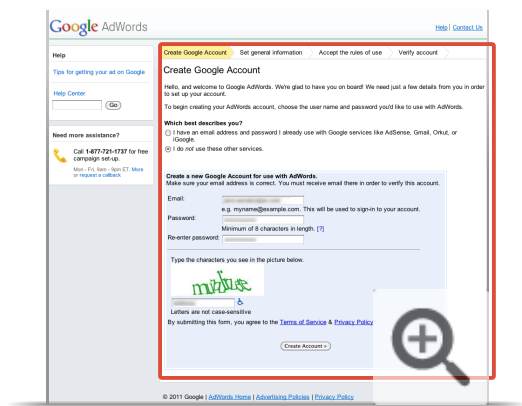
How an MCC account could help you save time

- Easily view multiple managed accounts, including other MCC accounts, via the **My Client Center** view.
- See relevant information for all managed accounts in one place.
- Run reports across multiple managed accounts at once or download the **My Client Center** view into a CSV file.
- Use a single login to access all managed accounts.
- Create and link AdWords accounts from within your MCC account.

Create an MCC account

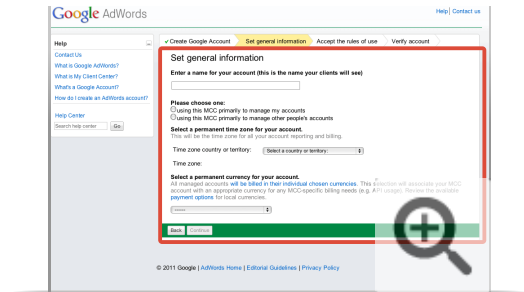
To create an MCC account, follow these four steps:

1. Visit <http://www.google.com/intl/en/adwords/myclientcenter/> and click **Sign up now** in the top corner.
2. Choose a new username and password. This username and password must not be used to sign into other AdWords accounts.



The screenshot shows the Google AdWords 'Create Google Account' page. The page has a header with the Google AdWords logo and links for 'Help' and 'Contact Us'. The main content area is titled 'Create Google Account' and includes a sub-header 'Which best describes you?'. Below this, there are two radio button options: 'I have an email address and password I already use with Google services like AdSense, Gmail, Chrome, or Google' and 'I do not use these other services'. The second option is selected. Below the options, there is a section titled 'Create a new Google Account for use with AdWords' which includes a text input field for 'Email' (with a placeholder 'e.g. myname@example.com'), a text input field for 'Password' (with a note 'Minimum of 8 characters in length'), and a text input field for 'Re-enter password'. Below the password fields, there is a CAPTCHA image showing the word 'mike' and a text input field for 'Type the characters you see in the picture below'. At the bottom of the form, there is a 'Create Account' button and a link to 'Terms of Service & Privacy Policy'. A red box highlights the entire form area, and a magnifying glass icon is visible in the bottom right corner.

3. Set general information, such as a name for your account and how you plan to use the account, as well as a new time zone and a new currency. You might want to choose the time zone you work in and the currency in which you do business.



4. If you agree to the terms of service, accept the rules of use, and you're done. You've got a brand new MCC account!

Link AdWords accounts with your MCC account

— Link an existing AdWords account

To link an existing AdWords account to your MCC:

1. Retrieve your client's AdWords Customer ID number (which appears in the top corner of AdWords account pages).
2. Sign in to your MCC at <https://adwords.google.com>.
3. Click **Link existing accounts**, which appears above your managed accounts table.
4. Enter your new client's Customer ID number in the appropriate field.
5. Click **Continue**, then **Submit**.
6. When you click **Submit**, the client will receive an account notification that invites him to link to your account. If he's an administrator on the account, he can accept your invitation by visiting "My account" > "Account access" in his account and clicking "Accept invitation."

During this process, you'll see a pending notification for the (soon-to-be) managed account in your MCC. Upon the client's acceptance, you'll receive a confirmation notification and the account will be automatically linked to your MCC.

— Link an new AdWords account

To create an AdWords account and link it to your MCC:

1. Sign in to your MCC at <https://adwords.google.com>.
2. Click the **Create account** link above your managed 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 managed account. You can also return to this step later by clicking the managed account in your main MCC view.

Unlink AdWords accounts from your MCC account



Important: If you unlink an account that was on **Manager Defined Spend (MDS)**, all active and pending budgets will be disabled and the account's ads will stop serving within 30 minutes. You will not be invoiced for account activity that occurs after this point. However, you will be invoiced for any unpaid costs that were accrued before the account is unlinked. The account will resume ad delivery once it's linked to a new MCC and assigned a budget.

To unlink an account from your MCC:

1. Sign in to your MCC at <https://adwords.google.com>.
2. Select the managed account you'd like to unlink.
3. Click "Arrange accounts."
4. Click "Unlink account(s)."

Using My Client Center

My Client Center (MCC) is a powerful tool for handling multiple AdWords accounts. Think of MCC as an umbrella account with several AdWords accounts (managed accounts) linked to it. It saves time by letting you view and easily manage all of your AdWords accounts from a single location. An MCC account isn't an "upgrade" of your AdWords account. Instead, it's an entirely new account you create.

Who should use an MCC account

- Large advertisers with more than one AdWords account
- Third parties such as:
 - Agencies
 - Search engine marketers (SEMs)
 - Automated bid managers (ABMs)
 - And other online marketing professionals who manage multiple client accounts or large campaigns

What you can do with an MCC account

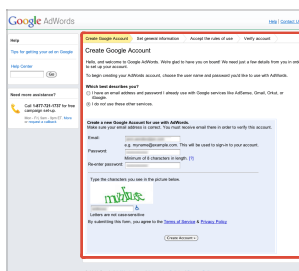
- Use a single login to access all managed accounts.
- Easily view multiple managed accounts, including other MCC accounts, using a My Client Center view.
- See relevant information for all managed accounts in one place.
- Run reports across multiple managed accounts at once or download the My Client Center view into a CSV file.
- Quickly create and link new AdWords accounts from within your MCC account.

As always, owners of individual managed accounts can sign in to their AdWords accounts and maintain access to their login information.

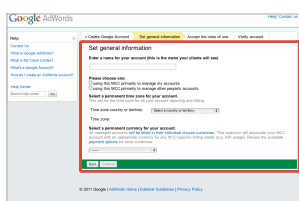
How to create an MCC account

Follow these four basic steps:

1. Visit <http://www.google.com/intl/en/adwords/myclientcenter/> and click "Sign up now" in the top corner.



2. Choose an entirely new username and password. We suggest picking a username and password that are different from any you've used with AdWords before.



3. Set general information, such as a name for your account and how you plan to use the account, as well as a new time zone and a new currency.

4. Accept the rules of use, and you're done. You've got a brand-new MCC account!

Understanding My Client Center (MCC) access levels

You can think of MCC account levels like a tree. Each top-level MCC can branch out to manage individual accounts or other MCCs. Sub-level MCCs can then branch out to manage more individual accounts or MCCs, and so on. To help you navigate through this structure, a breadcrumb located at the top of each account page records how many account levels deep you are. Note that you can link to a maximum of four levels of MCC above or below your own.

Overview of MCC Manager Levels and Roles

Once you link a sub-level My Client Center (MCC) to your top-level MCC, you can manage the account in the same way that you currently manage individual AdWords accounts.

To access a managed MCC, sign in to your top-level MCC. From here, you can navigate to other MCCs by doing one of the following:

- Select the sub-level MCC from the "Jump to client" drop-down menu listed at the top of the page. Sub-level MCCs are denoted by asterisks.
- Click the sub-level MCC from the managed account table. "Client Manager" will be indicated beneath Customer ID.

Assigning Managers and MCC Levels

You can give someone access to only some of the managed accounts in your My Client Center (MCC) by taking advantage of an MCC's ability to link to another MCC. The example below illustrates this idea in more detail:

Amy manages five accounts, and she wants her partner Bill to help her manage three of those five. To accomplish this:

1. Amy unlinks the three accounts from her MCC.
2. Bill creates his own MCC, to which he links those three accounts.
3. Amy then links Bill's MCC to her MCC.

Amy still has access to all five of the accounts: two via her MCC and three via Bill's MCC. Bill, on the other hand, only has access to the three accounts in his MCC.

Changing Client Managers

It's simple to move a managed account to another My Client Center (MCC) within your top-level MCC. If you need to move an MCC or a managed account with API-only access, please contact us and we can assist you. If you move an account on Manager Defined Spend (MDS) from one MCC to another, both MCCs must have access to the Manager Defined Order (MDO) funding the account for the ads to keep running. If the new MCC doesn't have access, all of the account's active and pending budgets will be disabled, and the account's ads will stop serving within 30 minutes. Ad delivery will resume when the new client manager creates a budget for the account.

Example 1:

An MDO is applied to your top-level MCC, which houses two sub-level MCCs. You transfer a managed account from sub-MCC 1 to sub-MCC 2. Its ads keep running, because the managed account is still under the same MDO.

Example 2:

Your top-level MCC houses two sub-level MCCs. However, each sub-MCC has its own MDO. You transfer a managed account from sub-MCC 1 to sub-MCC 2. The managed account's budget is terminated and its ads stop running, because it's changed MDOs. Its ads will resume running once you create a new budget for the account.

About the MCC dashboard

The MCC dashboard makes it easier to view a wide range of client account statistics from the highest level of your MCC account. Performance and budget statistics for client accounts are now shown on separate tabbed pages, providing a more comprehensive, top-level view of key stats across managed accounts. You can also now select time periods for viewing statistics, making it easier to limit your view of account statistics to a particular week, month, or date range. Keep in mind that you can only look at Performance Statistics for the last 90 days.

On the Performance page, you'll find stats on clicks, conversions and conversion rates, as well as separate columns for [Search and Display Network CTR](#), allowing for easier comparison of performance based on network placement.

On the Budget page, you'll find information about start- and end- dates, percent of budget spent and total spend for each account.

Please read our [FAQ](#) to learn about the [update frequency of MCC dashboard statistics](#).

Managing a large account or multiple accounts

If you're reading this article, then you've mastered the basics of AdWords and you're ready to learn about some of our advanced tools -- specifically, time-saving tools you can use to manage a large account or many accounts at once. We'll highlight: AdWords Editor, the AdWords Application Programming Interface (API), AdWords My Client Center (MCC), and AdWords ValueTrack. These tools can help you streamline workflow, build applications, and track detailed information about each click on your ads.

Bulk actions

If you have one account, you can select multiple items on the campaign, keyword, ad group or ad tab, then to make changes to these selections using the **Edit** button. For example, you can select hundreds of ads, then change the ad text, the destination URL or the display URL across all these ads. You can make similar bulk changes to budgets of campaigns and ad groups, or bids on keywords, for instance.

AdWords Editor

If you have a large number of campaigns or keywords, AdWords Editor can streamline your account changes and save you time. The basic process is: download your account, edit your campaigns offline, then upload your changes to AdWords.

Whether you're editing one keyword or adding hundreds of text ads, Editor enables you to make changes to your account quickly and conveniently. Using Editor, you can:

- Perform detailed searches across campaigns
- Work offline, then upload your changes at any time.
- Make bulk changes, like updating bids or adding keywords.
- Copy or move items between ad groups and campaigns.
- Navigate through your account quickly and easily.
- Circulate proposed changes to other people and get feedback from them before you post changes.

AdWords Application Programming Interface

The Google AdWords Application Programming Interface (API) lets developers build applications that interact directly with the Google AdWords server. And the API is flexible and functional -- you can use it to build an application that meets your needs. Using the API, you can:

- Generate automatic keywords, ad text, destination URLs, and custom reports.
- Integrate AdWords data with your inventory system to manage campaigns based on stock.
- Develop additional tools and applications to help you manage accounts.

You can even develop in the language of your choice. The AdWords API SOAP interface is supported by all popular programming languages, including Java, PHP, Python, .NET, Perl, Ruby, and JavaScript.

AdWords My Client Center

Think of a My Client Center (MCC) account as an umbrella account with several AdWords accounts ("managed accounts") linked to it. With MCC, you can manage multiple AdWords accounts quickly and easily from a single location. Using an MCC account, you can:

- Use a single login to access all managed accounts.
- Easily view multiple managed accounts, including other MCC accounts, via a My Client Center view.
- See relevant information for all managed accounts in one place.
- Run reports across multiple managed accounts at once or download the My Client Center view into a CSV file.
- Quickly create and link new AdWords accounts from within your MCC account.

Owners of individual managed accounts can, as always, sign in to their AdWords accounts and maintain access to their sign-in information.

Learn how to create a [My Client Center account](#).

AdWords ValueTrack

ValueTrack is our easy-to-use AdWords URL-tagging feature. You can use ValueTrack with [Google Analytics](#) or your own tracking solution to get detailed data about each click on your ad. This information allows you to adjust your campaigns and settings to improve your return on investment.

Here's how it works: when a person clicks your ad and visits your website, ValueTrack can record certain information, such as the site where the visitor clicked

your ad, the specific ad that was shown, and the keyword that caused the ad to appear. To use ValueTrack, you'll add a special tag that we provide to your ad's destination URL.