1. Introduction to AdWords

1.1 Overview of AdWords

Overview of Search Engine Marketing & Online Advertising

Introduction to Search Engine Marketing and Online Advertising

A search engine helps users find the things they're looking for online. The user types a word or phrase, called a query, into the search engine, which then displays a set of results that are relevant to the query.

Most search engines provide two types of results listings in response to the same user query: organic (also called "natural" or "free") listings, and paid listings (i.e., advertisements). Google keeps these two types of listings separate, and ads are noted by the phrase "Sponsored Links" appearing above them.

Most search engines rank the results within each type of listing -- in other words, they determine in what order to show the listings on the results page -- according to how relevant the result is to the user's query, with the most relevant appearing at the top of the page.

Each search engine calculates relevancy in a different way for each type of result (organic and paid). This is one of the main differences between one search engine and another, and it's a factor in many users' decisions about which search engine to use.

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

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

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

How Search Engine Marketing Works

Each type of listing -- organic and paid -- has a type of marketing approach associated with it.

Search engine optimization

Search engine optimization (SEO) involves building new websites, or changing existing websites, so that they rank highly in a search engine's organic listings when users search on terms that are related to the site's content. To learn about SEO for Google organic search results, visit Google's Webmaster Central site.

Search engine marketing

Search engine marketing (SEM) is the process of promoting and marketing a website through paid listings (advertisements) on search engines.

In order to create an ad for a given search engine, you need to create an account with the advertising product or branch of that search engine. For Google, this product is AdWords. After creating an account, you then create your ad and enter a list of user search queries -- called "keywords" -- that can trigger your ad to be shown.

Ads on most search engines operate on a pay-per-click (PPC) model, meaning that you pay only when a user clicks your ad, and not for the ad impression (the instance in which the ad appears on the page). The other common pricing model in online advertising is cost-per-thousand impressions (CPM), in which you pay per impression, not for any clicks on your ad.

Site owners often choose to advertise their site instead of, or in addition to, optimizing their site for placement in the organic search results. Although it's necessary to pay for the clicks your ads receive, advertising allows you to be proactive about when and where a listing for your site appears. Creating an AdWords account takes minutes, and ads can run almost immediately in response to keywords that you choose.

How Online Advertising Works

Although SEM refers to placing ads just on search engines, online advertising as a whole is much broader. The possibilities of online advertising include placing ads on nearly any type of website or page a user might browse, such as news, blogs, reviews, entertainment, online magazines, and marketplaces. In AdWords, these other sites make up the Google Display Network.

Ads on the Google Display Network can be in a number of formats, such as basic text ads, graphical image ads in a variety of sizes, audio streams, or interactive and video ads. You can also choose many different targeting options for your ads: whether defining the user's device (a computer or a mobile phone) you'd like your ad to show on, or specifying the user's location, language, or demographic.

Online advertising offers so many options that it's useful to define your advertising goals before beginning. This can help you determine where to place ads (search engines, Display Network pages, or both) and what format of ads to place, and also help guide your budgeting decisions.

Direct Response vs. Branding in Online Advertising

Online advertising goals generally fall into one of two categories: direct response or branding.

Direct response

If your goal is direct response, you'd like a user to perform an action after clicking through your ad to your website: make a purchase, sign up to a newsletter, or request a quote, for instance. The completion of your desired action by the user is called a conversion.

To manage your online advertising strategy and costs, it's useful to define a cost-per-acquisition (CPA) that you'd like to achieve per conversion. You'll then be able to monitor the performance of your ads to ensure that they're meeting your CPA goals.

Branding

If your advertising goal is branding, your main reason for advertising online is to raise awareness and visibility of your product, service, or cause. To achieve this, you'll want to aim to place your ads in front of as many people as possible within your target audience.

Use cases

Although just about anyone could use online advertising for any reason, here are some of the best use cases:

- An online retailer without a physical store location:
  Use online advertising to drive traffic to your website. Show ads both in response to relevant keywords on search engines and on Display Network webpages that your target customers would be likely to visit.
- A small business that cannot afford expensive, traditional advertising methods:
  Use online advertising to narrowly target your ads to a particular audience, and to closely control your costs and track your return on investment (ROI).
- A large business that would like to build brand awareness:
  Show image ads or multimedia ads on Display Network webpages that your target audience is likely to spend time on.

About Google and Google AdWords

Introduction to Google and Google AdWords

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

Users can visit the Google homepage or other Google properties, enter a search query (terms related to information they'd like to find) into the search field, and click "Google Search." Google returns a variety of search results -- including lists of files, articles, documents, and websites -- that are all highly relevant to the query. (If a user clicks "I'm Feeling Lucky," the user goes directly to the first website or document in the Google search results.) Users can also search for results within Google Images, News, and other specialized Google services.

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

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

The Benefits of AdWords

Because AdWords offers precise targeting and measurability, as well as tremendous reach, it's possible to achieve a high ROI on a large scale. Let's take a closer look at each of these factors:

Relevance

One of the biggest benefits AdWords offers is the ability to precisely target ads to users based on their interest, as well as a number of other factors like location, language, and demographic. The result is that the user sees highly relevant ads, which they are more likely to click on. And because ads on search engines show only in response to a user's query, the user is also more likely to be further along in the buying cycle, and more likely to be ready to convert.

Return on Investment (ROI)

Online advertising is thoroughly measurable, making it easy to tell whether or not you're meeting your advertising goals. Every user's click is tied to a particular ad, keyword, and search query, all of which you can track and decide to improve whenever you like. If you spot a trend, you can create, modify, or delete keywords, ads, and campaign targeting selections within seconds. This allows you to be more responsive and more in control when it comes to improving your ROI.

Reach

Every day, Internet users conduct millions of searches on Google. When you use Google AdWords, you have the opportunity to capture any segment of that broad worldwide audience that's actively looking for products, services, information, and websites. By giving your products or services a presence during relevant user searches, you're ensuring that you're visible in a crucial point in the customer's buying cycle -- when the user is actively searching for what you're offering.

How AdWords Targets Audiences

So how is it possible to show your ads only to the most relevant audiences? The answer is keyword-based advertising.

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

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

Once you activate your account, your ads are eligible to appear. That is, the AdWords system selectively matches search queries related to the keywords you've selected, then display your ads to highly targeted audiences. In short, you'd be advertising directly to an audience already looking for you.

A significant benefit of AdWords is the ability to target your ads to almost any language and location worldwide. For example, you can target your ads to Spanish speakers in California or to Portuguese speakers in Brazil. This language and location targeting functionality lets you tailor your ads and promotions to increase your business's appeal to a variety of audiences.

AdWords offers two ways to trigger your ads to appear:

- In response to keywords (called keyword targeting)
- On specific placements (called placement targeting)

Keywords and placements are both available in AdWords campaigns. You can target keywords only, placements only, or both keywords and placements to reach the audience you most want for your ads.

Keywords

Keyword targeting is Google's traditional advertising model, whereby advertisers select keywords that can trigger their ads to appear on Google search pages and on the Google Display Network. (Unless otherwise specified, most of the content in the Learning Center focuses on keyword-targeted advertising.)

In addition to choosing your own keywords, you can specify how closely you want your keyword to match the user's query on Google search pages:

- Broad match: Allows your ad to show on similar phrases and relevant variations of the keyword.

  This is the default option. If your ad group contained the keyword 'tennis shoes,' your ad would be eligible to appear when a user's search query contained either or both words ('tennis' and 'shoes') in any order, and possibly along with other terms. Your ads could also show for singular/plural forms, synonyms, and other relevant variations.

- Phrase match: Allows your ad to show for searches that include the exact phrase of the keyword.

  If you enter your keyword in quotation marks, as in "tennis shoes," your ad would be eligible to appear when a user searches on the phrase *tennis shoes*, with the words in that order. It can also appear for searches that contain other terms as long as it includes the exact phrase you've specified. Phrase match is more targeted than broad match, but more flexible than exact match.

- Exact match: Allows your ad to show for searches that match the exact phrase exclusively.

  If you surround your keywords in brackets -- such as [tennis shoes] -- your ad would be eligible to appear when a user searches for the specific phrase 'tennis shoes,' in this order, and without any other terms in the query. You likely won't receive as many impressions, clicks, or conversions with exact match as you would with broad match. However, if you've carefully constructed a comprehensive keyword list, the traffic you do receive may be more targeted to your product or service.

To determine where your ad may show on the Google Display Network, the AdWords system uses contextual targeting. This simply means that your keywords are used to place your ads next to content that matches your ads.

Placements

Placement targeting lets advertisers choose individual sites in the Google Display Network where they'd like their ads to appear.

A placement can be an entire website, or it can be a subset of pages or ad units on a site, as defined by the site's publisher. For example, a news site might offer you the chance to place your ads across its entire site, only on its front page, or just in ad units on the upper half of its sports pages. Placement targeting gives advertisers even greater flexibility to control exactly where their ads show.

To learn more, visit Lesson 4. AdWords Targeting and Placements.

How Ads Are Ranked

Ads are positioned on pages based on their Ad Rank, which is a combination of your bid and a relevancy metric called Quality Score. The ad with the highest Ad Rank appears in the first position, and so on down the page.

A Quality Score is calculated every time your keyword matches a search query -- that is, every time your keyword has the potential to trigger an ad. Quality Score is a formula that varies based on your bid type, where your ad is showing, and targeting type. However, the main concept remains the same. Because Quality Score measures relevancy, a high Quality Score generally means that your ads will appear in a higher position and at a lower cost-per-click (CPC).

In other words, AdWords rewards well-targeted, relevant ads. You also can't be locked out of the top position as you would be in a ranking system based solely on price. Having relevant keywords and ad text, a strong clickthrough rate (CTR) on Google, and a high CPC bid will result in a higher position for your ad.

Learn more about Quality Score and Ad Rank in Lesson 6.2 Ad and Site Quality.

AdWords Costs and Payments

AdWords Costs

There's never a minimum spending commitment for AdWords, and no minimum contract requirements or other "lock-in" rules apply. You have complete control over the maximum amount that you want to spend per click, impression, or day. You can also pause your campaigns or cancel your account at any time.

Google charges a one-time AdWords activation fee upon account creation to ensure that our advertisers are committed to creating well-targeted advertisements. The fee also helps cover the costs associated with creating, maintaining and, if applicable, cancelling an account. The activation fee is non-refundable, even if an account is open for a short time only.

Use the Account Fees and Payment Options Finder to find out about AdWords costs and payment options. After you select your currency and location, we'll show you exactly what spending requirements you can expect from us (there aren't many) and which payment options you'll have. You'll see that you can pretty much spend as much or as little as you like.

Here are a few basic things to consider when trying to assess the cost of your AdWords campaign.

Set your budget

- There's no minimum spending requirement--just a nominal, one-time activation fee.
- You set the limit on how much you're willing to spend each day -- called a daily budget -- per campaign.
- You specify how much you're willing to pay per click or per impression: this is called your maximum cost-per-click (maximum CPC) or maximum cost-per-thousand-impressions (maximum CPM).

Pay only for results

Choose to pay only for clicks on your ads or only for impressions your ads receive.

Take advantage of automatic discount features

AdWords includes two automatic pricing discount features:

- Smart pricing -- a feature that automatically reduces the price advertisers pay for clicks if our data shows that a click from a Display Network page is less likely to result in a conversion
- AdWords discounter -- a feature that monitors your competition and automatically reduces your actual cost-per-click so that you pay the lowest price possible for your ad's position on the page. After each auction is run and your ad is ranked, the AdWords discounter adjusts your actual CPC so you pay the minimum amount required to exceed the rank of the next ranked ad

Avoid the guesswork

Use the Keyword Tool to explore keyword search traffic and cost estimates and make informed decisions about choosing keywords and maximizing your budget.

After you set your daily budget and maximum CPCs or CPMs, you know you'll stay within your budget. From there, you can access your account at any time to adjust ad text, keywords, placements, campaign settings, CPC and CPM bids, and daily budget to make sure you get the best performance for your money.

AdWords Payments

Available payment options depend on the country of your billing address and the currency with which you make payments. Select your country and currency on our Payment Options page to see what's available to you.

Google payment options are divided into two types: postpay and prepay. One or both will be available to you depending on your country and currency. Note that you won't be able to switch from a postpay option to a prepay option or vice versa, so be careful when selecting your payment method as you set up your account.

If you select a postpay option, you'll make payments only after you accrue advertising costs. You'll be automatically billed either 30 days after your last payment or when your account costs reach your billing threshold, whichever comes first.

If you select a prepay option, you'll pay for advertising in advance of receiving any clicks or impressions. You can add funds to your AdWords account whenever you like, and we'll deduct costs from that balance. We'll notify you when your balance is running low. If you do run out of funds, your ads will stop showing until you make another payment.

Learn more in Lesson 7. AdWords Billing & Payments.

Basic AdWords Features

Ad Formats

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

A typical AdWords text ad looks like this:

Try Google AdWords
Maximize your ROI. Attract
new customers. Sign up today.
adwords.google.com

Text ads generally contain the following elements:

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

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

To learn about other ad formats, visit Lesson 3. AdWords Ad Formats.

About the Search and Display Networks

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

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

- **Google Search Network:** Includes Google search pages, search sites, and properties that display search results pages, such as Google Product Search and Earthlink. AdWords ads can appear alongside or above search results, as part of a results page as a user navigates through a site's directory, or on other relevant search pages.
- **Google Display Network:** Includes a collection of websites that have partnered with Google -- display partners --, YouTube, and specific Google properties, such as Gmail. These websites allow you to extend the reach of your ad campaign to pages where users are actively engaged with sites, not just doing searches. AdWords ads can appear on a webpage if the content and URL of that page match the keywords in the campaign.

To learn more about the Google Network, see Lesson 4. AdWords Targeting and Placements.

Ad Performance and Monitoring

You can measure the performance of your AdWords account on many levels: from the performance of your keywords, to your overall return on investment. The definition of good performance will also depend on whether your individual advertising goal is direct marketing or branding.

Quality Score and CTR

Within your account itself, two useful performance metrics are Quality Score and clickthrough rate (CTR). Quality Score lets you know how useful AdWords believes users will find your ad when it's triggered by that keyword.

Clickthrough rate is one component of Quality Score, but it's also a useful metric to look at by itself if your advertising goal is direct response -- that is, driving users to your site to carry out an action.

CTR is calculated by the number of clicks your ad received divided by the number of impressions it received within a given time period, so it's a basic indicator of how appealing your ad is to users. Because what's considered to be a "good" CTR varies widely among the multitudes of search terms and industries, it's best not to focus on a single benchmark rate.

Within your own account, you should seek to constantly improve your CTR in relation to its past performance. A decline in CTR is an indicator that you need to take a deeper look into your account to determine the causes, so that you can continue to improve your account.

Reports

Google provides full online statistical and conversion reporting for the Google AdWords program.

- **Statistical reporting**: See your average actual cost-per-click (CPC), the number of times your ads were shown (impressions), how many times users clicked on your ads (clicks), and your ad and keyword clickthrough rates (CTR). This reporting is available for each of your keywords, ad variations (such as text ads, image ads, video ads, and mobile ads), ad groups, campaigns, and account. You can also download reports based on any of these variables, and more, with our advanced reporting features.

- **Conversion reporting**: Track AdWords conversions (successful sales, leads, or submissions) with our basic and custom conversion tracking feature. You can also include these details when you download customizable reports.

Advertisers can view all account reports online 24 hours a day, 7 days a week. In addition, Google will email most reports at an advertiser's request.

We make extraordinary efforts to provide accurate reports. For that reason, no measurements other than those maintained by Google shall be accepted for reporting or payment purposes. If the reports you receive from Google do not coincide with your own, there are a number of possible explanations. First, be sure you're comparing the same reporting time periods. If there are still discrepancies, it could be because we host your ads and therefore are able to record clicks that other tracking software programs may miss. For example, our software can detect clicks that occur while your site is down. In addition, your system may filter out visits from your IP address, whereas Google does not.

Read more about using reports in Lesson 10 Performance Monitoring and Conversion Tracking.

Conversion Tracking

The final measure of success for any advertising program is whether it brings you profitable sales or meets your overall marketing and branding goals. To help you evaluate this, AdWords offers a conversion tracking feature that allows you to clearly identify the ads that bring you customers.

In your AdWords account statistics, conversion tracking displays the number of conversions and the value per conversion that you receive from your advertising campaigns. Reviewing this information can help you:

- Determine the best budget and CPC bids for your advertising goals
- Identify keywords and ads that are receiving untargeted clicks
- See whether your ads are driving branding-related user behavior you deem valuable, such as a sign-up or page view

Find a full overview of conversion tracking in Lesson 10 Performance Monitoring and Conversion Tracking.

Google Analytics

We also recommend that you create a Google Analytics account, if you haven't already done so. Google Analytics is a free web analysis tool that provides detailed conversion data. In addition, you'll learn useful information such as how people found your site and how they explored it.

Learn more in [Lesson 11 Google Analytics](#).

Common AdWords Terms

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

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

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

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

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

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

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

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

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

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

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

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

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

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

To learn about more common terms, visit our full Glossary.

1.2 Getting Started with AdWords

Signing up for AdWords

Creating an AdWords Account

If you're new to online advertising, the first step is to establish your advertising goals. You'll probably find it easier to build your account once you can answer these questions:

1. What does your company (or division) do? Do you have different product lines? What are they?
2. Who's your primary audience (target market) for your products and services? Do you need to reach different audiences with separate sets of keywords or ads?
3. What are you trying to sell or promote? What do you want people to do (buy, visit, download, subscribe)?
4. What results would you like to see? What would you consider a good return on your investment?

To sign up for an AdWords account, visit the AdWords homepage at https://adwords.google.com. Click **Start now to begin**, then follow the guided steps to complete your account setup.

If you have an existing Google Account, you'll be able to use that account for AdWords. Note that any existing Google account you enter must not have previously been linked with AdWords.

Note: When you set up an account, you're asked to select a permanent time zone and currency for the account. Your time zone and currency settings can't be changed after you set up your account, so please choose carefully.

AdWords Account Access

To sign in to your AdWords account:

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

AdWords accounts have several levels of account access.

- **Administrative:** This is the highest level of access. These users can view, edit, and manage any part of an account and its campaigns (with the exception of sign-in information and language settings). Only those with Administrative Access may invite and disable access for other users, view pending invitations, and change another user's level of access.
- **Standard:** Standard Access users have almost the same capabilities as Administrative Access users, except that Standard Access users cannot invite others to share access, change user access levels, or disable access to the account.
- **Read-only:** Read only access users can view and run reports from the Report Center and browse the Campaigns and Opportunities tabs in read-only mode.
- **Email-only:** Email-only access users have the lowest level of access to an account; they can only receive account alerts and other email notifications.

To view or change access levels for your account, go to the **My account** tab and select **Account access**.

It's important to know that only the original account creator can edit his or her sign-in information and language preferences from within the **My Account** tab. No one else can edit these settings, regardless of their access levels.

If you manage multiple clients' accounts, you can use My Client Center (MCC) to handle all of them. Learn more about MCC in Lesson 13. Managing Multiple Accounts.

Activating an AdWords Account

Once your AdWords account is created, activate your account by creating your first campaign and providing your billing information.

First, follow these steps to create your ad campaign:

1. Sign in to your account at https://adwords.google.com.
2. Click **Create your first campaign**.

3. Follow the guided steps to create your campaign. You'll find more tips for creating an effective campaign in Section 2. AdWords Account and Campaign Basics.

Next, provide your billing information on the **Billing** tab of your account. Your ads may begin running only after you've entered your billing information.

In order to preserve the quality and diversity of ads running on Google, individuals advertising for themselves or for their own businesses may only have a single AdWords account unless explicitly advised otherwise by Google.

This means that we don't allow advertisers or affiliates to have any of the following:

- Ads across multiple accounts for the same or similar businesses
- Ads across multiple accounts triggered by the same or similar keywords

Only client managers (such as third parties or search engine marketers) who use a My Client Center can have multiple AdWords accounts. All associated accounts must be linked to the manager's MCC account.

Creating Accounts for Others

My Client Center (MCC) is a powerful tool for handling multiple AdWords accounts. MCC is ideal for large advertisers with more than one account and for third-party agencies, such as search engine marketers (SEMs), search engine optimizers (SEOs), and automated bid managers (ABMs). You can think of MCC as an umbrella account with multiple AdWords accounts (also called "managed accounts" or "client accounts") linked to it.

Each account managed through the MCC program has a unique email address associated with it. Note that the holders of the client accounts cannot view or access other client accounts.

My Client Center account managers may wish to use the AdWords API (application programming interface) to update their client accounts. The AdWords API lets developers build applications that interact directly with the AdWords server. With these applications, advertisers and third parties can more efficiently and creatively manage large or complex AdWords accounts. The API is designed for developers representing large, tech-savvy advertisers and third parties who want to automate reporting or campaign management. Since the AdWords API takes technical know-how and programming skills, advertisers with programming knowledge, or who employ developers, will achieve the best results.

To access the AdWords API, you must be an AdWords advertiser, or a developer who represents one, with a My Client Center account.

Learn more about managing multiple accounts in Lesson 13. Managing Multiple Accounts.

Hiring Someone to Manage Your Account

Finding an Agency or Contractor

Many advertisers manage their own AdWords accounts, but others choose to have their accounts managed by a Google AdWords Certified Partner. If you're looking for help, we recommend that you use Google Partner Search, where you can specify your budget, location, and the types of services you're looking for in order to be matched with the Google Advertising Professional who fits your criteria.

Working with an Agency or Contractor

A client manager works with client accounts through the My Client Center (MCC) program. The information below describes how client accounts and client manager accounts compare.

AdWords client accounts

If you've set up your own AdWords account and your client manager has linked your account to his/hers, both you and your client manager have access to your account. You can access your own account at any time and can unlink your AdWords account from your client manager's at any time.

If your client manager sets up your AdWords account for you, then you should ensure that your client manager does so under your personal sign-in email and password. That way, you can also access and maintain control over your own account. Also, if your sign-in email is your own, we may periodically send you important updates concerning your account.

Client managers can update campaigns, manage account tasks for their clients, and view billing summary history information for AdWords accounts. However, client managers don't have access to proprietary client information such as credit card information.

Client manager accounts

Only a client manager has access to the client manager account. By extension, a client manager will also have access to information regarding all related accounts via My Client Center. Like clients, a client manager can unlink a client account from his/her account at any time.

Getting Help to Create Ads

You can use the Ad Creation Marketplace to get help with your ads. The Ad Creation Marketplace offers a selection of industry professionals who can provide script writing, editing, production, and voice-over talent at an affordable package cost. You can access the Marketplace from your AdWords account, and it's free to search for and send project bids to specialists. You aren't under any obligation to work with them until you accept a bid.

2. AdWords Account and Campaign Basics

2.1 Account Management Basics

Introduction to AdWords Account Management

Key Concepts of AdWords Account Management

There are six main tabs in an AdWords account: **Home**, **Campaigns**, **Opportunities**, **Reporting**, **Billing**, and **My account**. Each tab may have one or more sub-pages, which you can view by clicking the tab.

1. **Home**: This tab contains your **Account Snapshot** page, an easy-to-read summary of key account information.
2. **Campaigns**: This is where you'll spend most of your time when you're managing your AdWords account. Here, you can create and edit campaigns, ads, keywords, and Display Network placements. Get a quick sense of your account's performance over time by viewing the performance summary graphs and tables of campaign statistics.
3. **Opportunities**: This tab is a central location for keyword and budget optimization ideas across your account. When you want to increase your traffic or sales volume, but are unsure of the types of changes you should make, this can be a good place to start.
4. **Reporting**: If you're just getting started with AdWords, the Campaigns tab contains all of the reporting you'll need to track the success of your ads, keywords, and campaigns. To track the performance of your website, the Reporting tab includes access to Google Analytics. Learn more about your reporting options in the measuring your performance section of this guide.
5. **Billing**: Enter and change your billing details, see your entire billing history, as well as print invoices.
6. **My account**: Control your personal information, such as your login information and user preferences. You can also invite a friend or colleague to manage your AdWords account from here.

Managing Client Accounts

A number of tools are available to agencies managing multiple AdWords accounts. This section provides a quick overview of three tools you will learn about in Lesson 13. Managing Multiple Accounts.: **My Client Center**, **AdWords Editor**, and **API**.

My Client Center

As previously introduced, My Client Center (MCC) is a powerful tool for handling multiple AdWords accounts.

MCC users can:

- 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.

Owners of individual managed accounts can, as always, sign in to their AdWords accounts and maintain access to their login information.

AdWords Editor

AdWords Editor is a free, downloadable application for managing your account. The application offers a wide array of features, but the basic process is simple: download your account, make your changes, then upload your revised campaigns when the changes are finalized.

If you have a large number of campaigns or keywords, or if you manage multiple accounts, AdWords Editor can save you time and help streamline your workflow. For example, you can perform detailed searches across campaigns, make multiple changes instantly, and send other people your proposed changes before you post them.

API

The AdWords API (application programming interface) lets developers build applications that interact directly with the AdWords server. With these applications, advertisers and third parties can more efficiently and creatively manage large or complex AdWords accounts.

Because implementing the AdWords API takes technical know-how and programming skills, advertisers who employ developers can achieve the best results. Advertisers who do not have these resources but still want an extra tool to help manage their accounts should use AdWords Editor instead.

AdWords Account Structure

Navigating an AdWords Account

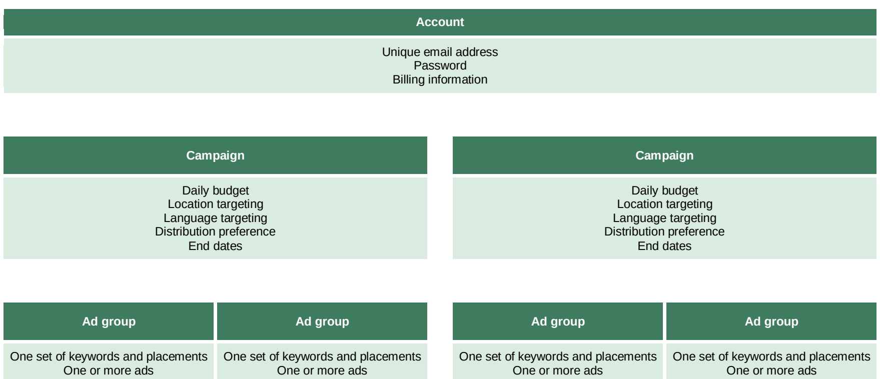
When you sign in to AdWords, here are a few keys to getting around:

Tabs: To view or change the different parts of your account, use the different tabs. The Keywords tab is where you can add or edit keywords, as well as see performance statistics or Quality Score information. The Networks tab shows how your ads are performing on Google, search partner sites, and the Google Display Network. The Settings tab is where you can adjust your budget, bidding option, targeting, and other campaign-level settings.

Account tree: The "All online campaigns" column, called the account tree, makes it easy to navigate between the campaigns and ad groups in your campaign. Because it's designed to help you navigate through multiple campaigns, the account tree appears only when you have two or more campaigns. If you have only one campaign in your account, you won't see the account tree.

Help: In-context help articles appear on every screen to give you answers in the right place at the right time.

The following diagram shows the different parts of an AdWords account.



About Billing Preferences and Billing Summary

To view your billing preferences and billing summary, go to the **Billing** tab of your account.

These billing pages display all information related to your account payments. You can view your method of billing and form of payment. You also can edit the payment details (such as payment method) and change your billing address or contact phone number. You may also enter any promotional codes you may have received.

About Account Preferences

To view or change your account preferences, go to the **My account** tab and select **Account preferences**.

On the account preferences page, you can:

- Edit your username, password, and display language
- Decide which notifications you'd like to receive (such as newsletters) and how you'd like to receive them
- Edit your primary business type.
- Edit your Google Analytics auto-tagging capability
- Review the AdWords Terms and Conditions

Try it Now: Account Preferences

Learn how to view and update account preferences.

Instructions: Follow the instructions below to view and modify account notification preferences.

1. Sign in to your AdWords account at https://adwords.google.com.
2. From the **My account** tab dropdown menu, select **Account preferences**.
3. Click **Notification settings** along the left side of the page.
4. In the **Email** column, click any listed setting you'd like to change, and select the desired option from the dropdown menu that appears.

Questions to consider:

1. Why are some settings unavailable for opt out?
2. Regardless of account preferences, will an advertiser receive an email notification if a billing issue causes an ad to stop running?
3. Which notification topics are designed to help advertisers improve account performance?

Account Monitoring and Troubleshooting

Monitoring AdWords Accounts

All critical account alerts related to payment problems, pending budget end dates, credit and bank card expirations, ad disapprovals, and other issues that will cause your ads to stop showing are displayed in the Campaigns tab, at the **All Online Campaigns** level. These critical alerts will also be sent to your designated Google Account email address.

The **Notification Preferences** page makes it easy to change your alert settings (to receive non-critical account alerts, or to block all alerts). This page also provides an easy way to opt in to additional communications such as newsletters, special offers, and market research.

Here's how to set your preferences for receiving alerts and other communications:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Within the 'My Account' section, select 'Account Preferences,' and click the link for **Notification Preferences**.
3. On the 'Notification Preferences' page, you'll see alert categories for Billing, Disapproved ads, and Campaign maintenance issues, as well as listings for a range of non-alert communications offering useful information.
4. For alerts, designate whether you want to receive alerts online (at your Account Snapshot page), by email (at your registered Google Account address), or both. For each delivery method, use the drop-down menus to choose "All" alerts, "Only critical" alerts, or "None" (to receive no alerts).
5. For non-alert communications, check the boxes to receive emails with newsletters, customized help, market research and special offers.
6. Click **Save Changes** to save your preferences and begin receiving alerts and other communications based on your selections.

You can return to the **Notification Preferences** page whenever you want to change your alert and communications preferences.

Try it Now: Set an Alert

There are a number of ways you can monitor campaign performance, including setting up custom alerts. A custom alert will notify you when certain changes and/or behaviors occur within your campaign and ad groups.

Follow the instructions below to set an average position alert.

1. Sign in to your AdWords account.
2. Select a campaign and ad group.
3. Navigate to the **Keywords** tab for this ad group.
4. From the **Alert** drop-down menu, select **Create a custom alert**.
5. For the alert type, select **Avg. Position** and **Changes** from the drop-down menu.
6. Choose **-** from the-drop down menu and enter **3** as the change amount.
7. Apply to every keyword in the ad group.
8. Click **Create**.

Questions to consider:

1. If you're alerted that the average position for a given keyword has shifted down more than three positions, what actions might you take to improve the ad position?
2. What other keyword level alerts might be useful to you?
3. What alert triggers are available at the ad group level?

Troubleshooting AdWords Account Issues

Account access issues

If you are having trouble accessing an account, visit the account access troubleshooter. This tool explains what to do if you forget your password, login email address, or customer ID.

Billing issues

We ask that all billing issues are directed to this **online troubleshooter**.

Advertisers should include as much information as possible to help AdWords representatives identify the issue. However, **credit card numbers, bank account information, and/or AdWords account passwords should never be sent via email.**

AdWords Account Guidelines and Best Practices

AdWords Account Best Practices

To get the most out of advertising with AdWords, it's helpful to check on your account regularly and refine your advertising strategies based on performance. You can continue to reorganize your account as you learn more. The key is to check your progress and continue to refine your account. As you add more products, keywords, or placements, you may need to reorganize your account. Learn more about optimizing your account in Lesson 12. Optimizing Performance.

2.2 Campaign Management Basics

Creating a First Campaign

Understanding the Components of a Campaign

A campaign is a section of an AdWords account that has its own budget, location and language targeting, and network targeting preferences. Campaigns can contain one or more ad groups, each of which contains at least one ad along with related placements or keywords.

- **Budget:** The budget you set is entirely up to you. Your budget should be the amount you're comfortable spending on AdWords advertising each day. Once your account is running, you can adjust your budget at any time. Learn more about budgets in Lesson 5. AdWords Bidding and Budgeting.
- **Location and language targeting:** You decide where you want your ads to appear, and for which languages. Learn more about language and location targeting in Lesson 4. AdWords Targeting and Placements.
- **Network targeting:** You can run your ads on Google search, search partner sites, and the Google Display Network. On the Display Network, you may choose between running your ads on relevant pages across the entire network, or relevant pages only on the placements you manage. Learn more about network targeting in Lesson 4. AdWords Targeting and Placements.

Setting up a Campaign

Creating a campaign is one of the steps for activating an AdWords account. Here are a few tips for creating an effective campaign:

- Stick to one goal, like increasing signups or selling more of one particular product. (You can create additional campaigns if you have multiple goals.)
- Keep your audience in mind. Target only the locations where you offer services, and target the language in which your ads are written.
- Split each campaign into ad groups. Just as your campaign should be organized around one goal, each ad group should have one theme (such as a particular product or service).
- Pick the right keywords and placements for your advertising goals. The keyword and placement tools in your account can help you with this task.

After you create your campaign, it's a good idea to check its performance regularly and make adjustments where necessary. Learn more in Lesson 10. Performance Monitoring and Conversion Tracking.

Campaign Monitoring & Troubleshooting

Monitoring Campaigns

There are a number of ways an advertiser can monitor campaign performance, including **custom alerts** and **configurable reports**. We'll cover custom alerts first.

Custom alerts

Advertisers can create custom alerts in their accounts so they're automatically notified when certain behaviors and/or changes occur within campaigns and ad groups.

There are two basic types of alerts you can create in your account:

- Alerts about increases or decreases in specific metrics
- Alerts about metrics that have reached a certain threshold you set

Alerts aren't triggered by anything in your account that's paused, deleted, or pending. This includes any keywords attached to paused, deleted, or pending campaigns and ad groups.

To create alerts:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Navigate to the campaign or ad group about which you'd like to receive alerts.
3. Select the tab related to the alert you're about to create. For example, if you'd like to create an alert about managed placements, go to the Networks tab.
4. From the **Alerts** drop-down menu, select **Create a custom alert**.
5. Enter the appropriate settings for your alert, and click **Save**.

Configurable reports

Advertisers can also run regular reports to monitor performance. To create a report containing your campaign performance metrics, follow these steps:

1. Sign in to your AdWords account.
2. Go to the data table on the **Campaigns** tab, containing your campaign statistics.
3. Customize the table with columns, filters, and segments, to focus on just the data you want included in your report.
4. Once you're satisfied with the table, click in the toolbar above the table to open the download panel.
5. To run the report on a regular basis and send it to others, simply click **Email and schedule report** in the panel and choose your settings. You can email the report to any users of your AdWords account.
6. Click **Create** to generate the report.

One-time reports download immediately. You'll find all your reports stored in the Control Panel and Library.

For more granular information about campaigns, advertisers can also use **Google Analytics** to monitor their AdWords campaigns. Google Analytics can be accessed under the Reporting tab, and is covered in depth in Lesson 11. Google Analytics.

Troubleshooting Campaign Issues

A common problem advertisers face with their campaigns is consistently meeting their daily budget, and missing potential impressions as a result.

If you regularly meet your daily budget, you may be missing out on additional impressions. To address this, you should evaluate your current return on investment along with your keywords' performance statistics. If a particular campaign is meeting its goals and performing well, you might consider increasing your budget to ensure there's no missed potential. Try looking at the recommended budget on the **Settings** tab for guidance. You can view the recommended daily budget for your campaign by clicking **Edit** next to the **Budget** field, and then the **+** to see any budget recommendations.

Campaign Guidelines & Best Practices

Campaign Best Practices

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

Some effective ways to organize your campaigns are by:

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

Creating & Editing Campaigns

Creating New AdWords Campaigns

You can create a new campaign at any time. Follow these steps to create a new AdWords campaign:

1. Sign in to your account at https://adwords.google.com.
2. If this is your first campaign, click **Create your first campaign**. If this isn't your first campaign, look for the **New campaign** button on the Campaigns tab.
3. You'll be taken to the **Settings** tab of your campaign to begin choosing your campaign settings.
4. Name your new campaign, then select your other settings: audience language and location, network settings, bidding and budget options, and any available advanced settings. Click **Save and continue**.
5. Follow the remaining instructions on your screen to enter your ads, keywords, and placements.

Editing Existing Campaigns

Once you've finished creating a campaign, you can adjust the settings or update the contents at any time. To adjust the campaign settings, such as location targeting and bidding options, click the **Settings** tab within a campaign. To update the contents of a campaign, or its name or status (paused, enabled, deleted), navigate to the **Campaigns** tab.

From the **Campaigns** tab, you can make bulk edits or inline edits. Both editing methods are described below.

Editing more than one campaign at a time

1. Sign in to your AdWords account at http://adwords.google.com.
2. Navigate to the "Campaigns" tab. At the top of the campaign table, you'll see a set of buttons and drop-down menus.
   - **+ New campaign**: Click this button to create a new campaign.
   - **Edit**: Hover over the item you'd like to edit, including your budget, and make the changes inline.
   - **Change status:** Select the campaigns you'd like to pause, enable, or delete, and choose the relevant option in the "Change status" drop-down.
   - **More actions**: This drop-down offers several other options for your campaign table, including the ability to download campaigns or statistics into various formats.

Editing inline

This option lets you quickly edit a single campaign's name, status, or budget. Just hover over a table row to highlight it and expose the editable fields. Then, just click on a field to edit it.

- **Status drop-down**: Click on the drop-down menu next to the campaign name. Select "Enabled" or "Paused" to change the status of your campaign.
- **Name**: Click on the pencil icon next to the campaign's name, and you'll be able to edit the name right there. If you click directly on the name, you'll actually navigate into the campaign, so you'll end up on the "Ad groups" tab for that campaign.

Editing Campaign Settings

Campaign settings are used to define where your ad groups can run, who will see your ads, and how you'll pay for them. Here's how to edit campaign settings:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click the name of the campaign you want to adjust.
3. On the **Settings** tab, edit the settings you'd like to change. You'll need to click **Save** after each change.

These are the settings you can edit from the **Campaigns** tab:

Locations: You can target your ads to almost any set of locations, including countries, territories, regions, cities, and custom areas. For example, you could target specific regions within the United States and a few large English-speaking cities in Europe. You can view or edit your targeting options from the **Settings** tab for your campaign.
Languages: When determining where to show your ads, the AdWords system looks at a user's Google interface language setting to see if it matches one of the languages that your campaign targets. For example, only users whose Google interface language is Spanish will see ads in a campaign targeted to Spanish.
Networks and devices: These settings determine where on the Internet and on which types of devices your ads will appear. On Google search and search partners, your ads may appear alongside or above search results, as part of a results page as a user

navigates through a site's directory, or on other relevant search pages. On the Display Network, ads are targeted automatically to the content and URL of each page. You can also choose to have your ads appear on desktop and laptop computers, iPhones and other mobile devices with full Internet browsers, or both.
Bidding option: Basic bidding options include automatic bidding and manual maximum CPC bidding. With both of these options, your bid is the amount you're willing to pay for a click on your ad. Your bidding option, along with your budget, is one of the ways you control the cost of your ad campaign.
Budget: This is the amount you're comfortable spending on AdWords advertising each day. Once your account is running, you can adjust your budget at any time.
Ad scheduling: This setting lets you specify certain hours or days of the week when you want your AdWords ads to appear. You can also adjust bids for your ads during certain time periods.
Ad rotation: This selection determines how often we deliver your active ads in relation to one another within an ad group:

- **Optimize (default)**: The system will favor ads that have a combination of a high click-through rate (CTR) and Quality Score. These ads will enter the ad auction more often, and your ads will rotate until the ad with the better click-through-rate starts to show more frequently.
- **Rotate**: Each of your ads will enter the ad auction an approximately equal number of times. Since ads with lower CTRs are then able to show more often, choosing this option might lower your average position and result in fewer relevant clicks.

Frequency capping (Display Network only): This setting limits the number of times your ads appear on the Display Network to a unique user.

Try it Now: Edit at the Campaign Level

Once campaigns are created, they can be edited at any time.

Follow the instructions below to edit an existing AdWords campaign.

1. Sign in to an account in the Adwords system.
2. Mouse over the name of the first campaign.
3. Click the pencil icon to edit the campaign name.
4. Click **cancel**.
5. Click on the campaign name to see all of the ad groups within that campaign.
6. Go to the **Settings** tab.
7. Edit the demographics to exclude Ages 0-17.
8. Click **cancel**.

Questions to consider:

1. Can more than one campaign be edited at the same time? If so, how?
2. What is inline editing?
3. Are demographic options available for campaigns that are only running on the Search network?

Managing Campaigns for Clients

My Client Center (MCC), as previously introduced, is a powerful tool for handling multiple AdWords accounts. MCC is ideal for large advertisers with more than one account and for third-party agencies, such as search engine marketers (SEMs), search engine optimizers (SEOs), and automated bid managers (ABMs). You can think of MCC as an 'umbrella' account with multiple AdWords accounts (a.k.a. 'managed accounts') linked to it.

Managing campaigns for clients via My Client Center will be covered in detail in Lesson 13. Managing Multiple Accounts.

2.3 Ad Group Management Basics

Introduction to Ad Group Management

Key Concepts of Ad Group Management

The Ad groups tab is a fast way to see and edit details of all the ad groups in your AdWords account. This tab shows you not just ad groups from one single campaign, but from all campaigns.

The Ad groups tab is found on the **All online campaigns** page of your account, and at the individual campaign level. It starts with a customizable graph of the overall performance of your ad groups. Click **Change Graph Options** to see data points like clicks, impressions, and average position.

Below the graph you'll see columns for these items:

- Ad group
- Campaign
- Status (showing whether an ad group is eligible, paused, or deleted)
- Statistics (including clicks, impressions, and other relevant details)
- Maximum bids for search and the Display Network

Click the name of any ad group or campaign to go directly to the detail page for that ad group or campaign. Click any column header to sort by that topic. For instance, click the "Ad group" column to sort alphabetically by ad groups, or click the "Impressions" column to sort your ad groups from most impressions to least. (Click the header again to reverse the order and see them from fewest impressions to most.)

Next to the name of each ad group you'll see an icon to indicate that the ad group is enabled (green dot), paused (gray bars) or deleted (red x). To change that status, click the icon and choose a new one from the drop-down menu that appears.

To change the name of any ad group, mouse over the current name and then click the pencil icon which appears. You can rename the ad group right on the spot. You can also edit ad group default bids by clicking directly on the amount and then entering a new one right in the same box. Want to edit more than one ad group on this page? Click the check box next to each ad group, then select "Edit" from the row of buttons just below the ad groups graph.

To add keywords, placements, or new ads to an ad group, click the name of the ad group here and you'll be taken through to the detail page for that ad group, where you can work with the normal Keywords, Networks and Ads tabs for that ad group.

Creating and Editing Ad Groups

Creating Ad Groups

Ad group creation takes place within the context of the tabs in your account. This means that you'll set up the components of the ad group on the same tabs where you also view or edit them, so you'll know where to go if you want to go back later and make edits. You can stop in the middle of the creation flow or skip a step and then return later to finish. If you're not interested in the extra guidance, you can choose to set up your ad group all on one page. This option is explained in the forth step below.

Here's how to create an ad group:

1. Sign in to your AdWords account at https://adwords.google.com.
2. On the **All online campaigns** page, click the name of the ad campaign that will contain your new ad group.
3. Click the **+ New ad group** link that is just above the buttons at the top of the ad group table.
4. At this point, you can choose to create your ad group in the context of the tabs in your account (we'll walk you through the steps), or you can click the **Switch to one-page form** link, which will let you fill in all the relevant information on one page.
5. If you want continue in the context of your account, name your new ad group. Click **Save and continue**.
6. You'll be taken to the "Ads" tab. Choose the type of ad you want to create first, then follow the instructions to create your ad and your destination URL. Click **Save and continue**. The system will check your ad, then take you to the next page.
7. You'll find yourself on the "Keywords" tab of your ad group. Enter keywords in the "Add keywords" text box. You can also use the keyword tool to find and add new keywords.
8. Before saving your keywords, enter your search default bid and automatic placements default bid for this ad group. The bid section will indicate CPC or CPM, depending on which bidding method you have chosen for this campaign. Click **Save and finish.** The system will check your keywords and then show you your keywords table.

Your new ad group is now active. The ads in this new ad group are available to begin running on the keywords you've chosen. To add managed placements to this ad group, click the **Networks** tab.

Editing Ad Groups

On the **Campaigns** tab of your account, you can edit an ad group's name, status (paused, enabled, and deleted), and default bids.

1. Sign in to your AdWords account at https://adwords.google.com.
2. On the **Campaigns** tab, click the campaign containing the ad group you want to work with.
3. Select the **Ad groups** tab.
4. Select the checkboxes next to the ad groups you'd like to edit, and click the **Edit** button. Now you can edit the name, status, and ad group default bids.
5. Once you've made your change, click **Save**.

Shortcut: Edit your ad group inline by moving your cursor over certain cells in your ad group table. Here are a few options:

- **Name:** Click on the pencil icon next to the ad group's name, and you'll be able edit the name right there. If you click directly on the name, you'll actually navigate into the ad group.
- **Default bid:** Click the ad group's CPC and CPM bid and choose a new amount.
- **Status:** Click the status icon (a green dot, red cross, or pause symbol) to select a new status for that campaign: Enabled, Paused, or Deleted.

Click the **+ New ad group** button to create a new ad group in your campaign. Other settings, such as location targeting and bidding options, are controlled at the campaign level in your campaign settings. Learn how to edit the components of an ad group in separate help articles: ads, keywords, and placements.

Ad Group Monitoring & Troubleshooting

Monitoring Ad Groups

To monitor your ad group performance, first visit the **Home** tab in your account. The Home tab provides a comprehensive source of key information. It features:

- Important alerts and status updates
- A performance overview with configurable statistics and graphs for your advertising costs, clicks, impressions, CTR, conversion rate, and more
- Links to helpful tips and other resources to help you get the most out of AdWords

For a more granular look at your ad groups, use the **Ad groups** tab to monitor specific elements of each ad group. Within the **Ad groups** tab, you'll notice a performance summary graph that lets you chart two metrics at once over a selected date range. This will provide you with a quick look into how your statistics have changed over time.

Troubleshooting Ad Group Issues

There are a few common problems advertisers experience with their ad groups -- two of the most common include not being able to see your ad when searching for it, and not receiving many clicks.

Can't see your ad
If you search for your ad and don't see it on Google.com, there are a number of things that might be the cause. You can get an instant diagnosis for any keyword by first clicking the **Campaigns** tab, and then the **Keywords** tab. Click the speech bubble icon next to any keyword, and more information will appear.

We've also developed the **Ads Diagnostic Tool**. You can access this tool at any time via the **Opportunities** tab within your account.

Other reasons you might not see your ads include:

No billing information: Your ads won't run until you enter valid billing information in your account.
Ad approval status: Make sure your ads are in accordance with our advertising guidelines. If an ad is marked "Disapproved", it isn't showing. Also, ads with the status "Under review" are not eligible to show until they have been reviewed and approved.
Daily budget: If your daily budget is set lower than the recommended amount, the AdWords system may slow or even stop the delivery of your ad for that day in order to stay within your budget.

Geo-targeting: If you don't target your own geographical area, you won't be able to see your ad. (For instance, if you're in London and you've targeted your ads to Tokyo only, you won't see your ad when you search for it in London.)
Language targeting: If your Google interface language isn't included in the languages you're targeting, you won't see your ad.
Campaign ad scheduling: If your campaign has ad scheduling enabled, make sure you are looking for your ad during the days and times when it is scheduled to run.

Not receiving clicks

If you are receiving lots of impressions and not very many clicks, make sure your ads accurately reflect what you're offering and closely tie to each ad variation. Try experimenting with additional text ads in order to figure out what works best.

There are also a number of keyword-related issues that can directly affect your ad groups. Learn more about keywords in Lesson 4. AdWords Targeting and Placements.

Try it Now: Ad Group Level Data Interpretation

There are multiple ways to monitor account performance. At the ad group level, performance can be viewed using configurable statistics and graphs.

Follow the instructions below to view the performance of a given ad group.

1. Sign in to your AdWords account at https://adwords.google.com.
2. Go to the **Ad groups** tab for a given campaign.
3. Select an ad group by clicking its name in the table.
4. Set the date range to the last month.
5. Click the graph button in the toolbar above the table to expand the graph options panel.
6. Choose **Clicks** as your primary metric. For your comparison metric, choose **Impressions** (Impr.).

Questions to consider:

1. Are the two lines well correlated?
2. Are there irregularities in performance over the last thirty days?
3. User queries impact the number of impressions for this ad group. Do impressions vary by day of week?

Ad Group Guidelines & Best Practices

Ad Group Guidelines & Policies

As an overarching rule, all AdWords advertising should follow the same fundamental principles. Ads should:

- Clearly and accurately represent your site.
- Emphasize the unique benefits of your product or service.

Our policies will help you achieve these goals and ensure the effectiveness of your AdWords advertising.

We reserve the right to disapprove any ad for any reason and to modify or amend our policies at any time. Format requirements are also subject to change. Please note that the decisions we make concerning advertising in no way affect the search results we deliver.

Learn more about advertising policies in Lesson 6. Policies and Ad Quality Issues.

Ad Group Best Practices

Just like your campaigns, your ad groups should be organized by common theme, product, or goal. Often, picking keywords and placements can lay the groundwork for your ad group strategy. Think hard about your keywords and placements. When choosing keywords, think of what words someone would use to search for your product on Google. Try writing down every keyword that comes to mind. You can refine them later. Learn more about keywords in Lesson 4. AdWords Targeting and Placements.

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

Gourmet coffee beans	**Organic coffee beans**	**French roast beans**
Keywords:	Keywords:	Keywords:
• Specialty coffee • Gourmet coffee • Gourmet coffee beans	• Organic coffee beans • Decaf organic coffee • Natural coffee	• Decaf French roast coffee • French roast coffee beans • French coffee beans

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

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

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

Here are some things to keep in mind while creating your ad groups -- these elements will help you design successful advertising campaigns.

- **Create simple, enticing ads.**
  What makes your product or service stand out from your competitors? Highlight these key differentiating points in your ad. Be sure to describe any unique features or promotions you offer.
- **Include prices and promotions.**
  The more information about your product that a user can gain from your ad text, the better. For example, if a user sees the price of a product and still clicks the ad, you know they're interested in a potential purchase at that price. If they don't like the price, they won't click your ad, and you save yourself the cost of that click.
- **Use a strong call-to-action.**
  Your ad should convey a call-to-action along with the benefits of your product or service. A call-to-action encourages users to click on your ad and ensures they understand exactly what you expect them to do when they reach your landing page. Some call-to-action phrases are *Buy, Purchase, Call today, Order, Browse, Sign up,* and *Get a quote*; while 'find' and 'search' may be accurate verbs, they imply that the user is still in the research mode, and may not encourage the user to perform the action you'd most like them to take.
- **Include one of your keywords in your ad text.**
  Find the best performing keyword in your ad group and include it in your ad text, especially in the title. Whenever a user types that keyword and sees your ad, the keyword phrase will appear in bold font within your ad on Google. This helps draw the user's attention to your ad and shows users that your ad relates to their search.
- **Choose the best destination URL.**
  Review the website you're advertising and find the specific page that has the information or product described in your ad. If users do not find what is promised as soon as they arrive, they are more likely to leave your website. Be sure that any promotions and particular products mentioned in your ad are visible on your landing page.
- **Test multiple ads in each ad group.**
  Experiment with different offers and call-to-action phrases to see what's most effective for your advertising goals. Our system automatically rotates ads within an ad group and shows the better-performing ad more often.

3. AdWords Ad Formats

3.1 Overview of Ad Formats

AdWords Text Ad Basics

Text Ad Key Concepts

As a rule, all AdWords advertising should follow the same fundamental principles. Ads should:

- Clearly and accurately represent your site.
- Emphasize the unique benefits of your product or service.

Text ads are the most basic type of AdWords ad. They're sometimes known as "sponsored links" because the title links to a website.

Text ads may appear on Google, search partners, or the Google Display Network. On search sites, part of the ad text appears in bold whenever it matches or nearly matches a user's search query.

For most languages, text ads can contain, including spaces, 25 characters for the title, 70 characters for the ad text, and 35 characters for a display URL. On Google, this is displayed on four lines: a title, two lines of ad text (each with 35 characters), and a URL line. However, the format may differ on Google partner sites.

Creating Text Ads

You can create one or more text ads for a set of keywords or placements. The AdWords system automatically rotates among the different ad variations and shows the better-performing variation more.

To create or edit a text ad, go to the **Ads** tab of your account. Note that your ad text must fit within the required character limits and not appear cut off.

When writing your ad text, keep in mind that effective ads use clear, well-written, and specific ad text that highlights the differentiating characteristics of the advertised product or service. Specific instructions for writing effective text ads can be found in Lesson 3.2 Ad Formats Guidelines and Best Practices.

Integrating Text Ads into Campaigns

Be sure the text ads in a campaign match the goals of the campaign. For example, if the goal of a campaign is to promote signups, the ads should probably include a call-to-action about signing up for the advertised product or service.

You may also wish to use automatic keyword insertion to make your ads more closely target what users are looking for. Keyword insertion is an advanced feature that can help make your ad more relevant to a diverse audience. To use keyword insertion, you place a short piece of code into your ad text. Each time the ad shows, AdWords will automatically replace the code with the keyword that triggered the ad. Learn about keyword insertion in the AdWords Help Center.

To learn more about best practices and guidelines for text ads, refer to Lesson 3.2 Ad Formats Guidelines and Best Practices.

AdWords Image Ad Basics

Image Ad Key Concepts

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

Image ads combine two powerful features -- graphics and proven AdWords targeting technology. This gives advertisers the power of pictures along with the precision of matching ads to related Display Network sites.

See a list of frequently asked questions about image ads.

Creating Image Ads

To create an image ad, first verify that your campaign is opted into the Google Display Network (image ads can only run on Google Display Network placements). Then, create an image ad by visiting your ad group's "Ads" tab and opening the "New ad" drop-down menu. If you already have an image prepared, select "Image ad." You'll be prompted to upload your image and select a display and destination URL.

When you upload your image, providing descriptive image names will help simplify your reporting and communication with our client services team. Here are a few restrictions and tips for naming your ad images:

- Don't exceed 50 characters
- Include an image description
- Include the campaign or ad group name

If you don't already have an image prepared, select "Display ad builder" from the drop-down menu. This tool will help you build an image ad from one of our dozens of professionally designed templates. See a list of frequently asked questions about the Display Ad Builder.

Note that your image ads will not start running until they are reviewed and approved per our advertising policies. Since this review may take a few days, please take that into account when waiting for your ad to appear.

AdWords Video Ad Basics

AdWords Video Ad Basics

If you're thinking seriously about reaching an online video audience and you have specific campaign objectives for the online video and entertainment space, you can work with Google, YouTube, and our publishing partners to do more integrated promotions that are built exclusively with a video content audience in mind. Online video is one of the largest areas of media consumption, with an audience of hundreds of millions who are open and accustomed to advertising in video content.

Video placements can help you expand your brand reach across a large demographic of global users who are eager to view, share, and create new video content online. Video ads provide users with a rich and engaging advertising experience that can supplement a web video's content, or advertise a product or service that is relevant to users watching video content. This results in enhanced online branding and cross-promotional advertising campaigns.

Video Ad Key Concepts

Appearance

Video ads may appear in, with, or around video content, depending on the ad format. Content providers must opt in to showing specific video ad formats before video ads can appear on their site. How the video ad will appear to users, and how they will interact with the ad, depends on the video format:

- To see in-stream, graphical, and text overlay video ads samples that have appeared on Google Display Network websites, see these video ad demos.
- To see click-to-play video ad samples that have appeared on Google Display Network websites, see these click-to-play video ad demos.

Ad creation

You'll need to use the Display Ad Builder to create a video ad.

Pricing

You may choose CPC or CPM pricing depending on the video ad format.

Targeting

You must target your ads to the Google Display Network for your ads to appear. They will not appear in Google search results. You also have the ability to target your video ads internationally, nationally, or locally by language or country. You can also use placement targeting to target your video ads to users browsing certain categories of content, or to specifically target only certain sites.

Creating Video Ads with Display Ad Builder

Before you can create video ads, first make sure your campaign is set to show ads on the Google Display Network. Then, to create a new ad from within your AdWords account:

1. From the **Ads** tab, select **New ad**, and then **Display ad builder** from the drop-down menu.
2. Select a display ad template with a video format.
3. Complete the required fields of the template, including uploading any assets or selecting a previously uploaded asset.
4. Save your ad.

Integrating Video Ads Into Campaigns

To create a successful video ad campaign, remember that your campaign settings are crucial. Here are some things to keep in mind when designing your video campaign:

Placement and keyword targeting

Video ads will only be shown on the Google Display Network, not on Google search results. Content providers must opt in to showing specific video ad formats before they can appear on their site.

You can choose to serve your video ad on specific sites in our network, or use keywords to target your ads to pages that relate to your product or service:

- If you're using managed placements, select sites or categories that you know your target audience will find interesting. We recommend that you target at least 10 sites, if possible. This will help ensure your ad's visibility, and can allow you to judge your ad's relative performance more easily.

- If you're running a keyword-targeted campaign, it's important to have tightly themed ad groups that only contain keywords that relate to a specific theme or topic.

Language and location targeting

You have the ability to target your video ads internationally, nationally, or locally. Focus your advertising on only those regions where you conduct business. If your ad is tailored to a particular area, use geo-targeting to control where the ad is shown. This way, you can ensure your ad is being seen only by your desired audience.

Pricing

As with our other ad formats, you can choose to bid on a cost-per-click (CPC) or cost-per-thousand impressions (CPM) basis for your video ads by creating either a keyword-targeted campaign (to use CPC bidding) or a placement-targeted campaign (to use CPC or CPM bidding).

How much you'll pay depends on which pricing model you choose:

- **Cost-per-click Pricing (CPC): Text Overlay, In-Video, Click-to-Play**

  If you choose to target your text ads to the Display Network or to videos within the Display Network, you can choose CPC pricing. This means you'll set a maximum bid for each click on your ad and set a budget limit for overall spending for the campaign containing those keywords. You'll pay when a clickthrough leads users to your website, not when a user clicks on your video ad's opening image or play button.

  Example: You choose to pay a maximum CPC of US$0.05 per click for each of five keywords in an ad group. You set a daily budget of US$1.00 for the campaign, which contains only this ad group. Any or all of your keywords may receive clicks at a cost at or below US$0.05 each, until your campaign accrues US$1.00 in a day (or US$30.00 per month).

- **Cost-per-thousand-impressions Pricing (CPM): Text Overlay, In-Stream, In-Video, Click-to-Play**

  If you choose CPM pricing (allowed only in campaigns that don't target search), you'll pay for impressions of your opening image, rather than plays of your video.

Select bid amounts that you're comfortable with. If you're not getting many impressions, try increasing your bid to improve your visibility. As with all AdWords ad formats, video ads will compete for available positions on the Google Display Network with text and other display ads. Higher bids can help your video ad show over the competition and win ad placement.

AdWords Mobile Ad Basics

Just like the text, image and video ad formats that appear on desktop computers, mobile ads are an ad format designed specifically for mobile phones. To fit on the small mobile screen, mobile ads are smaller than their desktop counterparts. They come in both the text and image variety.

When users are browsing the Internet on their phones, mobile ads appear when they search on Google.com, as well as browse our Mobile Display Network -- that is, mobile websites that host Google ads. Just as with desktop-based image ads, mobile image ads are only eligible to appear on the Mobile Display Network.

Mobile ads must lead to a mobile website. You can also choose to add a 'Call' link to the end of your mobile text ads, so users can call immediately instead of visiting your mobile website.

As the mobile phone market evolves, it's important to note that mobile devices with full Internet browsers, like the iPhone, are designed to display full Internet pages, just like desktop computers. Therefore, they display standard AdWords text, image, and video ads -- not the mobile ad format discussed in this lesson. Learn more about how to target full-browser mobile devices.

Before you create a mobile ad, please note that we recommend creating a separate campaign just for your mobile ads and settings. This will allow you to monitor and optimize the performance of your mobile ads.

Then, to create a new mobile ad from within your AdWords account:

1. Select the campaign and then the ad group in which you want to create a new ad. Be sure to do this first; the 'mobile ads' option will only appear if your campaign is targeting a country where we offer mobile ads.
2. Click the **New ad** dropdown at the top of the table, and choose **Mobile ad**.
3. Fill out the fields, as needed.
4. Click **Save ad**.

Try it Now: View Mobile Ad Formats

Mobile ads are designed specifically for mobile phones. Once you've reached a user searching on a mobile phone, it's important to direct them to a mobile website. Advertisers can reach users using both text and image ads.

Follow the instructions below to create a mobile image ad.

1. Sign in to AdWords.
2. Navigate to a campaign and click the **Ads** tab.
3. From the **New ad** drop-down menu, choose **Mobile ad**.
4. Select an ad group for this new ad.
5. Choose the **WAP image ad** option.
6. Before you click the **Choose file** button, roll over the format specifications question mark icon.
7. Make adjustments to your image if necessary.
8. Click **Choose file** and navigate the file you wish to upload.
9. Provide a display URL and destination URL.
10. Click **Save ad** to finish.

Questions to consider:

- What options are available for targeting specific mobile carriers?
- What marketing objectives will benefit most from the use of mobile ads?
- Is Display Network targeting required to run an mobile image ad?
- How will geographic targeting impact ad impressions for a mobile campaign?

We offer two types of mobile device targeting:

Mobile ads

Mobile ads are an ad format which offers the option to create mobile text ads and mobile image ads.

The ads appear on Internet-capable mobile phones and mobile devices that use mobile browsers (also known as WAP browsers). This category of traditional mobile devices makes up most of the Internet-capable phones in use currently.

With mobile ads, your ads can appear on Google mobile web search, the Google mobile Search Network, and the mobile Display Network. Read more about our networks. You can target by mobile phone carrier (where available), and you can also choose to create click-to-call ads.

Mobile ads will be eligible to show regardless of what device platform you've chosen in your campaign settings. Fewer characters are allowed in mobile ads than in standard text ads, and each ad must link to a mobile landing page.

Keep the following in mind for your mobile ad campaign settings:

- We recommend that you create a new, mobile-ads-only campaign.
- Be sure to target a location where mobile ads are available, or the option to create a mobile ad won't show in this campaign.
- Be careful when targeting regions smaller than a country. The number of mobile search queries for which we have accurate geo-targeting data is growing, but currently limited. This means that mobile ads in a campaign targeting an area below the country level may not receive many impressions initially. Read more on mobile ad location targeting.

Once your mobile-ads-only campaign has been created, you're ready to create ad groups, keywords, and ads. See lesson Lesson 3.2 Mobile Ad Guidelines & Best Practices for more information.

iPhones and other mobile devices with full Internet browsers

"iPhones and other mobile devices with full Internet browsers" is a device platform targeting option that appears in the campaign settings for your campaign. By using this feature, your standard text and image ads will be eligible to show to users of iPhone, Android, and similar mobile devices when they perform a Google web search or browse relevant pages in the Google Network.

With device platform targeting, you can choose to include click-to-call phone numbers to enable users to connect with your business by phone directly from your ad.

In addition, campaigns that are set up to show on iPhones and other mobile devices that use full (HTML) Internet browsers can target specific devices or carriers by clicking on "Advanced device and carrier options" from the "Networks, Devices and Extensions" section of the Campaign Settings page. Available selections for devices and carriers will vary by country and is based on the campaign's country targets.

Rich Media Display Ad Basics

Rich Media Ad Formats Key Concepts

Appearance

Rich media ads include video ads, Flash animated ads, and ads that mix text and animated content and designs to more actively engage a web user. Content providers must opt in to showing specific rich media ad formats or sizes before these ads can appear on their site. How the ad will appear to users, and how they will interact with the ad, depends on the video format:

- Video: You can create in-stream or click-to-play video ads using their unique templates.
- Animation/image: You can select multiple interactive templates that allow you to showcase images or set unique destination URLs per image.

Ad creation

You'll need to use the Display Ad Builder to create a rich media ad.

Pricing

You may choose CPC or CPM pricing.

Targeting

You must target your ads to the Google Display Network for your ads to appear. They will not appear in Google search results. You also have the ability to target your ads internationally, nationally, or locally by language or country. You can also use placement targeting to target your ads to users browsing certain categories of content, or to specifically target only certain sites.

Creating Rich Media Display Ads

Before you can create rich media display ads, first make sure your campaign is set to show ads on the Google Display Network. Then, to create a new ad from within your AdWords account:

1. From the Ads tab, select **Display ad builder**.
2. Select either **Rich media** category.
3. Select a rich media display ad template.
4. Complete the required fields of the template, including uploading any assets or selecting a previously uploaded asset.
5. Save your ad.

Integrating Rich Media Display Ads Into Campaigns

To create a successful rich media display ad campaign, remember that your campaign settings are crucial. Here are some things to keep in mind when designing your campaign:

Placement and keyword targeting

Rich media display ads will only be shown on the Google Display Network, not on Google search results. Content providers must opt in to showing specific display ad sizes and formats before they can appear on their site.

You can choose to serve your ad on specific sites in our network, or use keywords to target your ads to pages that relate to your product or service:

- If you're using managed placements, select sites or categories that you know your target audience will find interesting. We recommend that you target at least 10 sites, if possible. This will help ensure your ad's visibility, and can allow you to judge your ad's relative performance more easily.
- If you're running a keyword-targeted campaign, it's important to have tightly themed ad groups that only contain keywords that relate to a specific theme or topic.

Language and location targeting

You have the ability to target your rich media display ads internationally, nationally, or locally. Focus your advertising on only those regions where you conduct business. If your ad is tailored to a particular area, use geo-targeting to control where the ad is shown. This way, you can ensure your ad is being seen only by your desired audience.

Pricing

As with our other ad formats, you can choose to bid on a cost-per-click (CPC) or cost-per-thousand impressions (CPM) basis for your ads by creating either a keyword-targeted campaign (to use CPC bidding) or a placement-targeted campaign (to use CPC or CPM bidding).

- **Cost-per-click Pricing (CPC)**: You can set a maximum bid for each click on your ad and set a budget limit for overall spending for the campaign.

  Example: You choose to pay a maximum CPC of US$0.05 per click for each of five keywords in an ad group, where the ad group contains a photo gallery display ad. You set a daily budget of US$1.00 for the campaign, which contains only this ad group. Any or all of your keywords may receive clicks at a cost at or below US$0.05 each, until your campaign accrues US$1.00 in a day (or US$30.00 per month).

- **Cost-per-thousand-impressions Pricing (CPM):** If you choose CPM pricing, you'll pay for impressions of your ad.

  Example: If you create a click-to-play video ad with CPM pricing, you'll pay for impressions of your video ad's opening image, rather than plays of your video.

Select bid amounts that you're comfortable with. If you're not getting many impressions, try increasing your bid to improve your visibility. As with all AdWords ad formats, rich media display ads will compete for available positions on the Google Display Network with text and other display ads. Higher bids can help your ad show over the competition and win ad placement.

3.2 Ad Formats Guidelines & Best Practices

Text Ad Guidelines & Best Practices

Text Ad Guidelines and Policies

AdWords text ads are subject to AdWords advertising policies and may be disapproved if they aren't in compliance with these guidelines. Disapproved ads may not run on Google or the Google advertising network.

AdWords text ad policies fall into the three categories: editorial and format, content, and link. All guidelines are intended to help advertisers create effective ads to meet their advertising goals.

You'll find selected AdWords text ad policies listed below. Please also review the complete text ad policies in the AdWords Help Center.

- **Editorial and format:** These policies typically apply to the ad text (the first three lines of your ad). For example:
  - ✔ Character limit: Your intended headline, text, and URL must fit within the required limits and not be cut off.
  - ✔ Prices, discounts, and free offers: If your ad includes a price, special discount, or "free" offer, it must be clearly and accurately displayed on your website within 1-2 clicks of your ad's landing page.
  - ✔ Punctuation and symbols: Among other requirements, ads may only contain a maximum of one exclamation point.
- **Content:** These policies relate to the products and services you advertise, and may apply to ads and the content of your site. For example, advertising is not permitted for the promotion of certain weapons, or for aids to pass drug tests.
- **Link:** These policies relate to the display and destination URLs in your ad. For example, the display URL must be accurate, and links to your website must allow users to enter and exit the landing page easily.

Writing Targeted Ad Text

Below are some specific tips to help you create compelling ad text.

- **Create simple, enticing ads.**
  What makes your product or service stand out from your competitors? Highlight these key differentiating points in your ad. Be sure to describe any unique features or promotions you offer.
- **Include prices and promotions.**
  The more information about your product that a user can gain from your ad text, the better. For example, if a user sees the price of a product and still clicks the ad, you know they're interested in a potential purchase at that price. If they don't like the price, they won't click your ad, and you save yourself the cost of that click.
- **Use a strong call-to-action.**
  Your ad should convey a call-to-action along with the benefits of your product or service. A call-to-action encourages users to click on your ad and ensures they understand exactly what you expect them to do when they reach your landing page. Some call-to-action phrases are **Buy, Purchase, Call today, Order, Browse, Sign up**, and **Get a quote**; while "find" and "search" may be accurate verbs, they imply that the user is still in the research mode, and may not encourage the user to perform the action you'd most like them to take.
- **Include one of your keywords in your ad text.**
  Find the best performing keyword in your ad group and include it in your ad text, especially in the title. Whenever a user types that keyword and sees your ad, the keyword phrase will appear in bold font within your ad on Google. This helps draw the user's attention to your ad and shows users that your ad relates to their search.

Text Ad Best Practices

Below are several best practices for text ads.

- **Choose the best destination URL.**
  Review the website you're advertising and find the specific page that has the information or product described in your ad. If users do not find what is promised as soon as they arrive, they are more likely to leave your website. Be sure that any promotions and particular products mentioned in your ad are visible on your landing page.
- **Test multiple ads.**
  Experiment with different offers and call-to-action phrases to see what's most effective for your advertising goals. Our system automatically rotates ads within an ad group and shows the better-performing ad more often. Since editing an ad will erase its previous performance history on Google, we recommend creating multiple text ads whenever possible, and only editing ad text when necessary. Following these tips will help you avoid affecting the matched keyword's Quality Score and ad position before you know what works well, and what doesn't.

- **Use an accurate display URL.**
  If your display URL is longer than 35 characters, you may consider using a shortened version of your URL, such as your homepage. Please be sure that your display URL accurately represents your destination URL, the page within your site to which users are taken via your ad. The display URL should have the same domain (such as example.com) as your landing page.
- **Monitor your ads' performance.**
  Use account statistics, reports, and Google Analytics to see which ads bring you the best results. Learn more in Lesson 10. Performance Monitoring and Conversion Tracking.

Try it Now: Writing Effective Ad Text

Compelling ad text encourages users to click on your ad.

Follow the instructions below to improve the following ad text.

GreenLux Workstations
Economical Office Computer
Furniture for B2B Applications.
www.greenluxworks.com

1. Rewrite the ad text to include a strong call to action.
2. Include the keyword "office furniture" in the text.
3. Include a purchase price range in the ad text.
4. Compare the new ad text with the original.

Questions to consider:

1. How might a strong call to action impact ad performance?
2. Why might an advertiser include a keyword in the ad title?
3. Can including a purchase price in the ad text reduce unwanted clicks?

Image Ad Guidelines & Best Practices

Image Ad Guidelines & Policies

Static image ads can be formatted in .gif, .jpg and .png. Animated image ads can be formatted in .gif or Flash. The file size limit of an image ad is 50 KB.

Image ads can be in the following sizes:

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

Image ads should clearly and accurately reflect your site and emphasize unique benefits of your product or service.

If your image ad doesn't meet these rules, it won't be allowed to run. See a full list of guidelines on our Image Ad Policy page.

Image Ad Best Practices

Here are some best practices we've put together to help you get the most from your image ads:

- Display advertising isn't that different from text-what works for text ads generally works for image ads. Here are 7 points to keep in mind:

    1. Use a compelling call to action such as "learn more," "buy now," or "visit us today."
    2. Prominently show your display URL which typically contains a company's name, is a major component of a text ad. You have more room in an image ad, so don't be afraid to use your brand or logo as well.
    3. Include details like prices, delivery details, and relevant special offers.
    4. Relevance is key. Make sure your ads lead to a relevant landing page.
    5. Use appropriate capitalization-the nice thing about display is that you can have all caps. Try to use these effectively.
    6. Promote a sense of urgency in your display ads if you have time-sensitive pricing or offers. Use phrases like "hurry!," "limited time," and "special offer" to capture a user's attention and push them to take action.
    7. Keep it simple. No one responds well to clutter-get your point across as simply as possible.
- Include clear images of your product and/or people using your product, which will help users connect with an advertisement.
- Align all of your advertising messaging, which will help build a more cohesive brand. If you have effective advertising offline, chances are it will be effective online. Make your online image ads consistent with your television and print ads.
- Interactivity can be effective, but keep it simple and don't make people work for your message. Get your message across and then let users interact.
- People have short attention spans-that means if you don't entertain them or grab their attention right away (within three seconds!), they'll move on and your message will be lost.
- If you have a multi-ad campaign, or if your ad contains several frames, make sure that each ad stands on its own merit. One way to achieve this is to include your brand or logo in every frame.
- If you're creating image ads using our free Display Ad Builder tool, take a look at these best practices.

Video Ad Guidelines & Best Practices

Video Ad Guidelines & Best Practices

Before you build your campaign, it's important to be aware of the advertising policies and requirements for the video ad format you've chosen. You'll need to build your campaign and video ads so that they are in compliance with these guidelines.

Next, to build a successful video ad campaign, it's important to be certain whether your goal is to build a branding campaign, or a direct response campaign. You can then follow best practices according to your goals and align your campaign settings and video ad content accordingly.

Video Ad Policies

AdWords video ads are subject to AdWords advertising policies, and these policies may differ slightly depending on the video ad format. Video ads will be disapproved if they are not in compliance with these guidelines. Disapproved ads may not run on Google or the Google advertising network.

Review the advertising policies for video ads in the AdWords Help Center.

Video Ad Creation Best Practices

Video Content

The video you create for your ad should be direct and engaging. You don't have a captive audience, so it's important to maintain user attention throughout the duration of the video. Keeping the tips below in mind will help.

- Deliver your key messages early in the video, because users may not watch the full length. Play rates drop off significantly after 45 seconds, and some publishers may choose to only show videos that are 15 seconds long or less.
- Be clear about what your business offers and your message, since the video may be your sole communication with a site's users.
- Provide clear next steps for users to take after finishing the video, such as making a purchase or visiting your website or store.
- Video content should be entertaining, informational, and relevant to what your business offers. You only have a captive audience if they choose to continue watching your ad, and viewers can drop off at any time. Users are more likely to view most of the content if the video has an entertaining storyline and if they are able to learn about your product's features through the video.
- Video ads allow you to use both sight and sound to communicate with your consumers, so make sure that the voices and sound tracks you use complement your overall message. If you're using a soundtrack, the music should not drown out any voices.

Opening Image (Click-to-play only):

Your image should be descriptive and eye-catching. We suggest using the techniques below to create an effective opening image:

- Entice users to click play using rich, sharp colors.
- Include a few words to describe your product, service, and/or company.
- Boost your play rate with a call-to-action that lets users know they can play the video to learn more.
- Create multiple video ads with different opening image sizes to increase the number of placements where your ad will be eligible to appear.
- Avoid using standard banner ads as the opening image. We've found that an opening image that doesn't look like an actual advertisement can generate greater interest. Such "non-commercial" images make users feel like there's more to learn by clicking the "play" button and viewing your video.
- Avoid cramming text into your opening image -- crowded and complicated messages can be unattractive to users. The key is to arouse people's curiosity and make them wonder what the video is about.
- Make sure the quality of your opening image is consistent with the quality of your video. Don't make a bad impression on your audience by showing an interesting image to entice people to play the video but then provide disappointing video content.

Video Ad Performance Best Practices

It's important to monitor the performance of your video ad to be sure it's reaching users in a way that's optimal for you. We recommend waiting at least 30 days after beginning a video campaign to measure its success. The return on investment (ROI) that a video campaign brings to your business sometimes may not be apparent immediately.

After your video ads have had a chance to run for a while, review their performance and consider optimizing your campaigns to keep them effective and valuable for your campaign, whether it's branding or direct-response focused.

Ad performance

To effectively monitor the performance of your ad, we suggest following the tips below:

- If you find that interaction rates are declining, keep your campaign fresh by adding new videos or images to keep users engaged.
- Bid by impression rather than by click; this way, lower clickthrough rates won't affect where your ad appears.
- When running cost-per-click (CPC) campaigns, use negative keywords and exclusions to prevent your ad from appearing where it would not be effective.
- Focus on interaction rates, rather than clickthrough rate or cost-per-conversion, as these are a better indicator of the time your audience engages with your brand.

Beyond just concentrating on individual video ads, you should also consider your campaign performance more broadly.

- Use geo-targeting to focus your advertising to regions or areas where you conduct business.
- Tailor your campaign to specific sites and demographic groups with placement targeting.
- If using a keyword-targeted campaign, make sure your keywords are closely related to your specific theme or topic.
- Optimize your bids to reach a target cost-per-play price.

Placement performance

Use interaction rate to compare how each of your targeted sites is performing in comparison to your campaign average:

- If a site is performing substantially better than your average, add more sites like it to your campaign. Enter the URL in the "List URLs" box in the Placement Tool to get a list of possible website targeting options.
- Consider excluding less valuable sites where users are frequently exposed to your ad and extending the reach of your campaign by adding better sites through the Placement Tool.
- If you want to continue running on sites with dropping interaction rates, try adding new video ads to your campaign to provide a fresh experience. If your campaign is keyword-targeted, extend your reach by adding additional relevant keywords to expand the number of possible contextual placements.
- By using negative keywords or exclusions, you can prevent your ads from showing up alongside content that may not fit with your specific marketing objectives. This helps to keep your ad placement as targeted as possible and to reach your desired audience.

Try it Now: Find Options for Video Ad Types

Video ads may appear in, with, or around video content, depending on the ad format. How the video ad will appear to users, and how they will interact with the ad, depends on the video format. Follow the instructions below to view the different video ad types.

1. Sign in to an account in the AdWords system.
2. Navigate to a Campaign and click the **Ads** tab.
3. From the **New ad** drop-down menu, choose **Display ad builder**.
4. Under Category, choose **Video**.
5. Sort by Highest click-through.
6. View the different video ad types available.

Questions to consider:

1. What are the two pricing options for video ads?
2. How do video ads help expand brand reach?
3. What geographic targeting options are available for video ads?

Mobile Ad Guidelines & Best Practices

In general, the policies for desktop-based ads apply to WAP mobile ads. However, mobile ads have a unique **link policy** and **size guidelines**.

Link policy

To ensure that we're able to display your mobile ad and site to users, your destination site must be written in a supported mobile markup language. We currently support the following markup languages:
wml (WAP 1.x)
xhtml (WAP 2.0)
chtml (imode, etc.)
PDA-compliant html

Size Guidelines

WAP mobile text ads contain two lines of text, with a limit of 12 or 18 characters per line, depending on the language in which you write your ad. Your destination URL appears on a third line if you choose to enter one. If you select the option that allows customers to connect directly to your business phone, a **Call** link will appear at the end of your ad.

WAP mobile image ads can be formatted in .gif, .jpg and .png. Animated mobile image ads can be formatted in .gif; Flash is not supported at this time.

WAP mobile image ads can be in the following sizes:

6:1 Aspect Ratio

- 300 x 50, less than 7.5k file size
- 216 x 36, less than 4.5k file size
- 168 x 28, less than 3k file size

4:1 Aspect Ratio

- 300 x 75, less than 7.5k file size
- 216 x 54, less than 4.5k file size
- 168 x 42, less than 3k file size

Japan-standard size

- 192 x 53, less than 5k file size

In the relatively new world of mobile, there are a few practices we recommend.

1. Get Started

Start early. The market for popular keywords on desktop search can be very competitive. Since not all of your competitors are already using mobile ads, some advertisers find that creating a mobile ads campaign can increase their exposure at a lower CPC (cost-per-click).

Start strong. Bid aggressively at first to make sure your ad shows on the first page of results, where more users will see it. There are only a few ad spots on each page for mobile ads, so if you are not in one of the top positions you may only receive a small number of impressions.

2. Craft your campaigns wisely

Separate to Lift. Create separate campaigns and ad groups for your ads that appear on computers, on iPhone and Android devices, and standard mobile devices. This makes it easier to evaluate your results and lift performance for each format with customized ads, keywords, and bids.

Choose Keywords Differently. Mobile users typically enter fewer keywords on mobile devices than on a desktop computer. The most successful mobile campaigns use broad matching and more general keywords to capture relevant traffic.

Pack the Most Punch. Use a call-to-action phrase that catches your audience's attention. Your ad text can dramatically influence your ad's CTR and conversion rate, so make it catchy!

Don't Forget Display. Mobile image ads are a great branding tool and can achieve higher clickthrough rates and lower CPCs than on desktop. MMA-compliant sizes make the process easy for you to set up.

3. Find Your Mobile Customers

Be Where Your Customer Is. Mobile users don't just search, they also browse the web and use mobile apps. Reach users on Google's growing mobile Display Network with contextually-targeted text and image ads.

Reach Valuable Demographics. Use device platform targeting to reach iPhone/Android users, or use standard mobile ads to target particular mobile carriers.

4. Measure and Experiment

Measure Up. Enable conversion tracking to measure results on your mobile website, or use a vanity phone number to track responses to your click-to-call WAP ad.

Practice Makes Perfect. Now's the time to experiment with mobile ads. Try out the strategies mentioned above and see what works for you. You'll be able to look at your results and adapt your strategy to work for your goals.

Rich Media Display Ad Guidelines & Best Practices

Rich Media Display Ad Guidelines & Policies

Display ads contain a mix of content types such as text, Flash, video, or images. Since advertising policies for each of these content types can differ, a single ad can be subject to multiple advertising policies and guidelines. Please review the following guidelines to ensure your ads meet all guidelines. We reserve the right to modify or amend our policies and formatting requirements at any time.

Ad Content Restrictions and Requirements

Display ads are subject to the following content restrictions and requirements:

- **Copyright:** You must have full legal rights or an authorized license to distribute all content you submit to Google AdWords when you create your display ads, per our AdWords Terms and Conditions.

- **Advertising policies:** All ads are subject to AdWords content and editorial policies and may be disapproved if they don't comply with AdWords guidelines. Ads should also comply with the guidelines for each of the following. However, formatting requirements and guidelines may be different depending on the template you choose:
    - ✔ Text ads
    - ✔ Image ads (including Flash, animation, etc.)
    - ✔ Video ads
- **Privacy:** You may not use any ad, nor its customizable contents, to collect personally-identifying user information.

Rich Media Display Ad Best Practices

We've created this guide to help you build an effective display ad for the best results. Try following the recommendations below if you're not sure how to organize your ad campaign, or you want to improve your display ad performance.

1: Set effective bids and budgets

This step is important to help you maximize your impression volume and clicks. You may want to bid more competitively for your display ad to help it appear in top positions and gain clicks, or focus more on increasing your impressions for branding rather than earning clicks. There are two main approaches you could take:

Add display ads to an existing ad group

Your ads will compete directly with the text ads in that ad group, and the stronger performer will eventually be shown more often. The benefit of this approach is that you don't have to re-create ad groups for a new ad format. However, the bids you've previously set for your text ads in the same ad group will also apply to the display ads as well.

Create display ads in their own unique ad group

It's important to note that, although display ads compete alongside text ads in the ad auction, you won't necessarily pay more when using this ad format. In fact, you may find that your costs per click and costs per conversion actually decrease. This happens because your display ads may earn a higher clickthrough rate than your text ads, earning an improved Quality Score and Ad Rank over time. Your ad may therefore appear more often at lower costs, to encourage more relevant ads for users and improve their web experience. Placing your display ads in their own ad group also makes it easier for you to review their performance.

For example, let's say your business is travel and leisure with a strong focus on cheaper travel in Asia, and a lesser focus on cheaper travel in South America. You could target more of your budget for display ads to a campaign with one ad group promoting cheaper travel in Asia, and create a second campaign and ad group with a lower budget promoting cheaper travel in South America.

Going farther with the example, if you have both ad groups in the same campaign, you might set a higher maximum bid for one ad group versus the other. If your business is focused mainly on cheaper travel in Asia, the more aggressive bidding for these ads will cause them to appear more prominently on content pages than your ads for cheaper travel in South America. This helps you more effectively target your ad budget to the most important ads for your business, so you spend your ad dollars where they matter most to you. (You can also set a unique bid at the ad group level for a specialized ad group, or for each keyword within the ad group.)

2: Customize your ad

One of the key benefits of the Display Ad Builder is the freedom to easily and quickly customize how your ad looks and feels. Doing this can help you reach your target audience more effectively, and get results sooner. Be sure to do the following to get the best performance out of your display ads:

Color

- **Choose easy-to-view colors**: Make sure you've customized the color scheme of your ad, like the background and font color. First, try to align the color scheme of the template with the content of your image. Be careful of your color choices; extremely bright colors can be unpleasant or difficult to read. Using the same color for the foreground and background of your ad will also make it difficult to identify items within the image clearly.

- **Work with the publisher color schemes**: If you're placement targeting certain sites, consider tailoring the color scheme to match the publishers' pages. If your ad looks unattractive or out of place on a page, users will be less likely to click. It's more important to match the sites that you're targeting, than to match your landing page.

Calls to Action

- **For animations, make sure the final frame contains all the key messaging and call to action**: Some ads have animated "teaser" text which may enter and exit. Users may miss this text, and if what they end up seeing doesn't clearly communicate your offering and what they should do, they'll be less likely to click.

- **Be explicit about your call to action, in a button or elsewhere**: This is especially important in image-based ads, because users may not know what part of the ad is clickable or, in some cases, that your ad is an ad. They also want to know what they can do if they click on your ad: "Learn more?" or "Buy now?" Let them know.

Images

Use transparent PNG format images whenever possible. This can greatly improve the aesthetics and unique look of your ad. If you don't have a transparent .PNG image, make sure your ad color scheme matches the background of your images. If your image has a white background for example, consider setting your ad background to white.

Balance your ad content

Make sure your ad text and images are balanced within the body of the display ad and within the overall ad size. Images should be clear, resized to fit the ad shape, and easy to recognize. All text should be easy to read and understand in relation to the included images and shape and size of the ad in all size versions. Images should not be cut off or unrecognizable, and lines of text should be complete and make sense. Check your ad in each available ad size and resize any images as needed.

Create a visible Display URL

Your display URL should be visible. If it's the same color as the ad's background color, it won't be visible to the user.

3: Try different display options

Display ads offer so many options that you may need to experiment with different templates, colors, and content to get the best results. Here are some things to keep trying as you optimize your display ad campaigns:

Change color schemes

Our own experiments have found that changes to the background and font colors of display ads can dramatically increase click-through rates, which can lead to more impressions and more conversions. Set up your ad, then choose that same template again, change colors, save it in the same ad group, and then let the variations compete against each other. You can then pause the ads that are doing the worst, leaving the best color combinations to lead your campaign.

Try new templates

Performance can vary widely by template. Consider trying out templates with images, with no images, with various types of animations, with no animations. Minor differences in layout and animations can have large impacts on click-through rates, depending on your product or service.

The differences between "Buy it now" and "Learn more" for example, can significantly impact the user's propensity to click. Consider trying out several variations. And the calls to action that you're used to for text ads may need to be altered for display ads.

Measuring the Impact of Rich Media Display Ads

As with any other ad group or ad variation, it's important to measure the impact of your display ads. Below are some suggestions for how to do this, depending on your goals:

Driving Direct Sales: Getting more clicks

- **Compare costs to leads or conversions:** Identify whether you're getting a high enough conversion volume to offset your campaign costs. Although some of your display ads could potentially cost you more for some clicks than standard text ads, regularly check to be sure that you're still under your cost per conversion goals.
- **Target your audience more effectively:** Identify whether you're experiencing a higher cost for your ad clicks than is necessary. If you're generating high campaign costs overall, you may be targeting customers beyond your ideal audience or user. Work on narrowing down your targeting so you spend less money on clicks that are unlikely to convert.

Promoting Your Brand: Measure interactivity

- **Look at mouseover and interaction rates:** All Display Ad Builder templates provide reporting on mouseover rate, the percentage of impressions in which a user moused over the ad for more than one second. This is a good indication of user interest in your product and brand, before they click. Templates in the rich media and video categories also provide interaction rate, which tells you the percentage of impressions for which a user interacted with the ad, such as by playing a video or scrolling between images.
- **Track your website traffic trends**: Use Google Analytics to monitor your website performance and measure the impact of your display ads on your site traffic. Learn more about Google Analytics
- **Use conversion tracking**: You can use conversion tracking to learn whether your display ads are driving the kind of web user behavior you want to see -- such as signups or purchases. You can also look at overall trends. For example, if your costs are high with certain display ads, but the overall impact of those ads decreases your overall campaign costs across the board, this would still be an effective, successful ad. Or, you may experience higher conversion cost ratios in some cases but if you're still under your goal, this would still be an effective ad. You can also use conversion tracking to determine whether you're generating clicks and cost from users who aren't likely to take the actions you care about on your site. If this is the case, you can alter your campaign to better target your ideal customers.

4. AdWords Targeting and Placements

4.1 Overview of Targeting and Placements

Introduction to Targeting and Placements

About the Google Network

The Google Network helps advertisers reach users across the Internet, from small newsletters to large search engines.

The Google Network is split into the Search Network (which includes Google and other search sites like AOL) and the Display Network (which includes a collection of websites that have partnered with Google -- display partners --, YouTube, and specific Google properties, such as Gmail). Together, these networks make up thousands of sites that display targeted Google AdWords ads.

By default, AdWords keyword-targeted campaigns are opted in to the entire Google Network: Google search, search partners, and the Display Network (with "Relevant pages across the entire network" as the setting). You can opt in or out of either network at any time from the Settings tab of any campaign page. Here are some key things to know about the Google Network:

- Keyword-targeted ads can appear across search and Display Network pages in the Google Network. Google uses search targeting to match keywords to search queries on search sites. For Display Network pages, Google uses contextual targeting to match keywords to webpage content (these are called "automatic placements").
- Placement-targeted ads can appear only on pages in the Display Network. The advertiser chooses a specific audience and site, or portion of a site, to target (these are called "managed placements"). If the ad group also has keywords, the keywords and placements will work together to determine where ads should appear. Keywords will continue to match your ads to placements through contextual targeting, and you can add your own placements to bid more when your ad appears on certain sites, or to limit your ad to appearing only on the placements you target.
- Google displays ads across the Search and Display Networks based on relevancy. You can test different results by creating two separate campaigns: one targeted to the Search Network and one targeted to the Display Network. This lets you customize your ad text, keywords, placements (if any), and bids.
- The appearance of your ads may vary slightly among Google Network sites to match the look and feel of different webpages. Google automatically formats your ads for you. AdWords ads are always clearly labeled as advertising-related links.
- Text ads can appear on search pages and on Display Network pages. Ads that contain graphics (like image ads and video ads) can only appear on Display Network pages.

About Search Targeting

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

You can fine-tune your ads for targeting on the Search Network by targeting specific areas and languages, choosing specific keywords, or assigning keyword match types.

About Display Network Placements

Placements are locations on the Google Display Network where your ad can appear. A placement can be an entire website, a subset of a website (such as a selection of pages from that site), or even an individual ad unit positioned on a single page. There are two types of placements: automatic placements and managed placements.

If you have keywords in your ad group and are targeting the Display Network, we use contextual targeting to determine "automatic placements" where your ads appear.

Managed placements are placements you choose to manage separately for increased control. You can increase or decrease your ad delivery by setting unique bids for each of your managed placements, or you can use managed placements to restrict the sites in the Display Network where your ads appear.

You can also choose certain placements for which you don't want to run ads (excluded placements).

Device Platform Targeting

Device platform targeting is a campaign settings feature that allows you to target your text and image ads to one of the following:

1. Desktop and laptop computers
2. iPhones and similar mobile devices that use full (HTML) browsers. You can also choose to target ads to both platforms. Because users typically search and browse on mobile devices with full browsers the same way they do when using a computer, campaigns target both platforms by default.

Here are a few more details about the feature:

- **Opting in and out:** Device platform targeting is applied at the campaign level. You can opt your campaign in and out of targeting either device platform from the **Settings** tab of any campaign. However, a campaign must be opted in to showing on at least one device platform.

- **Google Network:** Campaigns opted in to targeting iPhones and similar mobile devices are eligible to show text ads on Google web search. Text and image ads will be eligible to show on the Network if your campaign is also opted in to that network.

- **Quality Score:** Quality Score is calculated the same way for both of the device platform targeting options.

- **Performance statistics:** If your campaign is targeting both device platforms, aggregated performance statistics will be shown in your campaign. If you'd like to see performance statistics broken out by device platform type, we suggest creating two separate, identical campaigns and targeting them to different device platforms.

- **Mobile ads:** Device platform targeting has no bearing on mobile format ads, which show ads on standard mobile phones that use mobile (WAP) browsers. If you have mobile ads in your campaign, they will continue to show as usual, regardless of the device platforms your campaign is targeting.

Try it Now: View Page for Mobile Targeting

Device platform targeting is a feature that allows you to target your text and image ads to desktop and laptop computers, as well as mobile devices.

Follow the instructions below to view device platform targeting:

1. Sign in to your AdWords account at https://adwords.google.com.
2. On the **Settings** tab of the appropriate campaign, click **Edit** next to **Networks and devices**.
3. Select **Let me choose**.
4. Locate mobile targeting settings.

Questions to consider:

1. Are mobile devices targeted by default?
2. How is Quality Score calculated for these device platforms?
3. How can an advertiser see performance statistics by device platform?
4. Why might you want to target iPhone and smart phone users?

4.2 Keywords and Keyword Targeting

Introduction to Keyword Targeting

About Keyword Match Types

AdWords is based on matching relevant ads to a user's web search or browsing experience. Keywords are critical to helping both a user find the information they're looking for, and helping an advertiser reach that user with ads that relate to the user's web experience.

When you build your ad groups, you'll select keywords to help target your ads for search so they reach people precisely when they're looking for what you have to offer. To do that, you'll need to pick one of the following match types for each keyword:

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

About Broad Match Keyword Targeting

Broad match is the default setting for your keywords. Therefore, when you submit a new keyword to your ad group without quotes or brackets, it appears as a broad-matched term.

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

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

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

Used book dealer
Secondhand book
Used books
Used book for sale
Used literature

About Phrase Match Keyword Targeting

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

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

Example: For the phrase-matched keyword *"used book"*, your ad will be matched per the following:

Ad will appear for the query:	Ad won't appear for the query:
used book dealer	used paperback book
buy used book	book of used matches
rare and used book	

About Exact Match Keyword Targeting

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

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

Example: For the exact-matched keyword *[used book]*, your ad would be matched per the following:

Ad will appear for the query:	Ad won't appear for the query:
used book	used book seller
	used books

Adding only exact match keywords can severely restrict you from relevant traffic.

About Negative Match Keyword Targeting

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

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

Example: For the broad-matched keyword *used book* and negative keyword *-college*, your ad would be matched per the following:

Ad will appear for the query:	Ad won't appear for the query:
used book seller	used college book

About Embedded Match Keyword Targeting

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

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

Managing Keywords

Developing and Maintaining Keyword Lists

Creating a Keyword List

Keywords trigger ads, ads influence clicks, and clicks can earn traffic for your site, bringing you potential sales and leads. Since keywords start this advertising process, it's important that you choose keywords relevant to your business from the beginning.

Keyword creation involves a five-step process:

1. Build a keyword list: Create a list of terms that refer to your business, service, and products, and think of common phrases people may use to think of something similar. You can get additional keyword suggestions from the Keyword Tool within your account.

2. Group your keywords by theme: Grouping your ads and keywords together in their own ad groups by theme can help you get better performance from your ads.

3. Set appropriate match types for each keyword (Search Network): Picking the right variations of your keywords can help reduce costs, or increase traffic while balancing impressions with meaningful clickthroughs or leads. Review the rest of this lesson to understand how to use match types to their full advantage so your campaign is as effective as possible.

4. Remove unnecessary keywords: Refining your keyword list can help you save on unnecessary costs in the long run, and help you better target users. Removing irrelevant keywords means the users who are most likely to be interested in your business, service, or product will be more likely to see your ads, more often.

5. Test run the campaign: Keywords need a chance to run before you can really determine how well they're doing. Try to let them run for at least 30 days before evaluating their performance.

Be sure to regularly review and refine your keyword list. It's important to review your keyword performance regularly. This can help you fine-tune your campaign performance so it's as cost-efficient and effective as possible, saving you time and money.

Keyword Tool

To help you identify relevant keywords and to simplify the process of adding them to your ad groups, AdWords offers the Keyword Tool. You can access this tool from the Keywords tab after clicking the **Add keywords** button at the top of the keyword table. This tool will provide additional keyword ideas, including synonyms and spelling variations. You can build relevant keyword lists, review traffic estimates, and add your keywords directly to your ad groups from this tool.

Keyword Monitoring & Troubleshooting

Monitoring Keywords

Checking your statistics is the best way to see how your keywords are helping your business. You can see how your keywords are doing by checking the following two resources:

1. **The Quality Score column**

   The Quality Score column displays your keyword's Quality Score to help you monitor its performance. This column is disabled by default in new accounts, but you can make it show on any tab with statistics for your campaigns, ads, and keywords. Click **Columns** in the toolbar above your table. Select "Qual. Score" and save your changes.

2. **The Keyword Analysis field**

   This field gives you an in-depth view of your keyword's performance. It lets you know if your ad is not showing for the keyword, and why. It also includes your Quality Score details, which explains whether problems with keyword relevance, landing page quality, or landing page load times are negatively impacting your Quality Score. Learn more about the Keyword Analysis field, including how to access it.

   To view the Keyword Analysis, click the icon next to any Keyword in the **Status** column on the Keywords tab.

Try it Now: Quality Score

Learn how to find a representation of your keywords' Quality Score.

Follow the instructions below to locate a representation of your keywords' Quality Score.

1. Sign in to your AdWords account at https://adwords.google.com.
2. Select the campaign and ad group.
3. Click the **Keywords** tab.
4. Hover your mouse over the speech bubble in the status column for a given keyword.
5. Note the Quality Score which appears on a scale from 1/10 to 10/10.

Questions to consider:

1. How does the Quality Score on a search-based ad affect its performance on the Display Network?
2. How often is Quality Score calculated?
3. In general, how will a higher Quality Score affect cost and ad position?

Troubleshooting Keywords

If a keyword underperforms, its Quality Score will decrease and it may become ineligible to trigger your ads for certain search queries at its current cost-per-click (CPC) bid. This most often happens to keywords that are very general and therefore do not perform very well. For instance, a keyword with a low Quality Score may only be eligible to trigger ads on certain variations of your broad- or phrase-matched keywords.

To monitor your keyword's performance, check the Quality Score column on the Keywords tab of your Ad Group Details page. Or, to get a detailed view of performance and Quality Score, click the speech bubble icon next to any keyword, and more information will appear.

If your keyword has a poor Quality Score and isn't accruing much traffic, try following these optimization tips to improve your Quality Scores, or try raising the keyword's CPC bid. We want to give users a positive ad experience while keeping your costs low, so we encourage you to try optimizing your account before increasing your bids.

Keywords Guidelines and Best Practices

Keyword Guidelines and Policies

AdWords advertising policies include requirements for the keywords you choose and their related ads. These policies are focused on ensuring that users see AdWords ads that are relevant to a given page, whether it contains search results or other content. They are also intended to prohibit misuse of the AdWords targeting system, including use of another entity's trademark without permission, or false advertising.

Review AdWords' advertising policies

Keyword Best Practices

Keywords lay the groundwork for the ad groups and ads you create. Follow these general tips when managing your keywords:

- Group your keyword list into similar items, such as by product line. Each group makes up an ad group. You can write multiple ads for each ad group, so keyword groupings should match a single theme. For example, organize keywords about organic coffee in one ad group and keywords relating to gourmet coffee in another.

- Broader matching options tend to give you more visibility, but accrue higher costs. Therefore, it's important to monitor broad matched keywords closely to make sure they're performing well. You can use the "See search terms" report to make sure your advertising is being expanded to the right types of searches. You can also include other matching options (like phrase- or exact-match) along with broad-matched keywords in an ad group.

- Narrower matching options tend to give you fewer clicks and lower your costs. It's still important to use descriptive words for these matching options.

- Negative keywords work well in most cases when you know a term doesn't apply to your business.

- Keep your campaign settings in mind. If your campaign is set up to target a very specific geographic segment, more general keywords might work well. On the other hand, if you're targeting one or more countries or territories, you may consider using more specific keywords to better focus your traffic.

Here are a few more tips on general keyword list maintenance:

Scrubbing and refining keyword lists

- Keep specific keywords that relate best to your product or service. Remove keywords that are irrelevant or are likely to bring you the least amount traffic. Well-targeted keywords generally have high clickthrough and conversion rates, while irrelevant keywords are likely to have a low clickthrough rate and a low number of conversions.

- Keep your keyword lists small and manageable. Try keyword lists of 20-30 tightly themed terms, and expand or refine as needed.

- Two- or three-word phrases generally work best. For example, instead of the keyword *coffee*, use *fair trade coffee* or *gourmet coffee beans*. Consider removing any single-word or general keywords. These are often too broad and can lead to clicks from people who are less likely to be interested in what you're offering.

Testing and refining keywords regularly

To keep up with the dynamic nature of online advertising, you should continue to test and refine your keywords. Build on keywords that work, and delete others that don't. Track your results by reviewing your campaign performance statistics.

4.3 AdWords Language & Location Targeting

Introduction to Language and Location Targeting

Overview of language and location targeting

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

1. Language: Target up to 40 different languages.
2. Location: Target any combination of countries, territories, regions, cities, and customized areas that you define.

All advertisers must choose a language and location to target, so it's important to understand what's right for you. Here are general guidelines to follow, which are further discussed in the following topics.

- Target the language spoken by the audience you're trying to reach. This should also be the language in which your ad is written.
- Target countries or territories if you want to reach a wide audience across one or more countries.
- Target regions and cities if your business serves specific geographic areas or if you want different advertising messages in different regions.
- Target customized areas to reach specific geographic areas which may not be available in region and city targeting.
- You can combine these targeting options any way you like within the same campaign.

How language and location targeting works

Language: We only show your ads to users whose Google interface language matches the language(s) that your campaign targets.

Location: The AdWords system uses several techniques to help show your ads to users located only in your targeted location(s):

1. We consider the **Google domain** being used (.fr, .de, .kr, etc.). For instance, if a user visits www.google.fr, the Google domain for France, she'll see ads targeted to France.

2. We analyze the **search term** the user submits on Google (a practice known as "query parsing"). If someone enters a search term that contains a city or region, we may show ads targeted to that city or region. For example, if someone searches for "Chicago plumbers," we may show relevant ads targeted to Chicago.

3. When possible, we determine a user's general location based on his or her computer's **Internet Protocol (IP) address**. An IP address is a unique number assigned by Internet Service Providers (ISPs) to each computer connected to the Internet. For example, if someone searches for "plumbers" from a New York area IP address, we may display ads targeted to New York.

Setting and enabling language and location targeting

When you create a new campaign, there will be a point in the creation process where you can choose the languages and locations that the campaign targets. You can edit this selection at any time on your campaign's "Edit Settings" page.

See instructions for editing your targeted language and location.

Try it Now: Set Language and Location Targeting

Whenever you create a new campaign in your AdWords account, you choose which languages and locations you want to target.

To change your language targeting, follow these steps:

1. Sign in to your AdWords account at https://adwords.google.com.
2. On the "All Online Campaigns" page, click the name of the campaign you wish to edit.
3. Select the **Settings** tab.
4. Next to "Languages" click **Edit**.
5. Select the new language.
6. Click **Save**.

To change your location targeting, follow these steps:

1. Sign in to your AdWords account at https://adwords.google.com.
2. On the "All Online Campaigns" page, click the name of the campaign you wish to edit.
3. Click the **Settings** tab.
4. Click **Edit** next to "Location".
5. Select your new locations. You can choose any combination of the following options:
    - Target countries or territories.
    - Target regions or cities.
    - Target custom areas, such as a radius around a location, a custom shape, or another area on the map that you define.
    - Add a list of locations to target.
    - Exclude locations from your targeted areas.
6. Click **Save**.

Questions to consider:

1. When might you consider targeting another language?
2. What are the different targeting options for location targeting?
3. When might you exclude a location from your campaign?

Language Targeting Basics

Choosing Languages to Target

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

For example, if you sell Spanish books, you can choose to target your ads to the Spanish language. When we detect that a user speaks Spanish (based on their Google interface language setting), we'll display your ad.

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

Ad Text Using Double-Byte Characters

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

Double-byte characters need nearly twice the display space as single-byte characters. For example, the title line of an English ad has a 25 character limit. However, the limit for that same title line is 12 characters for a double-byte language. The second and third lines of English ad text are limited to 35 characters, while the limit for double-byte characters is 17.

Two other rules to follow when creating ads with double-byte characters:
- Use single-byte characters for symbols, such as punctuation marks and currency symbols.
- Use single-byte characters for alphanumeric characters.

Note that when creating a double-byte character ad in the English interface, the character limit shown on the screen is wrong. To avoid receiving an error message, enter only the correct character length. For instance, the title line of a Japanese ad may only be able to fit 12 characters, even though the limit is shown as 25.

Location Targeting Basics: Country / Territory

About Country / Territory Targeting

You should use country/territory location targeting if you offer services or products to users in one or more countries or territories. If you have a global business, it would make sense to target all countries and territories, ensuring that your campaigns get exposure across the world.

It's common for new advertisers to target all countries and territories in the hope of widening their reach. However, by doing this, you might reach customers who are less likely to convert, such as shoppers located in another country who prefer not to pay international shipping costs.

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

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

For example, if you sell DVDs and only ship within the United States, you should target your campaign to the United States. However, if you sell DVDs worldwide, you may wish to target your campaign to all countries and territories. You can also choose to target bundles of countries, such as Western Europe, Africa, or the Middle East.

Location Targeting Basics: Region / City

About Region / City Targeting

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

Region and city targeting usually works best for region-specific businesses, (such as boutiques, restaurants and hotels), or for national businesses running region-specific promotions.

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

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

Accuracy of Region / City Targeting

The number of user queries for which we have accurate location targeting data continues to grow in many countries. Some countries - including Spain, Japan, South Korea, and Brazil - are limited in this area. This means that local ads in a campaign targeting an area at the city level may not receive as many impressions.

If you'd like to target your local ads to areas as small as cities in these countries, we recommend setting up two campaigns to test how well location targeting will work for your particular target area and keywords.

Set one campaign to target the smaller area you'd like, and have a relatively small budget allocated to it. Set the other campaign to target at the country level to ensure that your ad still gets plenty of impressions and clicks. We suggest running these simultaneously for at least a couple of weeks. If you find that the campaign with the smaller location targeted area is active enough for your marketing needs, you could pause or delete the campaign targeting local ads at the country level.

We expect impressions on narrowly location targeted local ads to increase over time as the infrastructure and our technology improves.

Location Targeting: Customized Targeting

About Customized Location Targeting

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

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

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

- **Enter a physical address:** With this option, you enter a street or business address. You then choose a distance (such as 50 miles or kilometers) that forms the radius of a circle around the address. Only users located within this circle, or those who include in their search the names of cities within this circle, will see your ads.

- **Select a point on the map:** Instead of entering an address, you can define the center of your advertising circle by dragging the interactive map to place a red marker on your location. This location will automatically be converted to exact latitude and longitude coordinates, which the AdWords system will use in targeting your advertising.

- **Multi-point (or polygon):** Multi-point targeting lets you click three or more points on an interactive map to outline the advertising region of your choice. (Again, the system will convert the points you select to latitude and longitude automatically.) Using multi-point targeting, you can create target areas of virtually any size and shape.

Language and Location Targeting Monitoring and Troubleshooting

Monitoring Language and Location Targeting

In order to see how your ad appears in a different region, or to check whether it appears, just use the Ad Preview tool. This tool lets you view your ads as they would appear on a regular Google search results page for any location, without accruing extra impressions for your ad. Learn more about the Ad Preview tool in Lesson 9.1 Overview of AdWords Tools.

To monitor your ad performance in different regions, you have two options:

1. Run a Geographic Performance report in your account. This report shows you ad performance statistics by approximate geographic origin of each ad impression. Learn more about Geographic Performance reports in Lesson 10.2 AdWords Reporting.

2. Link your account to Google Analytics, which allows you to see all your website's activity, including ad referrals, broken out by geographic region. Learn more in Lesson 11. Google Analytics.

Troubleshooting Language and Location Targeted Campaigns

Your ads may occasionally receive clicks from outside your targeted locations. Here are some possible reasons, along with some things you can do (or that we already do) to help ensure that you receive the most relevant clicks possible:

- **A user's IP address is mapped outside his or her actual location.**
  - **Example:** The user might be located in Santiago but his or her Internet Protocol (IP) address is housed on a server in Buenos Aires. If you target Buenos Aires, this user might see your ads (even if the user is physically located in Santiago).
  - **Solution:** Internet service providers (ISPs) determine the IP address a user is assigned. In some cases a user may be assigned an IP address for a region other than where they are physically located. Unfortunately we can't determine which cases are incorrect, or change the assignment, but we do expose the name of your targeted region below your ad text to help prevent irrelevant clicks on your ads. To further prevent confusion, you can use ad text that highlights your target region, such as "Buenos Aires Flower Shop."

- **A user outside your targeted area specifically searches for something Google knows is in your targeted area.**
  - **Example:** You might choose to target a specific city, but a user outside the region may include that city in their search while looking for something related to your ad or business. In this case, this user might see your ads (even if the user is physically located outside the target city).
  - **Solution:** We've developed this system for your benefit so you reach as many people looking for your goods or services as possible. However, if you find that your clicks aren't producing the results you expected, you might try refining your ad text and keywords to make them more geographically relevant.
- **Your targeted area may be larger than you intended and users from a larger area are correctly included based on your settings.**
  - **Example:** You may only serve the continental U.S., but you've chosen the to target the entire United States, so your ads are receiving clicks from Hawaii and Alaska.
  - **Solution:** Narrow the focus of your region. Or, you may want to choose customized targeting instead of regional targeting.
- **You have targeted the country/territory level and users are performing searches using the matching country-specific Google domain.**
  - **Example:** For example, if your campaign targets France, a user with a Spanish IP address may see your ad on Google.fr (Google's French domain).

✔ **Solution:** If you don't want your ad showing on a country-specific domain to users outside of your targeted country, you can change your campaign's location targeting from the country/territory option to the regional or customized option.

Language and Location Targeting Strategies and Best Practices

International Targeting Strategies

If you're targeting an audience located in several different locations, it's important that you organize your campaigns and ad groups logically.

A good strategy is to organize and name your campaigns by location, such as "Germany" and "France." Use the appropriate location and language targeting for each campaign -- for instance, you may want to location-target your first campaign to Germany and language-target it to German.

Then, organize your ad groups by product lines, such as "Coffee" and "Tea." Be sure to tailor your keywords and ad text to the intended audience.

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

Best Practices for Language and Location Targeting

Some more best practices to keep in mind are:

- Before setting location targeting, enter your keywords into Google Insights for Search to find out which locations receive the most queries for your keyword. You can then alter your bid and budgets appropriately, raising them for the location with the most traffic, and lowering them for the others.
- After your location targeting is set and your campaign has been running for a time, use a Geographic Performance report or Google Analytics to see where your users are coming from. Adjust your budgets, bids, or messages according to how the ads perform in different regions.
- If your Geographic Performance report or Google Analytics shows that 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 specifically excluding the region from your targeting.

  For example, let's say you run an online store that ships products to all of the United States except Hawaii and Alaska. You can target your campaign to the U.S. and exclude those two states.
- Point your ads to a specific landing page for your targeted region, if you have such a page.
- To add multiple locations, click the **Bulk** link under the **Custom** tab when you edit your locations, and add up to 100 locations at once.
- If you'd like to highlight the address of your business, add location extensions to your ads.

4.4 Placement Targeting for the Display Network

Introduction to Display Network Placements

Key Concepts of Display Network Placements

The Google Display Network comprises millions of websites, news pages, and blogs that partner with Google to display targeted AdWords ads. When you choose to advertise on the Display Network, you can expand your marketing reach to targeted audiences--and potential customers--visiting these sites every day. We strive to maintain the largest contextual advertising network in the world.

The network reaches over 70% of unique internet users in more than 20 languages and over 100 countries. Of course, you're always in control of your ad targeting: you can narrow or expand your focus to specific countries or regions at any time.

About Content Network Placements

Placements are locations on the Google Display Network where your ad can appear. A placement can be an entire website, a subset of a website (such as a selection of pages from that site), or even an individual ad unit positioned on a single page. AdWords offers the following targeting features to help you better target your ads to these placements:

- Automatic placements: If you have keywords in your ad group and are targeting the Display Network, we use contextual targeting to determine automatic placements where your ads appear.
- Managed placements: If you choose to manage placements separately for increased control, you'll use managed placements. You can increase or decrease your ad delivery by setting unique bids for each of your managed placements, or you can use managed placements to restrict the sites in the Display Network where your ads appear.
- Excluded placements: You can also choose certain placements on which you don't want to run ads.

Automatic Placement Targeting Basics

How Keywords Are Used for Automatic Placements

If you have keywords in your ad group and are targeting the Display Network, we use contextual targeting to automatically determine placements where your ads appear. This is what we mean by "automatic placements."

Contextual targeting means that the AdWords system automatically starts by looking through every possible page in the Google Display Network to find content that matches those keywords. AdWords takes contextual matching down to the page level. If a placement has many different pages, only those pages that match your keywords can show your ads.

About Contextual Targeting and Placement Targeting

Both of these features target ads to sites within the Google Display Network.

Contextual targeting is a targeting feature of the AdWords system that matches ads to content on a given page based on the content of the page and the keywords themselves. Placement targeting is another targeting feature of the AdWords system that allows you to specifically target a spot on a Display Network page that can be used for AdWords advertising. Publishers on the Display Network can define what ad formats, sizes, or category of content may appear in a given placement.

Learn more about the differences between these types of targeting below.

Contextual targeting

Contextual targeting simply means that your keywords are used to place your ads next to content that matches your ads.

For instance, suppose you have created an ad group to advertise digital cameras, and it includes keywords you have chosen like digital cameras and camera cases. Contextual targeting will be used to identify and place your ad on Google Display Network sites with the same themes. That might mean web pages about camera equipment or discussion groups of camera hobbyists, or it could be an email or a newsletter about digital photography.

Contextual targeting is always used when an ad group has keywords and the campaign is opted in to showing ads on the Display Network. It can work with ad groups that have only keywords, and also with ad groups that have both keywords and placements.

Placement targeting

Placement targeting lets you choose individual spots in the Display Network where you'd like to see your ads displayed. We'll only look at your managed placements when searching for relevant places to display your ads. Unlike contextual targeting, keywords aren't required.

A placement might be an entire website, or a subset of a site. For instance, if you're selling football boots and you want your ad to appear on a particular football website, or only on the sports pages of a newspaper, placement targeting can help you handpick those pages.

Here are a few things to know about placement targeting:

- A site must be part of the Google Network in order to be available for placement targeting.

- The AdWords Placement Tool can help you find placements for your ad as you create a new campaign or ad group.

- As with all AdWords advertising, you'll compete for space with other advertisers. If you choose very prominent and popular placements, you'll need a higher price to win the ad position.

Ad group default bids: Automatic placements

You're prompted to set a Display Network bid each time you create an ad group. It applies to all automatic placements in that ad group. Editing this bid will update the bid for all of the automatic placements in a given ad group.

If you do not later set an individual bid for placements in that ad group, then your overall Display Network bid will be used.

Here's the general order of bids, from most specific (and highest priority) to lowest:

- Individual placement bids
- Managed placements bid
- Display Network bid

Bid modifiers, such as changes for ad scheduling or demographic bids, are applied after your primary bid is chosen.

Individual keyword or placement bids

Individual bids override the ad group default bids. For example, raising a bid for a particularly strong or relevant keyword allows you to compete more effectively when that keyword triggers your ad. If you change a bid but later want to revert back to the default bid, just leave the field blank when editing.

- **Keyword:** You can specify an individual keyword bid when you first add a keyword or later through inline editing.

- **Automatic placement:** To edit the bid for an automatic placement, select the checkbox next to it in the automatic placement table. Then, click **Manage placement and bid.** This will copy the placement to your managed placements table and allow you to adjust the bid. When you add an automatic placement to your managed placements, historical performance statistics won't be copied over. After you've added a managed placement, you can adjust the bid at any time using inline editing within the managed placements table.

Setting up Automatic Placements in a Campaign

Your ads can run on automatic placements if you do either of the following when setting up your campaigns or ad groups:

- Select **Relevant pages across the entire network** on the Settings tab under "Network Settings." These settings are at the campaign level.
- Add keywords to each ad group that you want to run on automatic placements.

Managed Placement Targeting Basics

About Managed Placements

Managed placements are specific website placements in the Display Network that you deliberately choose to target. There are a couple of reasons why you may want to add managed placements to an ad group:

1. **Placement management:** You've opted to run ads on the Display Network but only on "Relevant pages only on the placements I manage." This is a network settings option on the "Settings" tab at the campaign level.
2. **Bid management:** You're running ads across the entire Display Network, but you'd like to raise or lower bids for specific placements.
   - For example, you may want to be more competitive for placement on a particular website. You can add it as a managed placement and raise your bid for that one placement.
   - You may also see an automatic placement that you don't want to entirely exclude but that doesn't particularly interest you. You can add it as a managed placement and lower the bid for that website.

How Keywords and Managed Placements Work Together

When you use both keywords and managed placements together in an ad group, the following two things affect how and where your ad will be shown:

Step 1 - Keywords always do their work first.

When an ad group has keywords, the AdWords system always starts by looking through every possible page in the Google Display Network to find content that matches those keywords. This happens automatically. AdWords takes contextual matching down to the page level. If a placement has many different pages, only those pages that match your keywords can show your ads.

Step 2 - Managed placements further control where your ads may appear.

Managed placements ensure your ads appear on specific placements you've chosen. If you further restrict your network ad delivery to "Relevant pages only on the placements I manage," your ads will show only on the specific sites where you want them to appear. Your ads can appear only on your chosen placements, and only when pages on those placements also match your keywords.

You'll be choosing the set of placements where your ad can show, but contextual targeting will determine the pages where your ad will show within that set of placements. (You don't have to add keywords. In which case, your ad can show anywhere on the placements you choose, even if your ad doesn't precisely match the content on those placements.)

If you want your ads to show anywhere on a given placement, without regard to contextual matching, then create an ad group with placements only, and set your campaign settings to "Relevant pages only on the placements I manage." That way your placement choices (and the AdWords auction) will be the only factor involved in where your ad can appear.

Pricing for Keywords and Managed Placements

You're first prompted to add a managed placement default bid the first time you add a managed placement to each ad group. You set one default bid for all managed placements in each ad group. Editing this default bid will update the bid for each managed placement using that bid.

AdWords always uses the most specific bid available. If you later set a placement bid, then AdWords will always use your placement bid instead of the managed placement default bid. When you make a placement bid, you're telling AdWords that you want that bid to have top priority for that particular placement.

Here's the general order of bids, from most specific (and highest priority) to lowest:

- **Individual bid**. If you set individual keyword, placement, or audience bid, the individual bid overrides the ad group default bid.
- **Ad group managed placement bid**.
- **Ad group Display Network bid**. You're prompted to set a Display Network bid each time you create an ad group. If you don't set this bid, we'll use the default bid.
- **Ad group default bid**. If you don't set a Display Network bid for your ad group, our system will use an automatic bid based on an average of all keyword CPCs for the ad group, including the default ad group CPC and individual keyword CPCs.

Bid modifiers, such as changes for ad scheduling or demographic bids, are applied after your primary bid is chosen.

Selecting Managed Placements

There are three main ways to add managed placements to an ad group: manually adding, copying from your "automatic placements" table, or using the Placement Tool .

Manually add managed placements

1. Go to the "Networks" tab at the ad group level.
2. Find the "Display Network" table, and click "show details" next to "Display Network: managed placements."
3. When the managed placement table opens, click "+ Add placements."

Copy from automatic placements

1. Go to the "Networks" tab at the ad group level.
2. Find the "Display Network" table, and click "show details" next to "Display Network: automatic placements."
3. When the automatic table opens (you may have to scroll down the page), you'll see a list of domains (if any) on which your ads have run.
   - If your ad group has never run on automatic placements, this table will be empty, so you won't be able to add managed placements via this method.
   - If you have automatic placements, you can select the check boxes next to the ones you'd like to copy to your managed placements table.
4. After selecting one or more placements, click "Manage placement and bid."

Use the Placement Tool

1. Go to the "Networks" tab at the ad group level.
2. Find the "Display Network" table, and click "show details" next to "Display Network: managed placements."
3. When the managed placement table opens, click "+ Add placements."
4. Click "Try the Placement Tool" next to the text box for manually adding placements
5. Once the Placement Tool launches, you can find and add managed placements in a variety of ways:
   - **Browse categories**: Select placements from topics like Games or Health
   - **Describe topics**: Enter words (like tennis) or phrases (like tennis racquet strings) to see a list of placements matching those topics.
   - **List URLs**: Find out if specific websites are available on the Google Network, and see similar available placements.
   - **Select demographics**: Pick the audience you want, then choose from placements that match that audience.

Learn more about the using the Placement Tool.

Try it Now: Add and Edit Placements

There are three ways to add managed placements to an ad group: you can add them manually, you can copy them from your "automatic placements" table, or you can use the placement tool. If you're looking for placement ideas, try the second and third options.

Follow the instructions below to manually add a managed placement:

1. Sign in to your AdWords account at https://adwords.google.com.
2. At the ad group level, open the **Networks** tab.
3. On the Display Network table, click **show details** next to **Display Network: managed placements**.
4. Click **+ Add placements**.
5. Select an ad group.
6. Add a target URL, omitting "www." If you are unable to think of one, you may use the placement tool to generate a relevant URL.
7. Click **Save**.

Questions to consider:

1. Managed Placements allow advertisers to hand select pages to show ads. Why might an advertiser wish to target a site or page within a site?
2. Can unique bids for each placement change ad delivery?
3. How can an advertiser prevent an ad from showing on a given website?

Monitoring Placement Performance

It's important to review the performance of your ads on all placements to determine whether the placements are effective. If they aren't, you can remove them from your campaign just as you would remove keywords when refining a keyword list.

To run a URL report, click **See URLs** under automatic placements or managed placements on the Networks tab of any campaign. This report will list the pages where your ads have appeared on the Display Network and your ads' statistics.

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

Here are some tips for analyzing a URL report:

- Implement Google's conversion tracking so you can understand how individual sites are converting for you.
- Don't focus on lower overall clickthrough rates (CTR). Remember: A low CTR on a given site does not necessarily mean your ads perform poorly. Users behave differently on Display Network pages than they do on search sites. For more telling information, rely on your conversion data.
- When you find placements where ads from one ad group convert well, consider adding them as managed placements on the Networks tab in your ad group. Try raising your bid so that your ads will have a better chance of appearing whenever your keywords put your ad on that placement. Or, try doing the opposite with poorer-performing placements: lower your bid to seek a better ROI on those specific placements.
- Respond only to statistically significant data. It may take several weeks before you can see how your ad is doing on a specific site. We recommend waiting until you have enough click and impression data before making decisions.
- Use the report to identify and exclude sites that are not converting for your campaign.

Excluding Placements from Display Network Targeting

By electing to show your ads on the Google Display Network you can expand your reach to prospects visiting a variety of websites that are relevant to your business. However, there may be times where you feel that certain websites aren't appropriate for your ads. If this is the case, you can exclude placements and categories of placements to prevent your ads from appearing on these sites. With this exclusion feature, you can enjoy the benefits of advertising on the Display Network while still precisely controlling your targeting.

You can prevent your ads from appearing on individual placements and categories of placements at the campaign level and individual placements at the ad group level. To do this, visit the **Networks** tab of any campaign. Expand the "Exclusions" section beneath the table. You can then enter individual placements at the ad group level, and individual placements or categories at the campaign level.

Two things to note:

- Most exclusions apply only to the Display Network. However, if you exclude "parked domains," you'll exclude all parked domain sites on both the Display Network and the Search Network.
- You can exclude up to 5,000 sites in each of your campaigns. We've instituted this limit to ensure that campaigns don't place unnecessary load on our advertising servers.

Try it Now: Add Placement Exclusions

Use exclusions to you prevent your ads from appearing on individual websites or categories of webpages. Exclusions only apply to the Display Network unless otherwise noted. Follow these instructions to practice adding exclusions for your ads.

1. Sign in to your AdWords account at http://adwords.google.com.
2. Click "Campaigns" in the top green navigation bar.
3. Navigate to a campaign or ad group.
4. Click on the "Networks" tab, and scroll down to the bottom of the page.
5. If the excluded placements tables aren't showing, open them by clicking "+" next to the "Excluded placements" section.
6. You'll see an "Ad group level" table and a "Campaign level" table. Each has four action buttons to choose from: **Exclude placement**, **Edit**, **Delete**, and **Download**. ("Edit" and "Delete" only become active buttons after you select one or more existing excluded placement to edit.)
7. Choose an action, and follow the steps that follow.

Questions to consider:

1. When would you use the Sites tab versus the Topics or Page Types tabs?

2. What advertisers might benefit from excluding sites?

Targeting Placements by Content Type

Targeting Video Placements

You can use the Placement Tool to target video content on sites that are a part of the Google Display Network. Web users visiting a video publisher site may see your ads in or around the videos they watch while browsing the site. If these placements are available for your location and language settings, you can access them via the **Entertainment** placement targeting category within the Placement Tool.

Targeting Game Placements

You can use the Placement Tool to target web-based games on sites that are a part of the Google Display Network. Web users visiting a game site may see your ads in or around the games they play while browsing the game site. If these placements are available for your location and language settings, **Online Games** will appear as a placement targeting category within the Placement Tool under "Games > Video Games."

Targeting Feed Placements

You can use the Placement Tool to target RSS feeds that are a part of the Google Display Network. Feeds allow web users to track updates and new content for their favorite sites, and allow publishers on the Display Network to syndicate their content to subscribed web users automatically. You can target your text and image ads to specific web feeds across the hundreds of thousands of sites across the Display Network. If these placements are available for your location and language settings, **Feeds** will appear as a placement targeting category within the Placement Tool.

Try it Now: Add Game and Feed Placements

Ads can be placed on emerging media placements like games and web feeds through placement targeting.

Follow these instructions to find the screen to add game and feed placements.

1. Navigate to the **Ad Group** tab within your account.
2. Select an ad group.
3. Select the **Networks** tab within the ad group.
4. Select **Show Details** next to Managed Placements.
5. Select **Add Placements**.
6. Select **Try the Placement Tool**.
7. Under **Browse Categories**, select a category, such as Games or Entertainment. If there are in-game placements available, they will show at the bottom of the placement list (only if available to your location and language settings).

A few questions to consider:

1. When might an advertiser want to target to a game or feed?
2. Which ad formats may be targeted to a web feed?

Targeting Mobile Placements

You can use the Placement Tool to target placements to mobile sites that are a part of the Google Display Network. Mobile phone users who browse the web and visit these sites may see your ads in these placements. If they're available for your location and language settings, **Mobile Phones** will appear as a placement targeting category within the Placement Tool under "Telecommunications > Mobile & Wireless."

Placement Targeting Best Practices

Overview of Best Practices for Placement Targeting

When choosing placements, focus on the following:

- Use relevant keywords for automatic placements and to further refine your managed placements.

- 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. Adding keywords will also limit the potential number of clicks and impressions, so you should monitor your ad's performance to make sure you're seeing the results you want.

- If you want contextual targeting to be the only deciding factor in where your ads appear, you should create a keyword-only ad group.

- If you want your ads to show anywhere on a given placement, with no regard to contextual matching, then create an ad group with placements only, and set your campaign settings to "Relevant pages only on the placements I manage." That way your placement choices (and the AdWords auction) will be the only factor involved in where your ad can appear.

- Select placements that reflect your target audience and which reach your users on sites they are most likely to visit. For example, if you want to sell video game equipment, you may want to target placements that appear under the Video Game category.

- Try creating rich media and display ads and selecting sites that allow these ad formats in their placements. For example, if you've created an image ad for your campaign, you can target those ads to placements that accept image ads.

- Take advantage of targeting different types of content within the Display Network. Beyond text content, many websites contain engaging user content such as videos and games. Try targeting your ads to your potential customer by reaching them through the types of content they might enjoy. For example, if you sell a video subscription service, you might create a video ad for your product and target the ad to sites like YouTube.

- If you think you'll be using managed placements mostly to manage sites on which you want to be highly competitive, consider raising the managed placement default bid. This will give you a stronger chance at winning the ranking auction.

4.5 Location Extensions

Introduction to Location Extensions

Introduction to Location Extensions

Location extensions are a quick, easy way to connect you with customers searching for your products and services when you have businesses in multiple locations.

Reach local customers more effectively

With your ads appearing for relevant queries on Google and its properties, including Google Maps, you'll be able to more easily reach local customers with more information about your business, products, or services. Whether you have multiple storefronts you'd like to promote locally, or a single storefront you'd like to attract a user's attention to, location extensions can help raise awareness for a customer who may already be close enough to physically visit your business, or who is already searching or browsing for information related to your business in their area.

For example, if you own a bicycle repair shop in downtown Tokyo, a customer near your store searching for bicycle repair shops or tools to repair their bicycle is a local user you could more effectively reach with location extensions. Whether that user uses Google search or Google Maps, they'll find your ad, along with your full address and phone number, or a link to your website URL.

Learn how location extensions are targeted to users.

Show local customers more relevant information

Location extensions merge your business address information with relevant ad text, telling users as much as possible in context with their browsing or search experience for local information. In addition to the description lines and URL that appear in your ad text, your ad can also display your business name, address, and phone number. This helps promote your business brand, products, and services, and associates your business with a specific location of interest to the user.

Location Extensions Key Concepts

Location extensions expand a standard text ad with additional business information such as an address, helping web users easily find out more about your business. Ads will appear as normal across Google and the Google Network, but the additional information may also appear on Google.com and its properties, such as Google Maps, in an enhanced format.

Pricing and traffic

You're charged in the same way for location extensions as you are for a standard text ad. However when your ads are shown on Google Maps, you won't be charged for clicks on your ad that expand the info windows on the map interface, but you will be charged for clickthroughs from the info window to your website.

Where location extensions appear

Users may search for your keywords on any Google property or Google Network site and, if you've enabled location extensions and your business information is eligible to appear within the ad placement, this information will also be shown. Here's how an ad will appear when using this feature:

- **Ads on the Google Search and Display Networks**:

  Your ad will appear as a standard text ad and may also include a business address. It will appear on Google with your additional business information included. It may also appear on other search and Display Network sites and products in the Google Network based on your network targeting settings, and its appearance will vary by partner. Typically, ads are labeled as sponsored links and include 2 - 4 lines of text. In most cases, the text versions of these ads have the same ad text and display URL as the enhanced ad running on Google Maps. In some other cases, Google search partners may also show versions of your ad that include your address information. If a partner does not support the additional address information, your ad will appear as a standard text ad.

- **Google Maps**: Your ad may appear as a text ad, or an enhanced ad, with a business icon and a map marker that expands to show a business image. These ads are associated with a specific point on the map, such as a store or restaurant. On smaller maps, if a user clicks on the associated map marker, an info window expands on the map to reveal additional information about the business. The user can click within the info window to be redirected to your website. For smaller maps, if a user clicks on the URL or the title of the ad they'll be redirected to your website.

In some cases, ads may also appear with relevant searches on Google Maps for mobile. Ads appearing with mobile search results may have their ad text shortened for mobile searches.

Targeting options and availability

Your ad is by default already a standard text ad, so we'll show your ad to users based on your target settings for the campaign. If you enable location extensions and provide one or more addresses, your ad will be shown with the relevant address when we know the user is near the address or has shown interest in the location area by their choice of search terms.

Location extensions don't replace regional and customized campaign targeting. More specific campaign targeting for your ads still works best if you have an online-only business or if you're mostly interested in driving traffic to your website.

Learn more about how targeting works for location extensions

This feature is also limited to advertiser use in certain countries. Learn more

Learn how to create a location extension

Enabling Location Extensions

Enabling Location Extensions

You can edit or create a location extension from the under the Locations, Languages, and Demographics section of the Settings tab in your AdWords account. Select one of the options under "Show relevant addresses with your ads."

If you're a business owner, you can link a Google Places account to the campaign. A Google Places account is not required to use ad extensions within AdWords, and it is only available for business owners. If you are not a business owner, you should manually enter business locations for your ad extensions instead. Also, ads within campaigns linked to a Google Places account will only be shown with a location extension if the address is verified.

Learn more about Google Places and how to sign up

When you create a location extension, a default icon will be provided for the map marker that appears along with your ad on Google Maps. You have the option to select another default icon, or you can choose from one of your own uploaded images. To change your location extension icon, edit the address on the **Settings** tab of your campaign, or within the actual ad if you have chosen to use a single address at the ad level.

Location Extensions Guidelines & Best Practices

Location Extensions Guidelines & Policies

Ads with location extensions must follow the AdWords advertising policies for standard text ads. They must also comply with special requirements for ads using this feature. You can view the full list of requirements within the AdWords Help Center:

- Guidelines Overview
- AdWords advertising policies for standard text ads

Location Extensions Best Practices

Best Practices Examples

These examples illustrate good use cases for this feature:

- A campaign advertising an antique store uses the store address.
- A campaign for a restaurant review website uses the address of one of the reviewed establishments.

These examples illustrate poor use cases for this feature:

- A restaurant website includes the address of its competitor.
- An online-only business includes a residential address.

Targeting ads with location extensions more effectively

As with any AdWords ad, the more relevant your keywords and ad text are, the more targeted your ad will be to users who may be interested in your business or service. Consider the tips below when creating ads that will appear with an address:

- **Keywords**: Location extensions attach address information to an existing ad, so you don't need to provide special keyword choices. However when choosing keywords, remember that users will often enter general locations for keywords to further narrow their search results. So if your keywords include meaningful terms like a street name, neighborhood, city, or region, your ad will be more likely to appear for a related user search. If your ad text also includes these terms it will also be more relevant and likely to earn user clicks, or a visit or phone call to your store.

- **Ad Text**: You aren't required to choose or write your ad text in a particular way, but ads with ad extensions may appear in context with a business address for a user or on an enhanced map. Try to write your ad text with this in mind.

  For example, if you sell antique furniture at a shop in a unique neighborhood of your city, or on a particularly well-known street, it may help to highlight this in your ad text to emphasize how local and accessible your business is. Users will see that your address actually matches your marketing message, and they'll be more likely to visit your antique shop in person. They may choose to click your URL to see more about what you sell on your website, call your store to ask a few questions about the products you sell, or arrive at your store ready to buy an item.

  Lastly, when using an ad extension with your text ad, for example, create a location extension to help make local users aware that your business is nearby. If you've got multiple business locations, create generic ad text that will suit all locations, so that users near to a given address will see an ad that makes sense to them.

Managing addresses for location extensions

It's important to think about how and when an address will appear for users. Here are some tips for setting up your address settings for ads with location extensions:

- If you want a particular ad to only appear with a particular address, and no others, you can choose this option at the ad level. This can help you more effectively target users near to a given business location.
- If you're a business owner, you can use addresses you've stored in Google Places. You can link your Google Places account at the campaign level.
- You can manually add individual addresses to your campaign with ad extensions. Use this option if you don't have a Google Places account and you're not a business owner.

5. AdWords Bidding and Budgeting

5.1 Overview of Bidding

Introduction to AdWords Bidding

How AdWords Bidding Works

A bid is the amount you're willing to pay per click, per thousand impressions, or per acquisition. Each time your ad is eligible to appear, an auction takes place among your ads and all the other eligible ads. Your bid is one of the factors that determines whether your ad shows, and in what position.

The most common type of bid is a maximum cost-per-click (CPC) bid. When you use CPC bidding, you pay only when someone clicks on your ad. Raising your CPC bid can improve your ad's position, and lowering your bid can decrease your ad's position. Keep in mind, however, that ads are not ranked solely by their bid.

- **Ranking on the Search Network:**
  Ads are ranked on search pages based on a combination of the matched keyword's CPC bid and Quality Score. Quality Score is determined by the keyword's clickthrough rate (CTR) on Google, relevance of ad text, historical keyword performance, landing page, and other relevancy factors. Having relevant keywords and ad text, a high CPC bid, and a strong CTR will result in a higher position for your ad.
- **Ranking on the Display Network:**
  Ads are ranked on Display Network pages based on the ad group default bid (when there aren't more specific bids that apply), the ad's past performance on this and similar sites, and the landing page quality. However, if you've set a Display Network bid or a bid for a specific placement, these will overrule the ad group default bid when your ad runs on the Display Network or the placement you've selected. These more specific bids affect your ad rank, so you might consider increasing bids for placements on which you'd like to rank higher.

Visit our Optimization Tips page to read more about account optimization. You'll learn how to maximize performance for ads and improve your ad's position without having to raise your bid.

Bidding Options

Depending on your advertising goals and how closely you want to monitor and manage your bids, you can choose one of several different bidding options.

Focus on clicks: Cost-per-click (CPC) bidding

In campaigns using this bidding option, you set a CPC bid for each ad group or keyword in your campaign. Your CPC bid refers to the amount you're willing to pay for a click on your ad when the ad appears on Google or one of our partner sites.

With CPC bidding, you pay only when someone clicks on your ad. CPC bidding is recommended if you're mostly interested in getting traffic on your site. You have two options for CPC bidding:

- **Automatic bidding**: You set a daily budget, and AdWords works to bring you the most clicks possible within that budget. If you like, you can set a CPC bid limit to ensure the AdWords system doesn't bid more than a particular amount.
- **Manual bidding**: As with automatic bidding, you pay only when someone clicks on your ad. However, this option lets you control your own maximum CPC bids. You can set bids at the ad group level, or for individual keywords or placements.

Focus on impressions: Cost-per-thousand impressions (CPM) bidding

In campaigns targeted to the Display Network, you may choose the CPM option. Instead of bidding and paying only for clicks, you can choose to bid for impressions on your ad, and pay for every thousand times your ad appears. If you're mostly interested in branding and getting ad visibility, we recommend choosing this option.

As with manual CPC bidding, you can set bids at the ad group level, or for individual placements. For example, if you find that a particular placement is more profitable, you can raise your bid for that placement.

Note that when CPC and CPM ads compete with each other in the same Display Network auction, the AdWords system uses a system of effective CPM, or eCPM, to compare and rank the ads. For cost-per-click (CPC) ads, the AdWords dynamic ranking system considers the bid, clickthrough rate (CTR), and other relevance factors. The resulting number is the ad's eCPM, or effective cost per 1000 impressions.

CPM ads are ranked for display according to their CPM bid, competing with other CPM ads and with CPC ads. A CPM ad always occupies the entire ad space, with either an image ad or other multimedia ad, or an expanded text ad. For this reason, you might wish to bid higher for CPM ads than you would for CPC ads.

Focus on conversions: Conversion Optimizer

This bidding option enables you to specify a maximum cost-per-acquisition (CPA) bid for each ad group in your campaign. The Conversion Optimizer uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It optimizes your placement in each ad auction to avoid unprofitable clicks and to get you as many profitable clicks as possible.

Using historical information about your campaign, the Conversion Optimizer automatically finds the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear. You still pay per click, but this feature can decrease the need to adjust your bids manually.

Your campaign must meet the following requirements in order to begin using the Conversion Optimizer:

- AdWords Conversion Tracking must be enabled.
- The campaign must have received at least 15 conversions in the last 30 days. The Conversion Optimizer requires this conversion history in order to make accurate predictions about your future conversion rate.
- The campaign must have been receiving conversions at a similar rate for at least a few days.

Note: Since you set a maximum CPA with the Conversion Optimizer, it's normal for your actual average cost per conversion to be lower than the maximum CPA bid you set.

Impact of Bids on Ranking

Your bid helps determine your Ad Rank. Increasing your maximum CPC can improve the position of your ad.

You always pay the lowest amount possible for the highest position you can get given your Quality Score and CPC bid. To find this amount, we divide the Ad Rank of the ad showing beneath you by your Quality Score, then round up to the nearest cent (we show this part of the formula as "+ $0.01" to keep things simple).

For search pages, Ad Rank is calculated by multiplying the matched keyword's CPC bid by its Quality Score.
For Display Network pages, Ad Rank is calculated by multiplying the ad group's Display Network bid by its Quality Score.

$$\text{Actual CPC} = (\text{Ad Rank to beat} \div \text{Quality Score}) + \$0.01$$

Keep in mind that quality is the most important factor in determining the amount you'll pay when someone clicks your ad. The higher your Quality Score, the less you pay for a given ad position, and vice versa. To improve your Quality Score, try optimizing your account. Learn more about account optimization in Lesson 12. Optimizing Performance.

Learn more about how ads are ranked.

Setting and Managing AdWords Bids

Setting AdWords Bids

The bid you set is up to you. Your maximum CPC or CPM bid represents the highest amount that you're willing to pay per click or thousand impressions, respectively, on your ad. You can set a bid at the ad group level, or for individual keywords and placements. If you don't specify a maximum CPC or CPM bid for a given keyword or placement, the ad group maximum CPC or CPM bid will automatically apply. If you have both keyword-level and placement-level bids within an ad group, and an ad shows on one of the placements for which you've set a bid, the placement bid applies.

Your maximum CPC bid must be at least US$0.01. Your maximum CPM bid must be at least US$0.25.

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

- **The value of a click**. How much is a visitor to your website worth? How likely is it that a click will turn into a conversion (sale, signup, etc.)? If a click has a high value to you, then you might want to set a high bid. If it has a low value, lower the bid. You can get conversion statistics by setting up conversion tracking or by using Google Analytics. Also, keep in mind that higher bids can increase click volume, but they can also result in more expensive clicks. Lower bids can decrease your volume but also get cheaper clicks. Consider this tradeoff between price and volume when you're setting your bids.
- **Your daily budget**. Be sure that your daily budget is higher than your CPC or CPM bid. Otherwise, your ad won't show.

Tools for Managing AdWords Bids

In addition to the various bidding options, AdWords also offers the tools listed below.

Tip: Only use these tools if you have enough campaign performance statistics to help you make informed decisions about how to use the tools.

Ad scheduling: a tool for adjusting your bids for different times of day or days of the week.

Ad scheduling lets you control the days and times your AdWords campaigns appear. In an advanced mode it also lets you set different bid multipliers for different times of the day and the week. The bid multiplier (10% to 1000% of the original CPC) affects all ads in the campaign, including ads with separate search and Display Network bids. When the multiplier time period is over, your campaign will revert to your normal campaign bids. Ad scheduling is more effective than manual operations of the same type - it's fully automated and you don't experience any delays as you might with manual status changes and bid adjustments. You may create up to six time periods per day, each with its own bid multiplier entry.

Ad scheduling is based on account time zone. Ads will appear during the hours shown in your account, not in the time zone of the regions you have targeted. Ad scheduling doesn't change your daily budget. Your overall budget remains the same whether or not you enable ad scheduling.

Demographic bidding: a tool for targeting your ads to specific groups of customers visiting certain sites in the Google Display Network.

Many AdWords users want their ads to be seen especially by users of a certain demographic group: for instance, by women, or by people between the ages of 35 and 44, or even by women between the ages of 35 and 44. If you'd like a particular demographic group to see your ad when it appears on certain Display Network sites, you can help make that happen by boosting your bid whenever your ad is eligible to be shown to a member of your preferred group. This is done with the Bid + % system found on the demographic bidding page of your campaign.

Position preference: a tool for specifying in which positions you'd like your ads to appear.

Position preference is a bidding feature that gives sophisticated advertisers more control over the positioning of their ads. It helps some advertisers better promote their brands or earn a higher return on investment (ROI). In particular:

- Direct-response advertisers can target their most cost-effective ad rankings.
- Brand advertisers can make sure their ads run only in the most visible positions.

Position preference helps you achieve your desired ad position in two ways. First, it attempts to show your ad only when the Ad Rank (maximum CPC x Quality Score) has placed the ad in the positions you selected. Second, if the Ad Rank places the ad in a higher spot, position preference will discount your maximum CPC bid to move the ad into your desired range.

Best Practices for AdWords Bidding

Overview of Best Practices for Bidding

Here are some best practices:

- Choose the bidding strategy that fits your advertising goals. If you're focused on clicks, choose automatic or manual CPC bidding. If you're focused on building awareness of a product or brand on the Google Display Network, choose CPM bidding. If you're focused on a particular customer action, such as leads or purchases, choose the Conversion Optimizer (CPA bidding).
- If you're a newer advertiser and you'd like to use manual CPC bidding, consider using automatic bidding to determine what CPC bids you might want to use. After you use automatic bidding for a few weeks, you can then switch to manual bidding and set your ad group bids to the appropriate levels.
- Implement AdWords Conversion Tracking to see how much conversions cost when you're using various CPC bids.
- Use the bid simulator to see the possible advertising results you could get if you used a different keyword maximum CPC bid. The bid simulator doesn't predict the future, but it estimates the click, cost, and impression data that your ads would have received over the last seven days had you set different keyword-level bids. To see a bid simulation for a keyword, click the bid simulator icon next to the maximum CPC bid.
- Determine which keywords or placements are giving you the best results. Adjust bids and tailor ads as necessary.

5.2 Overview of Budgets

Introduction to Budgets

How Budgeting Works with AdWords

Your daily budget is the amount that you're willing to spend on a specific AdWords campaign each day, on average. The daily budget you set for your campaign is entirely up to you. When the budget limit is reached, your ads will typically stop showing for that day. How quickly your ads are shown during a given day is determined by your ad delivery setting.

On any single day, the AdWords system may deliver up to 20% more clicks than your daily budget calls for. This helps make up for other days within the same billing period in which your daily budget is not reached due to variations in search patterns. (Days in which your daily budget is not reached may include partially paused days.) However, our system makes sure that in a given billing period, you're never charged more than the number of days in that billing period times your daily budget. For example, if you budget US$10 per day, and you're charged for a 30-day billing period, the maximum you would pay is US$300.

Types of AdWords Budgets

Each campaign has a daily budget, which can be adjusted any time. You can also specify whether you want to use standard delivery or accelerated delivery. This choice will affect how quickly your ads are shown each day, but in each case your selected budget will apply.

- Standard delivery: We'll spread your ad impressions across the day to make sure you don't accrue all of your clicks early on. If your budget is set below the system-recommended budget, your ads may not receive all possible impressions.
- Accelerated delivery: We'll display your ads as often as possible until your budget is reached. If your budget is set below the system-recommended budget, your ads may not receive all possible impressions.

For My Client Center (MCC) accounts, AdWords offers Manager Defined Spend (MDS). This is a simple way for MCC account users to control their managed accounts' budgets. If a client manager moves all of their managed accounts to MDS, the client manager can create and modify these accounts' budgets instantaneously via their MCC dashboard. Additionally, the client manager will be billed for these accounts via one Manager Order-level monthly invoice.

Setting and Managing Budgets

Setting Budgets in AdWords

The budget you set is up to you. You can edit your budget or view the recommended budget on the **Settings** tab for your campaign.

If you're a client manager and your client accounts are using Manager Defined Spend (MDS), you can modify the client's budget on the **Budget** tab of your MCC dashboard.

To help guide your budget choice, Google calculates a recommended daily budget for each campaign. This recommendation is the daily budget necessary for your ad to appear as frequently as possible for your keywords.

The recommended daily budget includes a detailed budget analysis of your campaign performance, typically from the past 15 days. Based on your recent performance, our system can estimate how a new budget amount can affect the number of ad impressions you could receive. The recommended amount can vary based on your current budget, your recent campaign performance, keyword list, and targeting settings.

Here's a basic idea of how your recommended amount is calculated:

1. Determining your total potential impressions
2. Comparing potential impressions with your recent performance and costs
3. Combining daily estimates
4. Tempering recommended amounts to allow for testing

A higher budget can increase how often your ad is shown, which can result in more opportunity for clicks and conversions. However, setting your daily budget to the amount we recommend is entirely optional. You're always in full control of your AdWords account.

Again, note that Google may allow up to 20% more clicks in a day than your campaign's daily budget specifies. However, our system makes sure that in a given billing period, you're never charged more than the number of days in that billing period times your daily budget.

Tools for Managing AdWords Costs

In addition to giving you full control of your budget, AdWords offers several tools that can further help you manage your advertising costs.

Automatic bidding: This bidding option enables you to specify a target daily budget for your campaign and let AdWords adjust your maximum CPC bids to maximize the clicks you get for that target budget. If your goal is to hit a particular advertising budget, this bidding option is the simplest way to reach your goal.

Ad scheduling: To ensure your ads appear only at particular times of day, you can use ad scheduling to choose specific days and times for your ads to show.

Conversion Optimizer: This bidding option uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It optimizes your placement in each ad auction to avoid unprofitable clicks and gets you as many profitable clicks as possible.

Try it Now: Change the Budget for an Ad Campaign

Setting your daily budget to the recommended value will maximize your ad's visibility and activity throughout the entire day. If your daily budget is lower than the recommended amount, your ads may not appear every time they otherwise could. Follow these instructions to change the daily budget for an ad campaign.

To quickly change the budget for an ad campaign, follow these steps:

1. In the Campaigns table, click on the budget you'd like to edit.
2. Enter the new budget.
3. Click **Save**.

You can also change the budget for a campaign from that campaign's Settings tab:

1. Select the campaign you'd like to edit.
2. Select the **Settings** tab.
3. Click **Edit** next to the campaign's budget.
4. Enter the new budget.
5. Click **Save**.

A few questions to consider:

1. What steps should you take if your campaign is spending it's budget before the end of the day?
2. When might you consider increasing your daily budget?
3. What are some tools you can use to estimate traffic and spend for a set of keywords? </OL< p>

Best Practices for Budgets

Overview of Best Practices for Budgets

Here are a few tips to keep in mind when you set your daily budget:

- Keep your total account spend in mind when specifying your campaign budget. Your daily budget applies to individual campaigns, not your total advertising spend. For example, if you have three ad campaigns, each with US$5.00 daily budgets, your average spend may be US$15.00.
- Think of your bids in addition to your budget. Your bids are the primary way to control your advertising spend.
- If you'd like to try different budgets for your campaign, keep in mind that you may change your daily budget for each campaign a maximum of ten times in a single day.
- In addition to your budget and bids, you can optimize your campaign to control your advertising spend. If you find that you're using up your budget before the end of the day, you can optimize your ads and keywords to ensure your ad receives more targeted traffic and shows throughout the day.

Here are a few tips to keep in mind when creating and editing budgets for managed accounts on Manager Defined Spend (MDS):

- Make sure the accumulated monthly spend for the managed accounts that you have on MDS doesn't exceed your company's approved credit line with Google. Please contact us if you don't know your credit line.
- You can create as many budgets as you like for each managed account. The duration of each budget is up to you - monthly, quarterly, yearly, etc. We recommend, however, that you're consistent throughout your accounts to make managing the end dates as easy as possible.
- The start date of a new budget defaults to three days in the future. For instance, if you create a budget on Feb. 19, the start date would automatically populate as Feb. 22. Be sure to adjust the start date if necessary.
- Start dates for new budgets can't overlap with other budgets that may already be set up for the managed account. This is particularly important for accounts that are currently on credit terms with monthly budgets.

6. Policies and Ad Quality Topics

6.1 AdWords Policies

Introduction to AdWords Policies

Types of AdWords Policies

The Google advertising program is managed by a set of policies which were developed based on several factors, including business, legal, and cultural considerations, as well as user and customer experience. The ultimate goal of the Google AdWords program is the advertiser's success, and we believe that providing a great user experience is the first step towards that success. A happy user means repeat business for advertisers, so all advertisers should make sure their ads, keywords, and websites are in compliance with these policies.

Ad requirements will vary based on the type of ad you create and also the locations your ad is targeting. For example, an image ad targeting Australia will have different requirements than a text ad targeting Canada. View all AdWords advertising policies to see the requirements for particular ads.

There are three main categories of policies:

Editorial & Format policies
These are guidelines for the style and technical aspects of ads and keywords. Here are some examples:

- **Character Limits:** A text ad's headline, text, and URL must fit within the character limits and not be cut off.
- **Prices, Discounts, & Free Offers:** If your ad includes a price, special discount, or free offer, it must be clearly and accurately displayed on your website within 1-2 clicks of your ad's landing page.

Content policies
These are guidelines for what you can and can't advertise or promote. Here are some examples:

- **Gambling:** The promotion of online gambling or related sites is restricted by targeted region and type of content.
- **Unacceptable Business Practices:** Advertising is not permitted in cases where the business model or practice is deemed unacceptable in accordance with the AdWords Terms and Conditions.

Link policies
These are guidelines for ad and keyword URLs and the website being advertised. Here are some examples:

- **Accurate Display URLs:** Display URLs must use the same domain of your landing page so that users will know which site they'll be taken to when they click on your ad. While a destination URL can be different than the display URL, both should share the same domain. The display URLs within each ad group must all have the same domain.
- **Pop-ups:** Destination URLs cannot contain pop-ups, pop-unders, mock system warnings, or other windows that open automatically when you enter or exit the webpage.
- **Affiliate URLs:** Affiliates and other advertisers cannot use destination URLs that automatically redirect to another website or that act as a bridge page.

Impact of AdWords Policies

We created the AdWords advertising policies to help improve your ad campaigns as well as the Google user's experience. All ads in the AdWords program are reviewed according to the policies. If an ad doesn't meet our policies, we'll restrict it and stop the ad from running when applicable. If that happens, the ad won't be eligible to run until the policy violations have been fixed or removed.

Impact of review status
Ads will not run on the Content and Search Networks before being reviewed, though some ads can appear on Google search results pages before being reviewed. If your ad's status is "Under review," that means it hasn't yet been reviewed per our policies. With this status, your ad can't run on Google search pages, our search partners, or Display Network placements until we review and approve it.

Impact of family status
During review, all ads are categorized as **family safe**, **non-family safe**, or **adult** depending on the content of the ad and website. The family status given to your ad may affect how the ad is delivered, including the ways listed below.

- Adult ads won't appear in certain countries such as Germany, China, Korea, and India.
- Adult ads won't appear for search queries that aren't considered adult in nature, even if the query is used as a keyword in the campaign.
- Non-family and adult ads won't appear for users who have activated their Safe Search filter.
- Non-family and adult ads won't appear on some sites and products in the Google Network that choose to accept only family safe ad.
- Non-family and adult ads won't appear on any Google properties for some types of ads such as image or video ads (as these ad types are only allowed as family safe).

Impact on Google search listings
Please note that the AdWords policies in no way affect the search results that Google delivers. Google offers access to content across the Web without censoring results, so a website that is disapproved in AdWords may still appear in Google's search result listings.

Ad Serving Policies

Double-Serving Policy

To protect the value and diversity of the ads running on Google, we've created policies for ads across multiple accounts triggered by the same or similar keywords. That's because we've found that pages with multiple ads from the same company provide less relevant results and a lower quality experience for users. Over time, multiple ads from the same source also reduce overall advertiser performance and lower their return on investment. As such, we do not allow advertisers or affiliates to have ads across multiple accounts for the same or similar businesses, or ads across multiple accounts triggered by the same or similar keywords.

Unless explicitly advised by Google, individuals advertising for themselves or for their own businesses may only have a single AdWords account. However, your account may contain multiple ad groups and ads triggered by the same or similar keywords. Only client managers (such as third parties or search engine marketers) who use a My Client Center account can have multiple AdWords accounts. All associated accounts are required to be linked to the manager's My Client Center account. If you're interested in creating a My Client Center account so you can manage multiple AdWords accounts for other people, you can sign up for the Google Advertising Professionals program.

When we find that an account isn't in compliance with our double-serving policy, we'll prevent multiple related ads from appearing on the same query. Exceptions to this policy are granted only in very limited cases. When reviewing requests, we focus on the preservation of a unique user experience for each site, and also take into account the following:

- The destination site for each ad offers different products or services (for example, a large manufacturer with two product sites, one solely for stereos and one solely for computers, both running on the keyword "electronics").
- The destination site for each ad serves a different purpose (for example, one site focuses on product information only, and the other site focuses on product sale only).
- Any product overlaps for each ad's destination site are not significant enough to affect user experience.
- The pricing difference offered by each site is significant and based on the same criteria (for example, if one site includes pricing with tax, the other site must include pricing with tax).

The following criteria are generally not considered for exceptions:

- Different target audiences such as B2B, B2C, and gender.
- Different branding of websites. Websites advertising similar products with different branding will be reviewed against user experience criteria above.
- Business structure -- e.g., different divisions within the same company or group.
- Accounts being handled by various third parties, such as agencies and SEOs (search engine optimizers).

Third-party Ad Serving Policies

You must comply with these policies if you serve ads on the Google Display Network or use pixel tracking (beacons) on the Google Display Network and:

- are participating in the third-party ad serving program.

- use a third-party server.
- use a research vendor.
- are a third-party server.
- are a research vendor.

Keep in mind that requirements vary for third-party ad serving on Google AdSense and for third-party DoubleClick Ad Exchange buyers on AdSense.

Here are just a few examples of the policies:

Pop-up windows: Timed or intermittent pop-ups, pop-unders, mock system warnings, or pages that automatically initiate a download are all prohibited - regardless of content.

Personally-identifiable information: Ads may not directly capture any personally-identifiable user information. Personal information includes, but isn't limited to, email addresses, telephone numbers, and credit card numbers. No sensitive information can be collected through the ad.

Research: Research studies will not be allowed for Ad Exchange on the Google Display Network.

Audio effects: Effects must be user-initiated; ads may not play sound automatically, and users must have the option to mute all audio in the ad.

Sending tags: All tags must be sent in an email text attachment, not in the body of an email.

Content and Editorial Policies

AdWords Screened Products Content Policy Overview

To achieve our goal of providing an advertising service that benefits all our users, including advertisers and partners, we've established a policy governing the content of advertising we accept. By adhering to these policies -- which are applied equally to all advertisers -- you can ensure that your ads have the opportunity to serve on our growing network of sites, products, and services. Ads that don't comply with our policies won't run until the necessary changes have been made. Please keep in mind that the application of our policies will always involve an element of discretion, and we reserve the right to reject or approve any ads.

Ads and keywords are screened for products that:

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

Below is a small sampling of products and services that we currently monitor. For a full list, see the AdWords content policy in its entirety. Please be aware that these products and services are subject to change, as are the guidelines governing this list. We encourage you to refer to Google's content policies frequently to ensure that your ads and keywords are in compliance.

Academic aids: Advertising is not permitted for academic aids. These include "test-taking" services in which someone takes an exam for someone else, as well as academic paper-writing services providing custom or pre-written theses, dissertations, etc.

Anabolic steroids: Ads are not permitted for anabolic steroids, muscle-enhancing stacks and cycles, bodybuilding steroid supplements, and related content, regardless of an advertiser's claims of legality.

Data entry affiliates: Advertising is not permitted for the promotion of data entry affiliate programs. This includes ads directing users to sites that promote the creation or data entry of more ads that direct users to the same site.

Goods related to endangered species: Advertising is not permitted for products obtained from endangered or threatened species. This includes, but is not limited to, the sale of products derived from elephants, sharks, tigers, whales, rhinoceroses, or dolphins.

Sensitive issues: Ads about sensitive issues - such as natural disasters, tragic occurrences, or war/conflict- are restricted. Ads for news sites and charitable/relief/aid organizations are generally permissible under this policy.

Tobacco and Cigarettes: Advertising is not permitted for the promotion of tobacco or tobacco-related products, including cigarettes, cigars, tobacco pipes, and rolling papers.

Weapons: Advertising is not permitted for the promotion of certain weapons, such as firearms, firearm components, ammunition, balisongs (switchblades), butterfly knives, and brass knuckles.

AdWords Editorial Policy Overview

Editorial policies have been established to help you create effective ads that meet your advertising goals while providing our users with high-quality ads. By adhering to these policies -- which are applied equally to all advertisers -- you can ensure that your ads have the opportunity to serve on our growing network of sites, products, and services.

Please keep in mind that application of our policies will always involve an element of discretion, and we reserve the right to reject or approve any ads.

Below is a small sampling of key AdWords editorial policies. The complete list of policies, along with important details for each ad format type, can be found on the AdWords Advertising Policies pages.

- **Spacing:** You should have appropriate spacing between each word and after punctuation. For example, "C-h-e-a-p C-l-o-t-h-e-s" would not be allowed. Similarly, "Free Shipping.Buy Now" would also not be allowed.
- **Punctuation & Symbols:** Punctuation cannot be used to attract a user's attention. It should not be unnecessary or repeated two or more times in a row. In addition, your ad title cannot contain an exclamation point, and an ad can contain only one exclamation point in total. Furthermore, all symbols, numbers, and letters must adhere to their true meaning; you may not use them in place of words. For example, "We have a huge selection 4 U online!" is violating this policy because "4" and "U" are replacing words.
- **Repetition:** Repetition should not be used in a gimmicky manner or for the sake of promotion. Specifically, the same word cannot be repeated three or more times in a row. For example, an ad with the title "Deals, Deals, Deals Here" would not be allowed. The ad title should be replaced with a phrase like "Amazing Deals Here" to comply with this policy requirement.
- **Inappropriate Language:** Ads, including the display URL, cannot contain language that may be considered inappropriate or offensive to some users. This also applies to misspellings, self-censored, or other variations of inappropriate language.
- **Unacceptable Phrases:** Certain 'call-to-action' phrases cannot appear in the ad text if they are not descriptive of the product, service, or website. For example, a generic phrase like 'click here' would not be allowed. An example of a good 'call-to-action' phrase would be 'Order Your Online Contacts Today' because it is representative of the product and the site content.
- **Superlative Claims:** Superlatives are words that emphasize superiority. In the interest of making sure users feel they are being treated in an honest, credible manner, your ad text cannot contain comparative or subjective phrases such as "Best" or "#1" unless verified by a third party. This verification must be clearly displayed on your website. For example, if an ad claims to be the "Best of the Web," the site must display third party verification of the claim. A Forbes Magazine seal indicating this site received a best of the web award would be acceptable, and the ad would comply with this policy.

Trademark Policies

What is a trademark?

A trademark is a word, phrase, logo, or symbol that identifies and distinguishes a product or service from others in the marketplace.

Google Trademarks

Requests for permission to use Google brand features (including Google trademarks in AdWords) must be delivered in writing to Google's marketing department.

Review our list of trademarked Google terms and logos and the rules regarding their use.

In addition, AdWords ads may not imply an affiliation, partnership, or any special relationship with Google. Ads and sites cannot contain language that is likely to cause confusion as to the association between Google's services and your services. Examples of inaccurate affiliation include "Recommended by Google" and "Sponsored Google site."

Trademark Policy

With Google AdWords, advertisers may select trademarked terms as keywords or use them in the content of the ad. As a provider of space for advertisements, Google is not in a position to arbitrate trademark disputes between advertisers and trademark owners, nor is Google responsible for doing so. As stated in our Terms and Conditions, advertisers are responsible for the keywords and ad text that they choose to use. Accordingly, Google encourages trademark owners to resolve their disputes directly with the advertiser, particularly because the advertiser may have similar ads on other sites. However, as a courtesy to trademark owners, Google is willing to perform a limited investigation of reasonable complaints. Learn more about Google's trademark policy and copyright policy.

AdWords also prohibits the sale or promotion of counterfeit goods that contain a trademark or logo that is identical with or substantially indistinguishable from the trademark of another. We will investigate all reasonable complaints; our actions may include disapproving or disabling ads and/or terminating advertisers. Learn more about the counterfeit goods policy.

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

Trademark Policy Across Different Regions

When Google receives a complaint from a trademark owner in one of these regions, Google only investigates the use of the trademark in ad text. Google will not disable keywords in response to a trademark complaint in these regions. In all other regions, Google is able to investigate the use of the trademark at issue in ad text or keywords. Please note that Google's investigation will only affect ads served on or by Google.

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

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

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

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

For more detailed information about the trademark complaint process and procedures, please see Google's trademark complaint procedure.

Copyright Policies

What is a Copyright?

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

Google's Copyright Policy

Google's policy on copyrights pertains to contents on all Google products. Google's policy stems from the Digital Millennium Copyright Act (DMCA), the text of which can be found at the U.S. Copyright Office website, www.copyright.gov. Once a notice of alleged infringement is received, Google will investigate and take appropriate action per our policy.

In the event that an ad was disapproved per alleged copyright infringement, we will send a notification to the advertiser of the ad in question. The advertiser can then submit a counter notification pursuant to the DMCA.

Learn more about Google's copyright policy.

Copyright Claims Procedure

You can file a notice of infringement with us by following the guidelines available at http://www.google.com/adwords_dmca.html.

An advertiser who is the administrator of an affected site may make a counter notification pursuant to sections 512(g)(2) and (3) of the Digital Millennium Copyright Act. When we receive a counter notification, we may reinstate the material in question. To file a counter notification with us, you must provide a written communication that sets forth the required information. See the counter notification process for AdWords.

Ad Approval Issues

Overview of Ad Approval Process

All AdWords ads are reviewed to make sure they meet Google's advertising policies. If an ad doesn't meet our guidelines, we'll restrict it and stop the ad from running, where applicable.

Here's what happens during each step of the approval process:

1. While creating your ad
After you click the **Save** or **Continue** button when trying to create or change an ad or keywords, our system will often automatically detect when your ads don't follow these guidelines. This preliminary check is intended to help you pass our policy approval criteria as easily and quickly as possible. If your ad text or keywords don't seem to comply with one of our advertising policies, you may see a message during the ad creation process that identifies which policy appears to be violated. You won't be able to submit your ad text or keyword without either changing it to fix the violation or requesting an exception.

2. After submitting your ad
When you submit an ad, it's added to a queue to be reviewed. Most ads will be reviewed within 1-2 days, but other ads that are less likely to drive traffic to your site may take more time to review. If your ad's status is "Under review," that means it hasn't yet been reviewed per our policies. With this status, your ad can't run on Google search pages, our search partners, or Display Network placements.

3. After the ad has been reviewed
If the ad doesn't meet our policies, we'll stop it from running, and the ad will no longer incur impressions. Depending on the policy, the ad may also be labeled as "Disapproved" in your account and you may be notified of the potential violation.

Whenever an ad is disapproved, it will not run again until after you make the appropriate edits and then save your changes. This will automatically resubmit the ad to us for review. If your ad was disapproved for unacceptable content or other issues on your website, please make the appropriate changes to your site so that it complies with all our policies. You can resubmit it for review by making a change to your ad text. When you save the change, the ad and your site will be sent for review.

Common Reasons for Ad Disapproval

Ads can be disapproved for various reasons, including misspellings, inappropriate content, unacceptable phrases, broken URLs, or other details which can make ads confusing, offensive, or ineffective. See the list of AdWords policies.

Here are just a few common reasons why ads can be disapproved:

Display URL: An ad's display URL should use the same domain and extension as the destination URL. For example, if your destination URL uses the domain *Google.com*, your display URL must also use *Google.com* and not *Google.fr* nor *adwords.com*. You may use an extended destination URL to link to a specific page of your site as long as the domain matches the display URL. For example, your destination URL can be *http://www.TravelingDog.net/toys.html*, but the display URL must also use the domain *TravelingDog.net*.

Destination URL: An ad can be disapproved when the destination URL does not function or returns an error message. Similarly, landing pages cannot be under construction. Periodically check that all of your destination URLs function correctly and lead to a page with helpful and relevant content. Since you can still be charged for clicks when your website is not working, checking your site often will help keep your campaigns effective. If your ad is disapproved for a website issue, you can resubmit it for review by making a change to your ad text. When you save the change, the ad and your site will be sent for review.

Keyword insertion: If your ad uses keyword insertion to dynamically insert one of your keywords into your ad text, make sure that you set it up correctly. The default text should be an accurate and appropriate word or phrase and not generic or placeholder text. For example, your ad would be disapproved if said "Buy Great {Keyword:Blank} Here" or "Deals on {Keyword:default text}." Instead, the default text should read as a relevant and understandable phrase such as "Top {Keyword:Camera} Brands."

Family-safe images: Image ads cannot contain any adult, sexual, or otherwise inappropriate content. Images may not contain any material intended for persons over 18 which may include some content policies such as alcohol that might otherwise be allowed in a text ad.

Reacting to Ad Disapprovals

When you receive a disapproval, you should review the appropriate policy and decide whether your ad, keyword, and/or website can be modified to comply with our guidelines. Whenever possible, consider making the required change to allow your ad to run.

The Disapproved Ads tool allows you to easily check the status of your disapproved ads at any time and to find out why they were disapproved. You'll be able to review the ad, the reason for disapproval, suggestions to improve your ad, and the date your ad was disapproved.

Here's how to use the tool:

1. Get to the tool by visiting https://adwords.google.com/select/DisapprovedAds.
2. You'll see all of your disapproved ads in one place. Each ad will list a reason why it was disapproved and an explanation of the policy it violated.
3. Click **Details** in the "Disapproval Reason" column to learn more about why your ad was disapproved. Then review the AdWords advertising policies to understand the policy violation that affected your ad.
4. Make the appropriate ad text changes by clicking the **Edit** link next to the ad. Once you save the changes, your ad will automatically be resubmitted to us for review.

There's also another way to find out if an ad has been disapproved or if it is awaiting review. Click the **Campaigns** tab in your account and then the **Ads** tab. In the "status" column for each ad, you'll be able to see the current status of the ad.

Exception Requests for Disapproved Ads

If your ad is flagged for a policy violation that you don't think is applicable to your ad or product, you can submit a policy exception request. You can do this either while modifying your ad text (for text-based ads, such as text ads and mobile text ads) and keywords, or after an ad has been disapproved.

While creating or changing ads or keywords

After you save an edited or newly created text-based ad or keywords, our system will perform a preliminary policy check. You may see a notification if a policy appears to be violated. If you don't think the policy applies to you, file an exception request by clicking the blue "Request exception" link at the bottom of the notification box. An AdWords Specialist will review your request and determine whether your ad complies with our policies. If your request is approved, your ad will be eligible to begin running. If you'd like to be notified if your request is denied, please make sure your account notification preferences are set up accordingly.

For disapproved ads and non-text-based ad types

For other ad formats, such as image ads or video ads, you won't see a proactive alert. If you believe such an ad has been disapproved in error, you can submit an exception request using this request form. In the form, enter a detailed explanation of your exception request and why you believe the policy in question does not apply. We'll contact you to let you know whether we've been able to approve your request.

Best Practices for Ad Approval

Here are several things you can do to make the ad approval process smoother and faster.

1. Before creating an ad, review the policies. Advertisers should review all policies prior to creating or editing ads or keywords. It will save you time if you can catch any possible issues and fix them before submitting your ad. Remember that policies may vary based on the locations your ad is targeting and the type of the ad. Also be sure to review the policies regarding trademark usage.

2. Plan for the approval process. All ads and keywords enter the approval queue when they are created and after every edit is made to them. These ads will be reviewed in the order they're received, so your ad may not be reviewed for a few days. If you are launching a time-sensitive campaign or are aiming for a particular date, remember to add a few days to your timeline for the approval process.

3. Be considerate when requesting an exception. Always review the policies in question very carefully before considering an exception request. If you have done so and still believe your ad is not in violation, be sure to submit descriptive exception requests that are well thought-out and specific. Vague, confusing, and overly general exception requests are less likely to successfully explain your position.

6.2 Ad and Site Quality

Introduction to Ad Quality

How Ad Quality Is Defined

People use Google because they find what they're looking for fast - whether it be the latest news, best candy bar, or closest pizzeria. This is the essence of relevance: Google provides users with the most relevant search results based on their search.

Relevance doesn't end with our search results. We also work to show the most relevant ads for every search query. This model works for advertisers as well as users: The more relevant the ads are, the more likely users are to click on them.

We measure relevance for search and ads differently.

- For search results, relevance is automatically determined by many factors, including Google's patented PageRank algorithm. The more relevant a search result, the higher it will be ranked. Learn more about how Google search results are ranked.
- For AdWords ads, the most important factor in relevance is the ad's quality, which we measure with a metric called "Quality Score." The higher your Quality Score, the higher your ad will be ranked and the lower your costs will be. Learn more about how AdWords ads are ranked below.

Introduction to Quality Score

Quality Score is based on your keyword's click-through rate (CTR); the relevance of your ad text, keyword, and landing page; and several other factors.

A Quality Score is calculated every time your keyword matches a search query -- that is, every time your keyword has the potential to trigger an ad. Quality Score is used in several different ways, including influencing your keywords' actual cost-per-clicks (CPCs) and ad position. In general, the higher your Quality Score, the lower your costs and the better your ad position. This rewards you for having relevant ads.

Check out our video explaining Quality Score.

Introduction to Landing Page Quality

One of the factors that makes up Quality Score is the quality of your landing page. Landing page quality is influenced by the usefulness and relevance of information provided on the page, ease of navigation, load time, how many links are on the page, and more.

Improving landing page quality can help you gain the trust of your customers and, therefore, keep them coming back to your site. You'll also make it easier for visitors to make a purchase, sign up for a newsletter, or perform any other desired action.

About Quality Scores

Quality Score is used in several different ways, including:

- influencing your keywords' cost-per-clicks (CPCs)
- determining whether a keyword is eligible to enter the ad auction that occurs when a user enters a search query
- affecting how high your ad will be ranked
- estimating the first page bids that you see in your account

In general, the higher your Quality Score, the lower your costs and the better your ad position. After each auction is run and your ad is ranked, the AdWords Discounter adjusts your actual CPC so you pay the minimum amount required to exceed the rank of the next ranked ad.

How Quality Score Is Determined

A Quality Score is calculated every time your keyword matches a search query -- that is, every time your keyword has the potential to trigger an ad. The formula behind Quality Score varies depending on whether it's affecting ads on Google and the Search Network or ads on the Display Network.

I. Quality Score for Google and the Search Network

While we continue to refine our Quality Score formulas for Google and the Search Network, the core components remain more or less the same:

- The historical clickthrough rate (CTR) of the keyword and the ad on Google. Note that CTR on the Google Network only ever impacts Quality Score on the Google Network -- **not** on Google
- Your account history, which is measured by the CTR of all the ads and keywords in your account
- The historical CTR of the display URLs in the ad group
- The quality of your landing page
- The relevance of the keyword to the ads in its ad group
- The relevance of the keyword and the ad to the search query
- Your account's performance in the geographical region where the ad will be shown
- Other relevance factors

Note that there are slight variations to the Quality Score formula when it affects ad position and first page bid:

- **For calculating a keyword-targeted ad's position,** landing page quality is not a factor. Also, when calculating ad position on a Search Network placement, Quality Score considers the CTR on that particular Search Network placement.
- **For calculating first page bid,** Quality Score doesn't consider the ad or search query, since this estimate appears as a metric in your account and doesn't vary per search query.

II. Quality Score for the Display Network

The Quality Score for determining whether an ad will appear on a Display Network placement differs for contextually-targeted ads and for placement-targeted ads. (Learn the difference between these two.)

1. **Contextually-targeted ads**

   The Quality Score for calculating a contextually-targeted ad's eligibility to appear on a particular Display Network placement, as well as the ad's position on that placement, depends on the campaign's bidding option.

   If the campaign uses cost-per-click (CPC) bidding, Quality Score is based on:

   - The historical CTR of the ad on this and similar sites
   - The relevance of the ads and keywords in the ad group to the site
   - The quality of your landing page
   - Other relevance factors

   If the campaign uses cost-per-thousand-impressions (CPM) bidding, Quality Score is based on:

   - The quality of your landing page
2. **Placement-targeted ads**

   The Quality Score for determining if a placement-targeted ad will appear on a particular Display Network placement also depends on the campaign's bidding option.

   If the campaign uses cost-per-click (CPC) bidding, Quality Score is based on:

   - The historical CTR of the ad on this and similar sites
   - The quality of your landing page

   If the campaign uses cost-per-thousand-impressions (CPM) bidding, Quality Score is based on:

  - The quality of your landing page

Learn how CPM and CPC ads compete with each other.

About Landing Page and Site Quality

Overview of Landing Page Quality

Landing page quality is one of several factors that determine a keyword's Quality Score. The quality of a landing page is influenced by the usefulness and relevance of information provided on the page, ease of navigation, load time, how many links are on the page, and more.

Each of your keywords will receive a landing page quality grade visible in the Keyword Analysis field. The grade is based on the average quality of the landing pages in the ad group and of any landing pages in the rest of the account with the same domain. If multiple ad groups have landing pages with the same domain, therefore, the keywords in all these ad groups will have identical landing page quality grades.

If the Keyword Analysis field shows that your landing page quality is graded "No problems found," your Quality Score will not be affected. If your landing page quality is graded "This page isn't highly relevant," on the other hand, your Quality Score will be negatively affected.

Note: When determining landing page quality grade, the AdWords system follows destination URLs at both the ad and keyword level and evaluates the final landing page.

Improving Your Landing Page and Site Quality

If your landing page quality has a poor grade, it's important to improve it for several reasons. First, it can help you gain the trust of your customers and, therefore, keep them coming back to your site. You'll also make it easier for visitors to make a purchase, sign up for a newsletter, or perform any other desired action. And finally, you can increase your overall Quality Score and lower your cost-per-clicks (CPCs).

You can improve your landing page quality by optimizing your website per our guidelines, which emphasize the following three qualities:

I. Relevant and original content

Relevance and originality are two characteristics that define high-quality site content. Here are some pointers on creating content that meets these standards:

Relevance:

- Users should be able to easily find what your ad promises.
- Link to the page on your site that provides the most useful information about the product or service in your ad. For instance, direct users to the page where they can buy the advertised product, rather than to a page with a description of several products.

Originality:

- Feature unique content that can't be found on another site. This guideline is particularly applicable to resellers whose site is identical or highly similar to another reseller's or the parent company's site, and to affiliates that use the following types of pages:
  - ✔ Bridge pages: Pages that act as an intermediary, whose sole purpose is to link or redirect traffic to the parent company
  - ✔ Mirror pages: Pages that replicate the look and feel of a parent site; your site should not mirror (be similar or nearly identical in appearance to) your parent company's or any other advertiser's site
- Provide substantial information. If your ad does link to a page consisting mostly of ads or general search results (such as a directory or catalog page), provide additional, unique content.

It's especially important to feature original content because AdWords won't show multiple ads directing to identical or similar landing pages at the same time. Learn more about this policy.

II. Transparency

In order to build trust with users, your site should be explicit in three primary areas: the nature of your business; how your site interacts with a visitor's computer; and how you intend to use a visitor's personal information, if you request it. Here are tips on maximizing your site's transparency:

Your business information:

- Openly share information about your business. Clearly define what your business is or does.
- Honor the deals and offers you promote in your ad.
- Deliver products and services as promised.
- Only charge users for the products and services that they order and successfully receive.
- Distinguish sponsored links from the rest of your site content.

Your site's interaction with a visitor's computer:

- Avoid altering users' browser behavior or settings (such as back button functionality or browser window size) without first getting their permission.
- If your site automatically installs software, be upfront about the installation and allow for easy removal. Refer to Google's Software Principles for more guidelines.

Visitors' personal information:

- Unless necessary for the product or service that you're offering, don't request personal information.
- If you do request personal information, provide a privacy policy that discloses how the information will be used.
- Give options to limit the use of a user's personal information, such as the ability to opt out of receiving newsletters.
- Allow users to access your site's content without requiring them to register. Or, provide a preview of what users will get by registering.

III. Navigability

A key to turning visitors into customers is making it easy for users to find what they're looking for. Here's how:

- Provide a short and easy path for users to purchase or receive the product or offer in your ad.
- Avoid excessive use of pop-ups, pop-unders, and other obtrusive elements throughout your site.
- Make sure that your landing page loads quickly. Learn ways to improve your load time.
- Turn to Google's Webmaster Guidelines for more recommendations, which will improve your site's performance in Google's search results as well.

Types of Websites That Receive Low Landing Page Quality Scores

Users have consistently provided negative feedback on several types of websites. In our commitment to make AdWords as effective as possible for advertisers and users, ads promoting these types of websites may receive low landing page quality scores. In some instances, they will not be allowed to run.

Website types to avoid

The following website types will be penalized with low landing page quality scores. If we receive complaints about ads for websites of this kind, they will not be allowed to continue running.

- Data collection sites that offer free items, etc., in order to collect private information
- Arbitrage sites that are designed for the purpose of showing ads
- Malware sites that knowingly or unknowingly install software on a visitor's computer

Website types to advertise with caution

The following website types will sometimes merit low landing page quality scores and may be difficult to advertise affordably. If you choose to advertise one of these website types, be particularly careful to adhere to our landing page quality guidelines -- especially the rule about offering unique content.

- eBook sites
- "Get rich quick" sites
- Comparison shopping sites
- Travel aggregators

Tools for Landing Page and Site Quality

Google offers two tools to help you improve your website's performance: Google Analytics and Website Optimizer:

Website Optimizer is a free tool that lets you test different versions of your website. You'll be able to see which version best attracts users and yields the most conversions (e.g., purchases or registrations). See Lesson 12.4 About Google Website Optimizer for more information.

Google Analytics is a free tool that gives you detailed data on your site, including how users found your site, what route they used to explore it, and at what point they left. See Lesson 11 Google Analytics for more information.

Note that using these tools won't necessarily impact your landing page quality. However, using them to gain insight on the effectiveness of your site, and then making significant improvements, could lead to higher landing page quality scores.

Ad Quality Monitoring and Best Practices

Monitoring Your Quality Score

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

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

- **Keyword Analysis page**: Check the Keyword Analysis field to see if your keyword is triggering ads and for a breakdown of its Quality Score. To launch the Keyword Analysis field, click the icon in the "Status" column next to any keyword.
- **Keyword Status**: View the "Status" column on the "Keywords" tab of your Ad Group Details page. Your keyword status indicates whether or not your keyword is triggering ads on search results pages. Here's the breakdown:
  - Eligible: These keywords are eligible to trigger ads.
  - Disapproved: These keywords don't comply with our Editorial Guidelines or Content Policy and won't trigger ads until you correct the problem.
  - Paused/Deleted: These are keywords you've paused or deleted. They won't enter the ad auction and therefore won't trigger your ads.
  - Low search volume: These keywords are suspended because they're associated with very little search traffic on Google properties. They'll be reactivated if we find they could start delivering traffic. Learn more.
  - Below first page bid: These keywords' bids are below the first page bid estimate, meaning that they likely aren't triggering ads on the first page of search results. The first page bid estimate will show as long as your keyword exceeds a minimum Quality Score threshold.
  - Low Quality Score: These keywords have very low Quality Scores, which means they're not likely to trigger ads.

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

- **CTR Column**: View the "CTR" column on your ad group tab or campaigns tab to see how well an ad group or campaign is performing. The higher the click-through rate (CTR), the better the ad group or campaign is probably doing.

  On the ad group level, CTR is broken out in rows by search and the Display Network. In general, a CTR over 1% on Google is very good.

  CTR on the Display Network is typically much lower and is relative based on the Display Network placement. For example, if the average CTR for an ad on a particular website is 0.01%, but the CTR for your ad on that site is 0.05%, you're doing great.

For more in-depth performance tracking, we suggest that you set up conversion tracking or Google Analytics.

Try it Now: Keyword Analysis

The Keyword Analysis field tells you if a particular keyword is triggering ads, in addition to the reason why it may not be triggering ads. The field also provides a breakdown of the keyword's Quality Score.

To view the Keyword Analysis field for any keyword, follow these steps:

1. Sign in to your AdWords account at https://adwords.google.com
2. Click a campaign.
3. Click an ad group.
4. Select the **Keywords** tab.
5. Click the icon in the **Status** column next to any keyword.

Questions to consider:

1. Why is it imperative that your landing page works in conjunction with your ad text?
2. How might confusing landing pages discourage your site visitors from taking actions on your site?
3. How does relevant and original content contribute to landing page quality?

Improving Your Quality Score

To ensure the best value from your AdWords advertising, we recommend reviewing your Quality Scores frequently and, when they're low, working to improve them. Here are a few tips to improve Quality Score:

I. Create tightly themed ad groups

If you only take one of these suggestions, take this one: Each of your ad groups should advertise a single product or service. An ideal ad group has a handful of similar keywords and a few relevant ads. This way, an extremely targeted ad shows each time a user searches on one of your keywords.

For instance, if you sell a variety of teas, you'd want to create one ad group for green tea, one for black tea, etc. Even better, create different ad groups for each brand of green and black tea that you sell.

Review example ad groups advertising a single product/service and multiple products/services.

II. Target appropriate locations and languages

For each campaign, you can choose to target your ads to particular languages and locations (plus choose your budget and other settings). Be sure to target only the languages and locations that are relevant for your business. For example, if you ship your products to locations within a certain distance of your business, target the country, territory, region, or city related to the area, instead of to "All Countries."

III. Write descriptive ads

Clearly describe your product or service in your ad text, emphasizing what makes your product or service unique: Life-time warranties? Low prices? Include a call-to-action such as "Sell," "Order," "Browse," "Sign up," and "Get a Quote."

Finally, make sure your ad links to the most relevant page on your site. For instance, if your ad is for green tea, link to the page showing all the brands of green tea that you sell, not to your site's homepage.

IV. Evaluate your site design

Take a close look at your site's overall layout and functionality. Sites that are attractive, easy to navigate, and informative tend to be more profitable and get higher landing page quality scores. Use the tips outlined in our Landing Page Quality lesson to enhance your site. You might also consider using Google Analytics and Website Optimizer to get a better idea of how well your site is working.

For more tips on improving Quality Score, visit Lesson 12: Optimizing Performance.

6.3 Invalid Clicks Issues

Introduction to Invalid Clicks

Overview of Invalid Clicks

Invalid clicks are clicks on your ads that are generated by prohibited methods. Invalid clicks are sometimes intended to artificially or maliciously drive up an advertiser's costs or a publisher's earnings. Sources of invalid clicks may include:

- Repeated manual clicks
- Clicks by automated tools, robots, or other deceptive software

Invalid impressions are those generated by automated systems or users with malicious intent.

We closely monitor these and other scenarios to help protect your ads from receiving invalid clicks and invalid impressions.

Common Reasons for Click Increases

You may sometimes find that your ads have begun receiving more clicks than usual. While it's possible that some of these clicks are invalid, there are also several legitimate causes that could be behind the increase. We ask that you consider the following reasons first if you notice a click increase:

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

Google Network: You may see an increase in traffic if your ads have recently been approved to run on search and Display Network sites and products in the Google Network; if you recently opted in to the Google Network; or if new sites for which your ads are relevant join our Display Network. Also, your ad may receive an unexpected increase in clicks if it appears on a site with a large audience. For example, if you run an ad for a weight loss product, you might see a significant increase in impressions and clicks when the online version of The New York Times runs a feature on weight loss. Please see Lesson 4.1 Targeting and Placements for more information about the Search and Display Networks.

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

Account modifications: Traffic may increase if you raise your daily budget or maximum cost-per-click (CPC) bids, change your location targeting, set your budget delivery method to "accelerated," or add keywords. These changes allow your ads to show more frequently and accumulate more clicks. Use the My Change History tool to review changes made to your account over the past three months.

Higher ad position: Improvement in your ad's position may cause an increase in traffic. Appearing at a higher position allows your ad to be viewed more frequently and accumulate more clicks. See if your ad position has increased by running a Keyword Performance report.

Ad relevancy: If your keywords are too general, your ad may accrue clicks and impressions but yield very few sales. To make sure your ads are running optimally, please refer to Lesson 12.2 Optimizing AdWords Campaigns and Ad Groups.

Common Reasons for Multiple Clicks from One Source

You may also find in your web server logs that your ads sometimes receive multiple clicks from a single source. While this too may be an indication of invalid activity, please also consider the following legitimate potential causes:

Internet service provider: An Internet provider (such as AOL, Earthlink, or Comcast) may assign the same IP address to multiple users, especially users who live close by each other.

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

How Google Combats Invalid Clicks

The security of AdWords advertisers is of the utmost importance to Google. We use a three-part system of both proactive and reactive review, which employs advanced technologies and a team of trained specialists, to protect advertisers from invalid clicks.

Proactive:

1. Real-time filters: Continually updated automated algorithms filter out invalid clicks as they occur. All clicks on AdWords ads are analyzed. These filters account for the vast majority of invalid click detection.

2. Further analysis: Using both automated algorithms and manual analysis by our Ad Traffic Quality Team, we investigate suspicious click patterns looking for invalid clicks that our real-time filters may have missed. This second wave of analysis accounts for a much smaller proportion of invalid clicks than that detected by our filters.

Reactive:

3. Investigations: All advertiser inquiries are investigated by our Ad Traffic Quality team. Reactive investigations are relatively rare, and the number of invalid clicks detected by investigations is negligible relative to the number detected by filters and other analysis.

For technical information on how Google combats invalid clicks, visit the Ad Traffic Quality Resource Center.

Identifying and Reporting Invalid Clicks

Identifying Possible Invalid Clicks

Google has dedicated a number of resources to protect advertisers against invalid clicks, including automatic filters and a team of invalid click specialists. In addition to our invalid click detection system, a variety of AdWords features and reports can help you monitor your account's activity.

- **Optimization:** Your first line of defense against invalid click activity is to optimize your account so that your ads receive only the most targeted clicks and impressions. Keep in mind that conversion rate is often the best indicator of successful advertising. Identifying and correcting low-conversion areas in your account will also help identify potential areas of invalid activity.
- **Google Analytics:** Google Analytics is a free tool that helps you monitor various aspects of your AdWords account, including conversion rate, visitor behavior, and campaign performance. To more accurately track only AdWords clicks, you may want to consider using auto-tagging, one of dozens of features and reports Google Analytics provides to refine and monitor traffic to your ads. Keep an eye out for sudden unexplained increases in traffic or a number of clicks from a single source. (However, remember that there are many legitimate causes for traffic increases and multiple clicks from a single source, as explained above.)
- **Invalid click columns:** You can also directly see the number and percentage of clicks that have been classified as invalid and automatically filtered from your account, by adding invalid click columns to your data table on the Campaigns tab. To add these columns, click **Columns** in the toolbar above the table. Download the data by clicking  in the toolbar.
- **Billing summary:** You aren't charged for invalid clicks, and they don't affect your account statistics. If our further proactive click analysis shows that invalid clicks have escaped automatic detection, you'll receive a credit for those clicks. These credits will appear on your Billing Summary page and will be labeled "Adjustment - Click Quality."

Reporting Invalid Clicks to Google

If you believe that your account reports reflect clicks that are more extreme than ordinary user behavior or that exhibit strange patterns, first investigate whether they may be due to one of the common reasons for click increases listed previously. Then, check to see if these clicks are included either in an Invalid Click report run on your account or as click quality adjustment credits on your Billing Summary page (see points III and IV above for instructions). If not, please contact us via the Click Quality form for help in English, or via the general AdWords contact form for help in all other languages.

Your request will be sent to Google's team that investigates invalid click activity on a case-by-case basis. To expedite their time-intensive investigation, please include the following information in your description of the issue:

1. The campaign(s), ad group(s) and/or keyword(s) associated with the suspicious clicks
2. The date(s) and time(s) of the suspicious click activity
3. Any data in your weblogs or reports that indicate suspicious IP addresses, referrers, or requests
4. Where your ads appeared when they received the suspicious clicks (e.g., the URL of the Display Network webpage)
5. A paragraph describing the trends in logs and/or reports that led you to believe that the click activity is invalid

The verification and research process can be time consuming and we appreciate your patience while our investigation team reviews your account. Please allow three to five business days before we respond.

7. AdWords Billing and Payments

7.1 Overview of Billing and Payments

Introduction to AdWords Billing and Payments

Overview of Payment Methods

AdWords payment methods are divided into two types: postpay and prepay. One or both will be available to you depending on the country of your billing address and your selected currency. See what's available for your account.

Postpay: Google offers two types of postpay: credit/debit card and direct debit. If you select a postpay method:

- You'll be charged only after you accrue advertising costs.
- We'll automatically charge you 30 days after your last payment or when your account costs reach your billing threshold, whichever comes first.
- You'll also be able to initiate additional payments for whatever amount you like with the Make a Payment feature (not yet released in all accounts).

Learn more in Section 2. Postpay Options.

Prepay: Google offers two widely available types of prepay, credit/debit card and bank transfer, as well as a number of prepay options specific to a single country. If you select a prepay method:

- You'll pay for advertising before receiving any clicks or impressions.
- You can add funds to your AdWords account whenever you like and we'll deduct costs from that balance.
- We'll notify you when your balance is running low.
- If you do run out of funds, your ads will stop being displayed until you make another payment.

Learn more in Section 3. Prepay Options.

Note: Be careful when selecting your account's payment method. You can usually switch between postpay methods and between prepay methods (in most locales, but not in others such as Ukraine), but you won't be able to switch from postpay to prepay or vice versa. If you need to switch, you'll have to close your account and create a new one.

Taxes

European Union VAT

All AdWords accounts with European Union (EU) business addresses are subject to Value Added Tax (VAT).

During the signup process, you're asked if your AdWords account will be used for business purposes. This means that your ads will be used for an economic gain, which is usually the case.

If you select yes (which most advertisers do), the system will treat your account as a business account. This means that you'll be responsible for self-assessing and paying VAT at your EU Member State's local rate.

If you select no, the system will treat your account as a personal account. This means that we'll automatically add VAT to your AdWords costs at the Irish rate of 21.5%. We use the Irish rate because Google's European headquarters are located in Dublin.

If you set your account as personal but want to change it to business, contact AdWords support and provide your business details. Our support team will review the account to verify that it's used for business purposes. If it is, we'll update your Billing Preferences page with the business information you provided. This will stop VAT from being added to your AdWords costs. You'll also receive a refund for any VAT that had been incorrectly paid.

See a list of frequently asked questions about VAT.

Taxes for Non-EU Countries

Taxes are applied to certain types of AdWords accounts in Argentina and Mexico. Advertisers who pay by invoicing may have taxes added to their invoiced costs. For prepay accounts in these countries, we may deduct taxes from payments before crediting the AdWords account with the remainder.

Learn more about taxes in Argentina or Mexico.

7.2 AdWords Billing - Postpay Options

Introduction to Postpay

Overview of Postpay Options

When you pay:

If you put your account on postpay, you pay only for the clicks (or for some placement-targeted campaigns, the impressions) you've already received, so you're not billed in advance. Google bills you after 30 days or when your account costs reach your billing threshold, whichever comes first.

About billing thresholds:

When you create and activate your Google AdWords account, your initial billing threshold is set at US$50. The billing threshold is raised in increments each time your account cost hits the threshold before 30 days have ended. The initial billing threshold of US$50 is first raised to US$200, then to US$350, and then to the final amount of US$500. The amount billed may be slightly in excess of the threshold if the account accrues costs very quickly.

As an example, let's say that the advertiser Alan opens an AdWords account and starts accruing costs:

- Day 1: Alan reaches his initial billing threshold of US$50. At that time, we charge him for the amount accrued (which might be in slight excess of the billing threshold if he accrued costs quickly). Alan's billing threshold is increased to US$200. A new billing cycle begins.
- Day 5: Alan reaches his new billing threshold of US$200, triggering AdWords to charge him for costs accrued. Google again raises his billing threshold to US$350, and initiates a new billing cycle.
- Day 11: Alan accrues more than US$350 in charges. Google charges him and raises his billing threshold to US$500. Alan will next be charged 30 days later or when he exceeds the final US$500 billing threshold, whichever comes first.

Payment methods:

Google offers two postpay methods: credit/debit card and direct debit. These are available depending on the country of your billing address and your account's selected currency. If both are available to you, you can switch between them at any time.

If you use postpay, we recommend entering a backup credit card in your account. If your primary form of payment is ever declined, we'll attempt to charge your backup credit card to help ensure that your ads run continuously.

Overview of the "Make a Payment" Feature

If your AdWords account is on postpay, you may have the new Make a Payment feature available. If it is, you'll see a 'Make payments' link on your Billing Summary page. If it's not yet, we appreciate your patience -- we're working to make this feature more widely available.

I. Overview

You can use the Make a Payment feature to initiate a payment for any amount you like, whenever you like. With this added functionality, you have more flexibility and control over when you're charged.

When initiating a payment, you can choose to pay off your entire balance or just a fraction of it. This is particularly useful if you'd like to divide your balance among several forms of payment.

You can also make a payment for an amount larger than your balance. You may wish to do this if you'd like to prepay for a set span of advertising costs. For example:

Suppose that your campaign consistently reaches its daily budget of $2,000. Your billing threshold is $500, which means you're charged $500 four times a day. You initiate a payment for $10,000, which means that the next five days of advertising costs is covered. You've effectively consolidated twenty charges into one.

II. Billing Cycle

After you initiate a payment with the Make a Payment feature, your account will return to its usual billing cycle. You'll receive an automatic charge after your account costs reach your billing threshold or after 30 days have passed since your last automatic payment, whichever occurs first.

Let's look at two examples of accounts with $500 billing thresholds:

Example 1

- Day 1: An automatic payment is made, clearing your AdWords account's balance.
- Day 5: Your account has accrued a balance of $300. You initiate a payment for $200, leaving you with a balance of $100.
- Day 9: You accrue $400 more in advertising costs, bringing your balance to $500 and meeting your billing threshold. At this point, we automatically charge you for $500.

Example 2

- Day 1: An automatic payment is made, clearing your AdWords account's balance.
- Day 5: Your account has accrued a balance of $300. You initiate a payment for $200, leaving you with a balance of $100. You then pause your ads and stop accruing advertising costs.
- Day 30: We automatically charge you for $100, since 30 days have passed since your last automatic charge.

See frequently asked questions about Make a Payment.

Credit and Debit Card Postpay Overview

Postpay Debit and Credit Card Definition

If you put your account on postpay by credit or debit card, your ads will begin running almost immediately after you enter valid credit or debit card information. All AdWords charges will be made to this card. Note: For some countries and currencies, only credit card (and not debit card) is accepted. See what kinds of credit and debit cards are available to you.

See frequently asked questions about postpay by credit or debit card.

Postpay Debit and Credit Card Best Practices

I. Use a backup credit card! Entering a backup credit card in your account is one of the most important steps you can take to keep your ads running. If your primary credit card is ever declined, we'll charge your backup instead. Enter a backup credit card by visiting your Billing Preferences page and adding a card in the "Backup Payment Details" section.

II. Address payment declines quickly. If Google is unable to charge your credit card, your ads will stop running. We'll send you an email notification if this happens. You'll also be able to find details on the decline by clicking the "Payment Declined" link on your Billing Summary page.

To process the declined payment and get your ads running again, you'll need to update your credit card information on your Billing Preferences page (under the "Billing" tab). This will prompt us to retry the declined charge.

If your current card is unable to process the charge, enter information for a new card. Or, if you've resolved the issue with your current card and would like to try it again, click the "Retry card" button. Once we process your payment successfully, your ads will start running again.

Here are tips for figuring out why your card was declined:

The first thing you should do is check that your credit card information was entered correctly on your Billing Preferences page (under the "Billing" tab). In particular, check that the following are correct:

- The credit card number
- The expiration date (which must not have passed already)
- The billing address and phone number (they must match what your credit card company has on file)

If any of this is incorrect, fix the error or enter information for a new card. This will prompt us to retry the charge.

If your credit card information was entered correctly, call your bank to figure out the cause of the decline. Common causes include:

- **You reached your credit card limit:** Check your credit limit. You may have reached your daily or total credit card limit on the day we attempted to charge your card. If this is the case, ask your credit card company to increase your limit. You can also visit your Billing Preferences page and enter information for a card with a higher limit. Or, if you've started a new billing cycle and your card can now process the charge, click 'Retry card' on your Billing Preferences page. If none of these solutions is possible, please contact AdWords Support for help. To prevent interrupted ad serving in the future, try to make sure that your credit card has enough available credit to cover your monthly advertising budget.
- **The charge exceeded the maximum amount allowed for a single charge:** Check the maximum amount your card can be charged at a single time. If the declined charge in your AdWords account is higher than this amount, try asking your credit card company to increase the limit. You can also enter a new credit card with a higher limit. If neither of these solutions is feasible, contact us and we'll work with you to find a solution.
- **Your card reached the maximum number of charges it can receive in a period:** Check how many times your card can be charged in given time period. If you've exceeded this amount, you can try submitting a new card. You can also talk to your bank about increasing this limit or simply wait until your card can be charged again.
- **Your card doesn't accept charges from an online source:** Make sure your card allows online transactions. If not, talk to your credit card company or enter a new credit card to process the charge.
- **Your card doesn't allow automated billing:** Ask your credit card company if they allow automated billing, or if they occasionally call to verify a charge. Then, retry your current card or enter a new card to process the charge.
- **Your card doesn't allow international transactions:** If your billing address is outside of the U.S., make sure that your card can accept international charges. If not, try entering a new card to process the charge.

Direct Debit Overview

Direct Debit Definition

If you put your account on postpay by direct debit, Google will deduct AdWords payments from your bank account. You'll be required to submit a debit authorization or verify a test deposit in your bank account before your ads can run. We'll send you a notification email prior to each time we charge your bank account.

See frequently asked questions about postpay by direct debit.

Direct Debit Best Practices

I. Use a backup credit card! Entering a backup credit card in your account is one of the most important steps you can take to keep your ads running. If we're ever unable to debit your bank account, we'll charge your backup credit card instead. Enter a backup credit card by visiting your Billing Preferences page and adding a card in the "Backup Payment Details" section.

II. Address payment declines quickly. If Google is unable to debit a payment from your bank account, your ads will stop running. We'll send you an email notification if this happens. You can also find details about the decline by clicking the "Payment Declined" link on your Billing Summary page.

To process the declined payment and get your ads running again, follow these two steps:

1. Figure out the cause of the decline

Here are the most common reasons for declined direct debit payments:

- **Insufficient funds:** Make sure your account has enough money in it to pay your AdWords balance.
- **Bank details:** Check that the bank account number and bank name you provided on your Billing Preferences page (under the 'Billing' tab) are correct. Also check all other bank details (e.g., depending on your country, you may need to provide a sort code).
- **Billing address:** Check the billing address you entered for your bank account on your 'Billing Preferences' page. This address needs to exactly match your actual bank account address for payments to be processed.

If both your bank details and billing address are correct, please contact your bank to learn why your payment was declined.

2. Update your billing information

To reactivate your account, visit your Billing Preferences page (under the 'Billing tab') and enter new billing information or resubmit your old billing information. This will prompt us to retry the charge. Your ads will typically start running as soon as our system begins processing your payment -- typically within the next 24 hours. You'll know your ads are running when you see "Payment in progress" on your Billing Summary page.

A few important notes:

- If you enter new bank account details, you may have to send a debit authorization or verify your bank account before your ads can run. If this applies to you, you'll be given instructions on what to do.
- Please do not transfer money to Google AdWords under any circumstances. Bank transfers cannot be processed for AdWords accounts which run on postpay direct debit.
- If you haven't already, we recommend adding a backup credit card to your account. We'll attempt to charge this card if your direct debit payment is declined again, which will help ensure your ads run continuously. You can enter a backup credit card by visiting your Billing Preferences page and adding a card in the "Backup Payment Details" section.

7.3 AdWords Billing - Prepay Options

Introduction to Prepay

Overview of Prepay

When you pay:

If you put your account on prepay, you'll pay for advertising in advance of receiving any clicks or impressions. You can add funds to your AdWords account whenever you like, and we'll deduct costs from that balance. We'll notify you when your balance is running low. If you do run out of funds, your ads will stop showing until you make another payment.

Payment methods:

Google offers two widely available prepay methods: credit/debit card and bank transfer. These are available depending on the country of your billing address and your account's selected currency. Google also offers a number of country-specific prepay methods.

Credit and Debit Card Prepay

Prepay Debit and Credit Card Definition

If you put your account on prepay by credit or debit card, you'll make a payment with your credit or debit card whenever you like, in whatever amount you specify that's over the minimum payment for your country and currency. Your account balance will update almost immediately. Note: For some countries and currencies, only credit cards (and not debit cards) are accepted.

See frequently asked questions about credit and debit card prepay.

Prepay Debit and Credit Card Best Practices

Your ads will stop running once your prepaid balance is depleted, so check your balance regularly and make payments as needed. To help ensure that your ads run continuously, we suggest that each payment cover at least one week of expenditure.

Note that prepay accounts can't have backup credit cards.

Bank Transfer Overview

Bank Transfer Definition

If you put your account on prepay by bank transfer, you'll make AdWords payments by transferring funds to Google's bank account. Your ads will begin running as soon as we receive and process your payment. This typically takes 5 to 10 business days, depending on your country and the bank that you use.

See frequently asked questions about bank transfer prepay.

Bank Transfer Best Practices

If you've signed up for bank transfer prepay, it's important to remember the following:

When making a transfer:

- Always include a unique reference number with your transfer. This number is the only way we can associate the payment with your AdWords account. If your bank transfer form does not have a field for a reference number, enter the number in front of or instead of your name. See instructions for making a bank transfer payment, including how to generate a reference number.

  Note: Reference numbers aren't needed for the following countries and payment types: Austria, Brazil Boleto, France, Germany, Israel, Italy, Japan, Korea INICIS, Malaysia FPX, the Netherlands, Russia, Spain, and the UK. If this is the case for you, no reference number will appear on the transfer document that you generate on your account's "Make Payments" page.

- Google may not be associated with the name of the bank account where you send AdWords payments. Don't worry -- we've partnered with a trusted third party to process bank transfers.

Before making a transfer:

- The bank transfer payment option is not available to all advertisers. See if it's available to you based on your account's billing country and currency.
- Bank transfer procedure can vary per bank. Contact a member of your bank for information before initiating a transfer.
- Your bank might charge you a processing fee, which will be in addition to the amount you send Google. Google does not reimburse advertisers for any bank-imposed processing fees. If your bank imposes a fee or is unable to conduct the transfer, you may want to check other local banks to see if there's a more suitable option.

After making a transfer:

- In most locations, it takes 5 to 10 business days for Google to receive your transfer. However, the timing of a given transfer depends on many factors, and in some cases, it can take up to 30 days.
- Your ads will stop running if your prepaid balance is depleted. Check your balance regularly and make payments as needed. We'll email you when your balance is running low (approximately 30% of your payment remaining) and again if your balance reaches zero.

Refunds for Prepay Overpayments

Overview of Refunds for Overpayment

Prepay advertisers can request a refund for the full prepaid balance remaining in the AdWords account. This amount will be returned to the bank account you indicate when requesting the refund or to the credit card associated with your account. Your ads will stop running when you request a refund.

You can request a refund on your account's "Account Preferences" page. The entire process may take three to four weeks. We'll send you a confirmation email when we've completed processing your refund, although it can take another five to ten business days before the funds are reflected in your bank account or credit card.

After your refund is processed, you may make additional payments to your AdWords account. Your ads will begin running again as soon as we receive a new payment. You can also cancel your refund request within two to five days of initiating the request. Your ads will resume running if you do so.

See frequently asked questions about refunds for prepay accounts.

7.4 AdWords Billing - Monthly Invoicing

Introduction to Monthly Invoicing

Overview of monthly invoicing

Monthly invoicing is a billing option available to qualified AdWords advertisers. If your AdWords account is on monthly invoicing, each month we'll mail you an invoice for your AdWords costs including details on when and how to pay. You'll pay the invoiced amount by check or wire transfer.

If you're approved for monthly invoicing, we'll assign you payment terms and a credit line. Your payment terms specify the amount of time you have to remit payment for each invoice after it's issued. Your ads may be slowed or stopped if you exceed your payment terms.

Your credit line represents a cap on the cumulative balance of all the monthly invoiced accounts for which you're responsible. Your balance is comprised of all unpaid advertising costs, including those for which you've been invoiced, as well as those you haven't been invoiced for yet. If your balance exceeds your credit line, your ads may be slowed or stopped.

Advantages of monthly invoicing include:

- Make just one payment each month.
- Avoid ad serving interruptions due to payment declines. As long as you pay your monthly invoice on time, your ads will run continuously.
- Be able to set and edit account-level budgets in addition to campaign-level budgets.
- Be automatically eligible for the Manager Defined Spend (MDS) program, which makes it easier to manage multiple accounts.

See a list of frequently asked questions about monthly invoicing.

Monthly Invoicing for Single Accounts

Applying for monthly invoicing

To be considered for monthly invoicing, you must be a legally registered business. Credit decisions are based on information provided by commercial credit reports or audited company financial statements, or both. Security deposits, UCC filings and other securities might also be required.

If Google approves your application, you'll receive an email with a monthly invoicing offer, including payment terms and a credit line. You can accept the terms by responding to the email. Once you accept the payment terms and confirm your billing address, your AdWords account will be switched to monthly invoicing. You'll also be notified if your application is denied.

Please contact us to request a monthly invoicing application.

Best practices for monthly invoicing

Here are several best practices to keep in mind if your account is on monthly invoicing:

1. Set your budgets appropriately:

There are two ways to control your account costs: campaign daily budgets and account-level budgets. Campaign daily budgets allow you to distribute costs across your campaigns and across a designated period. Set these carefully to avoid unintentional interruption in ad delivery.

An account-level budget is an optional feature that caps your account costs. When creating an account-level budget, you designate the maximum cost that can be accrued in a certain period of time. If your account costs reach that amount before the budget end date, all ads in the account will stop running.

Learn how to create account-level budgets.

2. Monitor how quickly you accrue costs:

You might not hit your daily budget each day, so your monthly costs may be lower than you expect. We recommend checking your costs part-way through the month and adjusting your daily budget appropriately. You can do so by reviewing the 'Cost' column in your account's Campaign Summary table.

Monthly Invoicing for Managed Client Accounts (MDS)

Overview of MDS

If you manage multiple client accounts and meet our spend requirement for monthly invoicing, we recommend that you apply for our Manager Defined Spend (MDS) program. If approved for MDS, you'll be billed for all of your managed accounts via one invoice. You'll also be able to monitor and manage the account-level budgets for all of your accounts via a single interface.

Getting started on MDS

If you'd like to put your accounts on MDS, you have to first link them to a My Client Center (MCC) account (a free AdWords feature). Think of an MCC account like an umbrella account with multiple AdWords accounts linked to it. You'll get several advantages out of using an MCC account, including being able to view and edit settings for all your accounts in a single interface. To learn more about MCC, including how to create an MCC account if you haven't already, see our Lesson 13.1, Overview of Managing Multiple Accounts.

Once you've created an MCC account and linked accounts to it, contact AdWords support to request MDS. If you haven't yet been approved for monthly invoicing, please see Applying for Monthly Invoicing. If you've already been approved for monthly invoicing, your account manager will send you a service agreement specifying that you are responsible for timely payment of all accounts you choose to put on MDS.

Once you accept the agreement, you must convert your desired accounts to MDS. **Note:** You don't have to put all your managed accounts on MDS, and some of your managed accounts may not be eligible for MDS. An account is **eligible** if you are the "bill to" party for the account (i.e. you, not your client, are responsible for paying Google) AND the account is any of the following:

- Already on monthly invoicing
- An account you'd like to convert to monthly invoicing
- A new account you'd like to have on monthly invoicing

An account is **ineligible** for MDS if your client should be billed directly for costs accrued in their account, or if the account is on prepay, unless it's converted to monthly invoicing first (contact us to discuss this option).

To convert eligible accounts to MDS, you must set up a budget for each account. To do so:

1. Click the Budget tab in your MCC interface. You will see "manage" links displayed next to each account, indicating that your MCC is MDS-ready.
2. Click the "manage" link next to any account that meets the eligibility requirements above. Then click the "Add new budget" button.
3. You will be walked through the steps of setting up an account-level budget for the account. Once you've done so, the account will be converted to MDS on the start date you specified in the budget.

Repeat these actions for all the eligible accounts you wish to add to MDS. You'll be able to modify these budgets at any time by taking these same steps in your MCC dashboard. **Note:** Each budget associates the client account with the MDS service agreement you accepted. If you have accounts in multiple currencies, you'll need an agreement for each currency. Contact us to set up additional MDS orders for other currencies.

If approved for MDS, you'll be billed for all of your managed accounts that you choose to opt-in to the program via one consolidated invoice at the end of each month. You can also download the invoice from your MCC account's Invoice Summary page, by clicking on the **View Invoice** icon in the row for the appropriate monthly invoice. Payment can be made via check or wire transfer.

You can put additional eligible accounts on MDS at any time.

See a list of frequently asked questions about MDS.

Best practices for MDS

Here are some best practices to keep in mind if you have accounts on MDS:

1. Set budgets appropriately:

- Make sure you keep your approved credit line in mind when setting your managed accounts' budgets. Your credit line represents a cap on the cumulative balance of all the monthly invoiced accounts for which you're responsible. Please contact us if you don't know your credit line.
- Be careful to allocate your funds among your accounts to ensure that you don't use up your credit line before you're able to make payments. For example, say you want to allocate $15,000 per month evenly over five managed accounts. To do so, you could create a month-long budget of $3,000 for each account.
- You'll also want to be careful when setting your campaigns' daily budgets. For example, say you've given one of your managed accounts, which contains two campaigns, a month-long budget of $3,000. If you wanted to share the budget evenly between the campaigns, you'd have $1,500 per campaign. To spread that $1,500 evenly across the entire month (30 days), you would give each campaign a daily budget of $50.
- You can create as many budgets as you like for each managed account. The duration of each budget is up to you -- monthly, quarterly, yearly, etc. We recommend, however, that you are consistent throughout your accounts to make managing the budget end dates as easy as possible.

2. Use monthly account-level statements to see costs accrued by an individual AdWords account:

You can download a statement for each of your managed accounts that show the previous month's costs broken down at the campaign level. If you want the ability to access them via your Billing Summary page, you must notify Google that you wish to enable this feature during the MDS sign-up process.

To download an account-level statement, click the icon that reads **Statement** in the row for the appropriate invoicing period on your MCC's Invoice Summary page. A folder will open containing multiple .pdf files, each named with a series of numbers. To figure out which file corresponds with which account statement, look at the third number in the series -- it matches the account's Customer ID.

Note: Account-level statements are for informational purposes only. They can't be used as invoices when making payments to Google.

8. Display Advertising on the Google Display Network

8.1 Communicating Value of Display and the Google Display Network

Overview and Value of Display Advertising

What is Display?

Display ads are effective in capturing your customers' attention with visually dynamic content that uses a wide creative canvas. In the world of display advertising, display ads include non-text ads that use images, Flash, video and other technologies and appear alongside website publisher content. Display ads are an effective media choice across a large variety of goals from Branding to Direct Response.

Display advertising can reach consumers at every stage of the purchase funnel. By not implementing display ads, as an advertiser you can run the risk of losing potentially interested consumers who might need a little more influence to make a purchase decision.

The Value of Display Advertising

Users are increasingly interacting with content and looking for brands online. As a result, marketers and agencies need to follow users to effectively engage audiences - whether to encourage them to take a specific action or to make an emotional connection with your brand. Display can be used for campaign goals throughout the purchase funnel: from blasting your brand message, to owning a specific brand territory or driving traffic, sales or leads.

The value of display comes in the consumers you are reaching. To reach consumers at the top of the funnel who are actively searching on words related to your business, use Google Search advertising to place ads next to search results pages. However, to extend your campaign to also reach high potential customers who are not yet actively searching on your brand or products, but who are engaging with online content specifically related to your area of business, use the Google Display Network. Google's technology will place your display ads against this specific type of content across thousands of sites.

Recent data supports this display value proposition. A recent study showed that display advertising led to a substantial lift in unique users visiting advertiser websites, and an even more prominent increase in pages viewed per unique visitor.

Display ads across the web also help drive engagement on search; after being exposed to a display ad, research has shown that consumers are significantly more likely to click on sponsored link. However, very few marketers coordinate display buys with search marketing thus the opportunity to think big and cross channel is clear.

The opportunity to fully harness the potential in display remains large. For example, marketers still concentrate spend heavily on a small number of sites - however, a disproportionately small number of page views actually occurred on these sites. This demonstrates there's a severe disconnect between where Internet users are spending their time, and where marketers are spending their dollars trying to reach them. Google's tools and products aim to make it as easy as possible for you to harness the potential of the display space.

Overview and Value of the Google Display Network

Overview of the Google Display Network

Google has two properties where display ads are eligible to appear:

The Google Display Network

The Google Display Network is comprised of Google properties like YouTube, Google Finance, Gmail, and others that offer display advertising, as well as a network of millions of partner sites on which you can place your ads.* Google has built out the tools and products needed to help you maximize results from both brand and product awareness campaigns and also direct performance campaigns that use display ads.

Through the Google Display Network, advertisers can access display ad inventory from publisher partners in our Google AdSense program and the DoubleClick Ad Exchange. Using Google AdWords or an approved third-party ad server, advertisers can place their text, image, video, or rich media ads automatically on relevant sites across the network. They can run these campaigns across the network by manually targeting placements or certain audiences.

Online video and game sites within the Google Display Network are also available to advertisers who want to extend the reach of their display campaigns even further. Advertisers can appear before, during or after a video stream (in-stream video ads), overlay a video or text ad on top of a video (in-video overlays), or run an image, video, or text ad at the conclusion of a video (end-cap ads). Ads are sold on an auction pricing model and can be managed through Google AdWords by selecting online video and game sites within the network.

*Not all products are available in all countries or regions.

YouTube

Display ads can appear on YouTube in two ways: through an auction-based model using Google AdWords, or through a reservation-based model where placements are purchased directly through YouTube ad sales. With Google AdWords, you can target your display ads to appear in, on, or around YouTube pages. With reservation-based placements, you have access to different YouTube inventory that is not available through a self-managed AdWords account, such as the Homepage. Pricing for reserved inventory is based on a pre-determined spend with higher cost commitments and an impressions-based reservation model.

The Value of Display Advertising on the Google Display Network

The Google Display Network is used by thousands of advertisers to reach users on hundreds of thousands of web sites across all publisher categories, from large, well-known sites to niche sites and audiences. Stated simply, the Google Display Network (GDN) will place your display ads against related content and audiences across thousands of sites.

Our job at Google is to make sure that marketers and agencies are armed with the best tools to help you plan, create, buy and target, and measure and optimize your campaigns.

- **Massive Scale:** With significant global coverage your message will reach more of your target audience, in more places, more often. The Google Display Network comprises both hundreds of large sites and hundreds of thousands of niche sites.
- **Measurable Performance and Maximized Results:** The Display Network delivers measurable performance for both branding and direct display clients; maximizing their results. For example, our research shows that when advertisers used the Display Network in combination with Search, the median advertiser has a Display Network cost per acquisition (CPA) that's within approximately 2% of their Search CPA. The Google Display Network also drives nearly 20% of total conversions for the median advertiser.*
- **Contextual Engine:** A key driver of the success is Google's ability to harness the power of the best contextual engine on the planet to place ads against the most relevant content. This enables you to find and connect with the most engaged audiences. Research shows that brand recall increases significantly when ads are targeted contextually v. non-contextually relevant.
- **Custom Networks through Effective Targeting:** Keyword contextual targeting, along with other targeting technologies available on the Google Display Network such as placement targeting and audience targeting, allows you to build and target to your own custom networks and to find and connect with the right customers more effectively and more often.
- **Transparency, Actionable Insights and Value through Auction:** In terms of campaign management, tools such as the Placement Performance Report, Conversion Optimizer, and Conversion Tracking provide complete transparency into what's working, and what isn't. This gives you the actionable insights you need to help you effectively optimize your campaigns.

With flexible pricing models (CPM, CPC, CPA) as well as the most popular Display Ad formats, and transparency into performance, the Google Display Network drives results every day for thousands of advertisers around the world.

*source: Google internal study
** source: comScore Key Measures Report, March 2009
*** Internal case studies

Benefits for Brand and Direct Response Advertisers

Display advertising on the Google Display Network is effective in helping advertisers achieve a wide variety of goals, from branding to direct response.

Brand Advertisers

Brand advertisers are typically most concerned with ensuring their message reaches their target audience, while maintaining control of where their brand appears, and the cost per impression of their ads. The Google Display Network allows advertisers to build a custom network of sites utilizing a wide range of targeting technologies (e.g., keyword contextual, placement, and audience). This allows advertisers to find and connect with their target audience more effectively and more often, providing them with effective audience targeting at scale.

If you're primarily concerned with branding goals, you can manually select sites where you want your ad to appear. You can also use site and category exclusions, and negative keywords to avoid showing on certain sites and content within the network. For example, if you're selling ski boots and you decide to target the sports section of an online newspaper, you can use negative keywords, such as football, to avoid showing your ad on irrelevant content. Our auction pricing model ensures that advertisers are paying competitive prices set by the market, not by Google, and advertisers pay only what an impression is worth to them.

Direct Response Advertisers

Direct response advertisers are normally looking to drive a high volume of conversions at the lowest possible price, and therefore aren't as concerned with marketing their brand. A conversion could be a sign up, lead, purchase, or other actions that an advertiser wants a user to take.

A key driver of the Google Display Network's success in driving direct response advertisers' goals is the ability of Google's contextual targeting engine to place ads against the most relevant content across the web. This enables advertisers to connect with the most engaged audiences at the right moment. For example, if you're selling digital cameras, you can chose keywords such as "digital camera" to show your ad on web pages about camera equipment, discussion groups for camera hobbyists, or camera product review sites.

Transparent reporting on Google AdWords with Placement Performance Reports helps advertisers see what is and isn't working to optimize their display campaigns accordingly. The auction pricing model ensures that advertisers are paying competitive prices set by the market. When combined with the option to pay only when a user clicks, and tools like Conversion Optimizer to automatically manage bids to a target cost per acquisition (CPA), the Google Display Network becomes an effective channel for direct response advertisers to achieve their performance goals for both display and non-display campaigns.

Overview of Display & The Google Display Network

Display Inventory and Ad Formats on the Google Display Network

Display Inventory

Display inventory on the Google Display Network can come from one of two sources: AdSense or the DoubleClick Ad Exchange.

- **AdSense:** AdSense publishers are the primary source of inventory on the Google Display Network, serving text, display, and video ads from AdWords on their sites. Publishers determine the type and size of ads they want to allow on their site, and then Google delivers ads that are relevant to their content through either contextual or placement targeting.
- **DoubleClick Ad Exchange:** Select inventory from the DoubleClick Ad Exchange is also part of the Google Display Network. All advertisers who are opted in to the Display Network [limited to certain regions] have access to DoubleClick Ad Exchange inventory. This allows your ads to appear on numerous DoubleClick Ad Exchange publisher sites in addition to those available through Google AdSense.

Advertisers can choose from a variety of media to communicate their marketing message on the Google Display Network, consisting of publisher partners, and on the DoubleClick Ad Exchange. Google has built out the tools and products needed to help you maximize results from both brand and product awareness campaigns and also direct performance campaigns that use display ads.

Ad Formats

The following display ad types are eligible to show on the Google Display Network:

- **Text Ads:** These are the most basic type of AdWords ads. They can be created directly in your AdWords account, and are often referred to as "sponsored links."
- **Image Ads:** AdWords image ads are graphical ads that can be static (motionless) or animated. You can create and upload your own image ads, or use the AdWords Display Ad Builder to create one. Image ads can also be served by any certified third party ad server. Learn more about the Display Ad Builder.
- **Video Ads:** Online video is one of the largest areas of media consumption, with an audience of hundreds of millions who are open and accustomed to advertising in video content. Google AdWords allows you to reach and engage this audience with video placements and ads, which can be uploaded directly into the AdWords interface or served by a certified third party ad server. Learn more about Video Ads.
- **Rich Media Ads:** Rich media ads allow you to more actively engage a web user than standard text or display formats. Rich media ads include video ads, Flash animated ads, and ads that mix text and animated content and designs. You can easily create these types of ads using the AdWords Display Ad Builder, or you can use existing rich media assets served through a third party ad server. Learn more about Rich Media Ads.

Media Purchase Options on the Google Display Network

Google AdWords is an auction-based advertising system that allows you to bid for ad placements on Google properties or publisher partner websites within the Google Display Network. You can bid on a cost-per-click (CPC) or cost-per-thousand-impression (CPM) basis. The winner of the auction pays the minimum amount necessary to outrank the next advertiser in the auction when the ad appears on a page.

If you're running a campaign on both the Search and Display Networks simultaneously, you may want to set a separate bid for when your ads appear on Display Network sites. The Display Network bidding feature makes this possible. It helps you manage your budget and meet your specific advertising goals.

Choose the right pricing for your goals:

- **Cost-per-click (CPC)**: With CPC bidding, you tell us how much you're willing to pay per click, and we use that price in our auction pricing system. CPC is a great choice if your goal is to drive traffic to your site with your ads.

- **Cost-per-thousand impression (CPM)**: With cost-per-thousand-impression (CPM) bidding, you bid based on the amount you want to pay for impressions, or views, of your ad. CPM bidding works best when you want to focus on branding - when it's important that your message is seen by as many of your target user group as possible, and generating traffic is not your primary goal.

- **Cost-per-acquisition (CPA)**: With the Conversion Optimizer tool, you bid using a maximum cost-per-acquisition (CPA), which is the most you're willing to pay for a customer performing a specified action on your website (such as a purchase or signup). Using historical information about your campaign, the Conversion Optimizer automatically finds the optimal cost-per-click (CPC) bid for your ad each time it's eligible to appear. You still pay per click, but you no longer need to adjust your bids manually to reach your CPA goals and can benefit from improved ROI. If your goal is to drive online transactions, this is the right choice for you.

Overview of Video Targeting on the Google Display Network

Google offers the world's largest online video audience, based on our partnerships with top video publishers, platforms, and the reach of YouTube, the world's largest video property. We offer several advertising solutions to help you target video content across the Internet. To learn more about advertising solely on YouTube, visit www.youtube.com/advertise.

Advertisers can target the video content within the Google Display Network in three ways: in a video, with a video, or around a video.

In a video

- Appear in the bottom 20% of the video viewing area with Google's InVideo ads.
- Any advertiser's text overlay ads may be displayed within videos as part of a contextually targeted campaign.

With a video

- **In-stream Video Ads:** Pre-roll, mid-roll, and post-roll video ads can target video content across the Google Display Network. You can reach audiences watching videos in many genres, and even place in-stream video ads in online games.
- **Click-to-play Video Ads:** With click-to-play video ads, you can reach your target market on various sites in the Google Display Network with user-initiated video ads that can be measured and optimized based on performance.

Around a video

- Placement target video-oriented sites with a variety of ad formats, including standard text ads and image ads. This allows you to supplement your in-stream or InVideo advertising by targeting other placements on sites where users typically engage with video.
- Set up a placement targeted campaign, choose keywords like "video" as your topic, and then start placement targeting video-oriented sites.

8.2 Plan a Campaign

Planning a Display Campaign

The Value of Planning Ahead

Running an effective display campaign requires careful planning. The value of planning lies in efficient execution, which can lead to a lower cost of implementation. It's important to think carefully about what you want to achieve, the message you want your consumer to take away, and your success metrics.

Questions to consider while planning your display campaign:

- What are the main benefits you're offering?
- What is your competitive edge?
- Who are your target customers?
- What is your target price?

There are four main stages to planning a display campaign, which you will learn more about in the next section:

1. Identify your goals
2. Find your target audience
3. Create your custom display ad
4. Set your bids and budget
5. Understand performance management tools and features

How to Plan a Display Campaign

There are five main stages to planning a display campaign:

1. Identify your goals: Is your goal to drive direct response traffic and generate clicks? Or is your goal to promote your brand and measure user engagement? Identifying your goals upfront will help you to better plan and implement your display campaigns. The ultimate goal for your campaign will influence your targeting choices, pricing model, creative messaging, and even the metrics you choose to track.

2. Find your target audience: Finding potential customers distributed across thousands of publisher websites can be difficult. Google's targeting technologies help you determine which sites would be most relevant for your campaigns, allowing you to connect with your customers when and where it matters. Relevant ads are more valuable for both consumers and advertisers. You can find your target audience for your display campaign by:

- <u>Targeting based on a webpage's content:</u> Contextual Targeting uses keywords to automatically match your ad to the content of a webpage.
- <u>Hand picking sites:</u> Use Placement Targeting to choose ad placements, from entire websites to ad positions on specific webpages.
- <u>Defining relevant concepts on handpicked sites:</u> Find niche audiences with a combination of Placement and Contextual Targeting.
- <u>Finding users in specific interest categories:</u> Interest-Based Advertising reaches users based on the types of sites they visit.
- <u>Optimizing by demographic, location, and time:</u> Demo bidding, geo and day-parting controls let you focus your spend in the right areas.
- <u>Excluding irrelevant content and sites:</u> Advanced targeting controls provide your full control over where your ads appear.
- <u>Managing Frequency of ad impressions:</u> Frequency capping lets you focus your impressions on more interested consumers.

3. Create your custom display ad: Use Google's display ad builder to customize a new ad, or upload your own. Customize your messaging to be specific to your product and audience, and to drive the desired user response.

4. Set your bids and budget: With Google, you only pay what an ad is worth to you. In our unique pricing model, every ad is an auction; you bid the maximum amount you are willing to pay for a click or an impression. Cost-per-click (CPC) pricing is most appropriate for advertisers who are looking to direct traffic to their website or online store. Cost-per-thousand impressions (CPM) pricing is appropriate for advertisers who are familiar with traditional ad industry metrics and are looking for brand name visibility with potential customers.

5. Understand performance management tools and features: AdWords offers several tools and features to help you evaluate and manage the performance of your display campaigns. It's important to understand these tools upfront so that you comfortable using them when the time comes to optimize your campaign. For example, if you have direct response marketing goals, you should set up Conversion Tracking after you've set your bids and budget in order to better measure your success later. Learn more about the available AdWords Tools.

Google's Campaign Planning Tools

Researching Sites with Ad Planner

Ad Planner is a media research and planning tool that helps you find websites your customers are likely to visit. Using a combination of geography, demographics, search keywords and commonly visited sites, you can define your target audience and discover where it's going online. This allows you to get a higher return on investment (ROI) through improved campaign targeting.

Three key benefits of using AdPlanner are:

1. **Reach:** Find enough sites that work for your campaign
2. **Relevance:** Ensure the sites you're targeting are appropriate to your audience
3. **Insights:** See where your audience is going online, beyond what you may already know

Using Ad Planner is simple. Once you've accessed the tool (google.com/adplanner), you will see 2 tabs: Research and Media Plan. The **Research** tab allows you to enter any website that you'd like more information about. You can also see statistics for popular websites for any given audience.

Within the **Research** tab, you can search for relevant sites to target in two ways:

- **Search by Site:** By entering the URL of any website you are interested in, Ad Planner will show you relevant statistics for that site such as unique visitors, pageviews, demographic composition, and related sites and keywords. For websites that accept advertising, you can also see information on ad formats and impression ranges available through AdWords.
- **Search by Audience:** Define the web usage behavior of your audience by keywords they search or sites they visit. Change "Ranking Method" to determine if you want to see the sites with largest number of users (Audience Reach), sites that have the highest percentage of your target audience (Composition Index), or sites that have both a high concentration of your audience and widespread reach (Best Match). Ad Planner will show the up to 250 sites visited by that audience, and various relevant statistics about each site. You can click on the sites that are most relevant to you and learn more about them, or save them in your Media Plan.

Once you have found the sites that you are interested in, you can save them to a media plan. The media plan will show you unique traffic and reach statistics for your plan. You can also look at the total demographic profile of the sites in your plan to ensure they will reach your desired audience.

Researching Themes with Wonder Wheel

The Wonder Wheel tool on Google can help you identify potential ad group themes for your display campaigns, as well as build keyword lists, by suggesting themes related to the queries you enter into the tool. You can then enter these suggestions into the Keyword Tool within AdWords to help you build your keyword lists. This makes the sometimes challenging task of coming up with tightly themed keyword lists far more manageable.

Creating several ad groups, each with only a few tightly themed keywords, is a common optimization best practice for contextually targeted display campaigns on the Google Display Network. This allows AdWords to target your ads more effectively on the most relevant content, leading to more clicks and conversions for your campaign. This also gives you insight into which themes are performing well for your campaign and which are not - allowing you to better allocate your advertising investment.

Finding Ad Group Themes: When you search for any topic on Google, Wonder Wheel will generate up to eight related topics for you to consider. Each topic represents a possible ad group theme for your campaign. Simply click on any of the topics to see other searches and themes related to it. This allows you to quickly build up a large set of campaign expansion options, in a visually intuitive way. Some of these topics might be completely irrelevant, but closely associated with your brand or theme. These are great candidates for your negative keyword lists.

Building Keyword Lists: Once you have finalized your ad group themes, enter each (one at a time) into the AdWords Keyword Tool, under the "Descriptive words or phrases" tab and select **get keyword ideas**. You can then select the most frequently searched keywords and save them to your ad group. You should typically limit the keywords you add to the top five to ten keywords that the Keyword Tool suggests. This will help to ensure that your list stays highly relevant to your ad group theme.

Campaign Targeting Options

Best Practices for Direct Response Campaigns

For direct response campaigns, the most important metric is cost-per-acquisition (CPA), or cost-per lead, which is primarily impacted by number of clicks the campaign receives and the conversion rate. By refining your campaign targeting options, you can send more qualified traffic to your site - increasing the chances of a visitor becoming a customer. Taking time upfront to set up your campaign correctly goes a long way in achieving this goal.

1. **Create a separate Display Network campaign:** Setting up a separate campaign just for the Display Network will allow you to have more control over keywords and bids than if the campaign were combined with Search. Select "relevant pages across the network" to maximize your reach. Include or exclude the Mobile Display Network depending on whether you are trying to reach people who are accessing your site through mobile devices.
2. **Only reach potential customers:** Target customers in the languages and geographic regions where you offer your product or service. Minimizing the number of people who see and click on your ad who are unable to purchase your product or service will help reduce your cost-per-acquisition (CPA) and increase your conversion rate. Ad Scheduling and demographic targeting can also help to ensure that you're only reaching your target audience.
3. **Use Keyword contextual targeting:** Contextual targeting is best suited for driving performance and cost-efficient conversions. This targeting method will identify the most relevant pages where you ad is eligible to appear based on your keywords; showing your ad on sites where users are most likely to click.
4. **Implement cost-per-click (CPC) bidding:** Just like Search, this means you will only pay when a user clicks on your ad. CPC bidding is a must if you want to use Conversion Optimizer.
5. **Create many, tightly themed ad groups:** Multiple ad groups with clear themes, and a small tightly related set of keywords (5-50) enables AdWords to target your campaign more effectively on the Google Display Network. Use keywords that have one meaning and avoid duplicate keywords in the same ad group.
6. **Include Negative keywords:** This will prevent ads from showing on irrelevant themes that may be related to the keywords you are targeting, resulting in more qualified clicks.
7. **Exclude irrelevant or poor-performing sites:** You can get more qualified traffic by excluding sites that don't perform well for you based on historic data, or are irrelevant to your product.
8. **Set up AdWords Conversion Tracking:** Install Conversion Tracking on your website before you start a Google Display Network campaign, and create multiple conversion points across different pages of your site. This will give you more data to leverage when optimizing your campaigns, allowing you to understand whether you need to improve your campaign targeting or the conversion process on your site.
9. **Use Conversion Optimizer to manage CPA:** Google Conversion Optimizer automatically manages bids at the site level to reach a maximum cost-per-acquisition (CPA) bid, which is the amount you're willing to pay for a conversion (such as a purchase or signup). When you enable the Conversion Optimizer for a campaign, you set a maximum CPA bid for each ad group.

8.3 Generate Creatives

Ad Formats For The Google Display Network

Text Ads

This module contains information on creation and best practices for various ad formats on the GCN.

Text ads are the simplest ad format, and are also the easiest to create and edit. You can quickly create multiple variations for different products to test ad text or landing pages. These ads are the most versatile ad format with the widest reach across the web.

Generally, you should create separate ad groups for text ads and display ads to best optimize your bidding. If you have different goals for your text and display ads, (e.g. direct response goals for text and branding goals for display) you should create separate ad groups for each ad format to best optimize your bidding. However, if you're solely focused on direct response, you may want to manage your text and display ads in the same ad group and bid the same amount for both to get the most cost effective conversion for your budget. Similarly, if your goal is getting maximum reach from your campaign, it can be beneficial to include a text ad in each ad group, as some publishers only accept text ads.

Advertisers often see a lower cost per acquisition (CPA) with text ads than with display ads since cost-per-click (CPC) targeted text ads only take up a fraction of space in an ad block. This can lead to them costing less in the auction.

Here are a few best practices to keep in mind when creating text ads:

- Attract the user's attention by writing compelling ads
- Describe clearly what your products or services you're offering
- Highlight unique selling points or special offers
- Reference a desired action such as "order online" or "sign up today"
- Test multiple versions of your ads to determine what works best for you
- Route users to the most relevant landing page for each creative

Display Ads

Display ads are non-text ads that use images, Flash, video and other technologies and appear alongside publisher content, and can show on both desktop computers and high end mobile devices. Advertisers use display ad formats to meet a wide variety of objectives, ranging from increasing brand awareness, to driving the number of conversions. You can easily deliver your message to your customer by using display ads on the Google Display Network.

Here is an example that illustrates how display ads can be used successfully on the Google Display Network:

You own a pizza restaurant in San Francisco. You can use the Display Ad Builder to develop a display ad that has an image of your most popular pizza with a call-to-action message that leads users to a discount coupon page. You can then advertise using relevant keywords on the Google Display Network and drive conversions at your local pizza store.

Rich Media Ads

Rich media ads allow you to more actively engage a web user with your content than standard text or display formats, as they allow greater interactivity and dynamic content. Rich media ads include video ads, Flash animated ads, and ads that mix text, animated content, and designs. You can easily create these types of ads using the AdWords Display Ad Builder.

Here are a couple examples of how you can you use rich media ads:

- Video: If you have a product demo or existing TV commercial, you can broadcast it throughout the Google Display Network using these video formats. You can create in-stream or click-to-play video ads using their unique templates.
- Animation/image: If you are a retailer, you can showcase your top selling products along with prices and descriptions and allow users to browse through them, directly in an ad. You can select from multiple interactive templates that allow you to showcase images or set unique destination URLs per image.

Video Ads

Online video is one of the largest areas of media consumption, with an audience of hundreds of millions. Google AdWords allows you to reach and engage this audience with video placements and ads.

Video placements can help you expand your brand reach across a large demographic of global users who are eager to view, share, and create new video content online. You can use the placement tool to target video sites such as YouTube and share your marketing message using text or display ads.

Video ads provide users with a rich and engaging advertising experience. They supplement a web video's content, or advertise a product or service that is relevant to users watching video content. This results in enhanced online branding and cross-promotional advertising campaigns.

- **Click-to-play video:** If you have a product demo or existing TV commercial, you can broadcast it throughout the Google Display Network using this video formats. These ads begin playing when clicked on by an interested user.
- **In-video:** If you would like to promote your product or service directly within the video player that a user is watching, you can use either of the following:
  - ✔ Overlay: An ad that covers the bottom section of the video.
  - ✔ In-stream: A video ad that plays at the beginning, during, or end of video content.

Learn more about the specifications and how to get started with video ads.

Using the Display Ad Builder

Display Ad Builder Overview

Google Display Ad Builder is a free tool that allows you to create compelling, eye-catching Display ads in minutes. By providing you with pre-existing design templates, it alleviates the high cost and long lead time that often comes with generating a display creative: perfect for smaller advertisers with more modest advertising budgets. Google Display Ad Builder allows you to expand your Display Network campaigns to include new ad formats beyond text.

With Display Ad Builder, you can create ads using your own customized text and logos. You can also upload images using standard IAB image ad formats, including simple images or Flash, or upload your own video to create a click-to-play video ad.

Learn more about the Display Ad Builder.

Basic Display Ad Builder Functions

You can access Display Ads Builder within your AdWords account. To access the feature, select the campaign or ad group where you want to create your ad, click on the **Ads** tab, select **Display ad builder** from the "New ad" drop-down menu, choose a content category on the left, and then choose a template. To create a display ad, complete the form for the template and upload any required content. You'll be able to preview your ad to the right of the form. Then select your ad sizes above the ad preview. We recommend that you select as many variations as possible, however, you should uncheck the box for any ad size where your ad content does not display properly. Be sure to click **Save Ad**.

Be sure to preview the available ad sizes near the end of the ad creation process. To change your selections, go back one step and make your changes, then finish submitting your new ad. Once your ad is created, you can only change its content (images, text, etc.). Changes to your ad's content will be applied to all existing ad sizes for the ad. To try different ad sizes for an existing display ad, you'll need to create a new ad with the same content and your new desired sizes.

Important: Every time you create or edit your ad, you'll be creating and editing all size variations at the same time. This means that when editing the ad, all your edits will apply to all size variations selected on the page, and this will overwrite all previous selections. If you leave any unselected, this will delete the corresponding ad in that size variation.

Display Ad Builder Templates

Display Ads Builder has dozens of templates to help advertisers achieve the best performance. There are format-specific templates, such as video and rich media templates, to help advertisers specializing in those formats. Seasonal templates are good for a season or holiday-specific promotion. See an example of a seasonal ad template here. There are several vertical templates, for finance, education, retail, etc advertisers. And advertisers can also find the most popular and highest CTR templates, based on advertisers that have used templates before them.

Each template enables you to select a headline, headline font and color, and then include product descriptions and URLs, with the option to upload accompanying images. Users can then select from among dozens of background colors and provide display and destination URLs. Lastly, you can apply the chosen design to all ad sizes or to just a chosen subset by checking and unchecking selection boxes.

To see all the templates, go to the **Ads** tab in your account, and then **New ad** and then select **Display ad builder** from the drop-down menu. Scroll down and you'll all the template categories on the left side of the page. Click on any to see more templates within that category.

Display Ad Builder Best Practices

Select and Preview Ad Sizes

Since publishers for sites across the Google Display Network are able to select which ad formats and sizes they allow on their pages, it's recommended that advertisers create versions for their display ads in all possible sizes. This is to ensure that the ads will fit in all placement options across the Display Network, as some publishers may not permit certain sizes to appear on their pages. Due to the different placement options and inventory available across publisher sites, Google will automatically create your ad in most of the standard IAB ad sizes.

Each template within the display ad builder may allow you to insert one or more related images and a business logo. The recommended size for each image slot and associated template will be displayed during the ad creation process. Images that are over the file size limit or that don't meet the specifications for the template you select may appear distorted, misaligned, or not appear at all. You should review and resize your images as needed before creating a display ad so that your ad appears properly.

Consider the following best practices when selecting and previewing ad sizes:

- **Display ad previews:** You can preview how your display ad will appear while you're creating it. Be sure to click **Update preview** whenever you add an image to see how it will appear within your ad.
- **Review all selected ad sizes:** When you create your ad, you'll have the option to select the ad variation sizes we create for your ad. In some cases, these ad sizes may not work well with the size of the image you provided, so be sure to check that your image displays properly in each case. Deselect those sizes for variations where the images won't display properly.
- **Image editing:** Use photo-editing software to edit your image size and format. Transparent 24-bit PNG files look more professional because they match the background of both the image and the ad itself.

Choose Images and Colors

One of the key benefits of the Display Ad Builder is the freedom to easily and quickly customize how your display ads look and feel. Doing this can help you reach your target audience more effectively, generating results more quickly. It's important to carefully choose the images and colors for your display ads, ensuring that your selections compliment both the content of your ad and the sites on which your ad appears.

Refer to the article Experiment with Images, Colors, and Fonts for specific best practices on selecting images and colors for your display ads.

Create Multiple Ad Variations

Display ads offer so many options that you may need to experiment with different templates, colors, and content to get the best results. Creating multiple ad variations can help you identify the combinations that work best for your campaign.

- **Change color schemes:** Changes to the background and font colors of display ads can dramatically increase clickthrough rates (CTRs), which can lead to more impressions and more conversions. Set up your ad, then choose that same template again, change colors, save it in the same ad group, and then let the variations compete against each other. You can then pause the ads that are doing poorly, leaving the best color combinations to lead your campaign.
- **Try new templates:** Performance can vary widely by template. Consider trying out templates with images, no images, various types of animations, and no animations. Minor differences in layout and animations can have large impacts on clickthrough rates (CTRs), depending on your product or service.
- **Call-to-action:** The differences between "Buy it now" and "Learn more" for example, can significantly impact the users propensity to click. Consider trying out several variations, keeping in mind that the call-to-action phrases that you're used to using for text ads may need to be altered for display ads.

Best Practices For Display Creatives

Preview and Refine

You should regularly preview your display ads as you work with the display ad builder to make sure that they produce a resultant ad that you are satisfied with.

Refer to article Select & Preview Ad Sizes in the earlier part of this lesson for additional details and best practices.

Include Clear Messaging

To ensure that your marketing message gets across to potential customers, it's important that you include clear messaging when creating your display ads. Below are some basic best practices that can help you create a clear, compelling, and concise display ad.

- **Include a strong call-to-action:** Your ad should convey a call-to-action along with the benefits of your product or service. A call-to-action encourages users to click on your ad and ensures they understand exactly what you expect them to do when they reach your landing page. Some call-to-action phrases include "Buy," "Purchase," "Call today," "Order," "Browse," "Sign up," and "Get a quote." While words such as "find" and "search" may be accurate verbs, they imply that the user is still in the research mode, and may not encourage the user to perform the action you'd most like them to take on your site.
- **Be explicit about your call to action:**Include your call-to-action as a button or somewhere else within the ad that will ensure the user understands where to click. This is especially important in display ads, because users may not know what part of the ad is clickable or, in some cases, that your ad is an ad at all. Users also want to know what they can do if they click their ad: "Learn more?" or "Buy now?" Let them know what to expect.
- **Include prices and promotions:** The more information about your product that a user can gain from your display ad, the better. For example, if a user sees the price of a product and still clicks the ad, you know they're interested in a potential purchase at that price. If they don't like the price, they won't click your ad, and you save yourself the cost of that click.
- **Include key messaging and call-to-action in final frame of animations:** Some ads have animated "teaser" text which may enter and exit the ad at various points. If users miss this text, what they end up seeing may not clearly communicate your offering and what they should do. If the action they should take isn't clear, they'll be less likely to click. Including all key messaging and your call-to-action in the final frame of animations can help ensure that your message gets across to your users.

Experiment with Images, Colors, and Fonts

You should feel comfortable experimenting with your display ads often, continuously refining images, colors, and fonts to maximize performance. The display ad builder allows you to easily and quickly make changes to your display ads.

To get the best performance out of your display ads, consider the following best practices:

- **Choose easy-to-view colors:** Make sure you've customized the color scheme of your ad, including the background and font color. Try to align the color scheme of the template with the content of your image. Be careful of your color choices; extremely bright colors can be unpleasant or difficult to read. Using the same color for the foreground and background of your ad will also make it difficult to identify items within the image clearly.
- **Work with the publisher color schemes:** If you are placement targeting certain sites, consider tailoring the color scheme of your display ads to match the publishers' pages. If your ad looks unattractive or out of place on a page, users will be less likely to click on it. It's more important to match the sites that you're targeting, than to match your landing page.
- **Use transparent PNG format images:** This can greatly improve the aesthetics and unique look of your display ad. If you don't have a transparent PNG image, make sure your ad color scheme matches the background of your images. If your image has a white background for example, consider setting your ad background to white.
- **Balance your ad content:** Make sure your ad text and images are balanced within the body of the display ad and within the overall ad size. Images should be clear, resized to fit the ad shape, and easy to recognize. All text should be easy to read and understand in relation to the included images and shape and size of the ad in all size versions. Images should not be cut off or unrecognizable, and lines of text should be complete and make sense. Check your ad in each available ad size and resize any images as needed.
- **Create a visible Display URL:** Your display URL should be visible. If it's the same color as the ad's background color, it won't be visible to the user.

Consider Your Goals

It's important to consider your goals before selecting an ad format. For example, advertisers whose main goals are to reach the largest number of customers and generate the online sales may want to select different ad formats than advertisers whose main goal is to increase brand awareness.

Text ads are the simplest ad format available, the easiest to modify, and have the widest reach on the Google Display Network. However, if your goals are capture the attention of your customers in new and visually stimulating ways to enhance your brand, you might want to try something more engaging, such as display ads.

This module contains guidelines for how to select and refine your display ads for optimal performance. You can follow these guidelines to create your own display ads using the Display Ad Builder, or if you want professional help creating your ad you can use The Google Ad Creation Marketplace to help find an industry expert to assist you.

Display Ad Policies

Google Display Network Display Ad Policies

Google's content policies for AdWords text ads also apply to AdWords display ads. Promoting violence, copyrighted content, and drugs are a just few examples of content that is not permitted in display ad content. For a full list of content policies by region, visit the AdWords Help Center.

In addition to content policies, there are an additional set of policies for display ads that don't apply to text ads. Some examples include avoiding unconventional ad layouts, such as an image that appears sideways or is repeated, or mimicking computer functions. Animations that last for too long, or ads that use strobing backgrounds, would also result in an ad disapproval. For a full list of policies by ad format, visit the AdWords Help Center.

Also, similar to text ads targeting the Google Display Network, display ads need to be approved as Family Safe status before accruing impressions on publisher sites. If your newly submitted display ads are not accruing impressions, it may be because they are under review.

Display Ad Approvals

If your display ad has been disapproved per policy, you should familiarize yourself with the policies and edit your ad. When you save your new ad or upload a new ad, it will automatically be submitted for re-review.

8.4 Implement a Campaign and Ad Groups

Create a New Campaign

Introduction to Creating a New Campaign

Follow these steps in order to create a new display campaign on the Google Display Network:

1. Consider your inventory of products or services.
2. Create separate ad groups for each product or service that you'd like to promote with a display ad.

   You may also wish to create ad groups around central themes that map to your offerings.

3. Choose a template for your ad and customize the text and image.
4. Choose your targeting strategy.

You may want to start by using contextual targeting for your display ad groups. Contextual targeting allows you to select keywords related to your products so that your ads will automatically be placed on relevant websites.

You may find that you wish to reach additional customers beyond those you are contextually targeting. To reach these additional customers, you may decide to add managed placements to your campaign, which allows you to choose individual websites and webpages in the Display Network where your ads will be displayed. Using managed placements for your ads on a few sites will enable you to test out the feature. However, if your primary interest is direct response advertising, we recommend focusing mainly on contextual targeting.

You can also select preliminary targeting options, such as locations and languages, to reach your audience.

- **Language targeting:** Your language targeting setting helps determine which users will see your ad, based on the language preferences they've selected. You can select one or more of over 40 languages to target. However, please keep in mind that AdWords doesn't translate your ads, so we recommend targeting only one language per campaign.
- **Location targeting:** You can select any combination of locations to target with your campaign, including countries, territories, regions, cities and custom areas. For example, if you want to reach English-speaking users in select locations, you could target specific regions within the United States and a few large cities in Europe, such as London or Glasgow, where English-speakers are likely to see your ad.

Bidding and Budgeting Options

Choosing the best bidding strategy and budget for you is essential to meeting your goals for your display campaign.

Bidding Strategies Advertisers should choose a strategy that most closely matches their objectives from the below options:

- **Cost-per-click (CPC) bidding:** Pay each time someone clicks on your ad, anywhere on the Google Network. Best suited for direct response campaigns.
- **Cost-per-thousand (CPM) bidding:** Pay each time your ad has been shown one thousand times, only on the Display Network. Maximum CPM must be set to at least USD$0.25. Best suited for branding campaigns.
- **Cost-per-acquisition (CPA) bidding:** You determine the most you're willing to pay for each conversion, and the Conversion Optimizer automatically finds the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear. Best suited for direct response campaigns.

  When setting up your content bids initially, you should set them to the same level as your search bids. This is just a good place to start when setting up a new display campaign. You can always adjust your bids once you've accrued enough data to analyze your performance at your current bids.

How Ads Are Selected

Placement-targeted ads and keyword-targeted ads compete for placement on pages on the Display Network based on their Ad Rank.

Ad Rank for keyword- or placement-targeted ad is determined depending on whether the campaign uses CPC or CPM bidding. The Ad Rank for an ad with CPM pricing isn't comparable to that of an ad with CPC pricing. To solve this problem, AdWords calculates an equivalent impression-based Ad Rank for ads with CPC whenever they're in competition with ads with CPM.

With CPM bidding, your ranking is determined by your bid and your landing page quality. With CPC bidding, your clickthrough rate (CTR) also helps determine your ranking.

More on CPA Bidding

If you are using Conversion Optimizer, you can bid using a maximum cost-per-acquisition (CPA). Conversion Optimizer automatically finds the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear. You still pay per click, but you no longer need to adjust your bids manually to reach your CPA goals and can benefit from improved ROI.

Budget Options

Your daily budget is the amount that you're willing to spend on a specific AdWords campaign each day, on average. When the budget limit is reached, your ads will typically stop showing for that day. How quickly your ads are shown during a given day is determined by your ad delivery setting.

Learn more about bid optimization best practices.

Advanced Campaign Settings

In any campaign, you have the ability to implement several "advanced settings, such as Ad Scheduling, Frequency Capping, and Ad Rotation. Campaign settings are covered in more detail in lesson 2.2 AdWords Campaign Management Basics. The settings covered in lesson 2.2 also apply to campaigns that include display ads.

- **Ad Scheduling:** Specify certain hours or days of the week when you want your AdWords ads to appear. You can also adjust bids for your ads during certain time periods. Consider running an hourly report in the AdWords Report Center to view metrics like clickthrough rate (CTR) by hour of the day to help you set up Ad Scheduling effectively. Refer to the full article on Ad Scheduling in Lesson 8.6 for more detail.
- **Frequency Capping:** Limit the number of times your ads appear to unique users on the Google Display Network at the creative, ad group, or campaign level. Frequency capping is highly popular for brand-focused advertisers who are running display campaigns and using CPM bidding. However, the feature is compatible with any ad format, bidding model, and targeting options for ads running on the Display Network.
- **Ad Rotation:** Specify how the system should deliver your active ads in relation to one another within an ad group. The default setting for this feature is "Optimize," which means that the system will favor ads with higher clickthrough rates (CTRs), showing them more often. You can also set your ads to "Rotate," which means that each of your ads will enter the auction an approximately equal number of times. Although this option will allow you to test the effectiveness of each of your ad variations, choosing to rotate your ads may result in a lower average position and fewer relevant clicks since ads with lower CTRs will show more often than with the "Optimize" option. When running a display campaign with new ads, you might consider choosing "Rotate" in order to give the new ads a chance to show.

Target Your Campaign

Keyword Contextual Targeting

Contextual targeting is used to match keyword-targeted ads (also referred to as automatic placements) to sites within the Google Display Network.

This form of targeting better suits advertisers focused on performance and cost-efficient conversions since ads will provide useful information to readers and attract an audience with an established interest in your message.

To build a contextually targeted campaign:

1. **Define your ad group:** Each ad group should have specific themes. Start with themes that are descriptive to the product or service advertised, and avoid themes that are aimed at targeting audiences. If you have a strong and well-recognized brand, consider including branded keywords in keyword-targeted ad groups. Use the Wonder Wheel tool to generate ideas for more ad group themes.
2. **Generate keywords:** Each ad group should have between 5 and 50 keywords. Avoid repeating keywords in the same ad group, and use keywords that are tightly related to the ad group theme. Use the Keyword Tool to help you build your keyword list.
3. **Set Ad Group Bids:** Set your initial Display Network bid at the same level as your search bid. You can always adjust after launching the campaign and evaluating its performance.
4. **Add negative keywords:** This will help to ensure your ads don't appear on irrelevant searches.
5. **Implement Conversion Tracking:** To better understand the performance of your campaign set up AdWords Conversion Tracking. This tool will give you insights into site-level conversion data.

6. **Optimize:** After a few days, check the **Networks** tab and correct any poor matches by excluding placements and adding negative keywords. Add and remove keywords, pause ad groups that have been optimized and are not performing, and adjust your bidding. You should also add more ad groups that are similar to those that are performing well for you.

The position of a keyword-targeted ad on a Display Network page is determined partly by the maximum cost-per-click (CPC) of the keywords in an ad group. Quality Score is also a factor, which is derived from the ad's past performance on that and similar Display Network pages, landing page quality, and other relevance factors.

Managed Placements

Managed placements are specific sites in the Google Display Network that you specifically select to target. There are two main reasons why you may want to select managed placements:

1. **Placement Management:** If you want to run ads on the Display Network, but only on placements you hand-pick, you can select this option in your campaign settings. In this case, you would choose managed placements in the Display Network where you'd like to see your ads displayed and add them to an ad group.
2. **Bid Management:** If you're running ads across the entire Display Network, but you'd like to raise or lower bids for specific placements based on the performance of those websites. For example, you may want to be more competitive for a placement on a particular site to receive more traffic. You can add the site as a managed placement and simply raise your bid for that one placement. You may also see an automatic placement that you don't want to entirely exclude but that doesn't particularly interest you or generate a strong return on investment. You can add it as a managed placement and lower the bid for that website.

There are three main ways to add managed placements to an ad group: manually adding, copying from your "automatic placements" table, and using the placement tool. Learn more about the specific steps to add managed placements.

When picking the sites you wish to add as managed placements, make sure they support your ad formats. Some sites may not run certain ad formats (like banners or wide skyscrapers) or may halt advertising for other reasons. We suggest you experiment with several different placements over time and look for the combinations that work for you.

Enhanced Online Campaigns

Enhanced Online Campaigns allow you to manage keywords and placements within the same campaign, as well as use keywords and placements together within the same ad group, to more precisely target your ads to the Google Display Network.

Keywords and placements determine where your ads are eligible to show. When you choose both keywords and placements, you can restrict your ads to the specific sites where you want them to appear, showing them only when the content of a page is relevant to your keywords. Using keywords to refine the targeting for your managed 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. Adding keywords also limits the potential number of clicks and impressions, so you should monitor your ad's performance to make sure you're seeing the results you want.

Where your ads run and how much you pay for them depends on a choice you make in your network distribution campaign settings.

- **Relevant pages across the entire network:** With this option, keywords alone determine where your ads are eligible to show. You can add managed placements to an ad group, but their only purpose will be to raise or lower your bid when keyword matching puts your ad on one of those placements. Adjusting bids helps you win more or fewer ad auctions (and therefore clicks and impressions) on those managed placements. So, if you find a site that performs well, you can increase your bid for that site. On the other hand, if you have a site that is performing poorly, but you don't want to completely exclude it, you can adjust your bid to reach your goals.
- **Relevant pages only on the placements I manage:** With this setting, keywords and placements determine where your ads are eligible to show. When you choose both keywords and placements, you can restrict your ads to the specific sites where you want them to appear -- and show them only when the content of a page is relevant to your keywords.

Create a Display Ad Group

Select Your Bids

There are several bidding strategies that advertisers with display campaigns can implement based on their goals for the campaign. For both managed and automatic placements, you may set a default ad group-level bid as well as placement-level bids. The level at which you bid depends on your desired level of control. Demographic bidding options are also available.

Bidding Options for Managed Placements

If you're running managed placements, and you want to maximize your exposure on specific placements, then you should set your bids at the placement level. If you don't need this level of control, you may want to set a default ad group-level bid that will apply to all placements in the ad group.

You can customize your bidding strategy further by setting a default ad-group level bid in addition to a placement-level bid. For example, you might run your ads across a group of placements with a default bid of US$0.50, but target a specific placement that has been performing well for you with a bid of US$1.00. This would increase the likelihood of your ad appearing on that site.

Bidding Options for Automatic Placements

If you are running your ads on automatic placements, you may set a default ad group-level bid as well as placement-level bids. Your keywords will make the first determination of where your ads appear, but you can still add placements to bid more on sites that are performing well for you, and less on sites that are not performing well. For example, you might run your ads across the entire Google Display Network with a default bid of US$0.50, but target a specific placement with a bid of US$1.00 whenever your ad appears there.

Demographic Bidding

You may find that a certain demographic is particularly responsive to your campaign. Demographic bidding allows you to increase your bids for specific demographics so that your ads become eligible to show more frequently to users in those demographics. Demographic bidding is only available for certain sites within the Google Display Network.

8.5 Measure Performance

Introduction to Measuring Performance

Why Measure Performance?

If you're spending your advertising budget on online marketing, you likely want to ensure that these funds are being used wisely. If you have a good model for measuring ad performance or return on advertising investment, it will be easier for you to respond to changing market conditions, to understand and react to shifts in your customers' behavior, and to make informed calculations about where to invest additional budget or how to reallocate existing budget.

Google provides several tools to help you measure the performance of your advertising investment. You can use performance metrics on the Google Display Network to understand where your ads are showing, and to optimize your campaigns towards the most effective ad placements.

Tools and features such as Google Analytics, AdWords Conversion Tracking, and View-through Conversions can provide you with valuable insights into your campaign's performance.

The AdWords Performance Management Environment

You can also see your performance metrics in the **Campaigns** tab within your AdWords account. Customize and segment your columns and download the metrics for those columns in a format you choose. Here's a quick overview of the metrics you'll find:

- **Campaigns tab**: Organizes statistics for each of your campaigns.
- **Ad groups tab**: Organizes statistics for each of your ad groups.
- **Ads tab**: Presents relevant statistics for ad variations, such as text ads, image ads, video ads, and local business ads.
- **Keywords tab**: Displays details on selected keywords and organizes statistics by keyword.
- **Networks tab**: Shows metrics for your campaigns across the Search and Display Networks. The "Automatic placements" and "Managed placements" tables show statistics for ads that appeared on specific domains or URLs in the Google Display Network.
- **Dimensions tab**: Presents statistics for your entire account aggregated by other variables, such as time, geography, and demographics. Use the "Destination URL" view to see statistics for your destination URLs.

View-through conversions: View-through conversion reporting is also available through the **Campaigns** tab as an optional column for those advertisers who have already implemented Conversion Tracking. View-through conversions provide a deeper level of insight into the effectiveness of your display ads on the Google Display Network by showing you the number of online conversions that happened within 30 days after a user saw, but did not click, on your display ad.

Overview of Campaign Performance

General Campaign Performance

If your display campaign doesn't seem to be ramping up or is not meeting your online objectives, there are some basic steps you can take to help you identify and solve the issue.

If your display ads are accruing little or no impressions:

1. Confirm that your campaign, ad group, and ads are active.
2. Verify that your ads are approved. Ads that are pending approval or disapproved will not run on the Google Display Network.
3. Check that your ad has been marked "Family Safe." Most sites on the Google Display Network only accept Family Safe ads.
4. If using managed placements, verify that the placements you're targeting accept display ads in the sizes you have in your campaign. You can do this either through the Placement Tool or Google Ad Planner.
5. Confirm that your bid is high enough for your ads to appear. Regardless of the pricing model you've chosen for your campaign, a bid that is too low will prevent your ad from showing. Remember, your bid for a display ad must be higher than the combination of all of the text ads that would have shown in that ad unit in order for the display ad to show. Consider raising your bids if you want to give your display ads a better chance of winning more auctions.

If you're more concerned with your return on ad spend or aggregate click or conversion volume, as opposed to the overall traffic your ads are receiving, the most important step you can take to ensuring strong campaign performance is checking to see if your ads are relevant to the inventory you're targeting. You may also want to re-structure your campaign into more tightly themed ad groups.

Check out Section 12 of the Exam Study Learning Center on Optimizing Performance for more specific tips.

Quality Score and Campaign Performance

Quality Score is an important component of the AdWords system. For display campaigns, this dynamic metric is used to measure the relevance of your display ads to particular pages on the Google Display Network. Quality Score affects your eligibility to enter the ad auction, the rank of your ad, and the price that you pay in the auction. Ads with better Quality Scores will have better rank and position on the page. Ads with low Quality Score may have to have a higher bid to compete in the auction.

Three key factors that impact your Quality Score on the Google Display Network are:

1. the relevance of the ad and the keywords in the ad group to a Display Network page.
2. the ad's performance history on a Display Network page and similar pages.
3. the quality of your ad's landing page.

To improve your Quality Score:

- Edit your ad to include a clear call-to-action for users.
- Verify that your landing page is easy to navigate and relevant to your ad.
- Ensure that your keyword list has keywords that relate to a single, clear, specific theme so that your ad is as targeted as possible.

A high quality ad creative that is relevant to the keywords within the ad group and the sites on which the ad is appearing will likely have a higher Quality Score, which will help improve the ad's performance on the Google Display Network.

Campaign Success Metrics

General Campaign Review Best Practices

Once your campaign is active, it is important to review its performance on a regular basis. It's normally good to wait 2-3 weeks after creating your campaign before reviewing campaign performance too thoroughly. This will give you a larger set of data to work with, allowing you to make more informative decisions.

By tracking your performance and conversions, you can identify which clicks are more valuable and increase the efficiency of your ad spend. In order to do this, you first should track what your users are doing on your site. With more data about your customers, you can make better decisions about how to run your business. For example, if it's determined that a particular campaign is converting well or generating high user engagement, you can invest more of your budget into bidding competitively on certain ad groups or placements within that campaign.

It's important to measure the performance of your account on multiple levels:

- **Campaigns:** You should start by measuring a few key metrics on a campaign level to understand overall performance.
- **Ad Groups:** Analyzing performance at an ad group level will allow you to better understand whether there are specific ad groups that are contributing more to the performance of your campaign.
- **Placements:** Evaluate the performance of individual placements to see which placements are generating the highest number of conversions.
- **Ad Creatives:** Review the performance of your ads to ensure that your audience is responsive to your message.

In addition, consider looking at how performance trends over time. You may see hourly trends or day-of-the-week trends, in which case you can utilize Ad Scheduling to maximize your return on investment (ROI).

Success Metrics For Direct Response Campaigns

Advertisers with direct response goals are usually more concerned maximizing their return-on-investment than creating brand awareness. The key success metric for direct response campaigns is conversions, since this tells you how many people are completing a goal activity on your site. A goal activity could be any action that a visitor could take on your site that you consider to be valuable, such as purchases or sign-ups.

Impressions and clicks are less important in measuring direct response campaigns. When you understand which campaigns are driving conversions, you can determine which campaigns are generating the most value.

Other metrics that you should monitor include:

- **Cost-per-conversion:** Represents the amount you paid for a conversion, which should correspond to the value you place on the goal activity.
- **Conversion rate:** Indicates the percentage of visitors who subsequently complete the goal activity.
- **View-through conversions:** Additional conversions that came from people who saw your display ad but didn't click on it, and then later visited your site and completed a conversion.

Success Metrics for Branding Campaigns

Advertisers with branding goals are primarily concerned with creating brand awareness as opposed to maximizing conversions. For example, an advertiser that is introducing a new energy drink wants to create awareness and interest among as many sports enthusiasts as possible, and isn't necessarily as concerned with selling actual units of the drink online.

The key success metrics for these types of campaigns are:

- **Reach:** The number of users exposed to an ad. Increased reach means that an ad is exposed to more potential customers, which may lead to increased awareness.
- **Frequency:** The average number of times a user was exposed to an ad over a period of time.

Advertisers can increase reach and frequency by managing impressions and cost-per-thousand impressions (CPMs). The Reach & Frequency Report within the AdWords Report Center should be used frequently by advertisers with branding goals to evaluate the performance of their campaigns.

User engagement with your ads is also an important metric for branding campaigns, and can be measured through clickthrough rate (CTR) or interaction rates for advertisers using rich media. Mouseover rate, which is the percentage of time users mouseover an ad for one or more consecutive seconds, is also a useful indicator of user engagement - although this metric is only available for display ads built with the display ad builder.

Linking Campaign Performance to Conversions

Cost-per-acquisition (CPA) is an important metric that advertisers use to evaluate campaign performance. This metric is calculated by dividing the campaign spend by the total number of new customers that completed the "conversion event" specified by the advertiser. With AdWords, the tracking of newly acquired customers is done via Conversion Tracking, so CPA is simply calculated by dividing the campaign spend by aggregate conversions.

Your CPA for both search and display campaigns should be fairly similar as a result of "Smart Pricing" - an algorithm that discounts pricing on clicks that are not likely to lead to conversions. However, you may see greater volumes of conversions originating from search or display depending on the nature of your campaign.

For display campaigns, Google provides an additional conversion metric, the "view-through conversion", which you can add to your click conversion counts. View-through conversions provide a measure of the number of online conversions that happened within 30-days of a user seeing (an ad impression), but not clicking, on your display ad on the Google Display Network.

View-through conversions are useful for more accurately measuring the impact of your display campaigns, and for giving you even more performance data to leverage when optimizing to increase response. To implement view-through conversions, you need to have Conversion Tracking enabled, and have checked the box next to "view-through conversions" in the customize columns menu in AdWords.

Navigating the AdWords Report Center

AdWords Report Center Overview

There are a variety of performance measurement tools available to you within your AdWords account, many of which you can access through the Reporting tab. Here, you can generate several different types of reports, and choose to either run them once, or specify if you want them to be automatically emailed to you daily, weekly, or monthly. (Remember that if you select to run a report weekly, it will be sent to you on Mondays.)

Available report types include:

- Placement/Keyword Performance
- Ad Performance
- URL Performance
- Ad Group Performance
- Campaign Performance
- Account Performance
- Demographic Performance
- Geographic Performance
- Search Query Performance
- Placement Performance
- Reach and Frequency Performance

For general performance statistics on your display campaigns, you should run Ad Group Performance, Campaign Performance, or Account Performance reports based on your preferred level of granularity.

We also recommend that you regularly run Placement Performance Reports to stay updated on which publisher sites your display ads are showing. Insight into your performance on each placement will allow you to make informed decisions regarding where to invest your display advertising budget.

The Ad Performance report gives you insight in to the actual performance of your individual display ads. With this report you'll be able to see basic statistics for each individual ad creative, giving you insight in to which ads are performing well and which are not. When you run this report, be sure to choose the appropriate ad variations.

For advertisers with branding goals, where maximizing audience reach and minimizing over-saturation is particularly important, the Reach and Frequency Performance report can be especially useful.

Learn more about running AdWords Reports

Campaign Reports

The Campaign Performance report within the AdWords interface shows performance metrics aggregated at the campaign level. Use this report to compare performance among your campaigns, or to see high level impact of optimizations on a campaign.

Campaign-level metrics such as clicks, impressions, average CTR, average CPM, average CPC, conversions, average conversion rate, or average cost/conversion can help to identify campaigns that are meeting your performance goals and to identify campaigns that need to be optimized.

View results weekly, daily, or hourly to understand how campaign level metrics have changed over time, or if they've been impacted by changes to your campaign.

Placement Performance Report

The Placement Performance report provides site-level performance metrics for ads running on the Google Display Network, and can help you reach your marketing objectives by giving you increased transparency into your display campaign's performance. Use this report to help you manage your campaigns and reach your ROI objectives for the Display Network.

When taking action on information provided in the Placement Performance report, we recommend you rely on conversion data to guide your decisions. This will help you understand how individual sites are converting for you, which is a more meaningful metric for evaluating performance on the Google Display Network than other metrics, such as clickthrough rate (CTR).

Below are some suggested use cases for the Placement Performance report:

- For sites that are meeting your ROI objectives, consider targeting them specifically through managed placements.
- For sites that are not meeting your ROI objectives after having accrued significant traffic, consider lowering your bid on these sites or excluding them from your campaign with the Site and Category Exclusions Tool.
- If you find your ads are appearing on irrelevant pages, take steps to optimize your keywords and ads. Consider adding negative keywords to refine your ad targeting.
- Identify sites that are converting well for you and consider allocating additional budget to these placements. Use our Display Network bidding feature to adjust your Display Network bids separately from your search bids.

8.6 Optimize and Refine

Introduction to Refining and Optimizing

The Value of Optimizing

Optimization can help you achieve your goals for your display campaigns by improving the quality and performance of your account. The optimization strategies featured throughout this lesson have been designed to help you identify and address areas of opportunity within your campaigns.

Identifying where you may be able to make improvements to your display campaigns will help you understand how to maximize your success on the Google Display Network. Best practices around ad group expansion, keyword expansion, and placement targeting can help you expand your reach without sacrificing relevance. You can also identify areas that may be performing relatively well, but could benefit from further refinement through additional targeting options such as adding negative keywords, implementing site and category exclusions, and refining your ads and keywords to be more tightly themed.

Reviewing Google Display Network Campaigns

When to Make a Change

Before making any significant changes to new display campaign, it's important that you've given it enough time to establish and accrue performance history. Doing so will help you understand the full potential of your display campaign performance and allow you to decide on whether or not changes are necessary.

Here are a few best practices to keep in mind when reviewing and making changes to your new display campaign:

Week 1 of Campaign Launch

- **Immediate Monitoring:** Check within a day after you launch your new campaign to make sure it's active and accruing impressions and clicks.
- **Correct Your Targeting:** Within two to three days, check the **Networks** tab to exclude sites and add negative keywords to correct straight-forward cases of poor targeting matches. An example of poor targeting would be "bra" ads appearing on sites about "Bra, Italy."
- **Check Setup Consistency:** If you notice a large number of clicks but little or no conversions, check your ad creative and your landing page to make sure they are well-matched. For example, if you are a furniture store that is selling sofas, be sure that your landing page directs users to the section of your website that features sofas instead of sending them to the general furniture homepage. You should also verify that your conversion code is set up correctly. Try generating a conversion yourself and then check your account to see if the conversion was recorded.

Week 2 + of Campaign Launch

- **Wait For Critical Mass of Data:** Before making significant changes, such as changing bids, excluding additional sites, or pausing ad groups, wait until enough click or conversion data has accrued. Before making significant changes, consider waiting until your campaign has accrued five or more conversions and 100 or more clicks per site. If you are focused on metrics other than conversions, you should wait until enough volume (impressions) has accrued.
- **Evaluate Performance Regularly:** Once you have everything in place, be sure to check your campaign performance periodically to ensure that it is still performing to your satisfaction.

Refining Google Display Network Performance

Using Google Display Network Controls

There are several methods for refining the performance of your display campaigns on the Google Display Network.

- **Negative Keywords:** Negative keywords are a great way to help prevent your ads from showing on Display Network pages with irrelevant themes. Choosing your negative keywords carefully can effectively limit the number of untargeted clicks and impressions received by your display campaign and improve your return on investment (ROI).

- **Site and Category Exclusion:** Site and category exclusion allows you to exclude irrelevant sites or topics that you do not want your ad to appear on in the Google Display Network. You may choose to utilize exclusions once you've gained an understanding of where your ads are appearing (likely through the use of Placement Performance Reports), and how they're performing on those placements. Once you have an idea of the types of sites or topics that you want to exclude, you can go directly to the Site and Category Exclusion Tool to apply these exclusions to your campaign. Advertisers who choose to not show up on a particular type of content (e.g. video sharing sites, social networks, etc), can proactively exclude specific sites or categories of sites before their campaign launches. Site and category exclusions can also be modified once the campaign is live.
- **Refining Keywords:** When contextually targeting, creating tightly themed keyword lists will help to ensure that your ads are appearing on relevant sites within the Google Display Network. Having a large keyword list with general keywords may cause your ads to show up on irrelevant sites that seem related to your business, but really aren't (such as an ad for "java" coffee showing up on a JavaScript site). Refining your keywords to be more specific will help you target the right types of sites.

Extend Your Reach

Expanding on already successful strategies can help you to extend the reach of your display campaign's performance. Here are a few techniques to consider when optimizing for reach:

- **Expand on successful ad groups:** Take a look at all of your ad groups from within your display campaign and identify those that are the meeting your campaign objectives. For ad groups that are performing well, consider expanding into additional ad groups that are related to those themes. Use the Wonder Wheel tool to help you with finding related themes to target.
- **Increase bids for successful sites:** For sites where your display ads are performing under your target cost-per-acquisition (CPA) goals, consider raising your bids on these sites to maximize placements of your ads. You can also decrease bids on sites that are not meeting your campaign objectives. You can identify sites that are performing well, in addition to those that are performing poorly, by generating a Placement Performance Report (PPR) for your display campaign or reviewing this information directly through the **Networks** tab in your AdWords account (under the "Auto placements" section).
- **Expand on successful sites:** If you are using placement targeting, review all of your site performance and identify sites that are doing well for you. Consider expanding your success by targeting other similar sites. Use the Ad Planner to help you with finding sites to target.

Bid Optimization Best Practices

Adjusting your bids for your display campaign to best meet your return on investment goals is yet another important aspect of effective optimization. If your campaign cost-per-acquisition (CPA) is below your CPA goals, you should raise your bids to increase acquisition volume. By the same token, if your campaign CPA is too high relative to your goals, you should lower your bids until your target CPA is met.

Here are some additional best practices to consider when optimizing bids for display campaigns:

- **Adjust your bids across multiple levels:** You should adjust your bids at both the ad group and campaign level towards meeting your CPA goals. For managed and automatic placements, you should adjust your bids at the site-level, increasing them for sites that have good conversion performance and decreasing them for sites that have weaker conversion performance. You should also set your default ad group level bid to a level that is appropriate for the average performance across all the placements within that ad group.
- **Implement demographic bidding:** If you know that a particular demographic is responding better to your ads than other demographics, you can take advantage of demographic bidding to ensure that your ads show more frequently to that particular demographic, while still meeting your CPA targets.
- **Don't adjust bids too frequently:** It is import to avoid adjusting bids too frequently as it can take a while for the effect of your new bid to be fully realized. Making multiple changes at one time also makes it very difficult to attribute success (or failure) to the appropriate changes. Instead of managing bids on your own, you can also use solutions like Conversion Optimizer to manage the day-to-day adjustments of bids towards your CPA goals.

Advanced Google Display Network Optimization Features

Ad Scheduling

Ad Scheduling (also known as "day parting") lets you tell Google exactly when you want your ads to run, and more importantly, when you do not want them to run. In addition, more advanced users can automatically modify their bids based on time-of-day and day-of-week cycles in campaign performance.

Ad Scheduling can help you with improving ROI for your display campaigns by ensuring that your ads show at times where it performs the best. For example, if you notice that you are getting the most conversions from Monday to Friday and nothing on Saturday and Sunday, you can schedule your ads to appear only during those times so that you are maximizing your ad's performance with your given budget.

There are two ways in which you can utilize Ad Scheduling for your display campaigns:

1. **Scheduling Specific Bids:** When you create an ad schedule, you can specify bid multipliers to raise or lower your bid during certain hours or on different days of the week. For example, if you find that your ads get the best results between 8:00 and 11:00 a.m., you can bid more for impressions or clicks during that period. Learn more about the bid adjustment mode of Ad Scheduling.
2. **Scheduling Specific Times:** You can set an ad schedule for particular hours of the day, or specific days of the week. In most campaigns, you can include bid adjustments for particular days or times. To determine when you want your ads to show, you may want to run an hourly report. This would show you what time during the day your ads received the most valuable traffic. Learn more about how to set up your ad schedule.

Conversion Tracking

Conversion Tracking is a free Google Tool that allows you to track your conversion goal such as a purchase, signup, page view, or lead on either Google.com, the Search Network, or the Display Network. We highly recommend that you use Conversion Tracking in conjunction with your display campaigns, as it will provide you with insights on whether or not your campaign is meeting your conversion goals.

When you have access to conversion data in your reports, you can make smarter online advertising decisions, particularly about what ads, keywords and sites you invest in. Given better data, you can better measure your overall return on investment (ROI) for your display campaigns.

Let's look at an example:

Jane owns an online business that sells gourmet chocolate. She knows how many conversions her display campaign is getting, but would like to know specifically which sites are converting into sales. With basic Conversion Tracking, Jane can get this important information.

Once she has this valuable performance data, Jane discovers that a majority of her conversions are coming from sites related to chocolate recipes. She can now optimize her display campaign by expanding on other ad groups themes related to chocolate recipes, thus maximizing her campaign's ROI.

Conversion Tracking is an essential feature that will help you identify where you are doing well on the Google Display Network, and where you need to improve. Knowing this information will allow you to make changes or edits to your account in order to improve your overall Display Network performance.

Conversion Optimizer

The Conversion Optimizer is a feature available through AdWords that uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It achieves this by optimizing your placement in each ad auction to avoid unprofitable clicks and get you as many profitable clicks as possible for your campaign.

Benefits of implementing Conversion Optimizer include:

- **Increased profits:** Gets you more conversion at a lower cost.
- **Easy to use:** Improves AdWords' ease of use with less time spent managing bids, since the feature does a lot of the work for you. It's easy to turn on, as well.
- **No additional charge:** No extra fees or new interfaces to learn.

Conversion Optimizer works best for advertisers whose goals are mostly conversion and direct-response oriented. Advertisers also need to have already installed Conversion Tracking for Conversion Optimizer to work.

For display campaigns, Conversion Optimizer can help improve performance by using data from Conversion Tracking to determine where your ads are likely to get conversions. Conversion Optimizer will automatically calculate the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear on a Display Network site. You still pay per click, but you no longer need to adjust your bids manually to reach your cost per acquisition (CPA) goals and can benefit from improved return on investment (ROI). This in turn can help you save time and maximize your conversions.

Learn more about how Conversion Optimizer works and the requirements for using the tool.

Demographic Bidding

Demographic bidding on the Google Display Network allows you to change your bid by age range and gender, or choose to only show your ad to certain age groups or genders. Not all sites in the Google Display Network allow demographic bidding. The full list of sites available for demographic bidding can be found in the AdWords Help Center.

To see performance metrics by demographic:

- Login to your AdWords account
- Select a campaign
- Select the **Settings** tab
- Under Locations, Languages, and Demographics click on "Demographic (Advanced)"
- Click on Edit

The performance metrics available by demographic include impressions, clicks, clickthrough rate, cost, conversions, conversion rate, and cost per conversion. You can view all of these metrics by gender and age. If you find that a specific gender or age group performs particularly well for you, consider increasing your bids on these sites. You may also want to decrease your bids for genders or age groups that are not meeting your performance goals, or exclude them from your campaign entirely. If you have a specific target audience, use demographic bidding when setting up your campaign to specify your customer and show ads to a specific age range and gender.

Additional Google Display Network Tools

Optimizing with Ad Planner

In addition to being a powerful media planning tool Google Ad Planner can also be used to optimize existing display campaigns by finding additional, highly cross-visited placements and sites that target your audience but are not currently in the campaign.

To find supplemental sites for your campaign, first click the **Research** tab in your Google Ad Planner account. You can then search for additional sites that your target audience also visits based on your campaign's top performing sites by following these steps.

1. Click the Search by audience tab.
2. Audience: Select or specify criteria accordingly --such as geography, language, demographics, etc --in the drop-down boxes at the top of the page.
3. Enter in URL of top performing sites from your campaign based on avg. CPA and/or CTR into "Sites visited" tab
4. Filter: Be sure to select appropriate Ranking Method based on campaign goals and objectives:
    - **Best Match:** Recommend for performance driven campaigns. Displays a balance of large and small targeted sites.
    - **Composition Index:** Recommend for very direct response campaigns. Displays smaller sites more targeted to your defined audience.
    - **Audience Reach:** Recommended for branding and awareness focused campaigns.
5. As you select all the appropriate filters your site list will dynamically update and reflect the changes made.
6. After you're done selecting all the filters, review your site list and select the ones that are qualified good fits and are not yet in the campaign
7. Export your selected site to Excel
8. Remove "GCN " from all the placements in order to add to campaign successfully.

Wonder Wheel

Wonder Wheel is a powerful tool for building and optimizing display campaigns. The tool visually presents connections between related searches and your search term as an interactive diagram, allowing you to brainstorm new ad group themes and keyword lists. You can also use Wonder Wheel to help you build on successful themes that are already present in your display campaign.

For example, let's say that you sell exercise equipment through an online store. One of your ad groups that is centered around exercise mats is doing very well and you'd like to build out other, more specific ad groups around that theme. By entering the theme "exercise mats" into Wonder Wheel you can get up to eight additional ideas for related ad group themes, with the ability to click on each to generate even more ideas. For example, you may get results for themes like "fitness mat" "gym exercise mat" or "folding exercise mat" that would be beneficial to incorporate into your campaign. <PLearn more about how to use Wonder Wheel to build new display campaigns.

Keyword Tool

The Keyword Tool can help you build an extensive and relevant keyword list for your new contextually targeted display campaign, as well as to refine your existing keywords. Learn more about how to use the Keyword Tool to build out new keyword lists.

To understand how to use the Keyword Tool to refine your existing campaign, consider the following:

1. **Find additional keywords based on your existing keywords.** If you noticed that an ad group theme is performing well for you, then you may want to consider expanding on that keyword list to maximize your Display Network performance. Simply enter in the high-performing keyword from your ad group keyword list into the Keyword Tool to get additional suggestions. The tool will also give you related keywords to consider at the bottom of the results, which are a great way to get additional ad group theme ideas.
2. **Find negative keywords based on existing keywords.** If you notice that your display campaign is appearing on irrelevant sites, you can also use the Keyword Tool to help you find negative keywords. Enter in a keyword from your ad group that is generating clicks on irrelevant sites to find related keywords. Evaluate the resulting keyword list and choose those that are not relevant to your ad group theme to add as negative keywords.
3. **Find keywords on successful placement sites.** If you notice that your campaign is performing particularly well on a specific contextually targeted site, then you may want to consider targeting other similar sites by adding similar keywords. You can use the Website Content option within the Keyword Tool to determine the type of keywords that may be triggering your ads to that site. The AdWords system will then scan the page of the site and suggest relevant keywords for you to expand on.
4. **Find negative keywords based on irrelevant placement sites.** You can also use the Website Content option to find negative keywords on sites that you do not want to appear on. Just insert the undesirable site to generate a list of related keywords. Choose those that you want to add as negative keywords to prevent your ads from appearing on those types of sites.

Whether you're building out a new keyword list or refining your existing list, here are a few best practices to keep in mind:

- **Create small tightly themed ad groups:** Try to keep ad groups to around 5-50 keywords. Be sure that there is a clear and identifiable theme for your ad group.
- **Set your keywords to broad match:** All keywords' match type are translated to broad match on the Google Display Network.
- **Use specific keywords:** Ensure keywords are specific enough and only have one meaning to avoid your ads appearing on irrelevant sites. For example, the keyword "java" for an ad on Java coffee probably isn't specific enough and could result in the ad appearing on sites about JavaScript. "Java coffee" would be a better keyword for this ad.
- **Avoid duplicate keywords in the same ad group:** Use different variations of your keywords to target a variety of relevant sites on the Google Display Network. Check out the Wonder Wheel tool for ideas.

Google Analytics

Google Analytics is a powerful tool that advertisers can use when refining and optimizing their display campaigns. Google Analytics enables advertisers to view more detailed information about the performance of their campaign than is available through AdWords Conversion Tracking. Analytics also allows advertisers to see performance data about referring sites and pages on their site that are not part of their campaign.

By viewing AdWords campaign data within the Google Analytics user interface, advertisers can see whether visitors explored your site, how long they stayed on the site, and your conversion metrics and funnels. This deep insight into how users are interacting with your site, enables you to adjust bids based on the quality of the visits.

Google Analytics can also be used to identify new and better performing sites to include in your display campaigns. You can see which sites referred visitors with the most time spent on site. If your find that a particular site is already a part of your display campaign, use this information to bid up or down, based on the quality of the traffic. If the site is not part of your campaign, consider adding it.

9. Display Advertising on YouTube

9.1 Communicating the Value of Display on YouTube

Overview and Value of Advertising on YouTube

Why YouTube? The World's Largest Video Sharing Community

In a relatively short period of time, YouTube has quickly become the world's largest video sharing community. This exponential growth has resulted in a number of benefits for both users and marketers.

Benefits for users:

- Access to the largest inventory of professional and user-generated videos in the world.
- Ability to engage with a massive community that is already interacting with the content.
- Opportunity to participate on multiple platforms, allowing portability of content.

Benefits for marketers:

- Access to a large community of users that are highly engaged with the content they are consuming.
- Methods for delivering your message and protecting your brand in safe environments.
- Simple self-service platforms for delivering and measuring the effectiveness of your advertising.

As well as watching a lot of videos (over a billion a day at the last count), users also do a lot of searching on YouTube. Video Search includes a number of behaviors and goals that are different than traditional text search, many of which can have even more value for a marketer distributing a message contained in video. People perform so many searches on YouTube that it is the second largest search engine in the world.

Current legal and compliance restrictions prohibit the sale of advertising on Youtube in countries where it is not available. (As of July 2010, Youtube is available in the following countries: Australia, Brazil, Canada, Czech Republic, Germany, Spain, France, UK, Hong Kong, Ireland, Israel, India, Italy, Japan, South Korea, Mexico, Netherlands, New Zealand, Poland, Russia, Sweden, Taiwan, US, and South Africa.)

The Value of YouTube Display Advertising

YouTube's special user population around the world makes it the third largest property on the web. There's a great deal of value in advertising on a property with this type of reach.

Maximum User Engagement

YouTube's unique combination of video access, sharing, and community creates an opportunity for audience engagement that is unmatched.

Sight, sound, and motion elicit an emotional and physical involvement with content among users that is not available in other forms of media. There are two broad areas of participation for marketers:

1. Aid discovery and engagement with your video assets by promoting your videos (Promoted Videos) and building them a curated home on YouTube (Channels).

2. Capitalize on the millions of great partner videos already on YouTube by targeting your display ads to relevant videos.

Video creators can also learn an enormous amount about their video assets' viewership through a sophisticated set of measurement tools. Audience demographics, levels of engagement, and performance compared to similar videos are just a few examples of the data that's available. Video creators can then use this data to drive larger and deeper viewership among a target audience.

When combined, these features and tools create a level of engagement between the YouTube audience and YouTube content that is superior to the engagement offered by traditional media.

Reaching Your Audience

With more than 400 million unique visitors per month worldwide, YouTube can offer access to both current and potential customers, bringing efficient media targeting capabilities to you and your advertisers.

YouTube offers many of the traditional content targeting options that you're already familiar with:

- Keyword targeting
- Contextual targeting

Because of the rich user data we have available, you can use audience targeting such as:

- Age
- Gender
- Location
- Language preference

For more sophisticated advertisers, we also offer interest-based advertising, which targets users based on their previous web behavior. There are two types of interest-based advertising:

- Interest Category Marketing enables the marketer to target a user wherever they are on YouTube, based on the user's browsing history or video viewing on YouTube. This is a unique targeting capability based on the established deep engagement between video content and video consumer.
- Remarketing allows the marketer to only target ads to users who have visited the marketer's website.

Managing Your YouTube Advertising

Understanding Where Ads Run on YouTube

While any user can upload a video to YouTube, ads are placed on a subset of these videos. YouTube serves ads near those videos identified as claimed copyrighted content, as well as near videos that are part of the YouTube Partnership Program. This is a revenue-sharing program that allows creators and producers of original content to generate revenue on YouTube.

These partners might be traditional broadcast partners, professional content producers, or producers of popular user-generated content (with thousands of views). Some examples of these include:

- Established Media properties like the New York Times
- New Media studios like Funny Or Die
- YouTube Original Partners like the Vlog Brothers
- YouTube Hits like Charlie Bit Me

All partners must comply with YouTube's terms of use and community guidelines. The YouTube Partnership Program is currently accepting applications for content producers on its homepage.

YouTube Ad Formats and Page Types

YouTube Ad Formats

YouTube supports a wide range of ad formats and targeting options. Advertisers don't have to have video inventory to advertise on YouTube.

1. You can get started with as little as a simple text ad targeting the Google Display Network.

2. YouTube also enables advertisers to leverage their video assets through the following formats:

    - **In-Stream ads:** Video ads that can be up to 30 seconds long, and appear before a user watches a video on YouTube. Similar to display ads, users can click on an In-Stream ad or a click-to-play video ad in order to be taken to an advertiser's website. Learn more about In-Stream ads.
    - **Promoted Videos:** Ads that enable owners of video content to promote their videos on YouTube and the Google Display Network through a dynamic, auction-based marketplace. Learn more about Promoted Videos.

3. For advertisers without video assets, we support the following display ads:

    - **MPUs:** (Mid-Page Units) 300x250 display ad, which appears to the right of a video.
    - **InVideo ads:** 480x70 display overlay ad, which shows while a video is being played.

YouTube Page Types

There are multiple ad placements on YouTube that are available either on a reservation basis, or through the AdWords auction. These placements can be used to build maximum reach or provide niche content targeting.

Here are a few examples of the YouTube page types where your ads may show:

- **YouTube Homepage:** For advertisers who are interested in maximum brand exposure and reach, ad placements on the YouTube Homepage, such as the Homepage Masthead Unit, are a perfect fit. YouTube homepage ads are only available on a reservation basis. This means that a placement may be purchased in advance and advertisers can secure a one-day slot on the YouTube homepage, assuming that the date requested is available. Please contact a YouTube sales representative if you're interested in advertising on the YouTube homepage.
- **Search & Browse Pages:** Advertisers can target users looking for certain types of content by placing ads on YouTube's search pages and targeting certain categories of searches (e.g. sports, celebrities, etc). Ads can also be placed on YouTube browse pages which highlight all the most popular videos on YouTube. The most common ad formats on these pages are promoted videos which use keywords.
- **Watch Pages:** YouTube has a large number of content partners who provide the site with premium video content. These content providers can be traditional broadcasters, or YouTube users who create popular, ad friendly content. Advertisers can place ads against this content on watch pages and can target users while they're watching video content, commenting on what they're watching, and sharing videos with friends.

Advertisers who have concerns about user-generated content should note that no ad placement is available against content that is not part of the YouTube Partner Program and deemed suitable for advertising.

YouTube Media Purchase Options

Auction vs. Reserved Media Buys

There are two ways to place ads onto YouTube:

- Running ads on YouTube that are bid on and priced through the AdWords auction. Many direct response advertisers, with long campaign durations, find the auction to be the most effective way to buy media on YouTube.

- Reserving a placement on the site through a YouTube Sales Representative. Brand advertisers, with strict impression goals, frequently choose reservation buys to ensure they meet their impression goals within a shorter campaign duration.

Auction Placements Available On YouTube Through AdWords

YouTube is part of the Google Display Network and allows you to bid for ad placements with Google's auction, just as you would for placements on partner sites. The winner of the auction pays the minimum amount necessary to outrank the next advertiser in the auction.

As a part of the Google Display Network, YouTube allows advertisers to leverage the AdWords' auction-based system to target specific YouTube content. While most AdWords ads appear on YouTube Watch pages, there are also additional areas on YouTube where your AdWords ad can be shown such as Search and Browse Pages.

Using a standard text ad, your ad can appear on the following placements:

- as a text overlay at the bottom 20% of the video being played

- on a Browse Page

If you have a display ad, then your ad is also eligible to show:

- to the right of a video on the Watch Page
- as an InVideo overlay at the bottom 20% of the video being played
- on a Browse Page
- on the Search Results Page

With a Promoted Video your ad can show on:

- Search results pages
- Browse pages
- Watch pages
- Homepage (US only)
- the Google Display Network

YouTube Reserved Media Buys

Reserving placements on YouTube is beneficial for advertisers who want to pay a fixed price for a specific placement. Likewise, this method benefits those who want to ensure they're on a placement at a specific time, for a specific duration, or that they're showing against a specific targeting criteria.

Using either our auction system or reservation system, you can ensure that your ads will be shown on YouTube with your key objectives in mind.

9.2 Plan a Campaign

Planning an Auction-Based Campaign on YouTube

The Video Targeting Tool

The Video Targeting Tool allows advertisers to target specific videos, channels and/or verticals on YouTube. Using the tool, advertisers can create highly targeted video-based media plans to target through their AdWords account. The videos, channels, and verticals selected through the tool can be imported as placements into an existing AdWords account.

To get started with the tool:

1. Navigate to www.google.com/videotargeting.
2. Enter a search criteria, either keyword or by audience, to see a list of relevant results.
3. Add videos, channels and verticals to your media plan by clicking the **+** sign or **Add to Media Plan**.
4. Click **Go to current media plan** in the upper right section of the tool.
5. Click **Save** and select where you would like to save your media plan (e.g. your AdWords account).

Here are some additional features of the Video Targeting Tool:

- **Viewing your video results:** When you conduct a search in the Video Targeting Tool, you can choose between viewing the videos as a "video wall" or a "video list." To toggle between views, click the appropriate box directly under the **Videos** tab.
- **Settings:** In the top middle section of the tool, you can choose to filter your results by country and available ad format.
- **Summary:** The **Summary** box in the top right section of the tool will show you potential impressions per day for the videos, channels and verticals you have selected for your media plan.
- **Bulk add and remove:** After filtering a list of results you have the option of bulk adding or removing videos and channels by clicking the **Add all to media plan** or **Remove all from media plan**buttons.
- **Load media plan:** After saving media plans, you can later reload and continue editing an existing media plan by clicking the **Load media plan** button in the top right section of the tool.

The Placement Tool

The Placement Tool allows advertisers to specifically target YouTube through the AdWords system. Learn more about how to find and use the Placement Tool.

The Placement Tool allows advertisers the flexibility to target either all of YouTube, or specific categories of the site that fit with their product or service. For example, an advertiser who is focused on sports products may only want to target Sports videos on YouTube as opposed to the entire YouTube domain. The Placement Tool makes this type of custom targeting possible.

To find the YouTube.com placement as well as our other YouTube placements, please follow these steps:

1. Open the Placement Tool
2. Select **List URLs**
3. Enter **youtube.com** into the text box
4. Click **Get Available Placements**

After completing the above steps, you should see a list of placements on YouTube where your ad is eligible to show. The tool will also display the number of impressions that each placement has on YouTube in your country, per day, as well as the ad format that placement supports.

Evaluate each suggested placement against the goals of your campaign, and select all the placements that meet these objectives. Once you have added all the desired placements to your list, click **Continue** and they will be added to the **Managed Placements** section of the **Networks** tab.

Planning a Reservation Campaign on YouTube

Overview of Reserved Media Placements on YouTube

Most larger advertisers and agencies choose to buy placements on YouTube on a reservation basis, using either cost-per-thousand impressions (CPM) or cost-per-day (CPD) bidding. There are a variety of placements, creative units, and formats available directly through YouTube.

The following placements are available to advertisers purchasing placements on a reservation basis directly through YouTube:

- **YouTube Homepage:** The YouTube homepage is one of the most visited, highly sought-after placements on the Web and is purchased on a cost-per-day (CPD) basis.
- **Partner Watch Pages:** YouTube Partner Watch Pages are watch pages with premium partner content vetted by YouTube as brand-safe for advertisers. YouTube will only show ads on content or videos where we have a direct relationship with the Display Network partner.
- **Search Pages:** Search Pages are a great way to find users who are actively engaging with YouTube content. An advertiser can choose to target Search pages against various criteria such as demographics, video interest category or search-related keywords.
- **YouTube Run-of-Site:** YouTube Run-of-Site placements provide massive reach for advertisers who want to connect with users across a variety of interests and targeting criteria.

A few additional points to consider about purchasing placements on a reservation basis through YouTube:

- **Minimum Spend Requirements:** The minimum media spend on a YouTube media plan (reservations) in the United States is $35,000. Please consult www.youtube.com/advertise for regional price thresholds. Of course, there is no minimum spend for purchasing YouTube as a managed placement in the AdWords auction.
- **Global Availability of Ad units and Placements:** Please note that not all ad units and formats are available globally. Visit www.youtube.com/advertise to discover options available for your specific region and country.
- **Connecting with a YouTube Sales Representative:** With so many options and ad formats available, it can be difficult to know where and how to best reach your audience. Visit www.youtube.com/advertise to learn about additional advertising opportunities and to reach your local YouTube Sales Representative, who can help you determine the best strategy for reaching you or your client's performance goals.

YouTube Contests and Brand Channels

YouTube Contests and Brand Channels provide two of the most engaging and interactive online advertising opportunities available. Both Contests and Brand Channels are available to advertisers in conjunction with significant media investments across YouTube.

- **Contests:** If your brand does not have many video assets, contests are a great way of creating branded videos for the viewing community. Contests harness the creative power of the YouTube community to create videos for your brand for use on YouTube and elsewhere. Taking part in a contest is a deeply engaging experience. Contestants will spend hours (even days) to create a video submission, while users will spend hours viewing and voting on finalists.

  YouTube offers a contest gadget with everything you need to run a successful contest, customizable and adaptable for all four phases of a typical contest: submission, viewing, voting, and results. A great way to drive submissions and votes is by using the contest gadget ad, which is a basic version of the contest formatted to run in 300x250 ad units. These gadget ads work across YouTube and Google Display Network. Marketers can also encourage users to vote while they are watching the videos using a contest overlay ad.

- **Brand Channels:** For advertisers who have developed a video strategy, a YouTube Brand Channel allows you to house and curate your video content. Brand Channels offer advertisers unique ways to display their video content and help differentiate themselves from standard YouTube users.

  Brand channels also become central to an advertiser's social experience on YouTube and can be used to develop a social strategy through "friendships" and "subscriptions." Brand Channels offer a unique engagement experience for both brands and users and can be paired with special, customized creative units such as video carousels and mosaics.

Both Contests and Brand Channels are available to advertisers with a media investment across YouTube. Minimum spend thresholds apply and vary by country and region. Contact your YouTube Sales representative for additional details at www.youtube.com/advertise. Please note that not all ad units and formats are available globally.

The YouTube Homepage

The YouTube homepage is the highest-profile placement on the site, providing marketers with the exclusive ability to deliver a big impact and to drive attention to content, trailers, or advertising.

The YouTube Homepage Masthead is a 960x250 pixel in-page unit that appears across the full width of the YouTube homepage below the navigation bar. This ad format offers the creative flexibility to capitalize on premium homepage real estate. Learn more about the YouTube Homepage Masthead.

Examples of YouTube homepage creative units, available on a cost-per-day (CPD) basis include:

- Mastheads
- Expandable Mastheads
- Mastheads + Tandem 300x250
- Standard 300x250 video mid-page units
- Auto-play 300x250 video units
- 300x250 video expandable units

In addition to the above cost-per-day (CPD) placements, Promoted Videos through the AdWords auction may become available on the homepage when no masthead is present.

Advanced reporting and metrics are available on all homepage buys through our partnership with DoubleClick Rich Media, the exclusive rich media provider for the YouTube homepage. For a complete media kit and ad specs, please visit www.youtube.com/advertise.

Please note that not all ad units and formats are available globally. Contact www.youtube.com/advertise to discover options available for your specific region and country.

Partner Watch Pages

The majority of AdWords ads on YouTube appear on Partner Watch pages. Users who don't navigate directly to YouTube.com will likely enter YouTube through a link from a friend, or from a video embedded into a website, and go directly to a YouTube Watch Page. On the Watch Page, the video is central to the user's viewing experience and video discovery, making this a premium location for ad placement.

Advertisers and marketers can become a part of a YouTube user's experience through a number of different ad units on the YouTube Partner Watch Pages. YouTube Partner Watch Pages are watch pages with premium partner content vetted by YouTube as brand-safe for advertisers. YouTube only runs ads on the content or videos where we have a direct relationship with the Display Network partner.

Typical Partner Watch placements include:

- In-Video Overlay + Companion Ads (300x250)
- 300x250 Mid-Page Unit
- In-Stream, pre-roll video ads

Search and Browse Pages

YouTube.com sees more daily searches than any other site on the Internet, after Google.

Search Pages are a great way to find users who are actively engaging with YouTube content. An advertiser can choose to target Search pages against various criteria such as demographics, video interest category or search-related keywords. Typical placements on Search pages include:

- 300x250 standard mid page unit
- 300x250 Rich Media unit
- Click-to-Play Video Units
- Click-to-Play expandable Video units
- 300x250 Rich Media Expandables

Similar to Search pages, Browse pages are a great way to connect with users who are actively engaging with YouTube content.

Ads on Browse pages will be seen by users who are looking for content in our most popular categories like Sports, Music, Comedy, or Contests. Browse pages also include YouTube Channels and Video pages where users go to discover the latest and greatest on YouTube.

For a complete listing of channels where ads can appear visit http://www.youtube.com/channels.

Reserved Media on YouTube

YouTube offers Run-of-Site placements that provide massive reach for advertisers who want to connect with users across a variety of interests and targeting criteria. Run-of-Site placements can appear on the homepage, Partner Watch Pages, Search Pages, and YouTube Channel pages, where users go to connect with their favorite videos.

Typical Run-of-Site placements include:

- 300x250 standard mid-page unit

Planning a Campaign for Video on the Google Display Network

Targeting Tools and Options for Video on the Google Display Network

The Google Display Network allows marketers to reach users while they are watching or interacting with video based sites. To target video sites within the Google Display Network, you may use the Placement Tool in the AdWords interface or Google Ad Planner. Below you will find the steps to reach users on video based sites through AdWords:

- **Placement Tool:** After navigating to the Placement Tool in AdWords, select **Describe topics** and search for "video" to see a broad result of video based sites in the network. From there, you can refine your search based upon the sites shown that are relevant to your business.
- **Ad Planner:** When searching by audience in Google Ad Planner, there are several filters that allow you to access video based sites in the Network. Try conducting a search for "video" in the **Category** filter. You can then select which video category is most relevant to your business. Additionally, try choosing **Video** in the **Ad Specs** filter to see where your video-based ads could show on your audience selection.

To learn more about advertising on video based sites with Google, please visit the video advertising microsite.

9.3 Generate Creatives

Ad Formats and Technical Specifications

YouTube Homepage: Mastheads

Masthead Ad Formats

The YouTube homepage masthead is the primary ad format shown on the YouTube homepage, and is a 960x250 pixel in-page unit running the full width of the YouTube homepage below the navigation bar. All mastheads must use DoubleClick Rich Media for production and ad serving.

There are 3 ad formats for the masthead:

1. **Standard:** Loads as a 960x250 pixel ad unit. Learn more here.
2. **Expandable:** Loads initially as a 960x250 pixel ad unit, and expands to 960x500 when a user clicks on it. Learn more here.
3. **Tandem:** Loads as a 960x250 pixel ad unit with a complementary 300x250 pixel ad unity that sits below, and to the right of the masthead. The two units complement one another in terms of animation and call-to-action. Additionally, an action can take place in one unit and result in a reaction in the second. We advise against repetition of animation in both units. Learn more here.

Masthead Technical Specifications

All mastheads are allowed a 50KB initial file load, followed by an additional 1MB maximum subsequent polite load, which includes all animation, autoplay and call-to-action dynamic flash. The maximum autoplay animation is 30 seconds without sound. Upon user-initiation with the ad unit, we allow an additional 10 MB for .FLVs (video) and 1.5MB for .SWFs (animation or interaction).

All .SWFs must not exceed 24 frames per second and YouTube requires the inclusion of a progress bar with play, pause, mute, and unmute controls for all video.

For expandables, expansion must be only be initiated by a user clicking on the ad, not simply rolling over it with their cursor. There is one expanded panel allowed at 960x500.

Tandem mastheads are allowed a 50KB initial load for the 960x250 and a 30KB initial load for the 300x250.

YouTube Homepage: YouTube Video Ads

Ad Formats

In addition to the masthead, we also offer the YouTube Video Ad (YVA) as an alternate ad format for the homepage. This ad format is a 300x360 unit that runs in the top-right corner of the homepage, and includes a 300x35 companion banner, a 300x225 video screen, and a 300x100 video info box.

There are 4 ad formats for the Homepage YVA:

1. **Standard Click-to-Play YVA:** Loads a 300x360 pixel ad unit. Learn more here.
2. **Standard Autoplay YVA:** Loads a 300x60 pixel ad unit. YVA video's first 30 seconds will auto-play on-load without sound. Learn more here.
3. **Expandable Click-to-Play YVA:** Loads a 300x360 pixel ad unit with "Watch in Widescreen" call-to-action beneath play button. Upon user click, ad expands to 950x500 and video plays automatically. Learn more here.
4. **Expandable Autoplay YVA:** Loads a 300x60 pixel ad unit. YVA video's first 30 seconds will auto-play on-load without sound. Also has "Watch in Widescreen" call-to-action beneath play button. Upon user click, ad expands to 950x500 and video plays automatically. Learn more here.

Technical Specifications

- **Video:** Video must first be uploaded and hosted on YouTube, like any YouTube video. The YouTube video must be set to "public" and allow embedding. Although maximum length is 10 minutes, we highly recommend a maximum of 2 minutes for video ads.

- **300x35 Companion:** Companion ad that sits directly on top of the video player box. Static .JPEG or .GIF, and standard Flash are all accepted; no rich media is permitted for this placement. Other than size, technical specifications for this unit identical to standard banner ads, found here.
- **300x225 Starter Image (Optional):** Advertisers can send a 300x225 starter image which loads beneath the play button and replaces the YouTube generated starter image. We recommend advertisers use an enticing still-frame from the video to generate user clicks and recommend against any branding in this image.
- **950x500 Background Image (for Expandable YVAs only):** Expandable YVAs require a 950x500 static background .JPEG/GIF image. The video player will be 640x360 in size and
- **300x250 Watch Page Companion:** 300x250 unit that runs on the video watch page or brand channel for the 24 hours the homepage is live. The same technical specifications that apply to static .JPEG or .GIF, Standard Flash .SWFs, and Rich Media for the Partner Watch Display ads also apply for the YouTube Video Ad watch page companion. Please review full technical specification for Standard Banners and Rich Media.

YVAs are site-served units, therefore we can accept a 3rd party 1x1 pixel to track impressions and a 3rd party 1x1 to track click-to-plays on the video. We can also accept a click redirects for the 300x35 companion and 950x500 expanded background from any of our certified vendors.

Partner Watch Pages

Ad Formats

There are three ad formats that run on Partner Watch Pages.

1. **Display:** Standard display ads are a 300x250 ad units, which run on the right-hand side of the video player on Partner Watch Pages. We allow static .JPEG or .GIF, standard flash .SWFs, and select rich media units to run in this placement.
2. **InVideo:** The 480x70 flash overlay ad appears when a user initiates video play. The user can either click directly to a clickthrough URL, or click to display a video ad. If the user doesn't click the overlay to play a video ad, the video will automatically play as post-roll. InVideo ads also come with a companion 300x250 ad unit.
3. **In-Stream:** In-Stream video ads run against both short-form and long-form partner video content. Short-form in-stream ads run as pre-rolls, while long-form in-stream ads can run as pre-, mid-, or post-rolls. In-Stream ads also come with a companion 300x60 ad unit.

Technical Specifications

Display Ads:

- **Static .JPEG or .GIF, and Standard Flash .SWFs:** There is a maximum file size of 50KB and the ad unit must have a border. The maximum frame rate is 25 frames per second and can animate for up to 30 seconds. .JPEG, .GIF, and .SWFs can be served by 3rd parties using one of our approved vendors. We can also site-serve the unit and implement a 3rd party click redirect. There is no 1x1 impression tracking for site-served 300x250s. Learn more here.
- **Rich Media:** We accept polite download rich media units for Partner Watch 300x250 placements; there are no expandable ad units allowed in this section of the site. Video for polite download units can be progressive or streaming. There is a 50KB initial load, with a maximum 1.2MB load for all assets, including all video files, .SWFs, and .JPEG or .GIFs. If the video file size exceeds the maximum, it must be set to true streaming. The video length should not exceed 10 minutes. Maximum auto-play animation is 30 seconds and video must include play, pause, mute, and unmute controls. Rich media units must be served using one of our certified rich media vendors. We cannot site-serve this unit, and 1x1 impression tracking is not permitted. Learn more here.

InVideo Ads:

- **InVideo Overlay:** The 480x70 ad unit must be built using our supplied FLA template. All instructions for building the overlay can be found in the template. Please send both FLA and .SWF files for ad trafficking. The maximum file size for the overlay is 100KB, the maximum animation time is 10 seconds and the frame rate must be 25 frames per second to animate correctly in the video player. The overlay is a site-served unit only. We accept 3rd party 1x1 impression tracking and a click redirect from any of our certified vendors. We can also accept an additional 1x1 to track the click-to-play interaction if the overlay clicks out to a video ad. All technical specifications for the 300x250 companion unit are identical to standard display for Partner Watch Pages. Learn more here.

In-Stream Ads:

- **In-Stream Video Ad:** The video must be uploaded to YouTube and the URL sent for trafficking (video files will not be accepted). The YouTube video must be set to "public" and allow embedding. Short-form In-Stream ads have a maximum video length of 15 seconds while long-form ads have a maximum of 30 seconds. In-Stream videos are site-served only.

We accept 1x1 impression tracking and a click redirect from any of our certified vendors. We can also accept additional 1x1s to track video midpoints and completes. Learn more here.

- **In-Stream Companion Ad:** The 300x60 companion ad unit appears above the video player (to the right side) while the In-Stream video plays. Static .JPEG or .GIF, and standard Flash are all accepted, however no rich media is permitted for this placement. There is also a maximum file size of 50 KB, and the ad unit must have a border. The maximum frame rate is 25 frames per second and can animate for up to 30 seconds. .JPEG, .GIF, and .SWFs can be served by a 3rd party using one of our approved vendors. We can also site-serve the unit and implement a 3rd party click redirect. There is no 1x1 impression tracking for site-served 300x60s.

Search and Browse Pages

Ad Formats

For Search and Browse Pages, YouTube offers 300x250 display ads that run the full width of these pages. Static .JPEG or .GIF, standard Flash .SWFs, and rich media units are all permitted for this placement.

Technical Specifications

- **Static .JPEG/GIF or Standard Flash .SWFs:** There is a maximum file size of 50 KB and the ad unit must have a border. The maximum frame rate is 24 frames per second, and can animate for up to 30 seconds. 3rd party ad serving is available using one of our approved vendors. We can also site-serve the unit and implement a 3rd party click redirect. There is no 1x1 impression tracking for site-served 300x250s. Learn more here.
- **Rich Media:** We accept polite download and expandable rich media units for Search and Browse Page 300x250 placements. Video for polite download units can be progressive or streaming. There is a 50KB initial load, with a maximum 1.2MB load for all assets, including all video files, .SWFs, and .JPEG or .GIFs. If the video file size exceeds the maximum, it must be set to true streaming. The video length should not exceed 10 minutes. Maximum auto-play animation is 30 seconds and video must include play/pause/mute/unmute controls. For expandable ad units, the ad must load as a 300x250, with a maximum expansion of 560x250 on user click. All panels must expand to the left and must have a border. We allow a 50KB initial load, with a maximum 200KB per expanded panel. The maximum frame rate is 24 frames per second and can animate for up to 30 seconds. There is no audio or expansion allowed on rollover and must but user-initiated on click. All expanded panels must have prominent close buttons and should retract on mouse-off or click to close. Any video must include play, pause, mute, and unmute controls. Rich media units must be served the using one of our certified rich media vendors. We cannot site serve this unit and not 1x1 impression pixels are allowed. Learn more here.

.4 Implement a Campaign and Ad Groups

Set Up and Target Your Ad

Setting Up Your Auction-Based vs. Reservation Campaigns

As mentioned in previous lessons, you can advertise on YouTube either through AdWords, or directly through YouTube.

Advertising on YouTube with AdWords:

Advertisers who target YouTube through AdWords have access to the same targeting options that are available for any campaign targeting the Google Display Network. You can advertise on YouTube through AdWords either through contextually targeted campaigns or through managed placements.

In order to target YouTube through a contextually targeted campaign, simply ensure that you're opted in to the Google Display Network and then your ads are eligible to appear on YouTube. To target YouTube through managed placements, use Placement Tool to target either the entire YouTube site or specific placements within the site.

Ad formats available through self-managed AdWords accounts include:

- Text Ads
- Display Ads
- InVideo Overlay Ads
- Promoted Videos
- In-Stream Ads
- Click-to-play Video Ads
- Mobile Ads (text and display)

If you have a managed account, or you're prepared to purchase higher-commitment, contract-based inventory, you may have additional placement options available to you depending on your advertising needs and budget. Our sales team can help you create and manage AdWords accounts and target them to YouTube pages.

The sales inventory available for managed accounts is different from that offered by YouTube's own direct ad sales, and from the inventory available through AdWords self-managed accounts. Request more information about additional options available for managed accounts.

Advertising on YouTube Directly:

You can purchase contract-based ad inventory via YouTube ad sales. Pricing for YouTube ad formats is based on a pre-determined spend with higher cost commitments and an impressions-based reservation model. The sales inventory available here is different from that offered for AdWords managed accounts and different from the inventory available through YouTube Promoted Videos accounts. Learn more about YouTube direct ad sales.

Location Targeting

Location based targeting, or geo-targeting, functions exactly the same way for YouTube as with a normal AdWords campaign. For each YouTube campaign, you can select the countries or regions for your campaign in the campaign **Settings** tab.

A campaign's ads will appear only to users located in those areas. If an advertiser would like to target only YouTube users in France who speak French, then they would select "France" as the country they wish to target under Campaign Settings, and "French" as the language.

Language Targeting

About Language Preferences

Your ads are targeted to reach a certain audience, based on your chosen language targeting options. With this information, AdWords works to ensure that your ad appears to your chosen audience.

The language preference set on the YouTube homepage determines in which language a user wants to view YouTube. When the user sets the language preference, YouTube only displays ads that are targeted to the chosen language. If the user doesn't specify a language preference, the user's location determines the default language preference.

For example, users who choose Spanish as their language preference will see ads targeted to Spanish speakers. However if an English speaking user is located in Spain and doesn't specify a language preference, then they will still see ads targeted to Spanish speakers based on their location.

Targeting by Language

Language targeting lets you reach an audience that speaks one or multiple languages, allowing you to reach your users even if they're physically locate in non-native areas.

We recommend that you target the language in which your ad is written. If you are running an In-Stream ad or Promoted Video ad, we recommend targeting the language in which your video is produced. For example, if your ad is written in English, target English-speaking users. Similarly, if your video contains Spanish dialogue, target Spanish-speaking users. Remember that Google won't translate your ad for you.

If you wish to target more than one language or location, it's important to organize your campaigns and ad groups in a way that supports this strategy. Consider organizing and naming your campaigns by country (such as "Spain") and your ad groups within each campaign by product lines (such as "coffee products" and "tea products"). Then, tailor your keywords and ads to the intended audience. Make sure that your keyword list and ads for each ad group is in one language. This ensures that the ad appears in the same language in which the keyword was entered. For example, if a user enters a keyword in Spanish, the ad will appear in Spanish, regardless of what language preferences the user has selected. Learn more about changing your language targeting.

Choose YouTube Placements

Using the Placement Tool and Video Targeting Tool

For advertisers wishing to target YouTube placements through AdWords, there are two tools available to help them find the placements that will best meet their marketing objectives.

- **The Placement Tool:** Allows advertisers the flexibility to target either all of YouTube, or specific placements within the site that fit with their products or services. Learn more about how to find YouTube placements using the Placement Tool.
- **The Video Targeting Tool:** Allows advertisers to target specific videos, channels and/or verticals on YouTube. Placements selected through the tool can be easily imported into existing AdWords accounts. Learn more about how find YouTube placements using the Video Targeting Tool.

In-Stream Ads Through AdWords

In-Stream ads give advertisers the opportunity to run their video assets (TV commercials) online through pre-roll, mid-roll & post-rolls. The video creative can also be accompanied by an optional companion banner.

In-Stream inventory is available on video sites on the Google Display Network and on YouTube. To get a complete list of all the placements accepting In-Stream ads, please contact your Google Sales Representative.

In-Stream ads can be targeted in a variety of ways. You can hand-pick placements, utilize geographic targeting, and demo-target with a handful of sites, including YouTube. You can also choose either cost-per-click (CPC) or cost-per-thousand impressions (CPM) bidding.

To set-up a campaign, simply log in to AdWords, and create a new Online Campaign. These are a few important notes about the process:

- **Settings:** Under Networks, choose Display Network and select the button for **Relevant pages only on the placements I manage.**
- **Ads:** Upload ads under Display Ad Builder. Choose Rich Media, and select In-Stream ads. You will upload the video & (optional) banner here.
- **Networks:** Enter the placement codes sent by your Google Rep on this tab.

Reports for In-Stream ads can be found on your Campaign Summary page and in the AdWords Reports Center. The system will report back impressions, clicks, clickthrough rate (CTR), Average cost-per-click (CPC), Average cost-per-thousand impressions (CPM), cost, playback percentiles, and conversions.

In-Video and Companion Ads Through AdWords

An in-video overlay is an ad unit that appears in the bottom 20% of the video player. A companion 300x250 ad is served in tandem with in-video overlays in some cases.

A flash overlay ad is available to managed accounts within AdWords and to advertisers who purchase ads directly through YouTube. To get started, please contact your AdWords account representative to discuss your advertising needs.

The flash unit is a 480x70 in-video overlay, which can be animated for 15 seconds. After 15 seconds, the ad is minimized. The user can minimize the ad at any time. A click on the ad by the user will pause the video and an inset video ad creative will play instead. If the advertiser does not include a video ad, the user will go directly to the advertiser's site. A companion 300x250 ad is always served in tandem if provided.

Text ads purchased through non-managed accounts are also eligible to show in the bottom 20% of the video player. Text ads will rotate after 20 seconds unless the user chooses to click on an ad or scroll through the ads. Ads will minimize after 60 seconds of inactivity. A click on an ad will direct the user to the advertiser's site in a new window.

Choose Your Bidding Strategies

CPM vs. CPC Bidding

For YouTube placements managed through the AdWords auction, an advertiser can decide to bid on a cost-per-click (CPC) or cost-per-thousand impressions (CPM) basis depending on their campaign objectives.

If an advertiser selects CPC bidding, then they will only pay when someone clicks on the ad. In comparison, for CPM bidding the advertiser pays when the ad is displayed to a user. Your bid and your landing page quality are both taken into account with CPM bidding.

With CPC bidding, your clickthrough rate (CTR) is also taken into consideration.

Choose CPC bidding if your advertiser:

- has return on investment (ROI) goals.
- wants to drive traffic to their site.
- wants to use AdWords Conversion Tracking.

Choose CPM bidding if your advertiser wants to:

- increase their reach.
- increase their ad visibility.

Bidding Strategies For Auction-Based Campaigns on YouTube

Depending on whether an advertiser is using our auction or our reservation system to purchase media on YouTube, best practices for campaign management will differ. Bidding is not a concern for advertisers using the reservation system, as the prices for these placements are fixed. For auction-based campaigns, there are different strategies that you can implement depending on the bidding option you've chosen.

For auction-based campaigns using cost-per-click (CPC) bidding keep the following best practices in mind:

- Target YouTube through managed placements.
- Combine CPC bidding with Google Conversion Tracking and Google Analytics to provide added insight and to help you achieve your ROI targets.
- Optimize CPC bidding campaigns to achieve a high clickthrough rate (CTR), a strong ad rank, and the cost benefits of a good Quality Score.
- Ensure CPC bids are set high enough to allow the ads to be show frequently in a strong ad rank.

For auction-based campaigns using cost-per-thousand impressions (CPM) bidding, keep the following best practices in mind:

- Set competitive maximum CPM bids to maximize the delivery of your ads across your chosen placements on YouTube.

- Use CPM bidding to maximize the visibility of your ads on the Display Network, raise awareness and to reach your target audience at an early stage of the advertising cycle.

9.5 Measure Performance

Understanding the Effectiveness of YouTube Content

Reporting on YouTube and The Google Display Network

As mentioned in previous lessons, ads can appear on YouTube either by reservations (DART) purchased directly through YouTube, or through the AdWords auction. AdWords ads, through either contextually targeted campaigns or managed placements, will appear on YouTube whenever there are remnant impressions available that have not been sold on a reservation basis. Learn more about auction versus reserved media buys on YouTube.

The same metrics available for campaigns that are targeting YouTube through the AdWords auction are also available for campaigns purchased through YouTube reservations. However, since they are purchased using two different systems, the way that you access metrics for an auction-based campaign differs from the way you would access them for a reservations campaign.

- **Auction-based campaigns:** You can access reports on the performance of your AdWords ads on YouTube directly through the AdWords interface. Simply log in to your AdWords account and you can view performance metrics for all of your ads. Graphical representations to illustrate trends over time, and help you make decisions about how to refine and optimize your campaign, are also available.
- **Reservation campaigns:** You can request a report from you media coordinator to evaluate the performance of your reservation ads. Your coordinator will pull this report from DFP (DART For Publishers) and deliver it to you in either .CSV or.XML format. This report will contain a separate line for every line item from your original media plan in DSM (DART Sales Manager) to help you identify what's working well for your campaign, and where there's opportunity to improve.

Regardless of how you purchase your placements on YouTube, it's critical that you regularly evaluate your performance to determine how to best refine and optimize your campaigns.

Understanding the Effectiveness of YouTube Ads

There are many different success metrics to measure the effectiveness of an ad campaign on YouTube. The metrics you'll use depend on your goals and whether you use third party analytics, such as those that come with DFA (DART For Advertisers), Google Campaign Insights, or brand lift surveys from vendors like Dynamic Logic or Insight Express.

Here we will focus on the standard metrics that Google provides for all advertisers, indicating metrics available through both DART and AdWords reporting.

You'll notice that many of these metrics available through the AdWords interface for standard text ads are also available for display (image) ads running on the Google Display Network.

AdWords:

- **Impressions:** Number of times the ad was shown. If you're getting very few impressions, it may be because you have targeted videos that are no longer being viewed, or that your bids are not competitive enough.
- **Clicks:** Number of times the ad was clicked.
- **Click Through Rate (CTR):** Number of times the ad was clicked divided by the number of times the ad was shown.
- **Average CPC:** Average cost for every click.
- **Average CPM:** Average cost for every 1,000 impressions
- **Play rate:** Number of times a Promoted Video or Click-to-play video ad was played divided by the total number of impressions.
- **Average position:** Position of your ad in the search results. This is only available for Promoted Videos. All other ad formats will show as "1".
- **Conversions:** Number of users who clicked on the ad and later converted. In order for this metric to be available to you, you must have AdWords Conversion Tracking installed.
- **View-through conversions:** Number of users who were exposed to the ad and later converted. Again, in order for this metric to be available, you must have AdWords Conversion Tracking installed.

DART:

- **Impressions booked / Ads impressions:** Make sure you delivered all the impressions you were expecting to book.
- **On Schedule Indicator (OSI):** The percent likelihood the campaign will deliver all impressions booked.
- **Clicks:** Number of time the ad was clicked.
- **Click Through Rate (CTR):** number of time the ad was clicked / number of time the ad was shown

  25% viewed, etc: Number of users who watched 25% of the way through a video ad.

Measuring User Engagement with YouTube Videos

YouTube Insight is an incredibly powerful analytics tool accessible, for free, to anyone who uploads a video to YouTube. This tool is available to advertisers, Display Network partners, and users.

To access the tool just click on "Account" within your YouTube account and then "Insight".

Learn more about YouTube Insights.

YouTube Insight is particularly useful if an advertiser has a large number of videos uploaded to YouTube or is running an Promoted Videos campaign.

YouTube Insight lets you see data for either an individual video or aggregated data for all the videos uploaded by a particular user, advertiser, or Display Network partner. Most data can be analyzed over a specific time period, and for individual countries.

Specific data available are:

- **Views (How many people watched your video):**
  Daily views
  Unique users
  Relative popularity in certain countries
- **Discovery (How people found your video):**
  Advertising: What percentage are coming from your Promoted Videos campaign?
  Did users watch your video on the watch page or on a channel?
  Embedded player: Was the video embedded off YouTube on another site or blog?
  Google / YouTube search: What search terms were users using to find your video?
  Mobile views: Were people watching the video on their mobile devices?
  Related videos: What other videos are users coming from?
  Subscriptions: How important is it to get people to subscribe to your channel?
- **Demographics:**
  Age
  Gender
- **Community (User engagement with videos beyond simply watching it):**
  Aggregate community engagements
  Ratings
  Comments
  Favorites
- **Hot Spots (See how much the community liked portions of your video):**
  Above the line: Indicates that users liked this portion of the video more than the rest of the video on average (i.e. they didn't exit the video at this point, and may have even viewed this portion multiple times).

  Below the line: Indicates that users didn't like this portion of the video as much as the rest of the video on average (i.e. they exited the video at this point).
- **Call-to-Action (How many people are clicking on the call-to-action on your video):**
  Clicks
  Impressions
  Clickthrough rate (CTR)

9.6 Optimize and Refine

Optimizing Ads For YouTube

Optimization Strategies & Best Practices for Ads on YouTube

Optimization strategies and best practices for YouTube will vary depending on the type of ads your using to advertise on YouTube.

- **Display Ads on YouTube:** YouTube is a key site within the Google Display Network. As such, many of the best practices that apply to the Display Network also apply to YouTube. Review Lesson 8.6 of this Learning Center for detailed best practices for display ads on the Google Display Network. Learn more about general optimization best practices for the Display Network.
- **Promoted Videos Ads on YouTube:** Promoted Videos is a key way to drive traffic to your video content on YouTube. Keyword selection, ad text and other choices you make can have an impact on the success of your promotion. Learn more about optimization best practices for YouTube Promoted Videos.

Optimizing Video Content On YouTube

Optimization Strategies & Best Practices for Video Content on YouTube

Video is a powerful medium to reach users through sight, sound and motion. In order to optimize the performance of your video on YouTube, consider the following best practices:

- Understand that users come to YouTube to learn, watch and be entertained. As such, create videos that feature original content.
- You are the expert on your industry, product or service. Try creating videos that teach and engage the YouTube community on your expertise.
- Keep your message simple and concise. A good benchmark is to try to keep your video to two minutes or less.
- Use YouTube Insight Hot Spots to see which parts of videos keep your users most engaged. Based upon user engagement data, optimize your video content to keep users watching.
- Update your content on a regular basis. The YouTube users who have been successful keep their message fresh with regular updates to their channel.
- Read user comments on your own and similar video and channel pages for ideas.

10. AdWords Tools

10.1 Overview of AdWords Tools

Introduction to AdWords Tools

Overview of AdWords Tools

AdWords tools can be used for a variety of functions.

- **Account management tools** help you view, edit, and update your account efficiently.
- **Keyword tools** provide resources for choosing effective keywords.
- **Placement refinement tools** enable you to optimize where your ad appears.
- **Bid and budget management tools** help you make the most of your advertising budget, either by saving you time or providing insight into what you should bid for your advertising.
- **Ad creation tools** enable you to create customized ads to promote your business.
- **Troubleshooting tools** help you figure out how to solve issues that come up in your account. For example, using the disapproved ads filter helps you quickly find and update ads that aren't running for policy reasons.

Value Proposition for AdWords Tools

We don't expect that every advertiser will find each AdWords tool useful, but we do hope that you'll find value in using the tools that work well for your account. Using the right tools for your account is like using the right tools when you build a house: They make the job easier, and they improve the quality of the finished product. Using the right AdWords tools can help improve your ROI and save you time as you manage your account.

Account Management Tools

Overview of Account Management Tools

AdWords offers a variety of tools to help you manage your account more effectively. In this section, you'll learn about the My Change History tool.

- **Change History**: The My Change History tool displays changes you've made to your account. You can view all changes for a particular time period, or you can filter the results by the type of change (such as budget adjustments or keyword edits). If multiple users with different sign-ins manage your account, you can also use the tool to see who made certain changes.

Several other tools are particularly useful for advertisers who manage large accounts or multiple accounts. The following tools are described in more detail in other lessons.

- **My Client Center (MCC)**: A tool for managing multiple accounts. MCC is ideal for large advertisers with more than one account and for third-party agencies, such as search engine marketers (SEMs), search engine optimizers (SEOs), and automated bid managers (ABMs). You can think of MCC as an 'umbrella' account with multiple AdWords accounts (a.k.a. 'managed accounts') linked to it. Learn more about MCC in Lesson 13.2 Managing Accounts with My Client Center (MCC).
- **AdWords API**: The AdWords API (application programming interface) lets developers build applications that interact directly with the AdWords server. With these applications, advertisers and third parties can more efficiently and creatively manage large or complex AdWords accounts. Because implementing the AdWords API takes technical know-how and programming skills, advertisers who employ developers can achieve the best results. If you don't have these resources but still want an extra tool to help manage your account, check out AdWords Editor instead. Learn more about the AdWords API in Lesson 13.3 Using AdWords API.
- **AdWords Editor**: A downloadable application for managing your account. Once you install AdWords Editor, the process is simple: download your account or specific campaigns, make your changes, then upload your revised campaigns. Learn more about AdWords Editor in Lesson 9.2 AdWords Editor.

About the My Change History Tool

The My Change History tool allows you to view changes to your AdWords account for any time period you choose since January 1, 2006. You can also filter the results by the type of change (such as budget adjustments or keyword edits). If multiple users with different sign-in email addresses manage your account, you can also use the tool to see who made certain changes.

This tool will report the following changes:

- Daily budget adjustments
- Keyword edits or additions
- Changes in ad distribution preferences
- Changes made via the AdWords API

The tool won't display the following changes:

- Maximum cost-per-click (CPC) adjustments made by the automatic bidding option
- Ad approval or disapproval
- Password changes (for security reasons)

Note: It can take a few minutes for your changes to appear in My Change History. If you don't see your most recent changes, please check again later.

Try it Now: Use the My Change History Tool

With easy access to your account history, you can make informed decisions about managing your account for maximum performance.

Follow these instructions to view change history for an account.

1. Go directly to the My Change History tool by visiting http://adwords.google.com/select/ViewExternalAllChangeHistory. You might be asked to sign in.
2. Select filter settings. You can filter the results in the My Change History tool in four ways:
   - Date range: Use the drop-down menus in the Within date range section to view changes for a particular time period.
   - Affecting level: Enter the name of a campaign for which you'd like to see changes. You'll be able to pick from a list of suggestions once you start typing. You can then further narrow results by entering an ad group name in the second field that appears. Alternatively, enter 'Account only' or 'All changes,' which will show you changes made only at the account level or changes made to all campaigns, respectively.
   - Change type: Use the checkboxes to filter by change type. Check **All** to see all changes made, or check one or more of the change types to narrow the results.
   - User: If multiple users with different logins manage your account, you can use the drop-down menu in the **Made by** section to view changes made by a particular user.
3. Click **Filter Change History**. The changes that occurred in your account for the selected parameters will be listed as well as displayed in a chart.
4. Click **Show all details** to see more information about each change. Click **Hide all details** to simplify the view.
5. Click **Download as .csv** to export your change history.

Questions to consider:

1. A campaign in your account was paused sometime during the past six months and you don't know who paused it or when it was paused. What can the My Change History report tell you?
2. What are the three changes that My Change History will NOT show?

Change History Tool Best Practices

- Specify a particular date range to narrow down your results.
- Clicking the "Chart view" link on your My Change History page will make a chart expand. The chart shows a timeline of your performance statistics, along with flags on dates you made changes. Use the chart to identify particular upswings or downswings in performance along with the changes that might have caused these swings.
- Clicking a flag within the chart view will restrict your Change History results to the date on which you made that change. This is helpful for quickly changing your view from a large date range that might have a lot of changes to a specific date or change.

Keyword Tools

About the Keyword Tool

Need more keywords? Use this tool to:

- Find and add new keyword ideas to your ad groups
- Refine your keyword list
- Find negative keyword ideas
- See additional keywords that can also trigger your ads (expanded matches)
- Estimate keyword traffic

Specific directions for accessing and using the tool in different ways are given below.

Using the tool

Access the Keyword Tool from within your ad group to get results based on your existing campaign settings and your account's performance history:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Select the **Opportunities** tab.
3. Click **Keyword Tool** in the **Tools** section.
4. In the field labeled **How would you like to generate keyword ideas?**, use the options labeled **Descriptive words or phrases** or **Website content**. Detailed instructions for using each option are below, along with a third option to use existing keywords.
5. Show or hide columns in the statistics table for each group with the **Choose columns to display** drop-down menu.
   - Select a column that you'd like to show or hide. After the table updates, you can select another column to show or hide, and so on.
   - Select **Show all** to see all columns.
   - Select **Show defaults** to restore the three columns that were showing originally: **Advertiser Competition**, **Last Month's Search Volume**, and **Avg. Search Volume**.
6. If you show the **Estimated Ad Position** or **Estimated Avg. CPC** columns, a field labeled **Calculate estimates using a different maximum CPC bid** will appear. If you leave the field blank, the estimates in these two columns will be based on the maximum cost-per-click (CPC) bid that would likely put your ads in the first, second, or third position on a Google search result page. To see how the estimates change, enter a different maximum CPC and click **Recalculate**.
7. Build your keyword list in the shaded box by using the features below.
   - **Match Type:** Use the drop-down menu in the **Match Type** column if you'd like to change the match type for all your keyword results. The keywords are a broad match by default.
   - **Add:** Click **Add** next to a particular keyword to move it to the keyword list in the shaded box. The keyword will be added as a broad match. If you'd like to add it as a phrase, exact, or negative match, select your preferred match type from the drop-down menu next to **Add**. Keywords already in your ad group will be marked **In ad group**, and you won't be able to move them to your keyword list. (Important: Keywords in your account will not be marked if you access the Keyword Tool from the **Tools** menu or from the external URL. If you access the tool in one of these ways, be careful not to add keywords to an ad group where they already exist. If you do, you'll overwrite the keywords' destination URLs and cost-per-click (CPC) bids.)
   - **Add all:** Click this link at the bottom of the table to add all keyword results to the shaded box. Remember that you only want to add targeted keywords to your ad group. If the Keyword Tool has given you a long list of keywords that don't all closely relate to your product or service, you most likely do not want to click **Add all**. Instead, add individual keywords per the instructions above.
   - **Remove/Remove all:** Click **Remove** next to each keyword in the shaded box that you no longer wish to include in your ad group. Or, click **Remove all** to clear all the selected keywords from your ad group.
   - Click **Add your own keywords** to expand a field and add any more keywords that you think of. Click **Add to List** when you're done.
   - Click **Get more related keywords** to generate additional keyword ideas based on the keywords you selected for your ad group. This feature is a useful way to refine your original Keyword Tool results.

8. Then, you can take any of the following actions:
   - Download keywords by clicking "text", ".csv (for excel)", or ".csv". You'll need a spreadsheet program to open a .csv file.
   - Select a campaign and ad group where you'd like to save your keywords from the drop-down menu.
   - Click **Estimate Search Traffic** to see traffic estimates for the keyword list you've built. (This step will take you out of the Keyword Tool. We recommend that you not click **Estimate Search Traffic** until you've finished building your keyword list.)
     - Click **delete** next to any keywords you no longer want in your keyword list.
     - Click **Save Changes** at the bottom of the page when you're happy with your keyword list.
     - Your new keywords will be lost if you click **Cancel**.
   - If you didn't go to the **Estimate Search Traffic** page, save your keywords by clicking **Save to Ad Group** in the shaded box.

"Descriptive words or phrases" option

Choose this option to generate keyword ideas from terms that describe your product or service. This option will be selected for you by default.

1. In the field provided, enter terms describing your product or service. Make sure that you enter only one word or phrase per line. For example, if you sell pies, you might enter the terms:

```
home-made pies
apple pies
peach pies
```

2. Leave **Use synonyms** checked to get the widest range of keyword results. If you uncheck the box, the Keyword Tool will only give ideas that contain at least one of the terms you entered.
3. Click **Filter my results** to restrict the keyword ideas that the tool generates.
   - Don't show results that contain the following words or phrases:
     Enter any terms in this field that you don't want in your keywords. For instance, if you sell football jerseys but not basketball jerseys, you may want to enter the word 'basketball' in this field. Enter only one word or phrase per line.
   - Don't show keywords in my ad group:
     Check this box if you want the Keyword Tool to parse out keyword results that already exist in your ad group.
   - Don't give me suggestions. Only show data for the keywords that I entered:
     Check this box if you'd only like to see information about the keywords you entered and are not looking for new keywords.
   - Include adult content in my keyword results:
     Check this box if you'd like to see keyword ideas with adult themes.
4. Click **Get Keyword Ideas**. The results will be organized in order of relevance to the terms you entered.
5. Follow steps 5 - 8 in the **Using the tool** section above.

"Website content" option [(limited language release)]

Choose this option to generate keyword ideas based on the content of any webpage.

1. Enter the full URL of a webpage in the field provided (example: `http://www.google.com/index.html`). In most cases, we would recommend entering your ad group's destination URL.
2. Check **Include other pages on my site linked from this URL** if you'd like the Keyword Tool to evaluate other webpages with the same domain that are one link away from the URL. For instance, `www.mysite.com/apples` has the same domain as `www.mysite.com/oranges`.
3. Click **Or, enter your own text in the box below (optional)** if you'd like to enter your own text rather than use a URL. A field will expand in which you can input text relevant to your product or service. For instance, you could enter seasonal marketing or advertising print copy that may not be available on your website for the entire year.
4. Click **Filter my results** to restrict the keyword ideas that the tool generates.
   - Don't show results that contain the following words or phrases:
     Enter any terms in this field that you would not want in your keywords. For instance, if you sell football jerseys but not basketball jerseys, you may want to enter the word 'basketball' in this field. Enter only one word or phrase per line.
   - Don't show keywords in my ad group:
     Check this box if you'd like the Keyword Tool to parse out keyword results that already exist in your ad group.
   - Include adult content in my keyword results:
     Check this box if you'd like to see keyword ideas with adult themes.
5. Click **Get Keyword Ideas**. The results will be organized into groups of related terms. The group most relevant to the webpage you entered will appear first.
6. Follow steps 5 - 8 in the **Using the tool** section above.

"Existing keyword" option

Choose this option to generate keyword ideas based on one of your existing keywords that has earned a high clickthrough rate (CTR).

1. Click **Filter my results** to restrict the keyword ideas that the tool generates.
2. Click one of the keywords listed in the shaded area to get keyword ideas. The results will be organized in order of relevance to the keyword you selected.
3. Follow steps 5 - 8 in the **Using the tool** section above.

Standalone Keyword Tool

The following external tool offers keyword suggestions without considering your account settings and performance. Use this version of the tool if you don't have an AdWords account or don't wish to sign in to your account.

To access the tool:

1. Visit https://adwords.google.com/select/KeywordToolExternal.
2. To generate a keyword list, follow the rest of the instructions above as if you were using the in-ad group tool. Here are a few differences to note:
   - There won't be an **Existing keyword** option.
   - Keywords already in your account won't be marked in the results. Be careful not to add keywords to an ad group where they already exist. If you do, you'll overwrite their assigned destination URLs and cost-per-click (CPC) bids.
   - In the **Filter my results** section, you won't be able to select **Don't show keywords in my ad group**.
   - You can't add keywords directly to your ad group.
     - If you don't already have an AdWords account but would like to create one, click **Sign up with these keywords**. Follow the sign-up wizard to create an account.
     - If you already have an AdWords account and would like to add these keywords to one of your ad groups, export your keyword list by clicking **text**, **.csv (for excel)**, or **.csv**. Then, copy your exported keywords (Ctrl+C) and paste them (Ctrl+V) into your preferred ad group. See full instructions.

Reviewing your keyword results

The keyword ideas returned from your search will be listed in a table. You can view your keywords along with various statistics and sort by the columns provided. Use these features to help you decide which keywords will be the most cost-effective and relevant for your business or service.

After you've finished selecting your keywords, you can add them directly to an ad group or download them in a .csv (spreadsheet) file.

I. Keyword Match Type

The tool automatically produces results based on the broad match variation of the keyword(s) entered. All views include a Match type column. You can change the match type shown and add other keyword matching variations directly to an ad group.

II. Keyword Tool Views

Show or hide columns in your Keyword Tool results with the "Choose columns to display" drop-down menu. Each column shows estimated performance statistics about the keyword results to help you pick the best ones to add to your ad group. Available statistics are:

- Estimated Ad Position: Your ads' estimated position on Google for these keywords
- Estimated Avg. CPC: Your ads' estimated average cost-per-click (CPC) on Google for these keywords
- Advertiser Competition: The volume of advertisers worldwide bidding on each keyword relative to all keywords across Google
- Previous Month's Search Volume: The relative number of users who searched for these keywords on Google
- Avg. Search Volume: The average monthly search volume on Google for each keyword over a recent 12-month period
- Search Volume Trends: Fluctuations in Google search volume for each keyword over a recent twelve-month period
- Highest Volume Occurred In: The month that each keyword received the highest Google search volume within a recent 12-month period

Keyword Tool Best Practices

Ready for some advanced tips? Try using the Keyword Tool to:

- **Create new, separate ad groups** with similar keywords. We recommend creating several ad groups in each campaign, each with a small, narrowly focused set of similar keywords. Use the Keyword Tool to discover ideas for relevant keywords, then divide them into lists of 5 to 20 similar terms. See examples of ad groups promoting a single product or service and multiple products or services.
- **Identify negative keywords.** The Keyword Tool may sometimes show you keywords that are not related to your business. For instance, suppose you sell cut flowers and you enter the term *flowers* into the Keyword Tool. The tool may deliver the term *gardens*, which you don't want to use as a keyword. However, it would be useful as a negative keyword, since it would stop your ad from showing on searches containing the word *gardens*. Negative keywords help make sure only interested customers see your ads.
- **Find synonyms -- or not.** The **Use synonyms** box in the **Descriptive words or phrases** option is always checked by default. (This means the Keyword Tool might deliver *bed and breakfast* as a keyword result if you enter the term *hotel*.) If you uncheck the box, the tool will suggest only ideas for keywords that contain at least one of the terms that you entered.
- **Specify a language and location.** If you're using the Keyword Tool while signed in to your AdWords account, you may see an option to tailor results to a particular location and language. If you happen to be targeting Spanish speakers who live in France, make sure you set the Keyword Tool to that language and location.
- **Start broad and then get specific.** Try broad terms like *flowers* in the Keyword Tool first. Then try specific terms like *red roses* or *miniature cactus*.

Try it Now: Use the Keyword Tool to Generate Potential Negative Keywords

Learn how to use the Keyword Tool to identify negative keywords beneficial to your AdWords campaign.

Follow these instructions to find negative keywords.

1. Sign in to your AdWords account at http://adwords.google.com.
2. Click the campaign and the ad group that you'd like to edit.
3. Select the **Keywords** tab.
4. Click **Keyword tool**.
5. Enter a generic term related to your product or business (generally a one-word term) in the available field.
6. Click **Get Keyword Ideas**.
7. Check the **Keyword** column for any search queries that are irrelevant to your product or business and that you wouldn't want triggering your ads.
8. Click the downward-pointing arrow in the **Match Type** column for each keyword that you want to add as a negative match. Select **Negative**, and the term will be added to your list as negative keyword.
9. Click **Save to Ad Group** when you're done.

Questions to consider:

1. Do negative keywords affect where your keyword-targeted ads appear in the Display Network?
2. How can adding negative keywords impact the performance of a campaign?

About the Search-based Keyword Tool

The Search-based Keyword Tool (SbKT) is a useful tool to generate ideas for keywords that you may not currently be advertising on. By generating keyword and landing page ideas that are highly relevant and specific to your website, it's easier to identify additional or missed advertising opportunities. The tool goes one step further by tailoring the keywords and other data (such as the amount of competition for the keyword, suggested bid amount, and more) based on your language or country/territory settings. With access to the actual terms your potential customers are using when they search Google for your products or services in your language or region, you're more likely to reach your target audience.

Based on your URLs, SbKT displays a list of relevant user queries that have occurred on Google.com (and on other Google search properties, such as www.google.co.uk) with some frequency over the past year; these suggestions can be found under the **Keyword ideas** tab. You can also see a broad list of keyword ideas that are also relevant, but aren't necessarily based on your site. The keywords are also organized by category, which is a classification of products or services.

Under the **Active keywords** tab, you can enter in your AdWords Customer ID and see which keywords are already in your account. Additionally, you'll see **Ad Share** and **Search Share** data for those keywords, both of which are calculated based on country-specific statistics.

When using the Search-based Keyword Tool, it's important to keep in mind that the tool's keyword ideas don't guarantee improvement in your campaign performance. Additionally, please ensure that any keywords you choose to use don't violate any applicable laws, AdWords advertising policies, or AdWords Terms and Conditions.

To use the Search-based Keyword Tool, go to www.google.com/sktool and sign in with your AdWords login information.

Search-based Keyword Tool Best Practices

Here are some best practices to help you get the most out of the Search-based Keyword Tool:

- **Use advanced filters.**

  You can use any of the filters - such as **Ad/Search Share**, **Competition**, and **Monthly searches** - to customize the data you view. For example, suppose you only want to view keywords with a low degree of competition. When you select the **Low Competition** filter, the tool will automatically exclude Medium or High Competition keywords.

- **Sort by column headings.**

  By clicking any of the column headings, you can easily sort the data. When you click the **Sugg. bid (Suggested bid)** column heading, for example, the bid amounts are ranked from highest to lowest. Click again, and the reverse happens (low to high). This feature is particularly useful when there are numerous keyword ideas, and you need a way to quickly sort the data.

- **Export the data.**

  You can easily export any of the keywords as a CSV file, and open the file with whatever spreadsheet application you use. You can then make any changes to the keywords before you import them into your AdWords account. If you have a large number of keyword ideas, you may want to use AdWords Editor to import them.

- **Focus on specific products that you already know convert well for you.**

  While you can always look for new keyword ideas for any of your products or services, try focusing on the ones that already convert well for you. In many cases, the tool offers an extensive list of unique keyword ideas based specifically on your website, so there's likely to be new and targeted keywords for you to try out.

- **Omit irrelevant terms.**

  If you want to exclude certain terms from the list of keyword suggestions, use a minus sign in front of the terms. An online store selling fresh flowers, for example, may want to exclude "pot" (- pot) because they don't sell any flower pots.

About Campaign Negative Keywords

Negative keywords prevent your ads from appearing whenever a user includes a certain term in his or her search query. You can apply negative keywords at both the ad group level and the campaign level. Adding a negative keyword at the ad group level means that the term will only affect the ads in the ad group. A campaign-level negative keyword will apply to all ads in all ad groups in that campaign.

Note that negative keywords work slightly differently on the Display Network than they do on search results pages. On search pages, negative keywords will prevent your ad from appearing for specific search terms. On the Display Network, our system compares your negative keywords with the content of the placements where your ads are eligible to appear. If your negative keywords match the content of a particular placement, your ad is less likely to appear on that page.

To add and edit negative keywords, follow these steps:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Select the campaign or the ad group that you'd like to edit.
3. Select the **Keywords** tab.
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." The following buttons appear at the top of each table.
   - **Add**: Add your negative keywords, one per line. No need to put a negative sign (-) before each keyword. (When you're viewing an ad group, you won't be able to add campaign-level negative keywords .)

- **Edit**: Select the existing negative keywords you'd like to edit, and click the "Edit" button. You can then edit the keyword or change the match type. Click "Save" when you're done, or click "Cancel" to go back without making changes.
- **Delete**: Select the negative keywords you'd like to delete. Click "Delete."
- **More actions**: This drop-down offers several other options for your negative keyword tables. For example, choose "Export table" to download your entire list of campaign or ad group negative keywords. You'll be prompted to choose a format for the file. Then, click "Download" in the prompt window.</LI< ul>

Campaign Negative Keywords Best Practices

By filtering out unwanted impressions, negative keywords can help you reach the most appropriate prospects, improve your CTR, and increase your ROI. For example, the negative keyword '-free trial' would prevent your ads from showing on any search queries containing the terms 'free' and 'trial'. It wouldn't prevent your ads from showing on variations of these terms, however. It also wouldn't prevent your ads from showing on search queries that only contain one of the terms.

So, the search queries 'one-day trial' and 'free test' could trigger your ads, while 'free one-day trial' could not.

The process to add negative keywords to your ad group is just like adding any other keyword. The only difference is that you put a negative sign (-) before the term. You can also add negative keywords at the campaign level.

The Keyword Tool and the search term report are two great ways to find potential negative keyword ideas for your ad group.

Targeting and Placement Tools

Overview of Placement Refinement Tools

AdWords offers two tools to help you better control where your ads appear across the Google Search and Display Networks. These tools are:

- The Site and Category Exclusion Tool
- The IP Address Exclusion Tool

About the IP Address Exclusion Tool

The IP Address Exclusion tool enables you to refine your targeting by preventing specific Internet Protocol (IP) addresses from seeing your ads.

In addition to controlling your ad placement through methods such as location and language targeting, the Site and Category Exclusion tool, and network distribution preferences, you can refine your targeting with IP address exclusion. This feature enables you to specify IP addresses where you don't want your ads to appear.

You can exclude up to 20 IP addresses, or ranges of addresses, per campaign. All ads in the campaign are prevented from showing for users with the IP addresses you specify, so we recommend you choose your list carefully.

IP Address Exclusion Best Practices

An important note about IP address exclusion: Some large Internet Service Providers (ISPs) use a range of IP addresses for all their users. If you exclude an IP address that is a proxy for many users, you could be blocking a large amount of legitimate, and potentially profitable traffic. Google takes no responsibility for this action.

Also, if you're considering IP exclusion as a way to prevent users in a particular geographical area from seeing your ads, you might consider using location exclusion instead.

Note that due to user privacy concerns, Google Analytics doesn't report on personally identifiable information, including a visitor's IP address. Instead, Google Analytics provides aggregated data to help you make informed business decisions. You can view the Map Overlay report (under the Visitors section) to look at aggregated geographical data about your visitors, or view the Network Location report (under Visitors > Network Properties) to see your visitors' ISP locations.

Try it Now!: IP Address Exclusion Tool

The IP Address Exclusion tool enables you to specify IP addresses where you don't want your ads to appear.

Follow the instructions below to exclude IP addresses from your Display Network targeting campaign.

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click this link to visit the IP Address Exclusion tool
3. Select a campaign, and click **Go**.
4. Enter the list of IP addresses to be excluded.
5. Click **Exclude IP Addresses**.

Questions to consider:

1. What are some of the reasons an advertiser would choose to exclude an IP?
2. When would an advertiser want to exclude an IP over a category?
3. What are the advantages of each?
4. What are some reasons to choose your excluded IP addresses carefully?

About the Site and Category Exclusion Tool

All pages in the Display Network are required to comply with Google's AdSense policies, which prohibit pornography, violence, and other potentially inappropriate content. Several levels of automated and manual review are in place to help ensure that the pages in the Display Network don't violate these policies.

However if you've enabled your ads to show on the Display Network, you may still find that certain websites in the Google Network aren't a good match for your ad campaign. You can use the Site and Category Exclusion Tool to prevent your ads from appearing on those sites or groups of sites related to specific categories.

You can choose to **Add Exclusions** or **Exclude Placements** (for existing placements that have shown your ad) for either the ad group or campaign level from the Networks tab.

Available Exclusions

A description of most exclusion types is included below. Due to the quickly changing nature of the Display Network, we're unable to give you a list of pages in each category.

- **Specific URLs or subdomains:** You can choose to exclude an entire website, a domain path, or a specific page on a website.
- **Parked domains:** Parked domains are sites in Google's AdSense for domains network. Users are brought to parked domain sites when they enter the URL of an undeveloped webpage into a browser's address bar. There, they'll see ads relevant to the terminology in the URL they entered. The AdSense for domains network is encompassed by both the Display Network and the Search Network. If you exclude this page type, you'll exclude all parked domain sites, including the ones on the Search Network.
- **Error pages:** Error pages are part of Google's AdSense for errors network. Certain users are brought to error pages when they enter a search query or unregistered URL in a browser's address bar. There, they'll see ads relevant to the search query or URL they entered.
- **User-generated content (Limited availability):** This option supports the following languages: Dutch, English, French, German, Italian, Portuguese, and Spanish. Please don't make exclusions in this section if your campaign targets an unsupported language.
  - Forums are websites devoted to open discussion of a topic.
  - Social networks are websites offering an interactive network of friends with personal profiles.
  - Image-sharing pages allow users to upload and view images.
  - Video-sharing pages allow users to view uploaded videos.

Site and Category Exclusion Tool Best Practices

When using this tool, here are some things to keep in mind to ensure that you do not severely restrict your ad distribution unnecessarily, and to ensure you are using the tool effectively:

Language and Location Targeting

You do not need to exclude a site just because it is located outside the target region for your ad. This is a common mistake. No matter where a site is located, your ad will be shown only to visitors who are located in the regions you have targeted. For instance, if your ad is targeted to Germany, your ad will be shown only to users in Germany (based on their IP address) even if the site in question originates in a different country.

Topics and Categories

It's important to take the following into account when choosing to exclude a topic or category from your ad's placement-targeting:

- Our system may identify several topics on a single page. By excluding a topic, you may exclude webpages that contain material relevant to your product or service.
- While webpages are categorized under these topics to the best of our technology's ability, excluding a topic does not guarantee that you have excluded every related webpage. If you see that your ad has shown on an undesired webpage, please exclude that page entirely by using the specific URL or subdomain path.
- Excluding a topic can significantly reduce traffic to your campaign.

Try it Now: Site Category Exclusion

The Site and Category Exclusion tool prevents your ads from appearing on individual websites or categories of webpages.

Follow the instructions below to exclude websites and categories from your Display Network targeting campaign:

Exclude websites and categories:

1. Go directly to the Site and Category Exclusion tool by visiting http://adwords.google.com/select/ContentExclusionStart. You might be asked to sign in.
2. From the Campaign drop-down menu, choose the campaign for which you'd like to edit exclusions.
3. Use the tabs to make exclusions. See detailed instructions for using each tab below.
4. Click **Save all exclusions** when finished.

Questions to consider:

1. How can you prevent your ads from showing on groups of webpages in the Google Display Network that could potentially be viewed as sensitive?

Bidding and Budgets Tools

Overview of Bidding and Budgets Tools

The bidding and budgets tools include the following:

- Automatic bidding: If you prefer not to manage your bids manually, you can use automatic bidding to manage your bids for you. You just set a daily budget, and the AdWords system automatically adjusts your bids to get the most clicks possible within your budget.
- Conversion Optimizer: The Conversion Optimizer is an advanced bidding option that lets you specify a maximum CPA (cost-per-acquisition) bid for each ad group in your campaign. Learn more in Lesson 5. AdWords Bidding and Budgeting.
- Ad scheduling: Ad scheduling lets you control the days and times your AdWords campaigns appear. In an advanced mode it also lets you set different bid multipliers for different times of the day and the week. The bid multiplier (10% to 1000% of the original bid) affects all ads in the campaign, including ads with separate search and Display Network bids.
- Position preference: Position preference is an advanced bidding feature that gives sophisticated advertisers more control over the positioning of their ads. Some advertisers find this helps them better promote their brands or earn a higher return on investment (ROI).
- Traffic Estimator: The Traffic Estimator provides you with a predicted keyword state, search volume, average cost-per-click (CPC), and ad positions for your keywords. You can use these estimates to help determine your bid.

About Automatic Cost-Per-Click (CPC) Bidding

Automatic bidding is the simplest of the AdWords bidding options. You just set a daily budget, and the AdWords system actively seeks out the most clicks possible within that budget.

With automatic bidding, you don't need to specify individual bids for ad groups, keywords, or placements. The AdWords system automatically adjusts your maximum CPC bids on your behalf. If you'd like to control the cost of individual clicks on your ad, you can set a maximum CPC bid limit.

Specify a bid limit of $0.50, for instance, and the AdWords system will never bid over $0.50 on your behalf for any single click.

Automatic Cost-Per-Click (CPC) Bidding Best Practices

- Your target daily budget is the amount you'd like to spend on your AdWords advertising per day. The budget you choose to set is entirely up to you, based on the advertising goals you have.
- With automatic bidding, the AdWords system automatically manages your CPC bids with the goal of seeking out the most clicks on your ad. No matter how you adjust your keywords or placements during a billing period, our system makes sure that you're never charged more than the number of days in that billing period times your daily budget.
- If it's important for your business to control the cost of individual clicks on your ad, it's a good idea to specify a CPC bid limit. For example, if you sell a product that costs $5.00, you may wish to set a CPC bid limit of $5.00 so you never pay more than that for a click.
- By setting a limit you have more control over your costs, but you also may restrict your ad position or the number of clicks your ads receive. If you choose not to set a bid limit, automatic bidding will function as it normally does, choosing whatever maximum CPC bids it determines will earn you the most clicks possible within your budget.

About the Traffic Estimator

The Traffic Estimator provides traffic and cost estimates for new keywords before you add them to your campaign. You can also review estimates for current keywords already running in an ad group.

When you enter a keyword into the Traffic Estimator, you get estimates for your keyword's status, search volume, average cost-per-click (CPC), cost/day, and average position. By using this tool, you can better forecast your ad's placement and performance based on your CPC bid, targeting options, and other criteria.

You can access the Traffic Estimator from the Tools page on your **Opportunities** tab. The estimates you receive are based in part on the values you enter (or on your current ad group and campaign settings), including your CPC bid and targeting options. If you're flexible on your costs and targeting, it's a good idea to play around with these fields to see different results.

To use the Traffic Estimator tool:

1. Log in to your AdWords account at https://adwords.google.com.
2. Click the **Tools** link on the **Opportunities** tab.
3. Click **Traffic Estimator**.
4. **Enter keywords**: In the field provided, enter your keywords so that each word/phrase appears on its own line.
5. **Choose a currency**: Select your currency, then enter a specific CPC bid for your estimates, or let us suggest a value. Our suggested value should deliver ads in the top position 85% of the time. If you feel you don't need your ad in the top position 85% of the time, you can reduce the CPC bid.
6. **Choose your target languages**: Select which languages you'd like to target.
7. Select **Location Targeting** (countries, regions and cities, customized).
8. Choose one or more target countries: Select which country you'd like to target.
9. Select if you want the estimates provided to be customized based on your account history.
10. Click **Continue** to see your estimates.

The Traffic Estimator works for ads with keyword targeting only; it does not work for ads with placement targeting using either CPC or CPM bidding.

Traffic Estimator Best Practices

When you use the Traffic Estimator, you'll see the following estimates for each keyword entered:

Search Volume: Indicates the amount of search traffic received by your keywords. This information can help you determine how competitive ad placement is for a particular keyword. The green bar shown represents a general low-to-high quantitative guideline.

Estimated Avg. CPC: The average amount you'll pay for each click. The AdWords Discounter automatically adjusts your actual CPC so you pay only one cent more than the minimum amount required to keep your ad's position. Therefore, the displayed amount may be lower than your 'official' CPC bid above.

Estimated Ad Positions: The average position in which your ad may show. '1' is the highest position on the first page of search results. There is no 'lowest' position. Values may contain ranges because the Traffic Estimator displays estimates as averages based on dynamic keyword activity among advertisers. Also, average ad positions are not fixed; they may vary depending on bidding activity and your keyword's quality.

Estimated Clicks/Day: The number of clicks your ad may receive each day.

Estimated Cost/Day: The average amount you may spend per day.

The values provided by the Traffic Estimator are only estimates, not guarantees. They will vary depending on conditions such as fluctuations in user behavior and dynamic search and pricing activity.

Try it Now: Traffic Estimator

The Traffic Estimator provides traffic and cost estimates for new keywords before you add them to your campaign. Learn how to use this tool to better forecast your ad's placement and performance based on your CPC bid, targeting options, and other criteria.

Follow these instructions to pull traffic estimates and analyze the data.

1. Sign in to your AdWords account at https://adwords.google.com
2. Go to the **Opportunities** tab, select **Tools** and then choose **Traffic Estimator**.
3. Enter in keywords.
4. Choose a language and location. You can get specific estimates based on customized locations like cities and regions.
5. Click **Continue**.

Questions to consider:

1. The estimates you receive are dependent on the values that you enter. What are some of the variables you could change to change the outcome of the data?
2. The traffic estimator can also be used to run estimates for keywords already running in your campaign. In what situation would you do this?

Ad Creation Tools

Overview of Ad Creation Tools

AdWords offers the Display Ad Builder to help you create a customized display ad that both suits your business or product, and better targets web content across the Google Display Network. Display ads are one of the best ways to really engage web users and to keep them interested in your advertising content as they browse Google partner sites.

About the Display Ad Builder

You can use the Display Ad Builder to create and customize a display ad that will engage users and drive traffic to your site.

Creating a display ad requires very little time and effort to get started. After selecting the Display Ad Builder from any ad group page within your account, you'll be able to fully customize an ad template's background colors, fonts, images, and text. We'll automatically format your ad in most of the standard IAB ad sizes. The ads you can create will include product showcases, galleries, and industry-specific ads.

Display Ad Builder Best Practices

One of the key benefits of the Display Ad Builder is the freedom it gives you to easily and quickly customize how your ad looks and feels. Doing this can help you reach your target audience more effectively, and get results sooner. Be sure to do the following to get the best performance out of your display ads:

Customize your ad

Color

- **Choose easy-to-view colors**: Make sure you've customized the color scheme of your ad, like the background and font color. First, try to align the color scheme of the template with the content of your image. Be careful of your color choices; extremely bright colors can be unpleasant or difficult to read. Using the same color for the foreground and background of your ad will also make it difficult to identify items within the image clearly.
- **Work with the publisher color schemes**: If you're placement targeting certain sites, consider tailoring the color scheme to match the publishers' pages. If your ad looks unattractive or out of place on a page, users will be less likely to click. It's more important to match the sites that you're targeting than to match your landing page.

Calls to Action

- **For animations, make sure the final frame contains all the key messaging and call to action**: Some ads have animated "teaser" text which may enter and exit. Users may miss this text, and if what they end up seeing doesn't clearly communicate your offering and what they should do, they'll be less likely to click.
- **Be explicit about your call to action, in a button or elsewhere**: This is especially important in image-based ads, because users may not know what part of the ad is clickable or, in some cases, that your ad is an ad. They also want to know what they can do if they click their ad: "Learn more?" or "Buy now?". Let them know.

Images

Use transparent PNG format images whenever possible. This can greatly improve the aesthetics and unique look of your ad. If you don't have a transparent PNG image, make sure your ad color scheme matches the background of your images. If your image has a white background for example, consider setting your ad background to white.

Balance your ad content

Make sure your ad text and images are balanced within the body of the display ad and within the overall ad size. Images should be clear, resized to fit the ad shape, and easy to recognize. All text should be easy to read and understand in relation to the included images and shape and size of the ad in all size versions. Images should not be cut off or unrecognizable, and lines of text should be complete and make sense. Check your ad in each available ad size and resize any images as needed.

Create a visible Display URL

Your display URL should be visible. If it's the same color as the ad's background color, it won't be visible to the user.

Try different display options

Display ads offer so many options that you may need to experiment with different templates, colors, and content to get the best results. Here are some things to keep trying as you optimize your display ad campaigns:

Change color schemes

Our own experiments have found that changes to the background and font colors of display ads can dramatically increase clickthrough rates, which can lead to more impressions and more conversions. Set up your ad, then choose that same template again, change colors, save it in the same ad group, and then let the variations compete against each other. You can then pause the ads that are doing the worst, leaving the best color combinations to lead your campaign.

Try new templates

Performance can vary widely by template. Consider trying out templates with images, with no images, with various types of animations, with no animations. Minor differences in layout and animations can have large impacts on click-through rates, depending on your product or service.

The differences between "Buy it now" and "Learn more," for example, can significantly impact a user's propensity to click. Consider trying out several variations. Also, the typical calls to action for text ads may need to be altered when you create display ads.

Monitoring and Optimization Tools

About Opportunities

The **Opportunities** tab is a central location for optimization ideas across your account. It's designed to help you discover ways to potentially improve your account's effectiveness. If you see ideas listed on this tab, we've automatically identified changes that might benefit your account.

With this tool, you can review and apply ideas directly to your account. Currently, you might find potential improvements to your keywords and budget, but we'll continue to add more types of ideas over time. Ideas are generated by our automated system, taking into account your current performance, campaign settings like targeting and bid amounts, as well as Google search volumes and trends.

These ideas are proactively collected for you so you won't need to visit multiple tools or pages in order to find ways to improve your campaigns. Also, the ideas are targeted across all campaigns and ad groups so you can make improvements across your entire account all in one place.

You won't necessarily see ideas for your campaigns at all times. Since ideas are automated, our system might not identify any ideas for your campaigns at that moment. Check back in a week, since ideas are refreshed every few weeks or sooner. Or, consider other ways to optimize your account.

Visit your Opportunities tab

Opportunities Best Practices

Consider using the **Opportunities** tab when looking for a fast, efficient way to find new keyword ideas or recommended budgets. When you want to increase your traffic or sales volume, but are unsure of the types of changes you should make, this tab can be a good place to start.

Here are a few best practices for using this tool:

Review ideas carefully
Because the ideas are automated, it's possible that you'll see some that aren't relevant or don't suit your business goals. Please review all optimization ideas carefully before applying them. Although the ideas are customized to your account, we can't guarantee that proposed changes will improve your campaign performance. Also, be aware that you are responsible for any changes you decide to apply to your account.

Use the data
Each idea is shown with its estimated impact on your performance, usually represented by click and impression estimates. Use these estimates to understand the potential impact of the ideas you review. Then, apply only those ideas that you like.

Check back often
Ideas are added and refreshed after about two weeks or sooner. So plan on returning to this tab periodically to see new ways to improve your campaigns. If you don't see any proposed ideas, you can use the free account tools listed there to boost your success.

Track the impact
Track the results of your changes using one of our free reporting tools such as conversion tracking, the Report Center, and Google Analytics. After applying changes, wait at least two weeks before analyzing their impact. It can take that long for your campaigns and ad groups to gain new traffic and settle into new Quality Scores. Also, wait a few weeks before making any other large changes to that campaign.

About Conversion Optimizer

The Conversion Optimizer is an AdWords feature that uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It optimizes your placement in each ad auction to avoid unprofitable clicks and gets you as many profitable clicks as possible.

How it works:
With the Conversion Optimizer, you bid using a maximum cost-per-acquisition (CPA), which is the most you're willing to pay for each conversion (such as a purchase or signup). Using historical information about your campaign, the Conversion Optimizer automatically finds the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear. You still pay per click, but you no longer need to adjust your bids manually to reach your CPA goals and can benefit from improved return on investment (ROI). To calculate the optimal equivalent CPC bid, the Conversion Optimizer first calculates a predicted conversion rate for each auction, taking into account your ad's conversion history, the keyword's broad match query, the user's location, and the conversion

rates of Google's search and Display Network partner sites. The feature then generates an ad rank by combining your CPA bid, quality score and predicted conversion rate.

The recommended maximum CPA bid is the ad group bid we suggest in order to keep your costs stable when you change from manual bidding to the Conversion Optimizer. The recommended bid is directly based on your current CPC bids and conversion rates over time. For example, if you have one ad group with two keywords, the Conversion Optimizer divides the current maximum CPC bid by the conversion rate to get a maximum CPA bid for each keyword. With the maximum CPA bid for each keyword, the Conversion Optimizer can compute the recommended maximum CPA bid for the campaign (the average of the keyword bids, weighted by the number of conversions for each keyword).

Improving your performance:
Many advertisers using Conversion Optimizer have achieved double-digit percentage increases in conversions, while paying the same price or less for each conversion.

Requirements:
To begin using the Conversion Optimizer, you must have AdWords Conversion Tracking enabled, and your campaign must have received at least 15 conversions in the last 30 days. Also, the campaign must have been receiving conversions at a similar rate for at least a few days. We recommend you run conversion tracking for at least two weeks before trying the Conversion Optimizer no matter what your volume of conversions is (longer if you don't have a high volume of conversions).

An important note:
Your actual CPA depends on factors outside Google's control, so it may exceed the maximum CPA you specify. The Conversion Optimizer uses historical conversion data to predict the likelihood your ads will convert. However, your actual conversion rate can be affected by changes to your website and ads, or external factors such as increased competition. If your actual conversion rate turns out to be lower than the predicted conversion rate, your actual CPA may exceed your maximum CPA bid. Learn more about Conversion Optimizer in Lesson 12. Optimizing Performance.

Conversion Optimizer Best Practices

Here are some best practices to help you get the most out of Conversion Optimizer.

Use the Conversion Optimizer on mature campaigns:
The Conversion Optimizer relies on historical conversion data in order to predict an accurate conversion rate, so the longer a campaign has used conversion tracking, the more data the Conversion Optimizer has available to improve your ROI. For this reason, it's best to modify existing campaigns rather than create a new one. Campaigns with low traffic should run conversion tracking even longer before trying the Conversion Optimizer, and your campaign must have received at least 15 conversions in the last 30 days in order to be eligible to enable the feature. We also recommend using campaigns which group together related ads and ad groups with ads that are even more closely related.

Start with the recommended bid:
When you begin using the Conversion Optimizer, it's best to start with the recommended bid to help ensure a smooth transition to your new bidding mode. From this starting point, you can observe your performance and adjust your bid accordingly.

As with CPC bidding, the CPA bid you set is your primary control over how many conversions you'll get and how much you'll pay for them. If you want to increase traffic and conversions, you can raise your maximum CPA bid or try one of the following other options:

- If you're consistently hitting your budget, increase it to allow more visibility for your ads.
- Opt in to the Google Display Network.
- Add more relevant keywords to your ad groups.

If your average CPA is higher than you prefer, you can lower your bid, which will likely decrease both average CPA and the number of conversions. However, if you seem to be receiving fewer conversions using Conversion Optimizer than you did before using it, you should consider whether your maximum CPA bid may be too low. Learn more about Conversion Optimizer Best Practices in Lesson 12. Optimizing Performance.

Troubleshooting Tools

About the Ad Preview Tool

The Ad Preview tool enables you to view your ads as they would appear on a regular Google search results page for most users, without accruing extra impressions for your ad.

To perform a test search with the Ad Preview tool, follow these steps:

1. Go to http://www.google.com/adpreview
2. Enter a keyword.
3. Enter a Google domain, such as google.com or google.fr.
4. Select a display language.
5. Select a location. You can choose a location from the drop-down menus, or you can enter specific latitude and longitude coordinates.
6. Click **Preview ads**.

If you don't see your ad appear, run a keyword diagnosis in your account to learn the specific reason why.

This feature is also available for mobile ads.

Ad Preview Tool Best Practices

We suggest you view your ad through the Ad Preview tool instead of performing a regular Google search. When you search for your ad multiple times on Google, it can affect your ad position by racking up many ad impressions and lowering your clickthrough rate (CTR), possibly even increasing your costs. Use this tool to see how your ads look without any negative effect on your campaign's performance.

The Ad Preview tool is especially useful for seeing if your ad is appearing for users in a specific geographical location. Even if you yourself are outside of your targeted locations (and therefore won't see your ad on Google), the tool can preview ads from any location you specify. Enter one of your keywords and see how Google search results appear for someone in the specified location. Similarly, you can preview ads in various languages that you target.

Here are a few more best practices:

- Only enter a keyword if it exists in your campaign and is active.
- Only specify a language or location that your campaign is targeting.
- Use the mobile ads version of the tool to see how that type of ad appears on mobile devices.
- If your ad doesn't appear, run a keyword diagnosis in your account to learn the specific reason why.

Try it Now: Ad Preview Tool

Learn how to preview your ad on Google.com search results pages without accruing extra impressions for your ad. Preventing extra impressions preserves an accurate CTR.

Follow the instructions below to preview your ad on Google.com search results pages:

1. Go to http://www.google.com/adpreview.
2. Enter a keyword on which your ad is running.
3. Enter a Google domain, and choose the language and location.
4. Click **Preview Ads**.

Questions to consider:

1. When would it be helpful to use this tool?
2. By going to Google.com and performing searches for your ad, you can accrue impressions. How could this affect your ad position and clickthrough rate?

About keyword diagnosis

Keyword diagnosis reviews data for each search query and its related ad(s) based on all available account data at the time you run a keyword diagnosis. The tool's results will include the factors within your account that affect the keyword and ad being diagnosed.

Here are some more details about keyword diagnosis:

- Issues reported for a particular ad and its related keywords may include any aspect related to ad creation and your account settings. Examples include ad and keyword approval status, cost-per-click (CPC) and budget price settings, ad and keyword performance, ranking status, geo-targeting settings, etc.
- Details that may impact your ad delivery for a particular query will only be included from active campaigns, ad groups, and keywords.

- Currently, the data reviewed is specific only to those ads you have targeted to the Google Search Network. If you have mobile ads, you can also diagnose how they're doing on Google's mobile search.
- Like the statistics available for your campaigns and ad groups, reporting is not real-time and may not reflect data received in the last three hours.

To run a keyword diagnosis, hover over the speech bubble icon next to the status for any keyword in the **Keywords** tab to see a help bubble appear with information about your keyword. You can also use the 'Diagnose keywords' option in the "More Actions" menu to diagnose multiple keywords at once and set parameters for the diagnosis.

Filtering for Disapproved Ads

You can find disapproved ads across your account by using filters. To do so, please follow these steps:

1. Sign in to your AdWords account at http://adwords.google.com.
2. Navigate to the account, campaign or ad group for which you'd like to see disapproved ads.
3. Click the **Ads** tab.
4. Click the **Filter and views** button above the table.
5. Select **Filter ads** from the "Filter and views" drop-down menu.
6. Select the **Approval Status** filter from the "Filter" drop-down menu.
7. Check the **Disapproved** box and uncheck all other status boxes.
8. Check the **Save filter** box if you'd like to use the filter you've created again later.
9. Click **Apply**.
10. You'll see all disapproved ads in the table. Click the icon next to your disapproved ad to view disapproval reasons.

Editing and saving your ad will resubmit it to us for review. The table's **Status** column will update to reflect the change in your ad's approval status and change from "Disapproved" to "Under review." Here's how to edit your ad:

1. Make sure you're on the **Ads** tab.
2. Just hover over the table row that lists the ad you want to edit. This highlights the row and exposes the editable fields on which you can click to edit. Click on the pencil icon next to the ad, and you'll be able to edit the ad right there.
3. Click **Save**.

Disapproved Ads Best Practices

When you receive a disapproval, you should review the appropriate policy that affected your ad. Decide whether your ad, keyword, and/or website can be modified to comply with our guidelines. Whenever possible, consider making the required change to allow your ad to run. Do not resubmit an ad with the same violation as this will only result in another disapproval.

Before making a change to your ad, review the entire set of AdWords advertising policies to help avoid a disapproval for a different issue.

If your ad is flagged for a policy violation that you don’t think is applicable to your ad or product, you can submit a policy exception request. You can do this either while modifying your ad text (for text-based ads, such as text ads and mobile text ads) and keywords, or after an ad has been disapproved.

10.2 AdWords Editor

Introduction to AdWords Editor

Overview of AdWords Editor

AdWords Editor is a free, downloadable desktop application for managing your AdWords campaigns. If you have a large number of campaigns or keywords, or if you manage multiple accounts, AdWords Editor can save you time and help streamline your workflow.

The basic process is simple: download your account or specific campaigns, make your changes, then upload your revised campaigns. You'll learn more details about these steps in subsequent lessons.

AdWords Editor Features

With AdWords Editor, you can:

- Work offline on your Mac or PC.
- Upload changes to AdWords any time.
- Store and navigate one or more accounts.
- Add, edit, and delete campaigns, ad groups, ads, keywords, and placements.
- Make large-scale changes quickly.
- Perform advanced searches and edits.
- Add comments for your changes.
- Sort and view performance statistics.
- Copy or move items between campaigns, ad groups, and accounts.
- Export a snapshot of your account for archiving or sharing.
- Import a backup or shared file and review the proposed changes.

You'll learn more details about these and other features later in this lesson.

Installing AdWords Editor

To download and install AdWords Editor, visit the AdWords Editor website at http://www.google.com/adwordseditor. Select Windows or Mac, then click **Download AdWords Editor**. You'll need Windows 2000, XP, or Vista, or Mac OS X (10.4 or later).

The first time you run AdWords Editor, you'll be prompted automatically to download your account. To download additional accounts, go to the **File menu > Open Account**.

You may only edit one account at a time. To switch accounts, go to the **File menu > Open Account**, select the account you want to view, and click **Open Selected Account**.

Navigating AdWords Editor

You can navigate through your account in AdWords Editor using the tree view of your account on the side of the screen, along with the tabs for the different items in your account.

Tree view: The tree view displays the account name, followed by the campaign names and the ad groups within them. Click the plus and minus signs to expand and collapse the tree view and see the campaigns and ad groups in the account.

Tabs: Once you've selected the account name or a particular campaign or ad group in the tree view, use the tabs to choose what you want to view or edit. Each tab shows a part of your account, such as keywords, ad groups, or campaigns. For example, to view the ad groups in Campaign #1, select Campaign #1 in the tree view and click the **Ad Groups** tab.

Columns: You can customize the columns that appear on a particular tab. Click the small square that appears after the last column header, then select or deselect the columns you wish to show. Note that performance statistics columns only appear after you've downloaded statistics. Double-click a column header to fit the width to its contents, or right-click the column header and select 'Auto-size Column.' To auto-size all columns at once, click the column chooser and select 'Auto-size All Columns.'

Tool bars: The tool bar contains buttons for account-level actions, such as **Post Changes** and **View Statistics.** In addition, each tab has a tool bar with buttons for functions within the tab. For example, the **Keywords** tab has buttons for adding and deleting keywords, making multiple changes, and reverting changes. The adding and editing options are also available in the **Data menu**.

Data view and edit panel: The data view is the large part of the screen below the tabs that displays the details of the selected tab. When you select a row in the data view, you can edit it directly in the row or in the edit panel below the data view.

AdWords Editor Settings

You can specify the following settings under the Tools menu > Settings:

- Enable usage tracking and send anonymous data to Google to help improve AdWords Editor.
- Choose whether to hide deleted items in your account, and whether to include deleted and ended items when you download your account.
- Enable diagnostic logging. When diagnostic logging is enabled, AdWords Editor automatically saves reports containing messages sent between AdWords Editor and the AdWords server. If you encounter technical problems, AdWords Specialists may request that you send us the logs to help our engineers troubleshoot the issue.
- Choose your locale, which determines the currency and interface language in AdWords Editor.
- Choose your default campaign targeting. When you create new campaigns in AdWords Editor, they'll automatically use the default language and location targeting you choose here.

Downloading Accounts or Campaigns

You can download your entire account or specific campaigns. Once you've downloaded account information to AdWords Editor, you can refresh it any time with the "Get Recent Changes" feature. If you've downloaded only some of your campaigns, you can change the set of campaigns any time.

To download an AdWords account in AdWords Editor, follow these steps:

1. Go to **File > Open Account**.
2. Click **Add Account**.
3. Enter your AdWords username and password, and click **Next**.
4. Select the part of your account you'd like to download.

If you manage several AdWords accounts, AdWords Editor can store them all for easy viewing and editing. Only one account at a time may be edited, but you can easily add more accounts or switch between accounts that you've downloaded. If you have a My Client Center account, you can use AdWords Editor to make changes to client accounts through your MCC account.

AdWords Editor Functions: Add, Edit and Delete

AdWords Editor: Add Individual Items

You can add an individual campaign, ad group, ad, keyword, or placement several ways. The two simplest ways are:

- Go to the **Data menu** and select the type of addition you want to make. For example, to add a keyword to Campaign #1, go to the **Data menu > Add New Keyword**.
- Click the **Add** button on the appropriate tab. For example, to add an ad group to Campaign #2, select Campaign #2 in the tree view. Next, go to the **Ad Groups** tab and click **Add Ad Group**.

When you add a new item to your account, a plus sign (+) appears next to it.

If you want to create a draft version of your additions, without posting them, you can create a draft campaign. Draft campaigns aren't posted to your account until you change the status of the campaign to 'Active.' To create a draft campaign, go to the **Data menu > Campaigns > Add Draft CPC Campaign** or **Add Draft CPM Campaign**.

AdWords Editor: Add Multiple Items

The **Add Multiple** tools enable you to add large numbers of keywords, placements, ads, or ad groups at once. These tools are available from the **Data menu** or on the tab tool bars. Simply type or paste a list of items into the tool to add them to the locations you specify.

For example, the **Add Multiple Keywords** tool enables you to add keywords to a single ad group, to all campaigns and ad groups, or only to the ad groups you specify. After you type or paste your keyword information, click **Next** to review your keywords, and **Finish** to apply the changes.

The other **Add Multiple** tools work much the same way as the **Add/Update Multiple Keywords** tool. You can find detailed instructions for each tool in the [AdWords Editor Help Center].

AdWords Editor: Edit Individual Items

To make a single change, such as updating your campaign budget or editing a keyword bid, follow these basic steps:

1. Select the appropriate context in the tree view. This could be your account name or a specific campaign or ad group containing the item you want to edit.
2. Click the relevant tab above the data view.
3. Select the item you want to edit in the data view.
4. Make your changes in the edit panel or directly in the data view.

For example, to edit a keyword destination URL in Ad Group #1, select the ad group in the tree view, then click the **Keywords** tab. Select the keyword you want to edit, then type your new destination URL in the keyword row.

You can revert any change in AdWords Editor that has not been posted. Select one or more items in the data view and click **Revert Selected Changes**. Note that reverting changes removes any unposted change, not just the latest change. For example, suppose you add a new ad group, then add keywords and ads to that ad group. If you select the ad group and click **Revert Selected Changes**, the ad group and all the new ads and keywords will be removed.

AdWords Editor: Edit Multiple Items

To edit multiple items at once, you can enter a list of changes in the **Add/Update Multiple** tools, or you can select items and edit them directly.

Add/Update Multiple tools

These tools are ideal for making long lists of specific changes to CPC or CPM bids, destination URLs, or ad group settings. To use the Add/Update Multiple tools (available for keywords, placements, ads, and ad groups), go to the Data menu and select the tool you want to use. Then enter your list of changes.

Select and edit specific items

- To select more than one item, hold the **Control** or **Command** key and click the items you want to edit.
- To select a consecutive list of items, select the first item, then hold the **Shift** key and select the last item in the list.
- To select all items in the data view, go to the **Edit menu > Select All**.

Once you've selected the items to edit, you can edit them in two ways:

- Enter your changes in the edit panel below the data view. Any changes made to a given field will apply to all selected items.
- Use the Advanced URL Changes or Advanced Bid Changes tools. (See the next section, entitled 'Advanced Editing Tools.')

AdWords Editor: Advanced Editing Tools

The **Advanced Bid Changes** and **Advanced URL Changes** tools enable you to change large numbers of CPC bids, CPM bids, and destination URLs quickly.

To use one of these tools, select the items in the data view that you want to edit, then click **Advanced Bid Changes** or **Advanced URL Changes** at the bottom of the edit panel. Within the tools, you have the following options.

Advanced Bid Changes:

- Increase or decrease your bids by a percentage.
- Remove bids at the keyword or placement level so they use the ad group default bid

- Constrain any of these changes so that bids do not fall below or exceed certain values.

Advanced URL Changes:

- Set a specific URL for all selected keywords, placements, or ads.
- Append text to each URL.
- Remove a specific URL parameter.

AdWords Editor: Find and Replace

The **Replace Text** feature enables you to find and replace text in keywords, placements, ads, and destination URLs. Simply select the items you want to search, then go to the **Edit menu > Replace Text in Selected Items**. Advanced users may also wish to use formula words to insert campaign or ad group names into the selected items. Learn more about formula words.

You may also wish to use the **Append Text** tool to add text before or after existing text in a particular column, for all selected rows. For example, you could use this tool to add the word 'new' at the beginning of selected keywords or ad headlines, or add 'Order now' at the end of your text ad description lines. To use this tool, select the rows you want to edit, then go to the **Edit menu > Append Text to Selected Items**.

AdWords Editor: Delete Items

As with adding and editing, you can delete items individually or delete multiple items at once.

To make individual deletions, select the items to delete in the data view. For keywords, ads, or negative keywords or sites, click the **Delete** button in the tab tool bar. For campaigns or ad groups, change the status to **Deleted** in the edit panel. A minus sign (-) will appear next to deleted items in the data view.

To delete a list of keywords, placements, negatives, or text ads from various locations, use the appropriate **Delete Multiple** tool. These tools are available via the **Data menu** or in the tab tool bars.

To find and delete a list of items that meet specific criteria (such as underperforming keywords or text ads that contain a certain word), use advanced search. You'll learn more about advanced search later in this lesson.

AdWords Editor: Copy or Cut and Paste

You can copy or move items within an account, or between two different accounts.

Basic copy or move

1. In the data view, select the rows you want to copy or cut.
2. Go to the **Edit** menu > **Copy** or **Cut**.
3. In the tree view, select the new destination ad group or campaign. If you're moving something to a different account, go to the **File** menu > **Open Account**, then select the new location in the tree view.
4. Go to the **Edit menu > Paste**.

Drag and drop

To move something quickly, select it in the data view and drag it to the new location in the tree view. To copy it, hold the Control key.

For example, to move text ads to a new ad group, select the ads in the data view of the Text Ads tab, then drag your selection to the destination ad group in the tree view. The original ad group will show those ads as deleted, and the new ad group will show them as added.

To copy or move ad groups, you can drag and drop them within the tree view.

Copy options

- Copy just the keyword text or placement URL.
- Copy just the campaign targeting.

- Copy campaign or ad group 'shells' enables you to copy a campaign or ad group without the items inside, then paste the duplicate campaign or ad group into a new location.

All of these options are available from the **Edit menu > Copy Special**.

Paste to multiple locations

To paste ads, keywords, or placements into multiple ad groups, select the destination ad groups in the data view of the **Ad Groups** tab. Next, go to the **Edit menu > Paste Special > Paste Into Selected Ad Groups**. To paste campaign negative keywords or sites into multiple campaigns, select the destination campaigns in the data view of the **Campaigns** tab. Next, go to the **Edit menu > Paste Special > Paste Negatives Into Selected Campaigns**.

AdWords Editor: Cost and Budget Settings

You can make the following changes to your cost and budget settings in AdWords Editor:

- Change your campaign budget.
- Change your ad group default bids.
- Change the bids for individual keywords or placements.

It isn't possible to change your campaign bidding option (such as enabling the Conversion Optimizer, or switching from automatic to manual bidding). It also isn't possible to change your account-level billing preferences. To make these changes, please sign in to your AdWords account at https://adwords.google.com.

AdWords Editor: Get Recent Changes

After you download an account to AdWords Editor, the contents of the campaigns are stored on your computer. Before you begin a session of editing a previously downloaded account, it's a good idea to make sure you're working with the most recent version of your campaign information.

To download and review any recent changes that might have been made since the previous download, click **Get Recent Changes** in the tool bar. You can choose either the basic option (faster) or the option to include first-page bid estimates (slower).

Try it Now: Sync Account

When there are several people making changes to an account, it's important that you're always working off of the most recent version of the account.

Follow these instructions to learn how to download and review recent account changes.

1. Open Adwords Editor.
2. Select an account to open.
3. Click **Get Recent Changes (Basic)**.
4. Click **All campaigns**.

Questions to consider:

1. Why is it important to get recent changes before working on an account?
2. There are two other options when you click **Get Recent Changes (Basic)**. What are some reasons why you might want to update select campaigns or update campaigns you just downloaded?

AdWords Editor Functions: View and Sort Information

AdWords Editor: Symbols and Colors

Here are some symbols, colors, and other visuals you'll see in AdWords Editor:

- Plus (+): added item
- Delta (∆): edited item
- Minus (-): deleted item

- Red circle: error that will prevent posting (such as a potential advertising policy violation or a structural issue, such as a daily budget of zero for a campaign)
- Yellow circle: warning
- Green circle: item that has passed AdWords Editor checks but hasn't been posted
- Pushpin icon: item with a comment (to see all items with comments, go to the **View menu > Items with comments**)
- Bold: unposted change
- Gray: paused or deleted campaign or ad group
- Strikethrough: deleted item

AdWords Editor: View or Hide Deleted Items

You can set your preferences to view or to hide deleted items in your account. To change your preferences, go to the **Tools menu > Settings**. Check or uncheck the appropriate boxes under **Hide all deleted and ended items**. To view the contents of deleted or ended campaigns and ad groups, check the box next to **Download deleted and ended campaigns and ad groups**. The next time you download your account or click **Get Recent Changes**, the deleted items will appear in AdWords Editor.

AdWords Editor: Show Performance Statistics

To download and view performance statistics such as clickthrough rate, cost, position, and conversion information, select a date range with the **View Statistics** button in the tool bar. It may take a few moments for the information to download.

Once the download is complete, click through the tabs to see performance statistics for each level of your account. You can control which columns are visible with the column chooser, located at the top right corner of the data view.

The statistics you download will remain in AdWords Editor until you select a new statistics interval or download your account again. You'll receive a warning before your previously downloaded statistics are removed.

AdWords Editor: Search and Custom Views

AdWords Editor provides several ways for you to search and filter the information in your ad groups and campaigns:

- Use the **Search** box above the data view to perform a simple word or number search within your account or a specific campaign or ad group.
- Use the **View menu** to filter the information that appears on each tab.
- Click **Advanced search** to perform a more detailed search for items that meet specific criteria, such as performance statistics or keyword match type. When you use advanced search, the results are called a **custom view**.

For example, use advanced search to find all poorly performing keywords:

1. In the tool bar, use the **View Statistics** menu to download your recent account statistics.
2. In the tree view, select your account name.
3. Click **Advanced search** next to the search box.
4. In the **Performance statistics** section, use the drop-down menus to select specific metrics. For example, to find all keywords with a clickthrough rate lower than 0.5%, select "CTR" from the first drop-down menu, and "is less than" from the second drop-down menu. Then type "0.5" in the text box.
5. If you think you'll want to perform this same search later, check the box next to "Save this search for reuse" and enter a name for your search.
6. Click **Search**.
7. To view the keywords that match your search, select the account or a specific campaign in the tree view, then select the **Keywords** tab.

To view your entire keyword list again, go to the **View menu > All**. You can return to your last custom view at any time by going to the **View** menu and selecting **Last unnamed custom view** or the named search of your choice under **Saved custom views**.

AdWords Editor: Sort the Data View

To sort the rows in the data view, click a column header. For example, to sort by maximum cost-per-click (CPC) bid, click the **Max. CPC** column header. To reverse the order of rows, click the column header again. To return the rows to their original order, click a third time.

To sort by multiple columns at once, go to **Data > Sort**. Select up to three columns, then click **OK**. The columns available for sorting are only those you already have showing in the data view. For example, if you haven't downloaded performance statistics, you won't be able to sort by performance statistic columns, such as clicks and impressions.

Once you've sorted by multiple columns, numbers appear in the column headers to indicate which columns you've used in the sort. If you click on any other column header, you'll undo the multiple column sort.

AdWords Editor: Add and View Comments

You can add comments to any item in AdWords Editor. Comments can be helpful personal reminders, or they can explain your changes when you share your changes with other AdWords Editor users.

To add a comment for an item, select the item in the data view and click **Add comment** at the bottom of the tab. Type your comment in the text box. (If you collaborate with other people, you may wish to include your initials to distinguish your comments from others.)

A red pushpin icon appears to the left of items with comments in the data view. To view all comments, go to the **View menu > Items with comments**.

AdWords Editor: Find Duplicate Keywords

Use the **Find Duplicate Keywords** tool to locate keywords that are repeated throughout your account. To access this tool, go to the **Tools menu > Find Duplicate Keywords**.

The duplicate keywords will appear in a list on the **Keywords** tab, where you can edit or delete them as necessary. To then select specific duplicate keywords quickly, Click the **Select duplicates by** button on the tab tool bar. Choose one of the menu options, such as **CTR > Lowest**, and the keywords meeting your chosen criteria will be selected. You can then edit or delete them as needed.

AdWords Editor: Keyword Tools

AdWords Editor includes several tools for getting keyword ideas and organizing keywords within an account. These tools are available in the **Tools** menu.

Keyword Grouper: The **Keyword Grouper** breaks up your keyword list into groups of related terms and allows you to create new ad groups with the related keywords. Your keywords will be copied automatically into the new ad groups and deleted from their original locations.

Keyword Opportunities: This tool includes several features for finding new keywords for your account and adding the new keywords directly to new or existing ad groups. The Keyword Opportunities features include:

- **Keyword expansion**: Generate keyword ideas based on descriptive words or phrases. For example, enter the term "gourmet coffee" to see other related terms, along with the estimated search volume and competition for each keyword.
- **Search-based keywords**: Find new keywords that are relevant to your website. Based on your website URL, this feature generates a list of relevant user queries that have occurred on Google search properties with some frequency over the past year. The keyword suggestions won't overlap with any of the keywords currently in your campaigns.
- **Keyword multiplier**: Combine lists of terms to form a new keyword list. For example, your first list could contain adjectives, such as "cheap" and "discount." Your second list could contain products or services, such as "hotels" and "motels." The tool will then show you combinations of those terms, so you can select the appropriate ones for your account. Keywords with low search traffic are automatically excluded from the combined list.

AdWords Editor Functions: Share and Post Changes

AdWords Editor: Export and Import Account Information

You can export a snapshot of an account, campaign or ad group any time to review or to share with colleagues. AdWords Editor offers four export formats. All options are available in the **File menu**.

- **Export Spreadsheet (CSV):** Generate a comma-separated values (CSV) file that you can view or edit in a spreadsheet program.
- **Export Summary (HTML):** View a clean summary of your account with your keywords, placements, and ads together.

- **Export Backup (AEA):** Create a backup that you can import later to restore your account to its current state. This export option is the only export option that includes draft campaigns. Backups are in the AdWords Editor Archive (AEA) format.
- **Export Changes for Sharing (AES):** Share your changes with other AdWords Editor users. They'll be able to import your changes to AdWords Editor, review your changes, and add comments. Share files are in the AdWords Editor Share (AES) format.

You can also import several kinds of files into AdWords Editor. All options are available in the **File menu**.

- **Import a backup (AEA):** When you import a backup file, you restore your account to the state it was in when the backup file was created. There are two kinds of backup files:
  Manual backups: These are created when you choose the File > Export Backup option.
  Automatic backups: AdWords Editor automatically creates backup AEA files during version upgrades and when you run "Get Full Account." These files are automatically stored in a file called "auto-backup" on your computer. Learn more about importing backups.
- **Import CSV:** If you have changes or additions to your account in a spreadsheet, you can import those updates with the Import CSV option. Spreadsheets must include correct column headers and be saved in CSV encoding. Learn more about importing CSV files.
- **Import share file (AES):** View proposed changes and accept or reject them. Before importing an AES file, be sure you've downloaded the most recent version of the account (using Get Recent Changes). The import is likely to fail if your view of the account is older or newer than the exported version. Also note that files can only be imported into the account for which they were created. Learn more about importing share files.

Try it Now: AdWords Editor

Learn how to export account information from Adwords Editor into Microsoft Excel. This feature provides a way to share your account information with someone who doesn't use AdWords Editor.

Follow these instructions to export an account.

1. Open Adwords Editor.
2. Select an account to open.
3. From the **File** menu, select **Export Spreadsheet (CSV)**.
4. Select **Export Whole Account**.

Questions to consider:

1. There are a few other options for export in the drop-down menu. What are some reasons you might want to use **Export Backup**?
2. You can also **Export Changes for Sharing**. How could this option be useful when working with other team members?

AdWords Editor: Review an Imported File

When you import a file, the **Review Proposed Changes** panel appears. The panel contains a key to the highlighted changes in your account: proposed changes are green, unposted local changes are purple, and conflicts between proposed changes and unposted changes are red.

To view only the proposed changes in the data views of each tab, go to the **View menu > Proposed changes only**. To view only the unposted changes that overlap with the proposed changes, select **Unposted changes with proposed changes only**.

AdWords Editor: Accept or Reject Changes

When you review changes that you've imported in AdWords Editor, you have the option to reject any changes you don't want to apply to the account.

To reject a proposed edit entirely, select the row containing the edit you want to reject, then click **Reject Selected Proposals** in the tab tool bar. This option is also in the **Edit menu**. In the case of a new proposed ad group or campaign, this will also reject any of the proposed edits within that ad group or campaign.

To reject aspects of a proposed edit that conflict with your own unposted local changes, select the row containing the edit you want to reject. Go to the **Edit menu > Reject Selected Conflicting Proposals**.

If instead you want to revert *your* unposted change in the selected row and keep the proposed change, simply click **Revert Selected Changes** in the tab tool bar.

Once you've reviewed the proposed changes, you can take the following actions to clear away the merge panel and signal that the merge is finished:

1. Click **Keep Proposed Changes** to accept all proposals that you haven't explicitly rejected.
2. Click **Reject Proposed Changes** to clear away every proposed change. This action won't affect any edits you've made since importing the proposal.

At this stage, you can either post the edits to the account, or export and share with another AdWords Editor user.

AdWords Editor: Check Changes

When you click **Check Changes** in the tool bar, AdWords Editor reviews all your unposted changes, helping to ensure the changes comply with AdWords policies. To check your changes, follow these steps:

1. Click **Check Changes** on the tool bar.
2. Review the count of changes that will be checked.
3. Click **Show Details** to view information for each campaign.
4. Click **Check Changes** to proceed with the editorial checks.

AdWords Editor will review the changes and show a count of how many items pass the check.

Items that fail checks will display a red circle with an exclamation mark to their left in the data view. To see specific errors, navigate to the keywords or text ads and select them in the data view. A red box below the data view will show explanations of violations as well as suggestions for how to fix them.

AdWords Editor also includes a spell-check feature, though only for certain languages (English, French, Italian, German, Spanish, Brazilian Portuguese, and Dutch). To spell-check a field, right-click the field and select 'Spell check this field' in the right-click menu.

AdWords Editor: Errors and Warnings

AdWords Editor displays red and yellow splats (circles) when it detects issues that may prevent your campaigns from posting properly, such as editorial issues or missing maximum cost-per-click (CPC) values. To review errors and warnings for your changes, follow these steps:

1. Go to the **View menu > Errors and warnings only**, **Errors only**, or **Warnings only**.
2. The items that match your selection will appear in the data view. Click on the tabs to see the errors for keywords, ads, etc.
3. To see details for a specific error or warning, select the item in the data view. An explanation of the error will appear in the edit panel, with instructions to correct the violation or submit an exception request.
4. To return to the normal view, go to the **View menu > All**.

AdWords Editor: Post Changes

To post your changes to your AdWords account, click **Post Changes** in the tool bar. If you have a large number of changes, it may take some time to post everything. If you need to pause while your changes are posting, click **Pause** in the posting dialog. Then click **Resume Post** when you're ready.

The changes you've made through AdWords Editor will be reflected in your account immediately. However, as with any changes to your account, there may be a slight delay before the changes are reflected on the Google Network.

AdWords Editor Best Practices

Best Practices

Here are ten best practices for using AdWords Editor, followed by a few of users' favorite tips and features. These are merely ideas for making the most of AdWords Editor that you can adapt for your own account. For detailed instructions, visit the AdWords Editor Help Center.

1. Copy or cut and paste between ad groups, campaigns, or across accounts. You can use the Edit menu commands or the keyboard shortcuts (Control or Command + X, C, and V). For example:

- Copy 6 ads from one ad group to 15 other ad groups.
- Select 10 keywords and copy them into another ad group.

- If you manage multiple accounts, copy campaigns between accounts and customize campaign settings for each account.

2. Make bulk changes to keywords or destination URLs using the Add/Update Multiple tools or Advanced URL Changes. For example:

- Add 100 keywords to one ad group using the **Add/Update Multiple Keywords** tool under **Make Multiple Changes** on the Keywords tab.
- Use **Advanced URL Changes** to edit the destination URLs for 20 ads in 10 different ad groups.

3. If you need to edit your keywords or ads in a spreadsheet, you can then bring those changes back to AdWords Editor. For example:

- Copy the items to edit from the data view and paste them into a spreadsheet. Make your changes, then paste the contents of the spreadsheet directly into the appropriate Add/Update Multiple tool.
- Export your whole account or selected campaigns as a CSV file, make your changes, then import the CSV file back into AdWords Editor.

4. Find duplicate keywords quickly in your account or in selected campaigns and ad groups, then select one of each set of duplicate keywords to delete or edit.

5. Search your account quickly and perform bulk changes on the results of your search. For example:

- Type a keyword into the search box to locate all instances of that keyword in the account, then append text to that keyword or otherwise edit it.

6. Use advanced search to find items that meet the multiple criteria that you specify. Note that you need to download statistics before you can search for performance criteria. For example:

- Filter performance status of keywords (CTR higher than 2%) and increase their bids to improve their position and performance.
- Find all keywords with an average position lower than 1%. Review these keywords and delete them or use **Advanced bid changes** to increase their bids.
- Find all keywords with 0 clicks. Make a note of keywords that have many impressions but no clicks. These keywords may be less relevant and are therefore lowering your overall CTR. You may wish to use one of the **Make Multiple Changes** tools on the Negatives tab to add any irrelevant terms as campaign or ad group negative keywords.

7. Once you've specified criteria for an advanced search, save that search to reuse in the future. For example:

- Do a fast sanity check on a daily basis. Run **Get recent changes**, then use saved searches to view the best or worst performing keywords.

8. Make bulk edits inline. For example:

- Select 3 out of 10 campaigns in one account and change the budgets for all of them at once.

9. Drive more traffic to your site and improve your ROI by using the Keyword Opportunities tool. For example:

- Use the keyword expansion tab to find new keyword ideas based terms that are currently performing well for your account.
- Use the search-based keywords tab to find and add 10 relevant keywords to a new ad group.
- Use the keyword multiplier tab to combine lists of words into new keywords, and the tool will make sure you only add the ones that will bring traffic to your site.

10. Combine AdWords Editor tools with the search query reports available in your AdWords account online. For example:

- Sign in to your AdWords account, then run a search query report for one ad group. Download the report as a CSV file. Take the 5 keywords that have received the most clicks and add them as positive keywords to this ad group.
- Sign in to your AdWords account, then run a search query report for your account. Download the report as a CSV file. Open the spreadsheet, and remove any exact match queries from your list. Then sort by descending CTR. Copy the best performing queries into the Add Multiple Keywords tool in AdWords Editor, either for a new or existing campaign.

Other favorite tips and features:

- Download selected campaigns if you want to focus your work on a subset of campaigns.
- Undelete and activate previously deleted text ads.
- Automatically organize your keywords into ad groups based on common themes, using the Keyword Grouper.
- Submit multiple exception requests at once.
- Save a snapshot of your account for archiving or for sharing. Later, you can import the archive file to restore your prior account settings.

11. Performance Monitoring and Conversion Tracking

11.1 Overview of Performance Monitoring and Conversion Tracking

Introduction to Performance Monitoring and Conversion Monitoring

Key Concepts of Performance Monitoring

By tracking your performance and conversions, you can identify which clicks are more valuable and increase the efficiency of your ad spend. In order to do this, you first should track what your users are doing on your site. With more data about your customers, you can make better decisions about how to run your business. For example, if it's determined that a particular product on your site is very popular, you can invest more money into bidding competitively for keywords that lead to more traffic and conversions for that site.

How Google Measures Performance

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

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

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

How Advertisers Can Monitor Performance

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

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

Keyword Status: View the 'Status' column on the 'Keywords' tab in your account. Your keyword status indicates whether or not your keyword is triggering ads to appear on search results pages. As mentioned, each of your keywords (except any negative keywords) is identified by a keyword state. Here's the full breakdown:

- *Eligible*: Eligible keywords are able to trigger ads. You may see the following two notes beneath the 'Eligible' status:
  - *Bid is below first page bid estimate of ____:* This will appear if your keyword's cost-per-click (CPC) bid doesn't meet the amount likely to place your ad on the first page of Google web search.
  - *Ads show rarely due to low Quality Score:* This will appear if your keyword's Quality Score is very low and preventing your ad from accruing much traffic. In this case, we recommend following these optimization tips to improve your Quality Score.

- *Disapproved*: These keywords don't comply with our Editorial Guidelines or Content Policy and won't trigger ads until you correct the problem.

- *Paused/Deleted*: These are keywords you've paused or deleted. They won't enter the ad auction and therefore won't trigger your ads.

You may also see a status related to your campaign or ad group. For example, a status might indicate that a keyword is not triggering ads because it's contained in a campaign or ad group that is not currently active. For example, if a campaign is paused, all of the keywords in that campaign will show the status 'Campaign paused' to let you know that the keywords aren't active for that reason.

To learn how to enable a keyword that isn't running, read Lesson 4, Section 2. Keyword Monitoring and Troubleshooting.

CTR Column: View the 'CTR' column on the 'Campaigns' tab of your 'All online campaigns' page to see how well a campaign is performing. The higher the clickthrough rate (CTR), the better the campaign is probably doing.

For more in-depth performance tracking, we suggest that you set up conversion tracking or Google Analytics.

AdWords Tools for Monitoring Performance

For more in-depth performance tracking, we suggest that you create a report from the AdWords Report Center, or set up conversion tracking and Google Analytics.

Troubleshooting Performance Issues

Overview of Common Performance Issues

Low Quality Score Issues

If your keyword's bid doesn't meet the first page bid estimate and its Quality Score is very low, the Status column of the Keywords tab in your account will read 'Low Quality Score.' Neither the Status column nor the Keyword Analysis field will show the First Page Bid estimate. This is to emphasize the importance of improving your keyword's Quality Score through optimization rather than increasing its bid. Optimization will save you money, plus help ensure the quality of the AdWords program and the overall user experience. If your Quality Score improves, you're likely to see a low First Page Bid estimate.

Google Network Issues

If your ad isn't appearing on sites in the Google Network, check to make sure your campaign is opted in to our Display or Search Network by visiting your **Settings** tab. (Sign in to your account > Click the appropriate campaign > Click the **Settings** tab). You can opt in to the Search Network, the Display Network, or both under the **Networks and bidding** section of this tab. An easy way to spot whether or not your AdWords campaign is performing poorly in the Search Network is to check your CTR. A low CTR can indicate poor performance on Google.com and other Search Networks.

Campaign Negative Keywords

If there is overlap between your negative and regular keywords, the negative keyword will block your regular keywords from showing.

Ads Targeted Outside Your Region

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

Identifying and Correcting Common Problems

Low Quality Score Issues

If you see the message "Eligible: Ads show rarely due to low Quality Score" in your Status column, point your mouse at the speech bubble icon next to any keyword to see more information.

Google Network Issues

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

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

Click the **Networks** tab to view statistics broken out by performance on search, search partners, and the Display Network. If no impressions have occurred, you can check the Average Position column to make sure that your ads have a high enough average position to appear on the Google Network. Many of our partners accept only the ads that rank highest on Google.

Campaign Negative Keywords

To ensure that negative keywords aren't cancelling your regular keywords from showing, review the negative keywords and make changes where necessary. This will allow your keywords to show your ad.

Learn more about negative keywords in Lesson 4, Section 2. About Negative Match Keyword Targeting.

Ads Targeted Outside Your Region

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

For more information about targeting your ads, visit Lesson 4, Section 3. AdWords Language and Location Targeting.

11.2 AdWords Reporting

Introduction to AdWords Reporting

Understanding AdWords Reports

The AdWords Report Center can generate fully customizable reports on specific topics such as campaigns, keywords, and ad text. These reports let users identify important trends over weeks, months, or years. And because each report can be customized with configurable columns and performance filters, they provide just the information you need to help you identify your strengths and build on them, as well as search out areas of low performance and optimize accordingly.

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

Detailed data analysis is also available on the Campaigns tab in your account. By working with filters, segmented views, and roll-up tabs of statistics across your account, you can quickly see and act on data that matters to you.

AdWords Report Types

Overview of AdWords Report Sources

Data for your AdWords account can be found within the reports from the Report Center, or from the metrics columns in your **Campaigns** tab.

About Report Center Report Types

We currently offer 11 types of performance reports, each fully customizable based on the levels and types of data you want included. These report types, which cover the basic data users most often want to see, are:

- **Keyword Performance**: Displays details on selected keywords and organizes statistics by keyword. You can also use the **Keywords** tab on the all online campaigns level to view statistics across your whole account.
- **Ad Performance**: Presents relevant statistics for ad variations, such as text ads, image ads, video ads, and local business ads. To quickly find the same information across your whole account, use the **Ads** tab on the all online campaigns level.
- **URL Performance**: Displays statistics and measures the performance of destination URLs.
- **Ad Group Performance**: Organizes statistics for each of your ad groups. Use the **Ad groups** tab on the all online campaigns level to view statistics across your entire account.
- **Campaign Performance**: Organizes statistics for each of your campaigns.
- **Account Performance**: Generates statistics for your entire account, or for a portion of your account.
- **Geographic Performance**: Shows the geographic origin of your visitors.
- **Demographic Performance**: Displays the age and gender of your visitors.
- **Search Query Performance**: Shows performance data for the search queries that triggered your ads which appeared after receiving clicks. You can access the same information on any **Keywords** tab in your account when you click the 'See search terms' button.
- **Placement Performance**: Shows statistics for ads that appeared on specific domains or URLs in the Google Display Network. View the same information from the **Networks** tab in your account (the 'Automatic placements' table).
- **Reach and Frequency Performance**: Find out how many people saw your ads and how many times they saw them over a certain period of time.

About Integrated Account Report Types

In addition to Report Center reports, you can download any table on the Campaigns tab. Data from the Search Query Performance report and Placement Performance report are also easily accessible on the Campaigns tab.

- To see data from the Search Query Performance report, go to the **Keywords** tab and click the **See search terms** menu.
- To see data from the Placement Performance report, go to the **Networks** tab to see metrics across the Search and Display Networks.

Try it Now: View Search Query and Automatic Placement Reports

Integrated search query and automatic placement reports can help you improve campaign performance by providing quick insights into the search terms that triggered your ads and where your ads are appearing on the Google Display Network.

Follow the instructions below to use the search query and automatic placement reports.

1. Sign in to your AdWords account at https://adwords.google.com
2. Click the **Campaigns** tab.
3. In the table, click the name of a campaign that is opted into both Search and the Google Display Network.
4. Click the **Keywords** tab.
5. To run the Search Query report, click **See search terms** and select **All**.
6. Click the **Networks** tab.
7. To see your automatic placements, find the "Display Network" section. If necessary, click the **Show details** link next to the "Automatic Placements" label.

Questions to consider:

- For the search query report, view the performance statistics for all of the keywords listed. Keywords that say "Added" next to them are already in your account. How are they performing? Are there any that are not performing well? Are there any terms that don't match products or services that you are advertising?
- For the automatic placement report, view the performance statistics for all of the sites that are listed. If there are sites that are performing well, consider adding those sites as managed placements.

Running AdWords Reports

Creating and Saving Reports in Report Center

Creating your report is as simple as following our four-step form, and then clicking "Create Report" when you're done. After selecting "Reports" from the **Reporting** tab, click "Create a New Report." Then follow these steps:

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

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

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

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

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

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

Try it Now: Create a Report and Automate

Learn how to create a report in the Report Center, save it as a template and then automate the report to have it emailed to you on a regular basis.

Follow the instructions below to create a report in the Report Center, save it as a template, and choose the how frequently you'd like to receive the report.

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click on the "Reporting" tab and then choose "Reports" in the drop down menu. Then click "Create a Report"
3. Select a "report type" & "settings"
4. In the "Templates, Scheduling, and Email" section do the following:
    - Name your report
    - Check the box to "save this report as a template"
    - Check the box to "schedule this report to run automatically" and then choose the frequency from the drop-down menu
    - Check the box to "Email" this report and then enter in your email address
    - Check the box to "attach the report" and choose a file format from the drop down menu.
    - Click "Create Report"

Questions to consider:

5. Think about how many reports you run in a week. Could setting up report templates save you time?
6. Are there are other people on your team that would benefit from receiving this report? If so, add them to the distribution.
7. If you need to edit your report templates, how would you do that?
8. What does that then allow you to do?

Accessing and Using Integrated Account Reports

To access your integrated account reports, select a campaign from the **Campaigns** tab. Use columns, filters, and segmentation options to customize your table in the tab. Click  in the toolbar above the table to download the table.

Sharing Reports with Other Users

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

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

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

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

Interpreting AdWords Reports

Interpreting Ad, Ad Group, Campaign and URL Performance Reports

The Ad Performance report lets you view statistics on how specific types of ad variations are performing. This type of report lets you see performance stats on text ads, image ads and, where available, video ads, mobile ads and local business ads. The Ad Group, Campaign and URL Performance reports shows you information for each level of your account.

Interpreting Account Performance Reports

The Account Performance report gives you information for your entire account. From the 'Attributes' column, select the ad distribution you want to see for your account. The two conversion columns offers the conversion statistics broken down by type, ad conversions, and ad conversion rates. The remaining columns give metrics for any other ad type your account contains.

Interpreting Keyword Reports

Keyword Performance reports let you view statistics on how your keywords are performing across all campaigns or in selected campaigns.

Interpreting Placement Performance Reports

There are two places where you can see the information for this report. The first way to reach this data is to view the **Networks** tab, which helps you reach your marketing objectives by giving you increased transparency into your campaign's performance on both the Search and Display Networks. It appears in three places in your account: On the 'All online campaigns' overview screen, on the main screen for each of your campaigns, and on the details page for each of your ad groups. Use this tab to help you manage your campaigns and reach your ROI objectives on the search and Display Networks.

The second place in your account where you can access the placement performance data is in the **Reporting > Reports** tab. Click 'Create a New Report' and select 'Placement Performance.'

The tips below can help you interpret the data that results once you run this report.

1. Think in terms of conversions
When taking action on information provided on the **Networks** tab, we recommend you rely on conversion data to guide you. This will help you understand how individual sites are converting for you. We offer two free tools for advertising accountability: Google Conversion Tracking and Google Analytics.

2. Focus on the right areas by sorting
The **Networks** tab displays a wealth of information about your ads' exposure on the search and Display Networks. This can be overwhelming and knowing where to start can be a challenge.

In the upper corner of the **Networks** tab you'll see pull-down menus reading **Last 7 Days** and **Tab Options**. These allow you to focus on the areas that matter the most by filtering the results shown, either by date or by performance criteria. This will help you focus on the domains or URLs where your ads are getting the most exposure. You can also click any column title to sort your keywords according to that metric.

3. Act only on statistically significant data
Some sites may have little data associated with them on your **Networks** tab. For example, you may notice sites that accrued very few impressions, while others may have accrued many impressions, but only a few clicks. In these cases, we recommend waiting for enough data to accrue before taking action on these sites. With time, you may find that these sites convert and deliver significant value once enough statistics have accumulated.

4. Don't focus on clickthrough rate (CTR)
Don't worry if your clickthrough rate (CTR) on Display Network sites is lower than what you're used to seeing on the Search Network. It's normal for CTR to be lower on the Display Network because user behavior on Display Network pages is different than on search sites -- users on Display Network pages are browsing through information, not searching with keywords. Remember:

- Just because you have a low CTR on a Display Network site doesn't mean you're performing poorly.
- In keyword-targeted campaigns, you only pay for clicks, regardless of the number of impressions your ad may receive.
- Your ad performance on the Display Network does not affect your performance, cost-per-clicks (CPCs), or position on Google.com or on other pages in the Search Network.

For these reasons, we recommend that your conversion tracking data and ultimately your ROI, not your CTR, is the true performance gauge for your ads.

5. Optimize for success
The **Networks** tab can provide you with vast amounts of data about the performance of your campaigns on the Display and Search Networks, making it a powerful tool you can use to improve campaign performance. Here are some tips on optimizing for success on the Display Network:

Re-evaluate your keywords and creatives
If you find your ads are appearing on irrelevant pages, take steps to optimize your keyword lists and ads. For example, adding negative keywords is one way of refining your ad targeting on the Display Network. We also recommend creating Display Network-only campaigns, which will enable you to tweak your ad group and structure it for Display Network pages without affecting the performance of your search campaigns. For additional tips on how to optimize your campaigns for the Display Network, visit http://www.google.com/adwords/content-optimize

Utilize the placement targeting feature
For sites that are meeting your ROI objectives, consider targeting them using our placement targeting feature. Please note that when using placement targeting, you have the choice of either cost-per-click (CPC) or cost-per-thousand impression (CPM) bidding.

Consider the Site and Category Exclusion tool
For sites that are not meeting your ROI objectives after having accrued significant traffic, consider excluding them from your campaign with our Site and Category Exclusion tool.

Avoid excluding sites based on subjective judgments on the content or quality of the site. Remember:

- Page content is dynamic and may change from the time the user has viewed the page and clicked on your ad to the time you view the Placement Performance report.
- Sites or pages that you don't find relevant may still be useful to other users. For this reason, the best way to determine the value of a site is to rely on conversion data to determine whether a particular site meets your ROI objectives.

Additional tips

- Run the Placement Performance report at the URL level. This will give you the granularity necessary to determine the type of content your ads are appearing on. Remember that our system targets your ad at the page level, not the domain level.
- If you find that you're not seeing enough data in your Placement Performance report, try running the report for a longer period to see additional results. We recommend running the report for a date range that includes one or two weeks, although this will ultimately vary based on the size of your account.
- One way to limit the size of your report is to filter out sites with few impressions. For example, you may want to exclude sites that accrued less than 50 impressions from your report. You can do this by using the drop-down menu under the 'Advanced Settings' sections of the report creation wizard.

Interpreting Search Query Performance Reports

Search Query reports allow you to see every search query that triggered your ad and received clicks. Whether your ad is triggered depends on the search term a user enters when searching on a site within the Google Network and on your keyword matching settings.

In particular, this report can help you:

- Select the appropriate match type (e.g. broad, phrase, exact, or negative) for existing keywords.
- Identify new keywords you may want to add.

- Identify existing keywords you may want to delete.

You can find the same information directly on the main Campaigns tab, by using the **See search terms** menu above the statistics table on the Keywords tab.

Interpreting Impression Share Reports

Impression share is a metric available at the campaign and account level for search.

- Campaign: If an advertiser has more than one campaign competing in the same target market, the resulting impression share for any one campaign won't be penalized if it loses an impression opportunity to another campaign from within the same account.
  For example, let's say Campaign A and Campaign B both belong in the same account. Out of the ten potential impressions, Campaign A shows twice, and Campaign B shows five times. A competitor takes the remaining three impressions. A campaign-level report will show an impression share of 40% for Campaign A (2/(2+3)) and 63% for Campaign B (5/(5+3)).
  You can see that the impressions Campaign A lost to Campaign B is not factored in to the denominator when we calculate Campaign A's impression share. This example illustrates that it is a lost opportunity for your campaign only when the competitor wins the remaining potential impressions.

- Account: Reports at this level will not penalize your impression share from the competition across all your campaigns. Let's take the same example from above. An account-level report would show an impression share of 70% ((2+5)/(7+3)) for the entire account. If you look at the denominator, you can see we factor in only the impressions you've won across all your campaigns (Campaign A and Campaign B) plus the opportunities that were lost to outside competition.

Impression Share Exact Match
Impression Share Exact Match reports the impression share of your campaigns as if your keywords were set to Exact Match. Since keyword match type can affect your impression share, Impression Share Exact Match can help you determine your share of voice for just the specific keywords you are targeting without requiring you to make adjustments to your campaigns.

For example, one of the reasons why you may have low impression share is because you're not showing on broad match keywords. Impression Share Exact Match tells you how your keywords would perform if they were all exact matched, so that you can determine whether or not match type is a cause for low impression share. This lets you rule out match type and focus on other possible factors when you are working to improve your impression share. This feature is available as a column option under 'Level of Detail' when you run an Account or Campaign Performance report. Data is available for search campaigns only.

Interpreting Reach and Frequency Reports

The Reach and Frequency report is a metric within the Report Center that shows how many people saw your ads and how many times they saw them over a certain period of time. Reach is the number of unique users exposed to a particular advertisement during a specified period of time. Frequency is the average number of times a user is exposed to an advertisement.

These metrics can help you understand how many people saw the ads within their placement-targeted campaigns and how often each person saw them. These metrics should be used in conjunction with a campaign's other reported metrics for an overall picture of performance. This report data is available at the site, ad group, and campaign levels for CPM placement-targeted campaigns only.

Interpreting Demographic Reports

The Demographic Performance report is packed with information about the gender and age groups of your users. For example, the report can reveal that your campaign doesn't perform very well in the age group 44 and over, but appeals more to women than men by a 2:1 ratio. Using data from this report, you can optimize your campaigns with demographic bidding.

Interpreting Geographic Performance Reports

The Geographic Performance report is offered within the AdWords Report Center which gives information about the geographic origin of AdWords metrics such as clicks. This report can help advertisers refine the targeting of their campaigns based on the geographic distribution of users who see it.
Review your statistics by choosing the "Geographic Performance" report in the Report Center. This report, by default, will include the following metrics:

- Campaign, Ad Groups
- Country/Territory

- Region
- Metro
- City
- Impressions
- Clicks
- Avg. CPC
- Cost
- Conversions, conversion rate, cost/conversion

Interpreting Invalid Clicks Reports

The Invalid Clicks column provides data on the number of invalid clicks filtered during the reporting period. The Invalid Clicks Rate column provides data on the percentage of clicks filtered out of your total number of clicks (filtered + non-filtered clicks) during the reporting period.

You can include either or both columns when running a Campaign Performance or Account Performance report.

Best Practices for AdWords Reports

Overview of Best Practices for AdWords Reports

- Use the Report Center to assess the performance of your accounts at a more detailed level
- Schedule reports to run on a regular basis and have them emailed to you when they're ready
- Advanced Options allow you to customize every report with additional columns/metrics - including Account, Campaign and Campaign Status (for MCC reports), Daily Budget, Avg CPC & Avg CPM, and conversion metrics

11.3 Conversion Tracking Basics

Introduction to Conversions and Conversion Tracking

Understanding and Calculating Return on Investment (ROI)

In online advertising, a conversion occurs when a click on your ad leads directly to user behavior you deem valuable, such as a purchase, signup, pageview, or lead.

Advertising is only effective if it generates measurable results for your business. Your Google AdWords account is an investment of time and money that you use to drive customers to your website. In this lesson, you'll learn how to calculate your return on investment, or AdWords ROI.

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

Determining your AdWords ROI can be a very straightforward process if your business is after web-based sales. You'll already have the advertising costs for a specific time period for your AdWords account in the statistics from your **Campaigns** tab. You can also create reports via the **Report Center**. The net profit for your business can then be calculated based on your company's revenue from sales made via your AdWords advertising, minus the cost of your advertising. Dividing your net profit by the advertising costs will give you your AdWords ROI for that period in time.

In other cases, your ROI may require a different formula. For example, if you're interested in calculating the ROI for a page view or lead, you'll have to estimate the values of each of these actions. For example, a Yellow Pages ad for your business may cost US$1,000 per year and result in 100 leads. Ten of those leads become customers, and each customer provides an average revenue of US$120. The value of each lead is therefore US$12 (US$1200 revenue/100 leads), and your ROI for the Yellow Pages ad is 20% ((US$1200 revenue minus US$1000 spent)/US$1000 advertising cost) x 100.

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

Defining a Conversion

An AdWords conversion occurs when someone clicks on your AdWords ad and performs a behavior on your website that you recognize as valuable. Conversions can include the purchase of a digital camera, a visitor submitting their contact information for an insurance quote, or a prospective buyer downloading a white paper about your company's software capabilities. The conversion rate listed in your account is the number of conversions divided by the number of ad clicks. Conversions are only counted on Google and our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.

The Two Types of Conversions

Another important concept to understand is the difference between conversions (1-per-click) and conversions (many-per-click).

- **Conversions (1-per-click)**
  Conversions (1-per-click) count a conversion for every AdWords ad click resulting in a conversion within 30 days. This means if more than one conversion happens following a single ad click, conversions after the first will not count. These metrics are useful for measuring conversions approximating unique customer acquisitions (e.g. leads).

  Other metrics related to Conversions (1-per-click) are:
  - Conversion Rate (1-per-click): Conversions (1-per-click) divided by total clicks.
  - Cost/Conv. (1-per-click): Total cost divided by conversions (1-per-click)

- **Conversions (many-per-click)**
  Conversions (many-per-click) count a conversion every time a conversion is made within 30 days following an AdWords ad click. Conversions (many-per-click) will count multiple conversions per click. These metrics are useful for measuring conversions that are valuable every time they happen (e.g. ecommerce transactions).

  Other metrics related to conversions (many-per-click) are:
  - Conversion rate (many-per-click): Conversions (many-per-click) divided by total clicks. Note that because you may

receive more than one conversion per click, this conversion rate may be over 100%.
- Cost / Conv. (many-per-click): Total cost divided by conversions (many-per-click).

Setting up Conversion Tracking

Installing Conversion Tracking Code

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

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

```
<html>
<body>
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript"> <!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (1) {
var google_conversion_value = 1;
}
var google_conversion_label = "Purchase";
//--> </script>
<script language="JavaScript"
src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>
<img height=1 width=1 border=0
src="http://www.googleadservices.com/pagead/conversion/1234567890/?value=1&label=Purchase&script=0">
</noscript>
</body>
</html>
```

Verifying Conversion Tracking Code

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

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

Recommended Privacy Policy

To maintain users' trust and protect their privacy, you may want to consider telling users about your tracking methods. This may include displaying our 'Google Site Stats' text to appear on your conversion confirmation page and/or informing them in another way (e.g. through your privacy policy). To add the Site Stats message, follow these steps:

1. Log in to your AdWords account.
2. Click 'Conversions' from the **Reporting** tab.
3. Select the action you wish to modify and click "Edit settings."
4. Select the format of your Site Stats message under the **Customize tracking indicator** section.
5. Click "Save Changes & Get Code" to finish.

Disabling Conversion Tracking

You can fully disable AdWords Conversion Tracking from the **AdWords Conversion Tracking** page of the **Reporting** tab of your account. Just select the the action you want to stop, then click 'Delete.'

Please also remember to remove the conversion tracking code snippet from all your pages and delete your actions through the **AdWords Conversion Tracking** page. Once you do so, the conversion statistics columns will no longer appear on your Campaigns tables.

To start tracking again: If you ever change your mind, you can always return to the **Conversion Tracking** section from within your **Reporting** tab and set up AdWords Conversion Tracking.

Analyzing Basic Conversion Data to Improve ROI

Define Conversion Data Columns in your Report

Once you've implemented conversion tracking, you will start seeing non-zero values for your conversion columns once visitors start converting on your site. The Conversion Rate and Cost/Conversion columns give you a quick overview of how your campaigns are doing, but they don't include any of the advanced statistics available through your Report Center.

The Conversion Rate is the percentage of clicks that become conversions. Cost/Conversion (1-per-click) is the total cost divided by the number of ad clicks. Cost/Conversion (many-per-click) is the total cost you've accrued over the time period which you're viewing, divided by the number of conversions (many-per-click) you received as a result of those clicks. This data will give you a quick overview of how well your clicks are converting, and the average cost of those conversions. If you want to calculate which keywords are returning profit, compare the costs accrued by each keyword with the conversion data for that keyword.

About AdWords Reports Conversion Data

Your Report Center gives you detailed and specific conversion tracking information. Generating a custom report will give you access to all of your conversion statistics, including the number of conversions for both (many-per-click) and (1-per-click) as well as the cost per conversion type. Learn more about reports in Section 2. AdWords Reporting.

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

After selecting the relevant conversion tracking fields for your report, you can start evaluating your account's performance. Conversion rate and cost-per-conversion are important statistics to monitor, and each is separated by either conversion (1-per-click) or (many-per-click) so that you can determine whether certain factors are more valuable than others. For example, if you're tracking a lead you can use conversion (1-per-click) so that you can count that lead as unique. If you have multiple conversion types on your site (e.g. newsletter sign up and purchase), you want to count each conversion as they occur on your site. Tracking your transaction statistics can provide valuable insight into the effectiveness of your advertising, as well as the effectiveness of your site and the value of your product offerings.

About Google Analytics Data

In Google Analytics, a goal is a website page that serve as conversions for your site (with some extra code, they can even be file downloads or on-page actions). Some examples of good conversion goals are:

- A 'thank you' page after a user has submitted information through a form. This can track newsletter signups, email list subscriptions, job application forms, or contact forms.
- A purchase confirmation page or receipt page
- An 'About us' page
- A particular news article

If you have a linked Google Analytics account, you can import your goals into Conversion Tracking to spot further opportunities to optimize your advertsing campaigns. In order to that, you must allow your data to be shared between AdWords Conversion Tracking and Google Analytics. With the shared data, you can benefit from accessing Analytics goals, transactions, and conversion data related to your AdWords ad clicks from right within your AdWords account. Read the full instructions to learn how to import your Google Analytics data.

Troubleshooting Conversion Data

There may be several reasons why your conversions are not showing in your reports. Check the following conditions below to troubleshoot.

Troubleshooting the problem from within your AdWords account

The 'Conversions' page right within your AdWords account is a simple way to confirm that there is something wrong with your conversion tracking before reviewing your site's actual source code.

1. Ensure that the AdWords Conversion Tracking is activated within the account. Navigate to the 'Conversions' page from your AdWords account. Check and see that the 'Status' column says 'Reporting.'
2. Check again after more time has elapsed. The reports may not have been updated yet with your conversion(s) - this can sometimes take up to 24 hours.
3. Conversions and transactions get attributed to the date of the click, not the date the conversion occurred. If a user clicked on an ad on Monday and converted on Tuesday, the conversion and transaction would show up in their stats for Monday.

Was the conversion tracking code properly implemented?

A common reason why your conversion tracking statistics may not appear is due to implementation errors with the tracking code itself. Either you or the person who installed the tracking code on your site should go through the steps below to troubleshoot the issue.

1. First, verify that you've implemented your tracking code properly by reading through our conversion tracking implementation checklist.
2. If you've checked off every option from the list mentioned above, make sure that the conversion code is on the correct page. Remember that you need to place the code on the conversion confirmation page. This means that when a user reaches this page, they've already made the desired conversion. If you put it on the page just before the conversion, Google may report conversions for users who leave your site before actually completing a conversion.
3. The problem may be that you've inserted the code for dynamic pages according to the instructions for static pages, or vice versa. There are different instructions for different kinds of pages (such as PHP or ASP). You can see the instructions for every language by reading our AdWords Conversion Tracking Setup Guide under section number four.
4. Finally, check to see that the code on your pages is the same as in the account. View the source code of the conversion confirmation page. Locate the Google Conversion Code on the page. Compare the codes against the conversion tracking code in your AdWords account and ensure that everything is identical. If there are any differences, please delete the code and copy it directly from the account onto your confirmation page again.

11.4 Advanced Conversion Tracking and Best Practices

Introduction to Advanced Conversion Actions

Overview of Conversion Tracking Action

You can create up to 100 different conversion actions (e.g. transaction types) and set up separate monetary values for each one.

For example, an action might be a user signing up for a newsletter, making a purchase, or downloading a file. Each action can be used to generate a conversion tracking code snippet which the advertiser can place on their website. By using different actions for the events that you're interested in, you can keep track of how many users complete each of these separate actions.

Conversion Tracking Action Types

AdWords provides different types of conversions that you can define. The list below are examples of the different conversion types you can create. You can also create your own conversion type using the 'Other' label.

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

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

Using Advanced Conversion Tracking

Static Variables in Advanced Conversion Tracking

When you edit or create a new action, you have an option to define a value for each action. If the value of each conversion does not change, use the **Revenue for your conversion** field, which accepts integer values. For example, if you're tracking signups for a newsletter on your site, and you have determined that signups are worth US$25 to your company, you would enter '25' into this field. Entering a revenue amount for the conversion into the will allow AdWords to calculate the total value for your conversions.

Using Non-Static (Dynamic) Variables in Advanced Conversion Tracking

In order to track a dynamic value per conversion (such as a shopping cart total), you can implement a dynamic value in the conversion tracking code snippet. To do this, implement code in your conversion page to overwrite the value of the google_conversion_value variable. The variable you need to change is bolded below for your reference.

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

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

```
<img height=1 width=1 border=0
src="http://www.googleadservices.com/pagead/conversion/1234567890/?value=1&label=Purchase&script=0">
</noscript>
</body>
</html>
```

To make sure that conversion tracking works on your dynamic pages, first double-check that the code snippet is included in the correct conversion page. Then, confirm that the code was inserted into the static portion of the page.

For example, you could set google_conversion_valuable to 'total_cost' where 'total_cost' represents the total amount in your shopping cart. 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.

Best Practices for Conversion Tracking

Overview of Best Practices for Conversion Tracking

- Conversions (1-per-click) are useful for tracking unique customer leads, whereas conversions (many-per-click) can give you information about multiple transactions
- Set up different kinds of conversion types and create monetary values for each to keep track of items on your site
- If your AdWords account is linked to an Analytics account, import your Analytics goals into Conversion Tracking. With the shared data, you can benefit from accessing Analytics goals, transactions, and session data related to your AdWords ad clicks from right within your AdWords account.

All Exam Study Materials

12. Google Analytics

12.1 Overview of Google Analytics

Introduction to Google Analytics

Google Analytics is a free web analytics tool that is hosted by Google. As a result, the reports and features it offers prove to be powerful, flexible, and intelligent. It shows you how visitors actually find and use your site, so you'll be able to:

- make informed site structure and content decisions
- improve your site to help make you make decisions on how to convert more visitors into customers
- track the performance of your keywords, banner ads, and other marketing campaigns
- and track metrics such as revenue, average order value, newsletter sign-ups, page downloads, and e-commerce conversion rates

Google Analytics Value Proposition

Learning how users interact with your website and using that knowledge to make improvements is key to building an effective online business.Google Analytics can help you answer important questions about your site and your marketing initiatives. Click on the goals listed below to find out which reports will help you achieve them:

Drive valuable traffic

Objective	Report
Where are your site visitors that convert coming from?	Traffic Sources > All Traffic Sources > Goals/E-commerce Tab
How do you choose keywords that are going to convert?	Traffic Sources > AdWords > AdWords Campaigns Goals/E-Commerce Tab Traffic Sources > Keywords > Goals/E-Commerce Tab Learn more
How do you choose ad text that converts?	Traffic Sources > Ad Versions > Goals/E-Commerce Tab Learn more
How do you choose landing page that converts?	Content > Top Landing Pages > Comparison View Learn more

Maximize conversions on your website

Objective	Report
When do people leave your site?	Content > Top Exit Pages Learn more
Why and at what points are visitors abandoning your shopping cart?	Goals > Funnel Visualization Learn more
How do I know which pages to start improving first?	Content > Top Content and sort by $ Index Learn more
How do I test different versions of my website to see which one works best?	http://www.google.com/websiteoptimizer
Are my visitors able to find everything they need on my website?	Content > Site Search > Usage > Goal Conversion/Ecommerce
What are people looking for on my site?	Content > Site Search > Search Terms Learn more
How valuable are site searchers in relation to non-searchers?	Content > Site Search > Usage > Goal Conversion/Ecommerce Learn more

Decrease unnecessary costs

Objective	Report
Where are the visitors that don't convert coming from?	Traffic Sources > All Traffic Sources > Goals/E-commerce Tab
What keywords are not converting?	Traffic Sources > Keywords > Goal Conversion > Goal/Ecommerce tab
How do I know how much budget I should allocate overall?	Ecommerce > Avg. order value If you have AdWords: Traffic Sources > AdWords > AdWords Campaigns > Clicks Tab & ROI Column
How do I reallocate my budget to the highest-selling products?	Ecommerce > Product overview Learn more

Who Should Use Google Analytics

Google Analytics provides a powerful tracking solution for websites, videos, rich media, mobile applications, etc. This is particularly useful for:

- Executives
- Marketing Professionals
- Content and Web Developers

Signing Up for a Google Analytics Account

Creating a Google Analytics Account

There are a few ways you can sign up for a Google Analytics account. The primary option is to visit http://google.com/analytics and click 'Sign up now.'

If you are already an AdWords user, you can create a new account via the 'Google Analytics' section from the **Reporting** tab of your AdWords account.

For users who want to create multiple new Analytics accounts from a single Analytics account, you can select the 'Create New Account' option from the dropdown menu found at the top of your Analytics account. People managing analytics services for several websites which belong to different organizations generally use this account creation method in order to have one new account for each organization.

Sharing Access to a Google Analytics Account

To give other users access to your Google Analytics account, you use the User Manager, which you can access from the Analytics Settings page. Inside the User Manager, you can view all of the users who currently have access to your account.

There are two types of Google Analytics users. Administrators have access to all reports and they can also modify Analytics settings. That means they can create profiles, filters, and goals, and they can add users. View reports only users have read access to your reports and they can't modify Analytics settings. You can also restrict View reports only users to viewing only specific profiles.

To add a user, follow these steps:

1. Click the "Add User" link from the User Access table.
2. After clicking "Add Users," a screen will appear prompting you to enter the user information in the form. In order for you to add new users, they must have a Google Account. Although you can add users with email addresses that aren't Google Accounts, they won't have access to your Analytics account. If they don't have a Google Account, ask them to create one at http://www.google.com/accounts.
3. Next, use the access type drop-down menu to select the level of access you want to give the new user. You can either grant View reports only or Administrator access. Remember, Administrators can view all reports and modify account settings.
4. If you selected the "View Reports Only," the interface will show you a list of all profiles associated with your account. Select the profiles you would like this user to have access to and click the "Add" button to apply your changes.
5. Finally, once you've finished, you can always edit the access settings for an existing user by clicking "Edit" next to the user in the User Manager table.

Installing Google Analytics

About Installing Google Analytics

Google Analytics uses a combination of JavaScript and first party cookies to gather anonymous data about your visitors.

As you set up your Google Analytics account, you will be provided with a tracking code. You'll need to install this tracking code across all pages of your site.

Setting Up the Tracking Code

BEFORE YOU BEGIN: To set up tracking, you need to have access to the source code for your website. If you're already tracking your website using an older tracking snippet, remove that snippet from each page before you add the new one. If you have customizations you want to add back to your pages after you add the new snippet, you can use a text or HTML editor to open and save a copy of each file.

To add the asynchronous snippet to your site:

1. **Find the asynchronous snippet for your profile**
    1. Click the **Admin** tab.
    2. Click the link for the relevant account.
    3. Click the link for the relevant web property.
    4. Click the **Tracking Code** tab.

    You'll see something similar to the code snippet below, where `XXXXX-Y` indicates the profile ID for your Analytics account.

    ```
    <script type="text/javascript">

      var _gaq = _gaq || [];
      _gaq.push(['_setAccount', 'UA-XXXXX-Y']);
      _gaq.push(['_trackPageview']);

      (function() {
        var ga = document.createElement('script'); ga.type = 
    'text/javascript'; ga.async = true;
        ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 
    'http://www') + '.google-analytics.com/ga.js';
        var s = document.getElementsByTagName('script')[0]; 
    s.parentNode.insertBefore(ga, s);
      })();

    </script>
    ```

2. **Copy and place the code snippet**
   Once you find the code snippet, copy and paste it into your web page, **just before the closing** `</head>` tag*. If your website uses templates to generate pages, enter it just before the closing `</head>` tag in the file that contains the `<head>` section. (Most websites re-use one file for common content, so it's likely that you won't have to place the code snippet on every single page of your website.)

   For the best performance across all browsers we suggest you position other scripts in your site in one of these ways:

   - before the tracking code snippet in the <head> section of your HTML
   - after both the tracking code snippet and all page content (e.g. at the bottom of the HTML body)

3. **Verify and customize**

   Verify that your tracking code contains the correct web property ID for your profile (it should if you copied it from the **Profile Settings** screen). Double-check that the tracking snippet installed on your website matches the code shown in the profile.

   Add any customizations back in using the asynchronous syntax. The Usage Guide and Migration Examples (English only) on Google Code provide many examples of customizations with asynchronous tracking.

*One of the main advantages of the asynchronous snippet is that you can position it at the top of the HTML document. This increases the likelihood that the tracking beacon will be sent before the user leaves the page. It is customary to place JavaScript code in the `<head>` section, and we recommend placing the snippet at the bottom of the `<head>` section for best performance.

Setting Up Cross-Domain Tracking

Setting up cross-domain tracking with Analytics involves making adjustments to the tracking code. You will need familiarity with HTML and some basic JavaScript knowledge in order to do this successfully. If you are not familiar with HTML, then you should contact your site administrator for assistance with setting up cross-domain tracking.

This article explains how to customize your tracking setup in order to track completely separate, top-level domains as one entity. It uses two top-level (dummy) domains for illustration purposes **www.myownpersonaldomain.com** and **www.examplepetstore.com**, and assumes they will be tracked as a single site.

If you use the built-in assistance in the Google Analytics Management Interface for tracking across top-level domains, the tracking code should already be customized for multiple domain tracking. The instructions below cover the complete setup for cross domain tracking.

1. **Set up tracking.**
   Add the following lines (in bold) to your tracking code on all pages of both domains:
   Asynchronous Code (default)
2.
```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_setDomainName', 'none']);
  _gaq.push(['_setAllowLinker', true]);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type =
'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
  })();

</script>
```

Traditional Syntax

3. **Set up cross links.**
   Call the `_link()` method in any links between the domains. If your current links have the form:

```
<a href="https://www.secondsite.com/?login=parameters">Login Now</a>
```

   change them to:

   Asynchronous Code (default)

```
<a href="https://www.secondsite.com/?login=parameters"
onclick="_gaq.push(['_link',
'https://www.secondsite.com/?login=parameters']); return false;">Login
Now</a>
```

   Traditional Syntax

4. **Set up forms.**
   If you send information between domains using forms, you'll need to use the `_linkByPost()` method.

   Asynchronous Code (default)

```
<form name="f" method="post" onsubmit="_gaq.push(['_linkByPost',
this]);">
```

   Traditional Syntax

   Note: This should also work with forms that use `GET` method. However, keep in mind that since both the form data and the Analytics tracking can create a long query string, using this method with `GET` forms might cause issues if your web server imposes a URL length restriction (such as 255 bytes).

5. **Show separate domain names.**
   By default, the data in your reports only includes the path and name of the page, and not the domain name. For example, the list of pages appears in the Content reports as `/about/contactUs.html` without the domain name. If you are tracking across two domains, it can be difficult to tell which domain a page belongs to, particularly if the directory structures and page names on each site are similar.

   To see the domain names in your reports, create an Advanced filter for your profile with the following settings:

Filter Type: `Custom filter > Advanced`
Field A: `Hostname Extract A : (.*)`
Field B: `Request URI`
Extract : `(.*)`
Output To: `Request URI`
Constructor: `$A1$B1`

Don't forget a Master Profile: After this filter is saved, the profile will only receive data that matches the filter expression. This means that if you have any errors in this filter, your profile might not receive any data at all. For this reason, we recommend that you first set up a master profile that doesn't use any filters so that you have a baseline data set in case you make a mistake in your filters. Your advanced filter should be created in a duplicate profile that tracks the same website. Filters and goals might also need to be modified to accommodate the new URL structure.

Using Analytics to Track Ad Campaigns

Linking AdWords to Google Analytics

By linking Google Analytics to your AdWords account, you can get advanced reporting that measures performance and ROI for your AdWords campaigns.

Within AdWords, click the Google Analytics section from within the **Reporting** tab to link your accounts. The AdWords login that you're using will need Administrator privileges in Analytics in order to link the accounts; otherwise, you won't see the Analytics account you want from within the **Existing Google Analytics Account** drop-down menu step of the linking process. If you don't already have an Analytics account, you can create one.

Try it Now: Linking AdWords and Analytics Accounts

Learn how to link your AdWords and Analytics accounts.

Before you get started, make sure that you're using the same Google Account email address for both your Analytics and AdWords accounts, and that your AdWords account email address has Admin access for the Analytics account.

1. Sign in to your AdWords account at https://adwords.google.com.
2. Select the **Reporting** tab and choose "Google Analytics."
3. Select "I already have a Google Analytics account."
4. From the Existing Google Analytics Account drop-down menu, select the name of the Analytics account you'd like to link to. If you don't see it listed, you'll need to first add your AdWords username to your Analytics account as an Account Admin.
5. Keep the checkboxes selected on this page, unless you're sure you'd like to disable auto-tagging and cost data imports.
6. Select **Link Account**.

Questions to consider:

1. What are the benefits of linking AdWords and Google Analytics accounts?
2. What is the difference between AdWords clicks and Google Analytics visits?

Using AdWords Autotagging

When you link your accounts, you'll have the option of enabling 'Destination URL Autotagging.' This option allows you to differentiate your paid Google ads from Google organic search listings.

You can choose to tag your AdWords ads manually if you decide not to take advantage of this feature. If autotagging isn't enabled and you're advertising on the Google Search Network, your Analytics reports will show that the visits from the sponsored listings and the organic listings are both coming from the same source / medium: **google / organic**. By default, Analytics will consider them both to be from Google organic search results, which means you won't see visits associated with your AdWords clicks in your AdWords reports. Therefore, enabling autotagging allows you to see which referrals to your site came from your paid Google campaigns and which ones came from Google.

Autotagging works by adding a unique id, or "gclid", to the end of your destination URLs. This unique id allows Analytics to show you visit information associated with your clicks. Below is an example.

Destination URL: http://www.googlestore.com/?promo=00146

Autotagged Destination URL: http://www.googlestore.com/?promo=00146&gclid=123xyz

Notice that the first query parameter is always preceded with a question mark. Subsequent values are separated using ampersands (&).

NOTE: Autotagging may not be appropriate for all websites. A small percentage of destination URLs don't accept additional URL parameters due to redirects or server settings. This can cause the "gclid" to be dropped or generate an error page. Dropped "gclids" will result in inaccurate campaign tracking; this can appear as "organic," "referral," or "direct" traffic in your Analytics reports.

Using Manual Tagging

Overview of Manual Tagging
Google Analytics automatically tracks all of the referrals and search queries that send traffic to your website. However, if you choose

not to enable autotagging for your Google ad campaigns, or you're running non-Google paid advertising campaigns, you'll need to manually add tags - or campaign variables - to the destination URL of your ads.

Campaign variables
There are five variables you can use when manually tagging URLs. To tag a URL, you add a question mark to the end of the URL, followed by your tag, like this:

http://www.googlestore.com/?**utm_source**=google&**utm_medium**=cpc&**utm_campaign**=blackisback

The variables and values are listed as pairs separated by an equals sign. Each variable-value pair is separated by an ampersand. Let's look at each variable:

- **utm_source:** Identify an advertiser (referrer: google, citysearch, newsletter4)
  You should use utm_source to identify the specific website or publication that is sending the traffic. Analytics is also case sensitive, so utm_source=google would be different than an entry for utm_source=Google. Case sensitivity applies for each variable you define.

- **utm_medium:** Advertising medium (marketing medium: cpc, banner, email)
  Use utm_medium to identify the kind of advertising medium -- for example, cpc for cost per click, or email for an email newsletter.

- **utm_campaign:** Campaign name (product, promo code, or slogan)
  Use utm_campaign to identify the name of the campaign -- for example, this could be the product name or it might be a slogan.

You should always use the three variables above when tagging a link. You can use them in any order you want. You may also want to use these optional campaign variables:

- **utm_term:** Paid search keyword
  If you're manually tagging paid keyword campaigns, you should also use utm_term to specify the keyword.

- **utm_content:** Use to track different versions of an ad
  You can differentiate versions of a link. For example, if you have two call-to-action links within the same email message, you can use 'utm_content' to differentiate them so that you can tell which version is most effective.

Using the Analytics URL Builder

The URL Builder is a tool that automatically generates your tagged URL, once you fill in the appropriate campaign variables in the provided fields.

When using the tool, always specify the **Campaign Source**, **Campaign Medium**, and **Campaign Name** fields. The URL builder can only construct one URL at a time, so you probably won't want to use it to construct every URL for every campaign.

If you have a large number of URLs to tag, you can use spreadsheets to automate the process. Generate a sample URL in the URL Builder and create a simple spreadsheet formula. For example, your columns could show the campaign variables, the old destination URL, and the new URL generated by the URL Builder.

Importing Cost Data from AdWords

Applying cost data to your Analytics account allows you to view your AdWords click, cost, and impression data in your Google Analytics reports. This data is found on the **Clicks** tab of your AdWords Campaigns reports.

All AdWords cost data from an account will be imported into any profile in which the **Apply Cost Data** checkbox is selected. Make sure both your AdWords and Analytics accounts are set to the same currency so that ROI data is accurately calculated.

Remember, when linking your AdWords account to your Analytics account, your cost data will be applied to all of your profiles. If you don't want cost data imported into a particular profile, you can edit the profile settings. Within the "Edit Profile Information" screen, find the **Apply Cost Data** checkbox. De-select this checkbox.

Note that Google Analytics is only able to import cost data from AdWords, and not from other ad networks.

Finding Campaign Data in Reports

So where does the campaign information that you've provided in your tags appear? Below are descriptions of where your information shows up in your reports.

Source
You can see all the sources in the "All Traffic Sources" report. This report will include not only all the sources you tagged, but also sources like "direct" and website names.

Medium
You can also see traffic by medium in the "All Traffic Sources" report. In addition to all the mediums you tagged, you'll also see mediums such as "referral" and "organic."

Campaign
Campaigns will appear in the "Campaigns" report. You'll also see manually tagged AdWords campaigns in the "AdWords Campaigns" report. In order for a campaign to show up in "AdWords Campaigns," you'll need to have tagged the associated links with a medium of "cpc" and a source of "google."

Content
Your content tags will show up in the "Ad Versions" report, along with the ad headlines from autotagged AdWords traffic.

Term
Terms that you've used will show up in the "Keywords" report. For any links that were tagged with a medium of "cpc" and a source of "google," they'd also appear in the "AdWords Keywords" report.

Understanding Data Discrepancies Between AdWords and Google Analytics

You may notice differences between the data in your Google Analytics and AdWords reports. There are several reasons for these differences. First, AdWords tracks clicks, while Analytics tracks visits. Second, some visitors who click on your AdWords ads may have JavaScript, cookies, or images turned off. As a result, Analytics won't report these visits, but AdWords will report the click.

You'll also see differences between Analytics and AdWords if the Google Analytics Tracking Code on your landing page doesn't execute. In this case, AdWords will report the click but Analytics will not record the visit.

Invalid clicks may also cause reporting differences because while Google AdWords automatically filters invalid clicks from your reports, Google Analytics will still report the visits.

Finally, keep in mind that AdWords data is uploaded once a day to Analytics, so the results for each may be temporarily out of sync.

Stay on the lookout for these common issues:

- Make sure that your landing pages contain the Google Analytics Tracking Code. If they don't, campaign information will not be passed to Analytics, but clicks will register in AdWords.
- If you've disabled autotagging, make sure that you manually tag your destination URLs with campaign tracking variables. Otherwise, visits will be marked as "Google Organic" instead of "Google CPC."
- Be aware that campaign data can be lost if your site uses redirects. As a result, Analytics won't show the visits as coming from AdWords, but your AdWords report will still report the clicks.

12.2 Getting Started with Google Analytics

Using E-commerce Tracking

Overview of E-commerce Tracking

Objective: In this module, you'll learn about e-commerce reports and how they show important commerce-related metrics like transactions and revenue. If your site sells products or services online, you can use these reports to track sales activity and performance.

Enabling E-commerce Reporting in the Profile

In order to use E-commerce reporting, you'll need to do three things.

Step 1: Enable E-commerce reporting within your Analytics website profile.

At the top of the **Profile Settings** page, you'll see a section called 'Main Website Profile Information.' Click 'Edit' at the top right corner of the section. Select 'Yes' in the "E-commerce Website" section and save your changes.

Step 2: Add or make sure that you've added the Google Analytics Tracking Code to your receipt page or Transaction Complete page.

Make sure that the Google Analytics Tracking Code is on your receipt page. You should probably place it near the top of the page because the code you add in Step 3 needs to appear after the Google Analytics Tracking Code.

As with the other pages on your site, you can use a server-side include or other template driver for dynamically generated pages. Another option is to simply copy and paste the code into your HTML for static pages.

Step 3: Tracking your receipt page

You'll need to add extra e-commerce code to your receipt page to track transaction details, which is outlined in the next section.

About the Receipt Page Format

In order to add your e-commerce code to your receipt page, please follow the instructions below.

The standard Google Analytics Tracking Code should be at the top. Then, there is a call to the _addTrans() method. The call to _addTrans() tells Google Analytics that a transaction has occurred. The arguments to _addTrans() provide details about the transaction -- for example an Order ID, the total order amount, and the amount of tax charged. After the call to _addTrans(), there must be at least one call to the _addItem() method. This call provides Google Analytics with details about the specific item purchased. Finally, there is a call to the trackTrans() method which sends all the data to Google Analytics.

This following code is an example of the code for e-commerce. Please do not paste the code below on to your actual site as the examples within the code's e-commerce fields will probably not fill your own business needs.

```
<script type="text/javascript"> var gaJsHost = (("https:" == document.location.protocol) ?
"https://ssl." : "http://www."); document.write(unescape("%3Cscript src='" + gaJsHost + "google-
analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script> <script type="text/javascript"> var pageTracker = _gat._getTracker("UA-12345-1");
pageTracker._initData(); pageTracker._trackPageview(); pageTracker._addTrans(
"1234", // order ID - required
"Mountain View", // affiliation or store name
"11.99", // total - required
"1.29", // tax
"5", // shipping
"San Jose", // city
"California", // state or province
"USA" // country
);
pageTracker._addItem(
"1234", // order ID - required
"DD44", // SKU/code
"T-Shirt", // product name
```

```
"Green Medium", // category or variation
"11.99", // unit price - required
"1" // quantity - required
);
pageTracker._trackTrans();
</script>
```

Managing Multiple Google Analytics Accounts

Overview of Managing Multiple Google Analytics Accounts

Objective: This module will teach you how to create and delete multiple accounts, and how to navigate your way around your accounts once you have administrative access to them.

Creating and Deleting Multiple Accounts

Follow the instructions below to create or delete accounts.

Creating accounts

There are two ways to create another account using the same login and password:

1. Sign in to your current Google Analytics account at http://www.google.com/analytics.
2. From the Overview page, select **Add new account**.
3. Follow the prompts to register a new account.

Another way to create an additional account is to select the 'Create New Account' option from the dropdown menu at the top of your Analytics account. If you manage the analytics services for several websites which belong to different organizations, you'll generally want to create a new account for each organization.

Deleting accounts

If the Google Analytics account you want to delete is not linked to any other Analytics or AdWords account and you are an Administrator of the account, please follow the steps below:

1. Make sure to remove the Analytics javascript code snippet from all your pages.
2. To delete your account, go back to the Overview page (the first page you see when you sign in to your Analytics account).
3. Select 'Edit' from the 'Actions' column.
4. Click 'Delete this account' to finish.

Once you delete an account, you can't undo the deletion. All administrative users in your account will receive an email notifying them that the account has been deleted. Please let them know that it is their responsibility to alert other users of the account of the deletion. If the Analytics account is linked to any other Analytics or AdWords accounts, you'll need to first unlink the accounts and then delete it. To learn how to unlink your accounts, read How do I unlink my Analytics and AdWords accounts?

Accessing Multiple Google Analytics Accounts

If an Administrator has access to multiple Analytics accounts, he or she can access each account from the 'My Analytics Account' drop-down list at the top of each Analytics page. For example, if other Administrators have added you to their accounts, you'll see a list of those accounts in the drop-down.

Troubleshooting Tracking Code Problems

Overview of Troubleshooting Tracking Code Problems

Objective: Learn how to solve common tracking code installation errors and how to resolve Analytics and AdWords data that seem to show mismatching figures in your reports.

Entering the Tracking Code Correctly

You have three ways to check and confirm that you've entered the tracking code correctly on your pages.

1. **Check the 'Status' column of your website profiles' Overview page**
   Google Analytics will itself check to see that the tracking code has been installed correctly on the home page of your site. Once you've created a new profile, the Tracking Status will display a warning icon, "Tracking status unknown," until the system detects the code. You can see what the different status icons look like and mean here.

2. **Did you use an editor?**
   If you used a WYSIWYG ("What you see is what you get") editor such as Macromedia Dreamweaver, make sure that you don't see the code when you're viewing your page in a browser. Some such editors will attempt to place the code as text on your page. Try to use the 'source' view when you're pasting the code to your web pages.

3. **Always check the 'View Source' option**
   Once your page is live, select **View Source** from your browser's menu and look for the code. If you don't know how to find the site's source code for a particular browser, please read this article. The Google Analytics Tracking Code should be immediately before the </body> tag of your page, and should look exactly as it was provided to you:

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

You should see your own account number in place of the xxxx-x in the example above. If you need a fresh copy of your code, click the **Edit** link next to the appropriate profile on the **Analytics Settings** page, then select **Check Status** at the top-right of the table.

Advanced troubleshooting options

- If your tracking code has been installed correctly, and you're still not seeing any data after 24 hours, read I'm not seeing any data in my reports.
- You may also want to use a free tool that a third-party developer named EpikOne created to help with the process. The tool is called SiteScan and can be found at www.SiteScanGA.com. You can sign up to have the tool crawl your site and check for implementation errors. Examples of errors could be pages that don't have tracking code or pages that have both ga.js and urchin.js code on them (you shouldn't run both on a single site). This is not a Google-supported or developed tool, but many customers have found it useful.

Mismatching Numbers in AdWords and Analytics

Below are some common reasons of why you might see discrepancies between AdWords account data and Analytics account data.

Clicks vs. Visits
Clicks shows the number of clicks for which you paid and which your ads received.
It's normal for visits and clicks to show different numbers. For example, you may see fewer clicks than visits. The reason is that some visitors clicked on the ad, and then later, during a different session, returned directly to the site through a bookmark. The referral information from the original visit was retained, so some clicks resulted in multiple visits.
If you have fewer visits than clicks, you may not have the Google Analytics Tracking Code correctly installed on all your landing pages. It's also possible that some visitors clicked away from your website or stopped that landing page from loading before the tracking code was executed. If visitors don't have JavaScript, images, and cookies enabled in their browsers, they also won't be tracked. However, AdWords will still be able to register clicks from these visitors.

AdWords filters invalid clicks from your report, while Analytics shows the complete set of traffic data
AdWords automatically filters certain clicks from your reports, while Analytics will report on the resulting visits to your website. The clicks we filter from your AdWords reports are the occasional instances of someone clicking repeatedly on your ad in order to increase your costs or to increase your clickthrough rate. AdWords considers these clicks to be invalid and will automatically filter them out of your AdWords reports. You are not charged for these potentially invalid clicks.

Did you turn off auto-tagging for your URLs in your AdWords account?
If auto-tagging is turned off and the Destination URLs do not contain manually tagged campaign tracking variables, the visit will not be marked as 'google cpc' (clicks that came through from AdWords ads), but instead may be attributed to 'google organic' (clicks from natural search results on Google.com). Please ensure that your AdWords account either has auto-tagging turned on or has campaign tracking variables appended to the end of every destination URL.

To enable auto-tagging again, please follow these instructions:

1. Sign in to your AdWords account at https://adwords.google.com
2. Click the **My account** tab and select 'Account Preferences'
3. In the Tracking section, click 'Edit'
4. Select the 'Destination URL Auto-tagging' checkbox
5. Click 'Save changes'

Is the landing page for your ads being tracked?
If the landing page for your ads is not being tracked, your campaign information will not be passed to Analytics. Please ensure that you are tracking all landing pages for your AdWords ads.

The visitor may set their browser preferences in a way that Google Analytics can't collect data
Visitors entering through AdWords may have JavaScript, cookies, or images turned off. If this is the case, Google Analytics won't be able to report these visitors, but they will be reported through AdWords. In order for Google Analytics to record a visit, the visitor must have JavaScript, images, and cookies enabled for your website.

Is your landing page able to load the code properly?
Clicks reported on Google AdWords but not on Google Analytics may be the result of obstruction between the Google AdWords click event and the ability to load the tracking code on the landing page. If this is the case, ensure that your web hosting servers are functioning properly, the page is loading for all possible users and IPs, and the tracking code is installed correctly on your web pages.

To check and see that you've installed the Analytics code properly, please read this article.

Does your landing page redirect to a different page?
Redirects in landing pages can often obstruct the Google Analytics code from launching and properly identifying the visit as coming from a paid search campaign. For example, if your ad leads to http://www.mydomain.com/index.html, but you've created a 301, 302, or JavaScript redirect from that URL to http://www.mydomain.com/page2.html, the campaign information that was originally appended to the landing page will be lost upon redirection.

To learn how to track redirecting pages, please read this article.

12.3 Google Analytics Goals and Funnels

Introduction to Google Analytics Goals and Funnels

Overview of Analytics Goals and Funnels

Objective: In this module you'll learn about goals and funnels. Defining site goals and tracking goal conversions is one of the best ways to assess how well your site meets its business objectives. You should always try to define at least one goal for a website.

A goal represents a website objective. A goal can be:

- a page viewed by the visitor once they have completed a desired action
- a specified number of pages viewed by the visitor on the website
- a session longer or shorter than a specific time range

There are three types of goals:
A URL Destination goal triggers a conversion when a visitor views the specified page on your site. A Time on Site goal triggers a conversion when a visitor spends more or less time on your site than the threshold you have specified. A Pages/Visit goal triggers a conversion when a visitor views more pages or fewer pages than the threshold you have specified.

For each goal that you define, you can also define a funnel. A funnel is the set of steps , or pages, that you expect visitors to visit on their way to complete the conversion. A sales checkout process is a good example of a funnel. And the page where the visitor enters credit card information is an example of one of the funnel steps. So, the goal page signals the end of the activity -- such as a "thank you" or "confirmation" page -- and the funnel steps are the pages that visitors encounter on their way to the goal.

Setting Up Analytics Goals and Funnels

To set up a goal and funnel, first go the **Analytics Settings** page and edit the profile for which you want to configure a goal. Once you've done that, please follow these steps:

1. Once you are on the **Profile Settings** page, look for the 'Conversion Goals and Funnel' section.
2. Select a goal and click 'Edit.' You can create up to four sets of five goals for each profile, or 20 goals total. Next, select the type of goal you want to define: URL Destination, Time on Site, or Page/Visit. For a URL Destination goal, enter the URL of the goal page. You don't have to enter the entire URL. You can simply enter the URL inclusive of 'http://' or the request URI - that's what comes after the domain or hostname. So, if the complete URL is http://www.googlestore.com/confirmation.php, you can add the entire URL (including 'http://') or just enter /confirmation.php, which is much simpler. Make sure that the URL you enter corresponds to a page that the visitor will only see once they complete the conversion activity. So, pick something like the 'Thank You' page or a confirmation page for your goal.
3. You can also enter a name for the goal. If you enter 'Completed Order' for a goal name, it will appear in your conversion reports.
4. Defining a funnel is optional. To define your funnel steps, you add the URLs of the pages leading up to the goal URL. Just as with goals, you don't have to enter the entire URL of a funnel step; just the request URI is fine.
5. Provide a name for each step in the funnel. If you enter a name like 'Select gift card ' for Step 1, the names you enter will appear in your reports.
6. The match type defines how Google Analytics identifies a goal or funnel step. You have three choices for the Match Type option.

   Head Match is the default. It indicates that the URL of the page visited must match what you enter for the Goal URL, but if there is any additional data at the end of their URL then the goal will still be counted. For example, some websites append a product ID or a visitor ID or some other parameter to the end of the URL. Head Match will ignore these. Another example is to have every page in a subdirectory to be counted as a goal. You could enter the subdirectory as the goal and select Head Match.

   Exact Match means that the URL of the page visited must exactly match what you enter for the Goal URL. In contrast to Head Match, which can be used to match every page in a subdirectory, Exact Match can only be used to match one single page. For example, Exact Match does not match the second pageview, '/offer1/signup.html?query=hats,' because of the extra query parameter at the end.

   Regular Expression Match gives you the most flexibility. For example, if you want to count any sign-up page as a goal, and sign-up pages can occur in various subdirectories, you can create a regular expression that will match any sign-up page in any subdirectory. Regular Expressions will be covered in a later module.

7. Check 'Case Sensitive' if you want the URLs you entered into your goal and funnel to exactly match the capitalization of visited URLs. To define a Time on Site goal, select Time on Site as the goal type. Next, select "Greater than" or "Less than" and enter an amount of time, for example 15 minutes. We'll discuss goal value in the next step.

To define a Pages per Visit goal, select Pages per Visit as the goal type. Next, select "Greater than", "Equal to", or "Less than" and enter a number of pages.Threshold goals are useful for measuring site engagement, whereas URL Destination goals are best for measuring how frequently a specific activity has been completed. If your objective is for visitors to view as much content as possible, you might set a Pages per Visit goal. Or, if you have a customer support site and your objective is for visitors to get the information they need in as short a time as possible, you might set a Time on Site goal with a "Less than" condition.

8. The 'Goal Value' field allows you to specify a monetary value for goal. You should only do this for non e-commerce goals. By setting a goal value, you make it possible for Google Analytics to calculate metrics like average per-visit-value and ROI. These metrics will help you measure the monetary value of a non e-commerce site. Think about how much each goal conversion is worth to your business. So, for example, if your sales team can close sales on 10% of the people who request to be contacted via your site, and your average transaction is $500, you might assign $50 or 10% of $500 to your 'Contact Me' goal. Again, to avoid inflating revenue results, you should only provide values for non e-commerce goals.

Defining and Implementing Google Anaytics Goals and Funnels

Overview of Analytics Goals

Objective: In this module you'll learn about the maximum number of goals you can create, and the best way you can structure them to help your marketing objectives.

Analytics Goal Sets and their Uses

Every set of goals in a Google Analytics profile allows you to create up to five goals. You can create up to 20 goals total, or five goals for each of the four sets.

Tabbed sets
If there are active goals in more than one set, tabs labeled as 'Set 1,' 'Set 2,' and so on will show up in some of your reports (like the Direct Traffic report). If there are no goals or if there are only active goals in Set 1, you will see a tab that is generally named as 'Goal Conversions.'

Examples
Sets can be used to categorize the different types of goals you create for your marketing efforts. For example, if you want to track downloads, registrations, or receipt pages as separate goals, you can group them separately as sets. Set 1 would be assigned to up to five pages tracked as downloads, Set 2 would track registrations, and Set 3 the purchase confirmation or receipt page.

Troubleshooting Google Analytics Goals and Funnels

Overview of Troubleshooting Google Analytics Goals and Funnels

Objective: In this module you'll learn some of the most common reasons for why goals and funnels aren't functioning properly, and how to fix them.

Troubleshooting Goals That Aren't Being Tracked

One way to check if you have written your Goal URL correctly is to see if the page is being tracked. Search the **Top Content** report for the goal page to confirm the page is properly tracked and counted as a goal. Please see the examples below for further information.

I. Exact Match/Head Match:

Search the **Top Content** report (found underneath the 'Content' section) for the request URI of the goal URL.

For example, if your goal URL is www.example.com/cats/prettycatcheckout.html, then the Request URI is everything after the domain name '/cats/prettycatcheckout.html.'

If the request URI appears in the **Top Content** report, then the goal URL is written correctly. However, if it doesn't appear, please see troubleshooting tips here.

II. Regular Expression Match

Search your **Top Content** report using your regular expression. The report filter allows regular expressions, so your goal page should appear if your regular expression is written correctly. If the goal page doesn't appear, please see the troubleshooting tips here.

Tip: If the goal page doesn't appear in your **Top Content** report the first time you search, try modifying your search until it does appear. Then use the search result from your modified search query as your Goal URL.

Troubleshooting Funnel Drop-Offs

If you have funnel steps with URLs to different domains or subdomains, and the tracking code isn't customized as described in the following articles, then all visitors that go from the website in the first step to any other domain or subdomain will appear to drop off in your reports. Learn how to track multiple domains or subdomains in Section 1: Installing Google Analytics on Complex Websites.

For example, suppose a funnel is setup as follows:

Goal URL: www.secondsite.com/jkl.html

Funnel Steps:
Step 1 (You're checked off 'Required step' for Step 1 from your **Goal settings** page): www.firstsite.com/abc.html
Step 2: www.firstsite.com/def.html
Step 3: www.secondsite.com/ghi.html

In this example, if the tracking code is not customized as needed for multiple domains, then users will appear to drop off at Step 2 because a new session will be created when the user goes from www.firstsite.com to www.secondsite.com. In the new session, Google Analytics will not know that the user actually visited Step 1 because it was done in the previous session. Since the first step is required in this funnel, it will also appear as if the user did not convert towards the goal, and Step 3 and the Goal URL will not be recorded in the funnel since it didn't occur in the same session. Thus, the customizations in the above articles are needed to keep the visits across all domains or subdomains in one session.

Best Practices for Google Analytics Goals and Funnels

Best Practices for Google Analytics Goals and Funnels

- Assign goal values to your non e-commerce site to calculate metrics like average per-visit-value and ROI.
- Create tabbed sets of goals so that you can structure them to help your marketing objectives
- Search the **Top Content** report for the goal page to confirm the page is properly tracked and counted as a goal.

Try it Now: Confirm Google Analytics Goals are Tracked

Learn how to use the Top Content report to confirm that your Google Analytics goals are being tracked.

Follow the instructions below to view the Top Content report:

1. Sign into your Google Analytics account at www.google.com/analytics.
2. Select the account you wish to review.
3. Click **View report** next to the profile you wish to view.
4. Click **Content** from the menu categories on the left-hand side of the screen.
5. Click **Top Content**.
6. In the lower left hand corner, type the request URI of the goal URL in the "Filter Page" box and select **Go**.
7. Verify that your goal page appears in your report.

Question to Consider:

- What is the implication if your goal page doesn't appear in the Top Content report?

12.4 Google Analytics Filters

Introduction to Google Analytics Filters

Overview of Analytics Filters

Objective: Google Analytics filters provide you with an extremely flexible way of defining what data is included in your reports and how it appears. You can use them to customize your reports so that data that you deem useful is highlighted in interesting ways. Filters can also help you clean up your data so that it is easier to read.

Creating Predefined Filters

To create a predefined filter:

1. Click **Analytics Settings**.
2. Click **Filter Manager**.
3. Click **Add**. The Create New Filter page appears.
4. Enter a **Filter Name** for this filter.
5. From the **Filter Type** drop-down list, select a filter type and enter the filter pattern as described above.
6. From the *Available Website Profiles* list, select the profile(s) to which this filter will be applied.
7. Click **Add** to move the selected profiles into the *Selected Website Profiles* list.
8. Click **Finish** to create this filter and start applying it to incoming data, or **Cancel** to return to the previous page without saving.
9. Your new filter will be applied after any existing filters on this profile. To change the order, visit the **Profile Settings** page and click **Assign Filter Order**.

Configuring Google Analytics Filters

Predefined and Custom Analytics Filters

There are two types of filters in Google Analytics - predefined filters and custom filters.

Predefined filters
Google Analytics provides three commonly used predefined filters -- you'll see these filters under the 'Filter Type' drop-downs when you are creating your filters.
The first filter for excluding traffic from domains excludes or includes traffic from the domain that you specify in the Domain field directly below the Filter Type drop-downs. If you apply this filter, Google Analytics will apply a reverse lookup with each visitor's IP address to determine if the visitor is coming in from a domain that should be filtered out. Domains usually represent the ISP of your visitor although larger companies generally have their IP addresses mapped to their domain name.

The second filter for excluding or including traffic from IP addresses filters traffic from addresses entered into the IP address field. This filter is generally used to exclude your internal company traffic.

The third filter for filtering traffic to a subdirectory lets you control which traffic gets reported to a specified directory on your site. This is typically used on a profile that is created to track one part of a website.

Custom filters
Each custom filter has three main parts.

I. Filter Types
The first part of a custom filter is 'Filter Types.' There are six filter types available and each one serves a specific purpose.
Exclude and Include filters are the most common types. They allow you to segment your data in many different ways. They're frequently used to filter out or filter in traffic from a particular state or country.
Lowercase and Uppercase filters do not require a filter pattern, only a filter field. Lowercase and Uppercase filters are very useful for consolidating line items in a report. For example, multiple entries in your reports for a keyword or a URL may have the same words or URLs -- the only difference between the multiple entries is that sometimes the URL or keyword appears with a different combination of uppercase and lowercase letters. You can use the Lowercase and Uppercase filters to consolidate these multiple entries into a single entry.
Search and Replace filters replace one piece of data with another. They are often used to replace long URL strings with a shorter string that is easier to read and identify in your reports.
You can use Advanced filters to remove unnecessary data, replace one field with another, or combine elements from multiple filter fields. For example, a best practice when tracking multiple subdomains in a single profile is to append the subdomain name to the page names. You can do this by creating an advanced filter that appends Hostname to Request URI.

II. Filter Field
The second part is the 'Filter Field.' There are numerous fields you can use to create your filter. Examples of some commonly used fields are the 'Request URI' and 'Visitor Country' fields.

The complete list of fields can be found through in this Google Analytics Help Center article.

III. Filter Pattern
The third part of a custom filter is the 'Filter Pattern.' This is the text string that is used to attempt to match pageview data. The pattern that you provide is applied to the field and, if it matches any part of the field, it returns a positive result and causes an action to occur. You'll need to use POSIX regular expressions to create the filter pattern. For more information on POSIX regular expressions, read this Google Analytics Help Center article.

Regular Expressions for Analytics Filters

A regular expression is a set of characters and metacharacters (characters that have special meanings in regular expressions) that are used to match text in a specified pattern. You can use regular expressions to configure flexible goals and powerful filters.

For example, if you want to create a filter that filters out a range of IP addresses, you'll need to enter a string that describes the range of the IP addresses that you want excluded from your traffic.

Creating Custom Analytics Filters

To create a custom filter:

1. Click **'**Analytics Settings.'
2. Click 'Filter Manager.'
3. Click 'Add Filter.' The **Create New Filter** page appears.
4. Enter a **Filter Name** for this filter.
5. From the **Filter Type** drop-down list, select **Custom Filter**.
6. To select an available custom filter, click the radio button next to the one you want and complete the necessary fields.
7. Under the 'Apply Filter to Website Profiles' section, select the Available Website Profiles to which this filter will be applied.
8. Click **Add** to move the selected profiles into the 'Selected Website Profiles' list.
9. Click **Finish** to create this filter and start applying it to incoming data, or **Cancel** to return to the previous page without saving.

If there are already existing filters for this profile, your new filter will be applied after them. To change the order, visit the **Profile Settings** page and click **Assign Filter Order.**

Troubleshooting Google Analytics Filters

Overview of Troubleshooting Analytics Filters

In this module, learn about the most common issues users experience with filters and how to work around these problems.

Troubleshooting Analytics Include Filters

You can apply multiple include and exclude filters to a single profile, but keep in mind that when more than one filter is applied, the filters will be executed in the same order that they are listed in your Profile Settings.

In other words, the output from one filter is then used as the input for the next filter.

As an example, if you want to include only users from California and Texas, you cannot create two separate include filters because they will cancel each other out. The solution is to create one filter that uses a regular expression to indicate that the Visitor Region should be California or Texas.

Best Practices for Google Analytics Filters

Overview of Best Practices for Analytics Filters

- Use the Filter Manager to edit or add filters
- Maintain one unfiltered profile so that you always have access to all of your data.
- Create a filter to exclude your internal company traffic from your reports.

12.5 Overview of Google Analytics Reporting

Introduction to Google Analytics Reports

Overview of Analytics Reports

In this module you'll learn about the Google Analytics reporting structure, and how you can manage and interpret your reports.

About Analytics Report Categories

Google Analytics organizes all its reports under six categories: Dashboard, Visitors, Traffic Sources, Content, Goals and E-Commerce.

Dashboard
The Dashboard is your customizable collection of report summaries.

Visitors
The reports in the Visitors section gives you information about your site's visit quality (i.e. average pageviews, time on site, Bounce Rate) and visit characteristics (i.e. first time visitors, returning visits, where they're from).

Traffic Sources
These reports provide information on the different kinds of sources that send traffic to your site. "Direct Traffic" is visits from people who clicked a bookmark to come to your site or who typed your site URL directly into their browser. "Referring Sites" shows visits from people who clicked to your site from another site. "Search Engines" shows visits from people who clicked to your site from a search engine result page. The AdWords subsection gives you even more detailed reports about traffic that came from your AdWords ads. Learn more about AdWords reporting in Google Analytics in Section 6. Google Analytics Report Types.

Content
The Content reports can help you determine your most popular pages, and gives an overview of your overall pageview volume.

Goals
Once you have set your goals, you'll be able to see conversion rates and the monetary value of the traffic you receive from the Goal reports. You can also define a "funnel path" for each goal and see the information in the Funnel Visualization report. Learn more about this subject in Section 3. Goals and Funnels.

E-commerce
E-Commerce reports give you details about e-commerce activity on your site, with data like revenue, conversion rate, transactions, and average order value.

Creating and Running Analytics Reports

To start viewing your Analytics reports, you'll need to have your Google Analytics Tracking Code properly installed on your website. Wait about 24 hours after you've installed it for data to start appearing in your reports. To look at any of your reports, just click on any of the report names underneath the six categories listed in the side navigation bar.

Interpreting Google Analytics Reports

Google Analytics provides dozens of detailed reports, but how do you how to process all the information? The suggestions below can serve as helpful criteria when you read and interpret your Analytics reports.

Creating context for your data
When analyzing your traffic, avoid focusing on just a single metric. A single pageviews result for Page A itself isn't nearly as actionable as when you look at Page A's pageviews in the context of other metrics. A good metric to consider is the Bounce Rate. It could be that half of the time people entered the site through Page A, they left the site without looking at any other pages. By comparing the pageviews to the site average, we can see what percentage Page A accounts for in comparison to the overall pageviews.

You can also look at the performance of the page over time. If Page A is receiving 20% fewer visits than it did last week, people are spending 10% less time on it, and the Bounce Rate has doubled -- then that's an indicator that your site is beginning to perform poorly. You can also use the visualizations from the graphs and charts to get an at-a-glance look at your week-to-week performance.

Looking for trends

Analyzing trends is another useful way to bring context into your analysis. Use the graphs in your reports to show sudden peaks during a certain week, spot the difference between an increase in visits versus an increase in pageviews per visitor, etc. You can also graph two metrics at a time with the 'Graph Mode.' For example, if you compare Visits and Pageviews, you can tell whether or not visits increased proportionally to pageviews.

12.6 Google Analytics Report Types

Google Analytics Visitors Reports

Overview of Analytics Visitors Reports

Objective: Read about the different kinds of visitors reports available in Google Analytics to learn how to leverage the information for your marketing objectives.

Interpreting Visitors Reports

Visitors Overview: How many new and returning visitors came to your site and how extensively did they interact with your content? This traffic overview allows you to drill down into aspects of visit quality (i.e. average pageviews, time on site, Bounce Rate) and visit characteristics (i.e. first time visitors, returning visits).

New vs. Returning: A high number of new visitors suggests that you are successful at driving traffic to your site while a high number of return visitors suggests that the site content is engaging enough to keep visitors coming back. You can see how frequently visitors return and how many times they return in 'Recency' report and the 'Loyalty report,' both under 'New vs. Returning' in the Visitors section.

Map Overlay: Use this map to visualize volume (visits, pageviews) and quality (pageviews per visit, conversion rates, per visit value, etc.) metrics by geographic region. Click on any region to zoom into the city level.

Languages: Which languages do your visitors prefer to use and how do these groups of visitors differ with respect to site usage, conversions, and other metrics? This report captures the preferred language that visitors have configured on their computers. Understanding who your visitors are is crucial to developing the right content and optimizing your marketing spend. Many times, geo-location is not enough. Many countries have diverse populations speaking different languages which present important market targeting opportunities.

Visitor Trending: The reports in this category help you determine how your visitors engage with your site, in addition to telling you how many of them visited.

Visitor Loyalty: Loyal visitors are frequently highly engaged with your brand and a high number of multiple visits indicates good customer/visitor retention. A high number of new visitors indicates strong visitor recruitment.

Browser Capabilities: Which browsers do your visitors use? Optimizing your site for the appropriate technical capabilities helps make your site more engaging and usable and can result in higher conversion rates and more sales.

Network Properties: Which Internet service provider, hostname, and connection speed drove the most visits to your site? Hostnames can sometimes offer insight into which organizations are interested in your site, while connection speed can help you optimize your site so that it loads quickly for a majority of your visitors.

User Defined: This report allows you to compare visitors from custom segments that you have defined. You define these segments by calling the utm_setvar function in your website code. For example, if visitors fill out a form on your site in which they provide a professional title (such as "manager," "technical specialist," "marketer"), you can call utm_setvar to capture and store their selections in the user defined variable.

Google Analytics Traffic Source Reports

Overview of Analytics Traffic Sources Reports

Objective: In this module, you'll learn about the Traffic Sources reports. These reports show you where your traffic is coming from on the Internet. You can compare your traffic sources against each other to find out which sources send you the highest quality traffic.

Interpreting Analytics Traffic Sources Reports

Direct Traffic: Represents visitors who clicked on a bookmark to arrive at your site, or who typed the URL directly into their browser.

Referring Sites: Includes any sites that send traffic to you. These could be banner ads or links featured on blogs, affiliates, or any site that links to your site.

Search Engine: The traffic here represents visitors who click on a search results link in Google, Yahoo, or any other search engine. Search Engine traffic can be organic, e.g. free search results, or paid. Paid search engine traffic is pay-per-click or cost-per-click traffic that you purchase from a search engine like Google AdWords. Understanding which search engines send you qualified traffic can help you select the search engines on which you want to advertise.

All Traffic Sources: The All Traffic Sources report lists all of the sources sending traffic to your site, including referrals, search engine traffic, and direct traffic. This report is particularly helpful because you can identify your top performing sources, regardless of whether they are search engines or sites.

AdWords: AdWords-related reports are listed under AdWords in the Traffic Sources section. The AdWords Campaigns report, which is the first one listed, contains performance metrics for your AdWords keyword ads. This report is actually the top level of a hierarchy of reports. By clicking one of the Campaigns in the table, you drill down to the Ad Groups report which lists all of the ad groups in that campaign. Click one the ad groups and you drill down to the AdWords Keywords report which lists all of the keywords in that ad group.

Google Analytics Content Reports

Overview of Analytics Content Reports

Objective: In this module you'll learn all about the reports in the Content section of Google Analytics. You'll also get introduced the concept of 'Bounce Rate,' an important metric indicating your page's relevance and effectiveness, as well as tips on how to use these reports to find out how engaged visitors are with your site.

Interpreting Analytics Content Reports

The first three reports listed in the Content section all show the same information, but each report organizes it differently. Pages in your Content reports are represented by their 'request URIs,' which is the part of the URL after the domain name. So, a forward slash ('/') represents your home page. When you create your profile, you should specify the name of your homepage as the ;Default' page. That way, instead of having forward slash show up in your reports, you'll see your homepage URI instead.

Top Content:
Lists each page that received traffic.

Content by Title:
Groups your pages according to 'Title' tag. You can click on a title to see the pages that share that title.

Content Drilldown:
Groups pages according to directory. You can drill down and click on a directory to see the pages in the directory.

Top Landing Pages: Lists all of the pages through which people entered your site. You can use this report to monitor the number of bounces and the Bounce Rrate for each landing page. Bounce Rate is good indicator of landing page relevance and effectiveness. You can lower bounce rates by tailoring each landing page to its associated ads and referral links. The more relevant the page, the less likely a visitor will be to bounce.

Navigation Analysis
Navigation Analysis reports can help you understand how people move through your site. The reports are listed on the **Content Overview** page. They're also available from a pulldown menu when you drill down to a page detail report.

Navigation Summary: The first of the Navigation Analysis reports, it can help you see how people arrived at a specific page and where they went afterwards. Percent Entrances shows how frequently the page was a landing page. Percent Previous Pages tracks how frequently visitors came to the page after viewing another page on the site. Percent Exits measures how frequently visits ended on this page, while Percent Next Pages measures how frequently visitors continued on to another page on the site.
The list of pages that were viewed immediately before the page or pages is shown in the left column and the right column displays the list of pages that were viewed immediately after the page or pages.
Sometimes the Previous Page, the Next Page, and the page you are analyzing are all the same page. This can be caused by visitors hitting the refresh button multiple times and generating "self-referring" hits. It can also be caused, for example, if the page has graphics that the visitor can click to enlarge. For example, a visitor views the page and Google Analytics registers a pageview. Then the visitor clicks on a graphic and views the enlarged graphic file. This doesn't result in a pageview because the enlarged graphic file doesn't have the Google Analytics Tracking Code. The visitor then clicks the back button, which registers another pageview. If there are many images on the page, it's possible that the visitor will click on each graphic. This scenario will cause the Previous, current, and Next page to all be identical.

Entrance Paths:
Can be used as a powerful tool for analyzing navigation paths. For example, you can use this report if you want to find out whether people clicked the 'Purchase' button on your landing page and actually completed the purchase. To find out, go to the Top Landing Pages report and click the landing page you want to analyze. Once you are on the Content Detail report for the page, click 'Entrance

Paths.' You'll now see the Entrance Paths report for your landing page. In the middle column, you'll see all the possible clicks people made on the page. Choose the link that represents the 'Purchase' page. In the right hand column, you'll now see all the pages visitors went to after the 'Purchase' page. By looking at this list, you'll be able to see how many visits ended up on the Purchase Completion page. This report can show you if the landing page is doing the job you designed it for.
You can use the 'Analyze' drop-down menu to view additional reports such as Entrance Sources and Entrance Keywords. The 'Content' drop-down menu allows you to select or search for specific pages to analyze.

Google Analytics E-commerce Reports

Overview of Analytics E-commerce Reports

Objective: In this module you'll learn about e-commerce reports and how to interpret them. Some examples of the kind of information you can get from the e-commerce reports include:

- the products that were purchased from your online store
- your sales revenue
- your e-commerce conversion rate
- the number of times people visited your site before purchasing

Interpreting Analytics E-commerce Reports

Overview: The report provides an overview of e-commerce activity on your site. Revenue is the value of purchases. Conversion Rate is the percentage of visits that results in a purchase. Transactions is the number of purchase orders and Average Order Value is the average revenue from each of those purchases. Purchased Products shows how many different products (SKUs) were sold.

Total Revenue: Revenue is determined by the number of purchases and the average purchase value. Some important steps you can take to maximize revenue are:

1. Purchase targeted advertising and write effective ads (see the Traffic Sources reports)
2. Make sure your landing pages show the information, services, or products that you promise in your ads (review the Content reports to help minimize bounce rates)
3. Simplify your conversion funnels so that fewer would-be customers abandon the checkout process (review the Goals reports)

Conversion Rate: This report shows the rate at which visits to your site result in purchases. Tracking conversion rates over time is an effective way of determining whether your marketing and website are becoming more or less efficient at turning visitors into customers. Note that conversion rates are most useful as company-specific benchmarks against which to assess marketing and site effectiveness because conversion rates vary considerably across businesses (even within the same industry).

Average Order Value: Tracking changes to the average order value over time is important to catalog sites that may change and shift which products and services they are actively marketing. Many e-commerce sites monitor this metric to see if cross promotions are working. This is an important metric that works its way into many higher level executive and shareholder reports.

Product Overview (Product Performance): How much of each product do you sell? This report shows the number of items sold, the total revenue, the average price, and the average order quantity for each product you sell online. Click any SKU to drill down and view detail.

Product SKUs (Product Performance): This report shows the number of items for each SKU sold, the total revenue, the average price, and the average order quantity for each product you sell online.

Categories (Product Performance): How much of each product category, product, and SKU do you sell? For e-commerce sites, understanding which products are selling online is crucial for generating relevant content, promotions and advertisements. This report shows the number of items sold, the total revenue, the average price, and the average order quantity for each product you sell online.

Transactions: This report is a list of all transactions on your site, useful for auditing your transactions.

Visits to Purchase: How many visits does it take for visitors to purchase? Understanding your sales cycle is important to the overall success of your site. This report helps you understand how many visits it takes to convert your visitors into customers and, by extension, the kind of content you need to create in order to reach your prospects.

Days to Purchase: How long does it take before visitors make a purchase? Understanding your sales cycle is important to the overall success of your site. This report helps you understand how long it takes to convert your visitors into customers and, by extension, the kind of content you need to create in order to reach your prospects.

Google Analytics Customized Reports

Overview of Custom Reports in Analytics

Objective: In this module, you'll learn about custom reports. Custom reports allow you to create reports that show exactly the information you want to see, organized in the way you want to see it.

Designing a Custom Report in Analytics

When creating a custom report, think of a table. Dimensions are the rows of the table and metrics are the columns in the table. For example, if a report has two dimensions (source and keyword) in green and four metrics (pageviews, bounces, visits and revenue) in blue, then it will show pageviews, bounces, visits, and revenue for each source and keyword.

Building a Custom Report in Analytics

To get started, click on the Custom Reporting menu on the left hand side nevigation to get started. Once you're on the Custom Reporting Overview page, follow these steps:

1. Click 'Create new custom report.'
2. To name your report, just click on the title field, enter a report name and click 'Apply.' Make your name simple and easy to identify so that you'll be able to quickly find it in a list. You can also provide a name for the report tab. This is particularly useful if you add multiple tabs to your report.
3. The next step is to select the metrics and dimensions you want. Use the search box to find metrics and dimensions. You can also click a menu item to expand it and browse all of the available metrics or dimensions. To add a metric or dimension to the report, simply drag and drop it into the table.
4. You can add up to 5 dimensions for each custom report - one top level dimension, and up to four sub dimensions. The sub-dimensions allow a user to drill down to more detailed data. Some combinations of metrics and dimensions aren't allowed. If you see a metric or dimension greyed out, it's because the combination isn't available.
5. Once you have finished adding your metrics and dimensions, you can preview the report. Your preview will appear in a new window.
6. Click 'Create Report to finish.

Viewing a Custom Report in Analytics

You'll see the new report listed under the Custom Reporting menu. Now that the report has been saved, you can access it anytime. In our example custom report, we can click any of the sources to see the keywords for that source. If one of the sources is 'google' and you click on it, you can compare the search keyword performance for the Google search engine.

Troubleshooting Google Analytics Reports Data

Overview of Troubleshooting Analytics Reports Data

Below are a few of the common issues users experience with Google Analytics reports.

No data
If you're not seeing any data in your Google Analytics reports, it's probably because visits to your webpages aren't being tracked. To learn how to resolve this issue, you'll need to correct your tracking code implementation errors. Learn more in [Section 2. Troubleshooting Tracking Code Problems].

Can't see graphs

There are a number of reasons that you may be experiencing display problems in your reports. Oftentimes, your browser settings or outdated plugins are the cause.

- Do you have the most recent version of Flash installed? Flash 7.x or above needs to be installed on your browser to view Analytics reports. If you're able to see charts and graphs in one browser but not another, we recommended reinstalling the Flash plugin for the browser that is causing the problems. You can download the latest version of Flash from the Macromedia site at http://www.macromedia.com/shockwave/download/alternates/#fp

- Do you use Firefox as your browser? One of your Firefox extensions could be affecting the display. Try disabling your extensions in Firefox. For example, the AdBlock extension is known to cause issues, so try disabling it if you have it installed.

- Are you using a Linux environment? The Flash implementation for Linux can be very problematic, and users of Debian and Ubuntu seem to be especially affected. Our team is aware of these issues. However, due to the lack of updates and Flash plugin development for Linux, we're unable to support your browser and operating system combination at this time.

High Bounce Rate

A high Bounce Rate is most likely due to an incorrect implementation of the tracking code. People may also leave your site from your entrance page because of site design and usability issues.

- **Correctly tagging your pages**
  A bounce is defined as a single-page visit. If you only have one page on your site, it's expected that you'll have a high Bounce Rate because it will not register multiple pageviews unless visitors refresh your site from within their browser. Another consideration is blog sites - you'll see high bounce rates here as well, since mostly all of the content on the site will be available on the homepage.

  If you're seeing a high Bounce Rate even though your site isn't a blog and has more than one page, check to see that you've tagged all your pages with the tracking code. If you've only tagged your homepage, your Google Analytics account will be unable to identify any other pageviews from your site. You can use the Google Analytics Site Scan tool to verify that all pages on your site include the tracking code.

- **Site design**
  If your site itself is the problem, focus your efforts on redesigning entrance (or landing) pages or optimizing your landing pages with any ads they may correspond to. Learn how to experiment with site-wide changes to optimize your site with Website Optimizer.

- **Usability issues**
  Other factors may be solely attributed to the visitor's behavior. For example, if a user bookmarks a page on your site, visits it, and leaves, then that's considered a pageview - or bounce.

Best Practices for Google Analytics Reports

Best Practices for Analytics Reports

- Create context for your data
- Look for trends
- Wait 24 hours after installing your Google Analytics Tracking Code before looking for the data in your reports

12.7 Related Google Analytics Tools and Services

Introduction to Related Tools and Services

Overview of Google Analytics Related Tools and Services

In this module, you'll learn about the Google Analytics Benchmarking Service and Website Optimizer.

Google Analytics Benchmarking Service

Overview of Analytics Benchmarking Service

Objective: Learn how your website's statistics compare against industry verticals. Use benchmarking data to gain broader context for your site and identify additional opportunities to improve your site's metrics.

Data Sharing Settings in Analytics Benchmarking Service

When customers opt in to share their data with Google, it will be used to generally improve the products we provide you. However, it will not affect a customer's own account without an *additional* step of explicit approval for each affected product or service.

You can decide if you want to share your Google Analytics data with Google, and also have full control over how you share it with us. Visit the **Edit Account and Data Sharing Settings** page from within your account to opt in to sharing your data "With Google products only" or "Anonymously with Google products and the benchmarking service."

Sharing Google Analytics data with Google products only
If you choose to share your site's data, Google will use the data to improve the products and services we provide you. Additionally, only users who have opted to share their site's data with Google may use these new or improved services.

Sharing Google Analytics data anonymously with Google and the benchmarking service
If you only choose the anonymous data sharing option, Google will remove all identifiable information about your website, then combine that data with hundreds of other anonymous sites in comparable industries and report them in an aggregate form. Google will use this anonymous data to improve the products and services we provide you and enable benchmarking in your account.

Enabling the Analytics Benchmarking Service

To enable the benchmarking service for your account, the Google Analytics account administrator must first opt in to share the account data in an anonymous, aggregated format. There are two ways to do this:

1. Select the option to share your Analytics data "Anonymously with Google and the benchmarking service" from the **Edit Account and Data Sharing Settings** page. To get to this page, click the link that says "Edit Account and Data Sharing Settings" from the **Analytics Settings** page (the first page you see after logging into your Google Analytics account).

2. Navigate to the Benchmarking report below the "Visitors" section of your reports. Click "Accept" directly from the Benchmarking report page. This option will only appear if you have not already opted in to share your data anonymously from the **Edit Account and Data Sharing Settings** page.

Please allow up to two weeks for the benchmarking data to appear in your account once the data sharing settings changes have been saved. If you do not opt in to share your Google Analytics data anonymously, benchmarking will not be enabled for your account.

Note that benchmarking will be enabled for all profiles in your account. Since the selection is at the account level, you cannot enable individual profiles and not others.

Using Google Analytics with Website Optimizer

Overview of Analytics and Website Optimizer

Objective: In this lesson, you'll learn how to:

- how Website Optimizer and Google Analytics can work together

- the steps necessary to use Google Analytics and Website Optimizer on the same pages
- how to understand and troubleshoot common issues with using Google Analytics and Website Optimizer simultaneously

Using Website Optimizer with Google Analytics

If you're getting a lot of traffic to your site but want to see if you can convert even more customers, you can try testing your key landing pages with Google Website Optimizer. Google Analytics shows you how visitors find and use your site, while Google Website Optimizer allows you to run experiments to identify which content, design, and layout variations lead to more conversions.

Start with the Landing Pages report in Google Analytics. It shows the pages through which most people enter your site. The bounce rate in this report shows the percentage of visits in which people immediately left instead of staying, browsing, and ultimately buying. The conversion rates show the percentage of visits that resulted in an activity that is important to your business, like an email signup, a download, or a purchase. To improve your conversion rates, create different versions of each landing page. You can improve the headline, or place the 'Buy' button in a more visible area of the page.

Once you've planned out your strategy, sign in to your Website Optimizer account at http://www.google.com/websiteoptimizer. Create an A/B experiment and then wait for the results after launching it. Website Optimizer will tell you which version is the winner so that you can implement the winning version to your site to help increase conversions.

Learn more about Website Optimizer in Lesson 12. Section 4. About Google Website Optimizer.

Troubleshooting and Best Practices for Analytics and Website Optimizer

Troubleshooting
The issues encountered when using Website Optimizer and Google Analytics on the same pages are often related to improper implementation of their scripts.
Most frequently, you'll see no impressions recorded if the Website Optimizer code hasn't been correctly modified on pages that are already being tracked with Google Analytics. If you have modified your Google Analytics code, carefully review whether you have made the corresponding modifications to the Website Optimizer code. And if you're tracking across multiple domains and subdomains, ensure that you have customized the control script to account for modifications to the cookie domain, cookie path, or cookie hash in the Website Optimizer tracking scripts.

Best Practices
Using Google Analytics data can help you determine what to test with Website Optimizer.

Test pages
One of the simplest recommendations for running successful experiments with Website Optimizer is to choose a test page that receives a lot of traffic. You can use the Google Analytics **Top Content** report to identify pages on your site that draw the most users. Use **bounce rate** to determine which pages users are departing quickly and are therefore ripe for optimization. The e-commerce section of your Google Analytics report can also help you learn whether **product performance** is down for any particular categories or products whose pages could use a redesign.

Test content
Google Analytics can also help you identify what sorts of test content might be effective on your pages. Use the **keywords** report to identify which keywords are driving users to which pages, when highlight those keywords in your test content on those pages. The **Destination Pages** report can also help you find which pages are difficult to locate on your site and which you should highlight further in your content or landing pages. Similarly, the Start Pages report will show you which pages users are performing the most searches on; you can use their specific search terms to determine what they expected to find on those pages, then use Website Optimizer to try out new versions.

Conversion pages
Google Analytics can also help you identify where users are dropping off in taking desired conversion actions on your site. For example, say the **funnels report** in the Google Analytics goals section shows you that users are leaving your conversion process or your website entirely partway through a three-page purchase process (contact details, payment details, confirmation page). You can use this information to test different successful conversions on each page throughout your purchase process to see which will be most effective in retaining users from one step to another.

12.8 Driving Improvements with Google Analytics Data

Improving Revenue and Profit with Google Analytics

Optimizing Overall Revenue with Google Analytics

To learn how to optimize your overall revenue with Google Analytics, you'll need to be able to define common advertising goals and methods for evaluating and improving overall revenue. Below is a list of potential goals that you may want to reach.

Potential goals:

- **Traffic**: Analyze types of traffic sources
  Use the Traffic Sources report to examine the quality of your traffic. The report can show you if your traffic was driven directly to your site (direct), through an organic search result (organic), a CPC campaign (CPC), or by a link from another site such as a blog (referral). The **Goals** or the **Ecommerce** tab from within your reports will help you determine which source drove both a high amount of revenue and a high per visit value

- **Sales/Conversions**: Analyze top-selling products along with your goal conversions
  Use the e-commerce reports to look at your product performance. Then, examine the data from within the Goals tab to learn what your goal conversion rate is.

- **ROI:** Analyze the areas where you should be spending in order to get a higher ROI
  Look at your paid keywords from within Keywords report in the Traffic Sources section. By looking at the success metrics for each keyword, you can add or delete them or adjust the bids and budget for existing keywords. You can also look at the unpaid keywords list to see if your spend in SEM has been paying off for those keywords.
  If you have set up Google Analytics to track your email campaigns, another report in the Traffic Sources section, the Campaigns report, can help you measure your success in this effort. Select a campaign from the list found in the table, then click the **Goals** or **Ecommerce** tab to determine which source drove a high amount of revenue and a high per visit value.

Optimizing Revenue-driving Keywords with Google Analytics

One of the best reports to analyze your keyword performance with is the Keyword report, found in the Traffic Sources section. Upon looking at the paid keywords in this report, they would ideally have high visits, a low bounce rate, and a high conversion rate and revenue.

For high performing keywords with great ROI, consider raising the bids and budgets for them. You can then stop or decrease the spend on low performing keywords. An alternative way to deal with low performing keywords is to optimize the landing pages for these keywords; oftentimes users don't convert well with certain keywords because the landing page doesn't match what they were looking for.

If you'd like to add more keywords, try looking at your unpaid keywords from the same report. Analytics provides statistics for organic search performance, so you should be able to spot the good keywords from organic search results that are driving visits to your site. Since you aren't targeting these keywords, consider adding them to your AdWords campaigns. A quick and easy way to determine whether or not you should purchase these winning keywords is to look and see if they have low bounce rate, and a high conversion rate and revenue.

Optimizing the Performance of Specific Products with Google Analytics

Google Analytics can help business owners determine which products are performing well and spot their best sellers. Once these are identified, advertisers should have campaigns dedicated to popular products in their store and use high selling product names and keywords.

The relevant reports to identify these products are the Product Overview or Categories reports from within your e-commerce section.

Improving Websites and Content with Google Analytics

Optimizing Page Popularity with Google Analytics

Google Analytics recommends two ways to optimize page popularity.

1. **Add high quality referral sites to placement target**

If advertisers want to target new high performing sites, the Referring Sites report from the **Traffic Sources** section can help them do this. Below are the step-by-step instructions:

1. After signing in to your Google Analytics account, pull up the Referring Sites report from the Traffic Sources section. This report includes all the referral sites that drove traffic.
2. The site owner may want to try visiting the top sites to see which referral site's content is highly relevant to his or her own.
3. Once the relevant sites are identified, they should be copied and pasted into the Placement Tool in AdWords to see which of those sites are available for placement targeting in the Google Display Network. Learn more about placement targeting in Lesson 4: Placement Targeting for the Display Network.
4. Create new Display Network campaigns that target just these high performing sites.

2. **Find high performing keywords to add to your campaigns**

Another recommendation is to use the Keyword report in order to expand your campaigns and capture additional traffic on new keywords. The step-by-step instructions are once again below:

1. After signing in to your Google Analytics account, pull up the Keywords report from the **Traffic Sources** section.
2. There are two common ways to evaluate keyword performance:
   - If a person has goals or e-commerce set up, he or she should look at the **Goal Conversion** or **Ecommerce** tab.
   - If someone doesn't have any goals set up, Bounce Rate can be used as a key metric to determine a keyword's performance.
3. From the **Goal Conversion** tab, you can view several key metrics of ROI - goal counts and goal conversion rate.
4. To find high performing keywords for AdWords, you will need to focus on conversion rate. In the 'Views' section of the report, click on the small 'Comparison' icon.
5. Now, you are able to view each keyword's conversion rate compared to site average and identify the keywords with relatively high conversion rates.
6. Once you find those new high performing keywords, you can de-duplicate the keywords against existing keywords in your AdWords account. If they are not bidding on those now, it is good time to add them to your optimization.
7. Find high performing organic keywords that you can add to your campaigns while identifying which paid keywords are producing the most value for you. If you are looking at these reports for a client, export these reports as a PDF to back up your recommendations.

Optimizing Site Interest with Google Analytics

Please read the above section on page popularity to optimize your site's interest with Google Analytics.

Optimizing Landing Page Effectiveness with Google Analytics

One of the most important ways you can optimize landing page effectiveness with Google Analytics is to match your ads to the relevant destination URLs and landing pages. Use the Keywords report to identify paid keywords with high bounce rates. Then, in your AdWords account, check which destination URLs are being used for these keywords.

Not every search term should land a visitor on the home page. It is obvious that if someone searches for "mens jeans" they should land on the most relevant page possible (not on a page that forces them to click more times to find the category they were looking for). Paid search can not only capture visitors, but it also gives us more control over the user experience, tailoring it to their search.

Improving Advertising and Marketing Initiatives with Google Analytics

Optimizing Product Advertising with Google Analytics

Please read the previous section on Optimizing the Performance of Specific Products with Google Analytics to learn how to optimize your product advertising with Google Analytics.

Optimizing Marketing Initiatives with Google Analytics

In general, no reporting tool can ever be 100% accurate. You'll get the most out of web analytics if you focus on trends. Knowing that 20% more visitors converted following a marketing campaign is more powerful than knowing that exactly 10 people visited your site today.

Optimizing Regional Marketing for Products with Google Analytics

The Map Overlay report is a very useful report to analyze in order to reach to optimize your regional marketing. This report can help you decide whether or not you want to promote a new or existing store location, connect more personally to users through targeted ad text to their region, target the most profitable audiences, or identify any new markets.

1. Pull up the Map Overlay report from the **Visitors** section of your reports.
2. Click into the appropriate detail level that you'd like to optimize for (e.g. State).
3. To optimize for conversions, switch to the **Goal Conversion** tab.
4. Select the 'Comparison' view.
5. Select the metric you'd like to optimize for (e.g. Completed Order).
6. From here you'll be able to quickly see which states are performing best compared to the site average.

Some next steps

- Pitch and create geo-targeted campaigns that announce new locations or encourage users to visit actual stores.
- Create geo-specific ad text to increase the connection with each user.
- Pitch a foreign language campaign (secure optimization resources first) or an English campaign targeting a different country.

13. Optimizing Performance

13.1 Overview of Optimization

Introduction to Optimization

Overview of Optimization

Optimization is the process of adjusting parts of your account -- like your keywords and ad text -- as well as your website to improve the quality and performance of your AdWords ads. Through optimization, you can help meet your advertising goals, be it to gain traffic, lower costs, or improve conversions.

Based on your advertising goals, optimization can involve ad text improvements, new keywords, changes to keyword settings, strategic changes to your bids, better organization within your campaign, and changes to ad targeting options. Here are a few more examples:

Campaign improvements

- Organizing campaigns
- Changing language and location targeting
- Changing ad delivery times and position

Ad group improvements

- Editing keywords
- Editing ad text
- Organizing ad groups
- Changing bids
- Using keyword matching options

Website improvements

- Changing your website to improve flow and relevancy
- Choosing the right landing pages

Benefits and Goals of Optimization

Why optimize? Very simply, optimization makes your advertising more effective. In AdWords, this can mean a higher Quality Score, lower costs, and better return on investment.

When it comes to the ongoing success of your advertising, it's crucial to optimize your AdWords campaigns. Regular optimizations can help successful campaigns stay successful. Since the online world is always changing, it's important to periodically evaluate each ad campaign and make tweaks that will help keep it running effectively.

Depending on your goals and the type of changes you make, optimization can have a major impact on several aspects of performance. For example, optimization can help you achieve these benefits:

- more clicks and traffic to your website
- higher profits and improved return on investment (ROI)
- lower costs
- ability to accomplish any other advertising goals

Your advertising goals, or desired results, are perhaps the most important thing to keep in mind when optimizing an account. For example, are you more interested in making sales, branding your business, or increasing traffic to your website? It's important to clearly identify and prioritize the specific goals you want to achieve with your AdWords ads, and then optimize towards those goals. This will enable you to make strategic changes to your account to improve its performance.

Here are some typical advertising goals and the possible focus areas for each goal:

Goal: "I want to get more clicks."
Increase your ad exposure by adding relevant keywords and site placements to your ad groups while making your ad text more compelling.

Goal: "I want to increase my clickthrough rate (CTR)."
Focus on ad quality. Attract more clicks by refining your ads, and eliminate extra impressions by using negative keywords.

Goal: "I want to improve my return on investment (ROI)."
Focus on your ads and keywords to attract the right audience. Then focus on your website. Be sure your landing page and entire website is set up to let users find the specific thing being promoted in your ad.

Key Strategies for Optimization

It's important to know that your ideal optimization strategy will depend on the advertising goals you define for your campaigns. With specific goals in mind, you can perform strategic optimizations that are more likely to get you the results you want. In most cases, using a combination of many optimization techniques together -- such as improving your ad as well as editing your keywords -- is the best way to improve the overall performance of your account and increase your Quality Score.

Here are some key strategies depending on your primary advertising goal:

Improve Your ROI

Return on investment (ROI) is a measure of the profits you have made from your advertising, compared to how much you've spent on that advertising. To identify and optimize your ROI, you need to measure conversion data instead of clickthrough rate, traffic, or other measures. To optimize for ROI, aim for high Quality Scores which can reduce costs, encourage conversions with enticing ads and by using the right landing pages, and target customers who are likely to convert.

- Lead potential customers to the most relevant page on your site
- Add a call-to-action in your ads to highlight the action you want customers to take
- Include unique selling points to make your ad stand out
- Allocate your budget according to performance
- Group highly relevant keywords and ads together so that your ad text will match a user's search
- Target the right region and language for your business
- Use Conversion Optimizer to get more conversions at a lower cost

Improve Your CTR

Clickthrough rate (CTR) improvement is really about making your ads more relevant to your potential customers. Optimization should focus on creating more relevant and compelling advertising to help drive more targeted traffic to your website. Filter out irrelevant searches by refining your keyword list and incorporating negative keywords where appropriate. In addition, your ad text should reflect a user's search as closely as possible. For example, if you're running on the keyword "Paris travel tours," your ad text should also highlight travel tours in Paris.

- Use keywords in your ad title and text to make the ads more relevant
- Use negative keywords to eliminate unwanted impressions that won't result in clicks
- Create a relevant keyword list to target when your ads will show
- Use keyword insertion to make your ad more relevant to a diverse audience

Increase Your Clicks and Traffic

If your aim is to draw as much relevant traffic to your site as possible, you may want to consider running on a broader range of keyword variations. Keep in mind, however, that running on very general keywords can negatively affect your Quality Score and increase your costs.

- Create keywords for unadvertised parts of your website
- Find new keyword variation ideas using the Keyword Tool
- Increase daily budgets (to allow more clicks to occur) and maximum CPC bids (to raise your ad position) and/or increase your Quality Scores
- Reach more customers and maximize traffic by targeting the Display Network
- Broaden your location targeting settings

Promote Brand Awareness

Branding campaigns are designed to increase traffic to your website and enable a customer to interact or learn about your company's brand. If you want to promote your brand, you might decide to run a cost-per-impression (CPM) campaign in addition to a cost-per-click (CPC) campaign.

- Supplement your text ads with image and video ads that are great for branding messages
- Use Display Network placements to show your ad to people who are interested in what you sell
- Choose a landing page that focuses on the interaction with your brand

Overview of Optimization Tools

Types of Optimization Tools

There are many free tools in your AdWords account that can be used to find optimization ideas and implement your changes. We've described a few of the most popular tools:

Targeting tools:

- The **Keyword Tool** can provide you with ideas for new keywords that you can add to your ad groups. You can also find negative keywords, estimate keyword traffic, and see additional keywords that may also trigger your ads.
- The **Placement Tool** can provide you with ideas for websites and areas in the Display Network where you can show your ads. Use this tool to find placements that are relevant to your campaign and can help you reach additional potential customers.
- The **Traffic Estimator** provides traffic and cost estimates for keywords. Get estimates for a keyword's status, search volume, average cost-per-click (CPC), cost per day, and average position.
- The **"Search terms" report** and **Search Query Performance report** allow you to see every search query that triggered your ad. If some of these search terms have performed well, you can add them as keywords. If some terms are irrelevant, you can add them as negative keywords to ensure your ad stops showing for that search query.

Optimization tools:

- The **Opportunities** tab is a central location for optimization ideas across your account. It's designed to help you discover ways to potentially improve your account's effectiveness. You review the proposed ideas and can apply the ones you like directly to your account.
- **Website Optimizer** allows you to experiment with the content of your website to determine what users respond to best. You choose what parts of your webpage you'd like to test and we'll run an experiment on a portion of your site traffic. The results can help you determine which content produces more sales or other measures of success.
- **Conversion Optimizer** uses your conversion data to get you more conversions at a lower cost. It optimizes your ad serving to avoid unprofitable clicks and gets you as many profitable clicks as possible.

Tracking tools:

- **Google Analytics** shows you how people found your site, how they explored it, and how you can enhance their experience. With this information, you can improve your website's return on investment, increase conversions, and make more money on the Web.
- **Conversion tracking** helps you measure conversions (user behavior you deem valuable, such as a purchase, signup, pageview, or lead). Conversion tracking can ultimately help you identify how effective your AdWords ads and keywords are for you. You can also use conversion data to decide how much to bid for your ads on Google and the Display Network.
- **Account statistics** on your **Campaigns** tab can give you instant insights into your performance. With customizable columns, filtering, and segmentation options, you can focus on the data that matters to you across your account.

Optimization Tool Use Cases

Here are some key benefits and potential situations when you might want to use the following optimization tools:

Keyword Tool -- Use this tool to brainstorm keyword lists and find negative keywords. Use it while you're creating a campaign or any time you want to expand your keyword list.

Traffic Estimator -- Find keyword traffic and cost estimates to identify potential keywords to add or to optimize your keyword bids. By using this tool, you can better forecast your ad's performance based on your CPC bid, targeting options, and other criteria.

Placement Tool -- For most advertisers, a good keyword list will provide sufficient targeting. However, if you want more control over the specific sites where your ad appears, use this tool to find relevant websites and areas in the Display Network. For non-text ads like image and video ads, filter out placements that do not accept that ad type and format.

Opportunities -- Consider using the **Opportunities** tab when looking for a fast, efficient way to find new keyword ideas or recommended budgets. The changes proposed by the tool are automated and therefore best suit advertisers who do not have complex goals and can make optimization decisions without conversion data.

Conversion Optimizer -- Use this tool if your campaign focuses on conversions and you want to optimize your bids on a case by case basis. If you already have conversion tracking enabled, the tool can automatically adjust your bids to help you get you more conversions at a lower cost.

Website Optimizer -- Use this tool to test changes to your website's landing page to see which is most effective in improving your conversion results. If your primary goal is improving your return on investment (ROI) and profits, Website Optimizer can help you test which elements of your website produce higher conversion rates, which in turn will help you decide which layout produces the most conversions.

13.2 Optimizing AdWords Campaigns and Ad Groups

Optimizing Campaigns and Ad Groups

Overview of Optimizing Campaigns and Ad Groups

Maintaining organized campaigns and ad groups is important to the performance of your account. Organization helps you achieve your advertising goals, make edits quickly, and target your ads appropriately. By creating well-structured campaigns by theme or product, you'll gain 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 to improve your Quality Score and to keep your costs low.

A good campaign structure also allows you to:

- Determine which ads are generating the best traffic and conversions (like sales or leads)
- Monitor changes easily
- Have better control over budget and costs
- Easily locate specific keywords
- Easily manage and edit your campaigns

When organizing your account, keep these strategies in mind:

- **Organize your campaigns by topic.** A well-structured campaign consists of tightly-themed ad groups focusing on just one product or service you offer. Create separate campaigns for each of your product lines, brands, or types of services or offerings. Each ad group should contain specific keyword lists that relate directly to the associated ad texts. When each group of keywords, ads, and landing pages all focus on the same specific theme, your advertising will be much more targeted and effective.
- **Target the right languages and locations.** Target your audience appropriately by choosing languages and locations that relate to your business. If you target multiple countries, try creating a separate campaign for each country.
- **Create highly specific ad groups.** Just like with your campaigns, build your ad groups around a single product or service. Group your keywords and placements into related themes. By doing this, you can create ads that directly match what terms a user is searching for and that lead to a landing page promoting exactly what you're selling.
- **Avoid duplicate keywords across ad groups.** Google shows only one ad per advertiser on a particular keyword, so there's no need to include duplicate keywords across ad groups or campaigns. Identical keywords will compete against each other, and the better-performing keyword triggers your ad.

Regardless of how you choose to structure your account, it's important to remain flexible in your strategy -- the structure you first envision when you begin may need further refining as you continue to optimize.

Tools and Strategies for Optimizing Campaigns and Ad Groups

There are a number of ways to configure your campaigns and the ad groups within them. Here are some common ways to structure an account:

- **Products and services:** A good rule of thumb for creating an effective campaign structure is to mirror your website's structure. For example, a sporting goods store's website will likely have different sections for each type of product: possibly separate sections for women's and men's clothing with individual pages for women's pants, women's socks, and so on. This advertiser might set up one campaign for women's clothing and have ad groups for pants, socks, and other products, then a similar campaign for men's clothing. By creating campaigns and ad groups around a specific theme or product, you can create keywords that directly relate to the ad text, and ads that link directly to that product's page in your website.
- **Performance and budgeting:** One of the most common reasons to create separate campaigns in your account is to set different daily budgets. You may decide to devote more budget to some of your best-selling or most profitable products. By identifying your top performing keywords and placing these in separate campaigns, you can ensure that these keywords have sufficient budget to achieve the best results. This will also allow you to use your budget more strategically, preventing any high-traffic keywords from using all of your daily budget. Separate ad groups may be created whenever you'd like to set different maximum CPCs for keywords that may be highly competitive or that convert less often.
- **Themes or functions:** A company that provides only one or a few products or services may still want to set up separate campaigns or ad groups when the same product or service can appeal to a variety of needs. For example, a catering company may want to run separate campaigns or ad groups for weddings, corporate events, and birthdays. This way, the keywords and ad text can be highly specific and directly relevant to what a customer will be looking for.
- **Websites:** All ads in an ad group have to promote the same website. For advertisers promoting multiple companies and websites, such as affiliates or agencies, each company or website should have its own account.

- **Geographic location:** If your business serves several areas, you might create a separate campaign for each. For example, local businesses such as furniture stores, real estate developers, or car dealerships might create a campaign for each area and then a different ad group for each city or metropolitan area they cover. Similarly, international companies might create campaigns that target each country individually. For multi-country accounts, each campaign should be localized to the local language and should emphasize that services are available in that country. If you run a promotion in one specific city, you might decide to create a campaign that targets that city only.
- **Targeting:** You might want to create separate campaigns focused on the Display Network and on search. A separate Display Network campaign allows you to use settings that are more effective for the Display Network than for search, such as different bidding methods.
- **Brand Names:** A website that sells a variety of brand-name products may find that branded keywords convert better than generic product descriptions. To test this, the advertiser may want to designate separate ad groups or even separate campaigns for each brand, depending on the variety of products under a given brand label. Please note that the accepted use of branded keywords is different from country to country (see the trademark policy to learn more).
- **Seasonal products and services:** Products that are affected by seasonality should be organized into their own campaigns or ad groups so that these can be paused and resumed according to the season. For example, a flower delivery shop may run different campaigns or ad groups for Valentine's Day, Mother's Day, graduation season, and so forth.

By structuring your account effectively, you'll have more flexibility in managing your keywords and ad text, controlling budgets, and setting strategic bids. If you think your account structure could use some changes, you may want to test different configurations until you feel that your account is manageable and helps you achieve your advertising goals.

Optimizing Keywords

Overview of Optimizing Keywords

Your keywords should describe your products or services and relate directly to your ad text.

Here are some optimization strategies for keywords:

- **When choosing keywords, think like a customer.** What terms or phrases would your customers use to describe your products or services? List any keywords that you think users might search for on Google to find your business. Keep in mind that customers may use different terms to find your product or service than the terms you would normally use. For example, one advertiser might think of his product as "nutrition bars" or "protein bars" while some of his customers might call them "meal replacement bars" instead.
- **Choose specific keywords that relate to your business, ad group, and landing page.** Keywords that are too broad can lower your performance by generating many ad impressions but few clicks. To avoid this, delete generic keywords on your list that could relate to a wide spectrum of products or services. One-word keywords are likely to be too generic, so try using two- or three-word phrases.
- **Include variations.** To help your ad show more often, include relevant keyword variations including singular and plural versions. If applicable, consider using colloquial terms, alternate spellings, synonyms, and product or serial numbers. Though broad matched keywords can automatically include potential synonyms, you can ensure that you're not missing out on relevant traffic by including variations in your keyword list.
- **Take advantage of keyword matching options.** With some keyword matching options, you'll get more ad impressions; with others, you'll get more focused targeting. Negative match keywords are an especially important part of most keyword optimizations.
- **Use unique keyword URLs.** Keyword destination URLs send users to a specific page of your website, ensuring that a potential customer arrives immediately at the page that's most to the keyword that triggered your ad.

It's also important to know how keywords work in general. Here are a few tips on keyword formatting and other keyword advice:

- Keywords are not case-sensitive, so '*flights to new york city*' is recognized as the same keyword as '*flights to New York City.*'
- You do not have to include punctuation such as periods, commas, and hyphens. The keyword '*eye-glasses*' is the same as '*eye glasses*' but different from '*eyeglasses*.' If your keyword is broad match, variations like this are likely to be targeted already.
- Avoid including duplicate keywords across different ad groups and campaigns. Only one of our ads can be shown for each search, and these duplicate keywords will compete against each other to appear.

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 the Keyword Analysis field on your campaign's **Keywords** tab 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.

Optimizing Ad Text

Overview of Optimizing Ad Text

Ad text plays a crucial role in determining the success of your AdWords advertising. A potential customer's decision to visit your site is based solely on your ad and how it relates to what the customer is doing on the Web at that moment. The content of your ads should capture a user's attention and set your business apart. Compelling ad text can drive relevant traffic to your website and attract the type of users you'd like to turn into customers.

Here are some basic optimization tips for ads:

- **Include keywords in your ad text.** Include your keywords in an ad's text (especially the title) to show users that your ad relates to their search. If part of your ad uses the same words a user searches for, that phrase will appear in bold, adding even more attention to your relevant ad.
- **Create simple, enticing ads.** What makes your product or service stand out from your competitors'? Highlight these key benefits in your ad. Be sure to describe any unique features or promotions you offer.
- **Use a strong call-to-action.** Your ad should convey a call-to-action (such as *buy*, *sell*, or *sign up*) along with the benefits of your product or service. A call-to-action encourages users to take the action you value most once they reach your landing page.
- **Choose an appropriate destination URL.** Relate your ad text to offers that you make on your landing page to help users complete the sales cycle. Ensure that the destination URL (landing page) you use for each ad directs users to the most relevant page within your website. Ideally, that webpage will be dedicated to the specific product or service that is highlighted in your ad.
- **Test multiple ads in each ad group.** Experiment with different offers and call-to-action phrases to see what's most effective for your advertising goals. Test variations of the same core message and see which one performs the best. If your ad serving option is set to "optimize" (the default setting), Google automatically tries to show the best performing ad more often.

Tools and Strategies for Optimizing Ad Text

You should test and experiment with different ad text strategies until you find what works for you and the specific message you're trying to convey. Here are a few ad strategies for common advertising goals.

Optimize ads for ROI

- **Define a clear call-to-action.** A clear call-to-action is especially important if your goal is to maximize your return on investment. Guide customers towards the action they should take once they reach your site (such as "Buy Flowers for Mom!" or "Order online today"). The call-to-action should reflect the action that you consider a conversion, whether it's a sign-up, a request for more information, or an actual sale. This makes your ad feel actionable and suggests what a customer can accomplish by visiting your website. Especially for ads on the Display Network, a good call-to-action will set the right expectation for users in various stages of the buying cycle.
- **Relate ads to their landing pages.** The destination URL you choose for each ad should directly relate to the product or service described in your ad. For example, if a realtor's ad highlights apartments for sale in London, the ideal landing page should feature available apartments for sale in London rather than the realtor's homepage. Customers are much more likely to buy if they don't have to search your website for what they're looking for.
- **Filter out unqualified clicks.** If you want to separate potential customers from those who aren't ready to buy, use descriptive phrases in your ad text. For example, if your product is high-end, you can discourage bargain hunters by describing your product as "Premium Quality" or "Luxury." Similarly, filter out users who only buy via phone by including something like "Purchase online." Words like "buy," "purchase," and "order" can also help ensure that ad clicks come from qualified customers who are ready to make a purchase.

Optimize ads for CTR and traffic

- **Be descriptive.** Since your ad text is your chance to communicate your offerings to each potential customer, start by clearly identifying what you're selling. Also, use the space to describe specific benefits like "60-day Returns," unique qualities like "Award-winning," or other things that make your product or service stand out from other similar businesses.
- **Include deals and benefits.** If you offer a special discount or service like free shipping, highlight this in your ad. Try to emphasize any benefits offered on your website such as "15% Off" or "Secure Online Ordering." This can help make your ad more appealing to customers and they may be more likely to click your ad to learn more.
- **Match your keywords as closely as possible.** Ideally, the ad text seen by a potential customer should reflect the keyword they searched for as closely as possible. If the ad closely matches their search, it will appear more relevant and will be more likely to be clicked. An additional benefit of including keywords from your ad group in your actual ad text is that those keywords can appear in attention-grabbing bold type when someone views your ad.

- **Consider keyword insertion.** More advanced advertisers might want to use keyword insertion in their ad text. This will plug your keyword into your ad text when a user searches on that query. This is a good solution for advertisers using keywords with different model numbers or brands. For example, the same ad's title can appear as either "Buy #320 Widgets" if a user searches for "320 Widgets" or appear as "Buy #88 Widgets" if a user searches for "88 Widgets." If a user's search matches an expanded version of your keyword but not the exact keyword itself, your ad will show the keyword instead of the expanded version; therefore, include relevant variations in your keyword list to get the most out of keyword insertion. When a user sees an ad with the same term they searched for, they'll be more likely to click the ad.

Optimize ads for branding

- **Try different ad formats.** To promote brand awareness, try visual ad formats like image ads. Graphical messages can grab attention and allow a customer to engage with your brand. Incorporate different ad formats into your ad groups to entice a user to visit your website.
- **Use capitalization to your advantage.** Capitalize the first letter of every word in your display URL to bring more attention to your company name and brand. For example, *www.CheapTireShop.com* will encourage brand recognition much better than *www.cheaptireshop.com*. Ads that use intercapitalization can also look more professional.

Track and learn from your ad performance

- Run an Ad Performance report and use that data to identify low and high performing ads. For high performing ads, you can try testing a small variation of that ad with different messaging or a different landing page to see if you can get even better results. If ads are low performing, you might consider deleting them or editing them to be more like your high performing ads.
- Depending on your goals, you might use different metrics to measure your ads' success. Remember that your ad with the highest CTR may not have the highest ROI. And when measuring an ad's ROI, consider cost-per-conversion as well as the conversion rate.
- It's difficult to predict what will perform best for you before you actually try it. Test out several versions of ad text to evaluate which one performs the best for your business. Keep in mind, however, that including too many different versions of an ad will make it more difficult to manage and accurately assess ad text performance.

Optimizing Language and Location Targeting

Overview of Optimizing Language and Location Targeting

It's key that you choose the right targeting options for each of your ad campaigns. This helps keep your ads effective and your return on investment high. By choosing the right targeting, you will be able to reach your potential customers in the areas you serve or do business in.

Your ads are targeted to reach a certain audience based on the **language targeting** and **location targeting** you chose. With this information, AdWords works to ensure that your ad appears to your chosen audience.

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

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

All advertisers must choose a language and location to target, so it's important to understand what's right for you. Be sure to target only the languages and locations that are relevant for your business. For example, if you ship your products to locations within a certain distance of your business, target just that region. If your ads are written in French, target only users who speak French. By targeting the right audience, you'll make sure that your ads appear only to people who are potential customers.

Note that your location targeting settings will affect your ads on the Display Network as well as on Google. For example, if your ad targets France, it will not be shown to users in Japan, regardless of whether the user is searching Google or browsing a website in the Display Network.

Tools and Strategies for Optimizing Language and Location Targeting

It's important to set your ad targeting to reflect where and with whom you do business. Here are some ways to optimize your targeting.

Target the right language for your business

- **Single language** - Target the language in which your ad is written. For example, if your ad is written in English, target English-speaking users. Remember that Google won't translate your ad for you.
- **Multiple languages -** If you want to target more than one language, create a separate campaign for each language.
- **Combine with location targeting** - As people speak many different languages in many different locations, language targeting also gives you an excellent way to reach your users even if they are physically located in non-native areas. For example, if you are a company based in the UK and want to target the English-speaking population of Spain, you can set your country targeting to Spain and your language targeting to English. When we detect that a certain user in Spain speaks English, your ad can be shown. We recommend creating separate campaigns for each country and language pair. This will ensure that wherever your potential customers are located, they will see your ads in their language.

Target the right location for your business

- **Country targeting** - Target countries or territories if your business or website serves a wide audience across one or more countries. This option is best suited for businesses whose services or products are available nationwide or internationally.
- **Region and city targeting** - Target regions and cities if your business serves specific geographic areas or if you want different advertising messages in different regions. With region and city targeting, you might receive more qualified clicks from a smaller, more relevant population. Region and city targeting is best used by advertisers whose audience is concentrated in defined areas.
- **Customized targeting** - Target customized areas if your ad is relevant only to a very precise geographic area where you do business. With customized targeting, your ads will only appear to customers searching for results within (or are themselves located within) the area you define. Customized targeting is best suited for advertisers with an audience in very specific areas.

Targeting by Country and Territory

It's common for new advertisers to target all available countries and territories in the hope of widening their reach. However, you should only consider this option if you offer services or products to users in one or more countries or territories. If you have a global business, it would make sense to target all countries and territories, ensuring that your campaigns get exposure across the world.

For example, if you sell a product and can ship to anyone nationwide, you might target your campaign to the entire country. This option is good for national businesses and online retailers who sell and ship to customers nationwide. However, even these types of businesses might not want to target an entire country if they want to promote local branches, use region-specific ad text, target special offers to certain locations, or measure the success of their ads in each region separately.

Targeting Internationally

International targeting means that you target more than one location. For example, a business might want to target several countries where customers speak the same language (such as targeting English speakers in the United States, Canada, and Australia). Consider setting up a separate campaign for each main location (such as each country) and selecting the relevant language for each campaign. By creating separate geographic campaigns, you'll make it easier to manage your account and track each region's return-on-investment. It also means that you can create very customized and targeted campaigns by tailoring your keywords and ad text to each individual market. Make sure that your keyword list and ad text for each ad group is in one language. This ensures that the ad appears in the same language in which the keyword was entered. For example, if a user enters a keyword in Japanese, the ad will appear in Japanese.

Optimizing Display Network Placements

Overview of Optimizing Display Network Placements

With **managed placements**, you choose individual websites within Google's Display Network where you'd like your ads to appear. To use managed placements most effectively, make sure the content of the placements is relevant to the ads in that ad group.

Here are some optimization strategies for managed placements:

- **Use only relevant placements.** The right placements will help you find potential customers interested in exactly what you're advertising. To reach additional traffic, use the Placement Tool to find placement ideas that are relevant to your campaign.
- **Delete poorly-performing placements.** Placements that have not performed well for you might need to be deleted. By deleting the placements that aren't bringing you qualified traffic, you can eliminate irrelevant impressions on your ads and improve your Quality Score. In addition, you may want to exclude specific placements if you want to target the Display Network as a whole.
- **Use sites that are compatible with your ad.** Make sure that the placements you select will accept the ad formats and sizes that you plan to run. For example, if you want to run image ads in a letterbox format, make sure that you've selected relevant placements that support that ad format and size.

- **Use the most effective bidding strategy.** Placement-targeted ads can use cost-per-click (CPC) pricing or cost-per-thousand impressions (CPM) pricing. CPC is generally preferred by advertisers concerned with clicks and who ultimately value clickthroughs to their website. CPM is generally preferred by those who are brand-focused and want visibility across the Web. Note that to use CPM bidding, your campaign must target the Display Network only. You can also increase your Display Network bids to help show your ad more often on the Display Network.
- **Experiment with different bids.** To improve the position of your ads, you can try increasing the maximum CPM or CPC bid for individual placements that perform well for you. Along with your ad's quality, a higher maximum bid can help your ads appear more often on your selected placements.
- **Assign destination URLs.** Placement-level destination URLs send users to a specific landing page. This can help make sure that potential customers are taken to the exact page within your website that's most relevant to the content on that placement.
- **Group your placements by theme.** Review your placements and look for themes within the overall list. Consider creating separate ad groups with highly specific ads for each of these smaller groupings. The more precisely you target your audience, the better chance of success your ad will have.
- **Combine with keywords.** Mixing placements with keywords in the same ad group can be a good way to refine Display Network campaigns. Your keywords determine whether or not your ads can appear on a placement you've chosen. Therefore, make sure that your keywords are relevant to your specific placements. If you add negative keywords to an ad group with placements, your ads will be less likely to appear on placements about the negative topics you've entered.

With **automatic placements**, your keyword list will determine which placements on the Display Network will show your ads. To optimize where your ads can automatically show on the Display Network, focus on your keyword lists and ad text.

Here are some optimization strategies for automatic placements:

- **Use relevant keywords.** The AdWords system always starts by looking through every possible page in the Google Display Network to find placements that match your keywords. Only the pages that match your keywords can show your ads. Therefore, it's very important to only use keywords that are highly relevant to your business, product, or service.
- **Group keywords by theme.** A placement is chosen based on its relevance to your entire ad group's keyword list. To optimize your performance on the Display Network, make sure your keywords share the same theme, such as describing the same product or service. If you have keywords describing several themes or products (such as roses and gift baskets, or hotels in Paris and hotels in Hawaii), separate them into different ad groups.
- **Write ads that match your keywords.** Your ad text is not taken into consideration when automatic placements are chosen for you. However, it's important for your overall success that your ad text matches the same theme as its corresponding keyword list. If your keyword list's theme is wedding bouquets, your ad will likely be placed on a site about that topic, so you won't want to show an ad about Valentine's Day bouquets.

Tools and Strategies for Optimizing Display Network Placements

Find relevant placements

Use the Placement Tool to select websites and other placements in the Display Network where you'd like your ad to appear. The tool appears when you create a new campaign or ad group starting with placements, or when you click the **Add placements** link on the Placements tab of an existing campaign.

For campaigns focused on branding or traffic, think of what type of websites your target audience might visit. For campaigns focused on ROI and conversions, consider what type of website a potential customer is likely to visit when they're most likely to make a purchase or convert.

Track success with Placement Performance reports

The Placement Performance report shows performance statistics for your ads on specific domains and URLs in the Display Network. Use this information to optimize your placements on the Display Network and improve your return on investment. For example, use the report to find placements where your ads are earning the most clicks. If you find that your ad converts particularly well on a given website, try adding that website to your ad group as a placement, with a higher placement bid to help your ad appear on that site more often.

Focus on conversions, not CTR

It's important not to worry if your clickthrough rate (CTR) on Display Network sites is lower than what you're used to seeing on the Search Network. It's normal for CTR to be lower on the Display Network because user behavior on Display Network pages is different than on search sites -- users on Display Network pages are browsing through information, not searching with keywords. Remember:

- A low CTR on a Display Network site doesn't mean you're performing poorly.

- Your ad performance on the Display Network does not affect the performance, cost-per-clicks (CPCs), or position on Google search pages or on other pages in the Search Network.

For these reasons, we recommend that you use conversion tracking data and ultimately your ROI -- and not your CTR -- as the true performance gauge for your placements and Display Network performance.

Use performance data to refine placements

Depending on your advertising goal and the kind of performance data available to you, here are some actions you might consider taking to refine your placements:

- If certain types of sites are performing well, add more placements that are similar.
- Allocate more budget to placements that are doing well.
- Review low-performing placements and determine if it would be better to target just a section of that site rather than the whole domain. Or, delete the lowest performing placements, especially if they are high cost.

Optimizing Bids and Budgets

Overview of Optimizing Bids and Budgets

Your budget and maximum bids are tools to help you control costs while you work to get the most profit from your ads. It's important to use performance data to determine where your advertising spend will make the most impact. Then, test and analyze how you divide your spend to find the strategy that best helps you achieve your advertising goals.

Your **daily budget** helps determine how often your ads can show throughout the day. If your daily budget is too low, your ad won't appear every time it is searched for. However, if a campaign is not limited by budget (does not consistently meet that budget), then changes to budget have no effect on campaign performance. A good budget strategy for budget limited campaigns can maximize your ad exposure and take advantage of the traffic available to you.

Your **bids**, on the other hand, help determine your ad position on the page and your profit margins. A good bidding strategy can help ensure your campaign is profitable and can impact your overall return on investment (ROI).

Here are some key things to know about optimizing bids and budgets.

Understand your ROI
When many advertisers invest money in an ad campaign, they typically expect to gain back that amount, and more, in profits. It's crucial that you understand what you can gain from your advertising spend. If you hope to make a profit, make sure that you take the time to analyze and track your bids and the return you receive. Note that it's your bids, and not budget, that directly impacts your ROI.

Understand the relationship between cost and quality
Before you consider changing your bids and budgets, make sure you understand how a good Quality Score can enhance any spending strategy. The higher a keyword's Quality Score, the lower the price you pay for each click (called your actual cost-per-click) and the better its ad position. For ads and keywords that are not performing well, sometimes a quality-related change will have more impact than a spend-related change. Optimizing for quality will nearly always benefit your budget and bidding strategy, and it can also help reduce your costs in the process.

Allocate your budget according to performance
An important aspect of budgeting is making sure you have appropriate budgets for each campaign. Try to prioritize your products or services and then match budgets to each campaign based on priority. If you'd like certain keywords to receive maximum traffic, make sure they're in campaigns whose daily spend isn't consistently reaching or exceeding its daily budget. If your campaign often meets its budget, there is a chance that only your more general or high-traffic keywords will trigger your ads, overshadowing keywords that might be more profitable. In this case, a new campaign can help set aside budget for those profitable keywords.

Experiment to see what works
Test different bid amounts and budgets, and measure how effective the change is. Test bids for profitability and ROI, and test budgets for ad exposure. We recommend adjusting amounts in small increments to allow your keywords to accrue performance data with the new settings. Allow at least a few days between changes so you'll have enough performance data to make an informed evaluation. In addition, your daily costs, profits, and sales might rise and fall with regular fluctuations in search volume. Therefore, you'll want to re-evaluate these amounts regularly to make sure your campaigns are continually effective.

Tools and Strategies for Optimizing Bids and Budgets

Evaluate your keywords' value

The bottom line for any ad or keyword is how much value it generates compared to its cost. To determine the profitability of a keyword, you can track the conversions from that keyword with Google's free conversion tracking tool or Google Analytics. With this conversion data, you'll know how profitable your keywords are with their current bids and can identify which keywords could be more successful with adjusted bids.

For keywords that show a profit (such as having high conversion rates and low costs), you might try increasing their maximum cost-per-click (CPC) bids. While costs may increase, your ad position could rise and provide more ad exposure, potentially increasing your conversion rate and return on investment (ROI). In some cases, it may make sense to lower the bid for a keyword even if the keyword is profitable; by lowering the bid, you can lower the average amount paid, which may increase the profit margin for that keyword.

For keywords that aren't profitable (such as having low conversion rates and high costs), you might try decreasing their bids to lower your costs. A lower bid is likely to decrease the keyword's average position, the number of impressions and clicks it receives, and as a result, the cost it incurs. Not only can this strategy improve your ROI on low-performing keywords, but in some cases, it can also free up part of your budget to invest in more valuable keywords.

Optimize for ROI

- **Use conversion tracking** to track your cost-per-conversion. The cost for each conversion should be less than the amount you receive for that conversion. For example, if you receive $10 for each sale but spend $11 on clicks to get that sale, you should optimize to improve your ROI.
- **Use advanced ad scheduling** if your campaigns make more sales or other conversions during certain times of the day. By using the advanced mode in ad scheduling, you can automatically increase your CPC bids during times that are most profitable for you, and decrease your bids when it's less important that you appear in a high position. This is a great way to reduce your costs during the days and hours when you're less likely to convert users into customers.
- **Reallocate budget** from campaigns that don't convert well to high ROI campaigns that are limited by budget. If a campaign is not limited by budget (isn't consistently meeting its budget), then allocating more budget to it will have little or no effect on that campaign.
- **Test your bids adjustments** until you achieve your optimal performance. You may lower your bid too much and see conversions go down significantly, or you may raise it too much and see no changes in conversions. Through testing and measuring, you should be able find the amount that most effectively reaches your advertising goals.
- **Set Display Network bids** so you can bid separately for ads on the Display Network. If you find that you receive better business leads or a higher ROI from ads on Display Network sites than on search sites (or vice versa), Display Network bids let you bid more for one kind of site and less for the other.
- **Use the Conversion Optimizer** to get more conversions at a lower cost. The Conversion Optimizer uses conversion tracking data to get you more conversions (like sales, leads, and signups) at a lower cost. You set the maximum cost-per-acquisition (CPA) you want to pay for a sale or lead, and the tool adjusts your CPC bids to get you as many profitable clicks as possible. This can help you minimize unprofitable spend and maximize your investment on keywords that produce results.
- **Use the Keyword Positions report** in Google Analytics to help decide how to adjust your keyword bids. This report in the "Traffic Sources" section shows in which positions your ad performs best. If you learn that your ad actually converts better when it's at a lower position, consider adjusting your bids to achieve the best performing position.

Optimize for clicks and traffic

- **See the effect of different keyword bids.** You can optimize your keyword bids using the bid simulator or Traffic Estimator tools. Enter a new maximum CPC amount into either tool to see how your keywords might perform at that bid amount.
- **Increase the bids for valued keywords** to improve your ad position. Because ads with higher positions tend to receive more clicks, you're likely to gain an increase in traffic. However, it's important to experiment with different bids to identify which ad positions are the most cost-effective. Appearing in the top position can seem like a great goal, but it may be too expensive and not provide you with the best return on investment.
- **Try automatic bidding**, a feature that automatically adjusts your cost-per-click (CPC) bids in order to get you the most traffic available within your budget.
- **Experiment with a higher budget** to allow your ads to show more often (only for campaigns that are currently limited by budget). If you can't increase the campaign's budget but want to increase the traffic to those ads, consider reallocating budget from some of your other campaigns.
- **Use the recommended budget** to help choose a budget amount. For budget limited campaigns, you can use the recommended daily budget to help receive as much of the traffic that's available to you.
- **Bid to appear on the first page of paid search results.** On the Keyword Analysis field in your AdWords account, you'll see a metric labeled "Estimated bid to show on the first page." This metric, also called the first page bid estimate,

approximates the CPC bid needed for your ad to reach the first page of Google search results when a search query exactly matches your keyword. To maximize traffic to your ad, consider using the first page bid estimate as a basis for your bidding strategy.

- **See what you're missing**. Use the Impression Share report in your account to see the percentage of possible impressions that your ads could have received if your campaign budgets were higher. You'll see the percentage of searches your ad didn't show for due to daily budget restrictions. Use this data to consider if that missed traffic is important enough to increase your budget in order to regain those additional impressions.

Optimizing Ad Scheduling, Serving and Positions

Overview of Optimizing Ad Scheduling, Serving, and Positions

For more control over the display of your ads, AdWords offers some advanced optimization features. We've outlined a few features that can help you influence the situations below.

When your ads show
Ad scheduling lets you specify certain hours or days of the week when you want your ads to appear. For example, you might schedule your ads to run only on weekdays or from 3:00 until 6:00 p.m. daily. With ad scheduling, a campaign can be set to run all week or for as little as 15 minutes per week.

Where on the page your ads show
Position preference lets you tell Google which ad positions you prefer among all the AdWords ads on a given page. For example, if you find that your ad gets the best results when it's ranked third or fourth on the page, you can set a position preference for those spots. The usual AdWords ranking and relevance rules apply, so position preference will *not* effect the way your ads are ranked. Position preference simply means AdWords will try to show your ad whenever it is ranked in your preferred position, and avoid showing it when it is not.

Which ad shows
If you have multiple ads in a single ad group, AdWords determines when to show each ad based on your ad serving settings. "Optimize" is the default setting for all your ads and means that we'll try to show your higher performing ads more often. "Rotate" will serve all of the active ads in an ad group more evenly on a rotating basis, regardless of their performance.

Tools and Strategies for Optimizing Ad Scheduling, Serving, and Positions

Ad Scheduling

Ad scheduling can help you better target your ads by selecting the times when you want to show ads. For example, if you offer special late night deals, you can set up a campaign to show those ads only at night. Ad scheduling also includes an advanced setting which lets you adjust pricing for your ads during certain time periods. With the advanced setting, you can set a maximum of six different time periods per day, so choose carefully. For example, if you find that your ads get the best results before noon, you can set your bids higher during that time frame to try and get more impressions and clicks.

Before you set up ad scheduling, understand that it does not guarantee your ads will receive impressions or clicks. The usual AdWords rules still apply, and your ads will compete for impressions with other ads as they normally do. If you schedule a campaign for very short periods of time, or only at times of great competition for the keywords or placements you have chosen, your ads may not get the chance to run very often.

Position Preference

This advanced bidding feature gives more control over the positioning of ads. Some advertisers find this helps them better promote their brands or earn a higher return on investment (ROI). In particular:

- Direct-response advertisers can target their most cost-effective ad rankings.
- Brand advertisers can make sure their ads run only in the most visible positions.

There is no "right" position for all ads. Many people want to be ranked #1, but some advertisers prefer the lower costs that come with lower positions. Others find that certain keywords get a better return on investment (ROI) when their ad runs in a specific position. We encourage you to experiment and discover which positions are best for your keywords and your ads. See more position preference tips in our Help Center.

Before enabling position preference, understand that setting a position preference can sharply reduce the number of impressions and clicks a keyword receives. We encourage advertisers to choose as broad a range of positions as they are comfortable with. When adjusting your preferences, remember that with each change, it may take a few days for the system to adjust and run your ads consistently in your new preferred positions.

Ad serving settings

In the "Advanced settings" section of your campaign's **Settings** tab, you can specify how you'd like the ads in your ad group to be served.

- **Optimize (default):** Optimized ad serving tries to show your higher performing ads more often than the other ads in your ad group. Performance is based on historic clickthrough rates (CTRs) and Quality Scores as compared to other ads within that ad group. By using this ad serving option, your ad group might receive more impressions and clicks overall, since higher-quality ads can attain better positions and attract more user attention.
- **Rotate:** Rotated ad serving tries to show all the ads in the ad group more evenly, regardless of which one has the best CTR. This can be a good option if you specifically want to test different ad text variations to see which message performs the best.

We recommend that you stick with the default "Optimize" ad serving setting for best results.

Campaign and Ad Group Optimization Best Practices

Best Practices for Optimizing Campaigns and Ad Groups

Here are a few important steps and strategies to consider for any account optimization:

1. Know your goals

Before anything else, you need to understand your advertising goals. What do you want to achieve with your ads and how will you know if you succeed? For example, does a particular campaign aim to generate sales, increase traffic to your website, or promote your company's brand? If you're focused on profits, for instance, you'll want to know how valuable a click is rather than just how many clicks you're getting. By knowing your main advertising goal, you can choose optimization strategies that will best help you meet that specific goal.

2. Measure the results

After performing an optimization, track what effect your changes have had. Your conversion rates, CTR, first page bid estimates, and other statistics can be good indicators of how well your ads perform. For most advertisers, the key measure of success is the return on investment (ROI). Use conversion tracking and Google Analytics to see which ads and keywords are most profitable. You can use these account statistics to compare pre- and post-optimization performance. Learn more about evaluating your account performance.

An easy way to identify performance changes in your account is to create custom alerts for the metrics you want to measure. Once you've created an alert and specified the parameters of what you'd like to monitor, we'll automatically notify you when those metrics change within your campaigns and ad groups.

3. Experiment and adapt

Allow your ad performance to educate you about effective strategies for achieving your goals. As you observe your ads over time, you might notice things that are working especially well or not so well. For example, if you find users aren't responding to a particular ad text, delete that ad and try something else.

It's important to remember that optimization changes can take a few weeks to perform to their full potential. This is usually due to the time it takes for new or edited keywords and ads to build up their recalculated Quality Scores. Therefore, wait at least two weeks before analyzing the impact of your optimization. Also, wait a few weeks before making any other large changes to that campaign.

13.3 Optimizing Websites and Landing Pages

Introduction to Website and Landing Page Optimization

Overview of Optimizing Websites and Landing Pages

Through AdWords, you can tailor your ad text and keywords in order to maximize your clicks and drive users to your website. However, getting users to your pages is only part of what you need for a successful website. If your users reach your site, but leave right away, then you're not getting significant return on your investment. To attain a high-quality, highly effective website, you'll need to optimize your website content.

But where to start? First, you have to know the goals of your site. Goals are activities on your website that are important to the success of your business. Obviously, a sale is a goal if you sell online. Email registrations, requests for a sales call, or even viewings of a video are other examples of goals. If you haven't built one or more key activities into your site, then no amount of site re-working is going to help. Without goals, you'll have no way of knowing how well you meet your visitors' needs or of measuring your website ROI.

Once you know your goals, then you have something else to think about: the user. Who is the audience of your website? Who are you trying to connect with? How can you guide them to take the actions you want on your site in a way they will respond to? Because it's the user reaction that will be determining whether or not you meet your goals, it's the user who should be the focus of your optimization efforts.

Google also believes in focusing on the user, which is one reason we've developed Landing Page Quality Guidelines, outlined in more detail in Section 6. Policies and Ad Quality Issues. These guidelines are helpful to keep in mind when optimizing your site, as you try to balance the quality of your page with what will drive conversions. Unsurprisingly, the characteristics of a highly effective site are quite similar to those of a high-quality site. What makes pages successful are often the same things that users value -- like fast load time and unique content, two elements of high-quality landing pages.

There are three primary elements of quality to keep in mind when optimizing your site:

- **Relevant and original content:** Attracts users and keeps them returning to your site.
- **Transparency:** For websites, this means being clear about the nature of your business, how your site interacts with the user's computer, and how you use a visitor's personal information.
- **Navigability:** Providing an easy path for users to find what they are looking for on your website.

These three elements have an important impact on the user experience of your site. Taking the time to put yourself into a user's mindset when visiting your site is the most important thing you can do to optimize your site. However, there are plenty of more specific ways to do that as well, which we'll review in this section.

Benefits of Optimizing Websites and Landing Pages

There are numerous benefits to optimizing website content:

- Increasing ROI on your advertising
- Teaching you about the likes and dislikes of your customers
- Trying out alternatives used by competitors
- Breaking down preconceptions about what works
- Convincing your team to try something bold or different

The most significant benefit, and goal, of optimizing websites is to keep users on your pages and improve your return on investment. Recent research suggests that users decide to stay on or leave your site in just a few seconds. This limited window of time in which to grab and retain a user's attention makes optimization crucial. By designing a website where users can quickly find what they want, you'll make it easier for them to reach the conversion page and take the action that means business results for you.

Even if you're an advertiser who's more concerned about brand awareness than driving traffic to a conversion or landing page, it's still worthwhile to optimize that page because landing page quality can affect other factors. As a component of overall AdWords Quality Score, high landing page quality can affect your ad rank. In this way, improving landing page quality, say, by making changes to the layout of a page to improve navigability, may increase the Quality Score of an ad group.

Let's use an example. Say you're advertising for a paid newsletter sign-up form that costs $30 and receives about 100 sign-ups a week. Using conversion tracking, you find that although many users are clicking your ads, you're not getting many newsletter sign-ups through the form. You can optimize your landing page so that users easily find the newsletter sign-up form when they first arrive at the page. Designing a better-performing page, even if it only increases your conversion rate by 1%, means a yearly revenue improvement of more than $1500 for you.

Basic Techniques for Website and Landing Page Optimization

Overview of Tools for Optimizing Websites and Landing Pages

Google offers two essential tools for optimizing websites and landing pages: Google Analytics and Website Optimizer.

Google Analytics is a powerful analytical tool that can provide you with a wealth of information and knowledge about your audience. It is covered in more detail in Section 11. Google Analytics offers many different reports and strategies for understanding user behavior on your site so that you'll know what is working and what isn't.

- Use the **Top Landing Pages** report in Google Analytics to learn how well (or poorly) your landing pages are performing. You want to find pages that have both high "entrances" and a high "bounce rate." These pages are costing you a lot of visitors.
- To learn where users are leaving your site, review the **Top Exit Pages** report. With this report, you should look for pages that are designed to sell, but have high exit rates. If a product page that's supposed to persuade customers to add products to their shopping cart instead has a high exit rate, it could be a good candidate for optimization.
- Use the **Funnel Visualization** report to identify where you are losing visitors on the path to conversion. This will show you where visitors lose interest and where there may be good optimization opportunities.
- If the goal of your site isn't e-commerce, then you may find the **Site Overlay** report helpful. It will reveal which links visitors click on the most on any page. Try to improve your content mix based on what you learn from this report.

Website Optimizer, which will be discussed in greater detail throughout this section, is also an excellent tool for improving the effectiveness of websites and landing pages. It automates the testing process and shows you which content will result in the most conversions. Because Website Optimizer is a free tool, using it to discover better-performing content can dramatically increase your sales without increasing your spending.

Basic Strategies for Optimizing Websites and Landing Pages

Below, we've highlighted some strategies for improving landing pages on your site, as well as techniques that can be used to improve the performance of your site overall.

Improving landing pages
When selecting a destination/landing page for your ad, above all, make sure the page is one where users can find the product or service promised in your ad. Keep your original objectives (sales, leads, downloads) in mind. Refer to specific keywords, offers, and calls to action on your landing pages.

Make sure the landing page you select provides information that is tailored to the keywords a user is searching for. For example, if users typically reach your site when an ad is displayed on the keyword "digital cameras", your landing page would perform better if it displayed information specifically about cameras, rather than taking them to your homepage or to information about televisions and video players as well. Try to use the same terminology to align your landing page copy closely with your ad text, so it will meet the user's expectations (and interests).

Content
Relevant and original content attracts users and keeps them returning to your site. When it comes to landing pages, relevant content means content that's related to the ad or link a user just clicked. Pages with appropriate <title> tags are easier for users to find and search engines to index. You'll also find that other sites like to link to pages with useful information, which can improve your natural search engine rankings.

In some cases, less content is more effective content when there are so many choices that it becomes overwhelming. For example, if you have a long text list of individual products, try reducing the number of choices available on a page by switching to a shorter list of product categories represented by pictures. In general, swap dense blocks of text, where links can get lost, for short blurbs with important information highlighted or visually separated. In particular, streamline the text of headlines so they can be more easily scanned and understood by a user.

Transparency
Consider the audience, or audiences, of your site. How do you intend to build credibility and trust with them? To maximize transparency, you should openly share information about your business and clearly define what your business is or does. If your website requests personal information from the user, such as for a sign-up form, don't ask for more information than you really need, and be explicit about how the information will be used. Link to a privacy policy or give the option to limit how their personal information is used (e.g. to opt out of receiving newsletters).

If you use trust seals or credibility indicators intended to make your visitors more comfortable, make sure that they're effectively located. If they're hidden at the bottom of the page, they won't build your reputation with visitors; placing them near a purchase button or shopping cart is a better choice. Where possible, also use recognizable logos.

Navigation
When visitors come to your site, they should be able to quickly understand how to navigate your site and find the information they're looking for. Take a look at your sitemap or navigation bar, then make sure most users are able to find what they want in three clicks or fewer.

Keep your layout clean and simple, with clearly marked buttons and links that prospective customers won't have to puzzle over to understand. Buttons or links that are simply labeled (e.g. "Learn More", "Next Step", "Buy Now") can function as calls to action that gently lead visitors down the desired conversion path. Make sure these are in a high-contrast color and easy to see on the page without needing to scroll down. At the same time, try to reduce visual distractions that can confuse users or draw their eye away from the call to action, such as flashy or unrelated images.

However you choose to optimize your website, imagining yourself as your prospective customer and fine-tuning your site as necessary can result in a better experience for that prospective customer, and thus better results for you. And if you find it hard to put yourself in the mindset of a customer, see if you can find a customer -- or someone who is unfamiliar with your site -- to sit with you and walk through some simple tasks on your site. Getting the fresh perspective can reveal issues or areas of confusion you might never have anticipated.

13.4 About Google Website Optimizer

Overview of Google Website Optimizer

Overview of Website Optimizer

Website Optimizer is a tool that can help you improve the effectiveness of your webpages. By allowing you to test different versions of your site content and layout, you can determine what will best attract users and lead them to convert on your site. Website Optimizer does not optimize your pages automatically or offer redesigning services, but it can help you determine what content will lead to the results you want.

With Website Optimizer, you can try out changes to specific parts of a page -- new headline, image, promotional text -- or experiment with entirely different versions of a page. Once you've chosen the content or layout elements you'd like to test, Website Optimizer will run an experiment on a portion of your site traffic. The tool will show some users the original content, and some users the new content, to determine which version leads users to take the desired actions on your site. When Website Optimizer has collected enough data, we'll provide you with reliable reports and a suggested course of action in order to optimize your site for maximum business results.

To run Website Optimizer experiments, you'll need to think critically about your current website content and the actions users take on your site, then develop new content. If your company has a marketing team that creates copy for your website, you may wish to get their help determining what to test and creating test content. Running experiments also often requires the assistance of a webmaster or site administrator, who will implement the experiment code on your site that will enable Website Optimizer to vary your traffic to the different versions of your page. Website Optimizer can be used with all traffic to a website, not just visitors through Google search results or through an ad or with paid traffic.

Benefits and Goals of Using Website Optimizer

Many users drive traffic to websites and landing pages without ensuring that the content or layout on those pages is optimized. Click and conversion tracking data from products like Google Analytics can help you gain insight into user behavior on these pages. However, if users are reaching your pages, but you aren't getting the results you want, this data won't tell you how to make your content more effective. The only way to figure out what content and layout will work best on your site is to test different versions.

Website Optimizer will help you study the effects of different content on your users. Experiments with Website Optimizer will enable you to identify what users respond to best so you can create a website that will be more effective in getting the business results you want. The goal of testing new content with Website Optimizer is to give you a clear path to improving your site to increase your conversion rate and your return on investment.

Understanding Website Optimizer Reports

Overview of Website Optimizer Reports

Once an experiment begins running on your pages, Website Optimizer will show the data being collected in your reports. The statistics available in Website Optimizer reports vary depending on the type of experiment you're running. If you're running an A/B experiment, you'll see conversion data for each alternate page variation that you're trying out, along with the performance of the original page. If you're running a multivariate experiment, you'll see conversion data for each combination as well as each page section overall.

When viewing reports, remember that Website Optimizer tests all traffic to a page, rather than just traffic from AdWords advertisements. Also, you can set the percentage of your site traffic to include in an experiment, limiting how many users see test content.

The conversion data in your Website Optimizer reports may not match traffic recorded by web analytics tools. While analytics tools record all traffic to your pages without exception, Website Optimizer reports the specific scenario being tested in your experiment, which may include only a fraction of your site traffic. Another likely cause of discrepancies is differing session lengths. Sessions aggregate activity by a visitor over a length of time, so that stats reflect the activity of a single visitor. Website Optimizer uses a more extended session length than analytics tools, so it may record a different number of conversions for each visitor.

Unless your test page receives very little traffic, you should see statistics show up within a few hours of when you start the experiment. If you're not seeing data show up within a few hours, it's likely the tags were not correctly implemented on one or more of the pages you're testing.

About Website Optimizer Combinations and Variations Reports

The same data is reported in the variations report, which is displayed for A/B experiments, and the combinations report, which appears for multivariate experiments. For A/B tests, information is collected for each alternate page variation; for multivariate tests, it is collected for each combination. These are the columns you'll see for the variations or combinations reports:

Estimated conversion rate provides the most immediate insight into overall performance. This column shows how well each combination or variation is performing relative to your original content. It displays the numerical data, as well as a colored performance bar for each combination to visually indicate its estimated conversion rate range. As your experiment progresses, you'll notice that the performance bar changes colors. Here's what those colors mean:

- Green: We're confident that this combination is doing better than the original.
- Yellow: This combination could be doing a bit better or worse than the original, but there isn't enough data to be sure yet.
- Gray: This combination is performing at the same level as the original.
- Red: This combination isn't doing as well as the original.

The **chance to beat original** column displays the probability that a combination will be more successful than the original version. When numbers in this column are high, around 95%, that means a given combination is probably a good candidate to replace your original content. Low numbers in this column mean that the corresponding combination is a poor candidate for replacement.

Observed improvement displays the percent improvement over the original combination or variation. Because this percentage is a ratio of the conversion rate of a combination to the conversion rate of the original column, it will often vary widely. We suggest that you only concentrate on the improvement when a large amount of data has been collected and it can be considered more reliable.

Conversions/visitor is just that -- the raw data of how many conversions a particular combination or variation generated, divided by the number of visitors.

When the experiment has been running long enough to gather enough data, and Website Optimizer can clearly tell that one variation or combination is performing well, you'll see your report show an alert that a **high-confidence winner** has been found. This alert lets you know that one or more of the combinations or variations you are testing (depending on the type of experiment) has significantly out-performed your original content.

Try it Now: Review a Variations Report for an A/B Test

Learn how to review a variations report for an A/B test in your Website Optimizer account.

After you've completed an A/B test, you can follow the instructions below to review a variations report and analyze the data.

1. Sign into your Website Optimizer Account at www.google.com/websiteoptimizer.
2. In the **Status** column, select **View Report** for the A/B test you'd like to review.
3. Select the **Variations** tab and review data.

Questions to Consider:

1. How well is each variation performing, compared with your original content?
2. Does your report show an alert about a high-confidence winner? What's the significance of this alert?

About Website Optimizer Page Section Reports

Page section reports are provided for multivariate tests, not for A/B tests. In contrast to combinations and variations reports, which relate to your content performance as a whole, the page section report focuses on which variations within each page section of a multivariate test performed best. In addition to the columns shown for variations and combination reports, page section reports show one additional column: relevance rating.

Relevance rating shows how much impact a particular page section has on your experiment. For example, if your headline page section showed a relevance rating of 0, you'd know that the headlines you used didn't have much effect on increasing or decreasing conversions. Alternatively, a relevance rating of 5 for your image page section would show that there were one or more images which significantly differentiated themselves from the others, and that the images page section is important for conversions.

When viewing page section reports, keep in mind that choosing the highest-performing variation from each page section may not lead to the best results on your pages. Because there are interactions between the different variations in a multivariate test, it's better to take action based on the performance of combinations, rather than page sections. However, page sections with a high relevance rating may be good to study further in later experiments, since they have a notable impact on the actions users take.

Try it Now: Running a Page Section Report

Learn how to review a page section report for a completed experiment within your Google Website Optimizer account.

Once an experiment is run, you can follow the instructions below to review a page section report, analyze the data, and identify changes you can make to your account.

1. Sign into your Website Optimizer Account at www.google.com/websiteoptimizer.
2. In the "Status" column, select **View Report** for the multivariate test you'd like to review.
3. Select the **Page Sections** tab and review data.

Question to Consider:

1. In what page section did you receive a low relevance rating? What action might you consider taking?
2. In what page section did you receive a high relevance rating? What action might you consider taking?
3. Are the winning combinations from the combinations report (select the **Combinations** tab) the same as the individual winners for each section in the page sections report? If not, why do you think that is?

Getting Started with Website Optimizer

Overview of Experiments with Website Optimizer

The intent of all Website Optimizer experiments is to find the best-performing content for your page. What specifically "best-performing" means can vary from one page to another, depending on the goals of your site. A few examples:

- an e-commerce site can test whether users complete a purchase more often when they see pictures of the product or people
- a newsletter site can test if the headline "Cheap Widget Fixes" gets more paid sign-ups than "Fix Your Widget Fast" or "Need a Widget Fix?"
- a forum site can test whether more visitors register if the "Join Now" button is displayed on the right or left

You can run two types of experiments with Website Optimizer: A/B tests and multivariate tests. Both types of tests help measure customer reaction and improve return on investment. However, there are differences that make one test better than the other in certain situations.

A/B experiments allow you to test the performance of two or more entirely different versions of a page. There's plenty of design freedom with A/B testing: you can alter the look and feel, or move around the layout of your alternate pages. For example, to test whether a "Buy now" button performs better on the very top of the page, or in the middle, use an A/B test. It's the simpler type of test, and is the better type of test for pages that don't get a lot of traffic.

Multivariate tests, on the other hand, let you test multiple variables -- in this case, sections of a page -- simultaneously. For example, you could identify the headline, image, and promo text as parts of your page that you'd like to improve, and try out three different versions of each one. Website Optimizer would then show users different combinations of those versions (let's say, Headline #2, Image #3, and Promo Text #1) to see what users respond to best. Multivariate tests are more complicated, and typically require higher page traffic than A/B tests.

The type of test that you should choose depends on the type of website you have, and what you want to test. The steps involved in setting up an experiment are similar for both types of tests:

1. Identify the pages to test
2. Create alternate content
3. Add the experiment tags to your pages
4. Run the experiment
5. Study the results.

Identifying Webpages and Site Content for Experiments

When running an experiment, before doing anything else, you should choose the pages that you want to test. There are two essential pages to identify: your test page and your conversion page.

Your **test page** is the page that you'll be optimizing by making changes with Website Optimizer. To get results quickly, you want to choose a test page that receives a significant amount of traffic. Most importantly, your test page needs to have an impact on whether or not users take a desired action on your site, like a purchase, download, or sign-up. This action can often be in the form of a link to another page on your site, possibly your conversion page.

Your **conversion page** is the page that represents business results for you -- whether it's the page where a user makes a purchase, fills out an interest form, or downloads a white paper. When choosing a conversion page, consider the ultimate goal for users on your site. For example, if you want to measure what content on a product information page leads users to make a purchase, then your conversion page should be the final "thank you" page displayed when a purchase is complete. Or, if your purchases happen rarely or require offline interaction such as speaking with a sales representative, you can measure conversions based on intent to purchase. A conversion could be clicking a "More information" link, staying on a product page for a certain time period, or using click-to-call.

After selecting these pages, identify what specific content you'd like to try out on your test page. Common elements to test include headlines, layout, styles, images, promotional text, and conversion incentives. What you want to test will determine which type of test you will run: A/B or multivariate.

- To try out different layouts, move around sections of the page, or change the overall look and feel of a page, an A/B test is typically the right choice. A/B tests allow you to test two or more entirely different versions of a page, and give you complete design freedom.
- To test several variations on several sections of your page at once, a multivariate test is usually the best selection. Multivariate tests give you the flexibility to test several headlines simultaneously with several images, for example.

Once you've identified your pages and the type of test you'll run, the next step is to create the alternate content. For A/B tests, that's the alternate page variation -- the new layout or design of your page. For multivariate tests, it is the variation content for each page section -- for instance, the three new lines you want to try in your headline. During the experiment, visitors will see either the original content or the new variations you've created. This is so the experiment can determine which content leads to more people taking the desired action and reaching your conversion page. We'll show these results in your Website Optimizer reports.

Try it Now: Using Google Analytics to Determine Webpage and Site Content

You can review Google Analytics data to help you decide which webpages you may want to test using Website Optimizer.

Follow the instructions below to run a "Top Landing Pages" report and analyze performance data.

1. Sign into your Google Analytics account at www.google.com/analytics.
2. Click **Content** from the menu categories on the left-hand side of the page.
3. Select **Top Landing Pages**.
4. Above the table to the right, locate **Views**.
5. Select the fourth option, which will display a comparison of the Bounce Rate for the top landing pages with the site average.

Questions to Consider:

1. What is the ultimate goal of your site? Do your top landing pages direct visitors to that goal?
2. Which landing pages have a higher Bounce Rate than your site's average? Which pages have a lower Bounce Rate?

13.5 Using Google Website Optimizer

Planning Experiments with Website Optimizer

Overview of Experiment Goals with Website Optimizer

The simplest type of conversion to track with Website Optimizer is visits to a conversion page (such as a purchase confirmation page). However, not all conversions result in visiting a single different page. You can also track other types of goals:

- **Time on page:** If you want users to complete a particular action on your page that can be best measured through time -- such as reading an article completely -- you may find this goal is best tracked using time on page as a conversion goal. This method can also be used for online demos, videos, or other pages that don't receive a lot of traditional conversions. You can use a JavaScript function to measure time on page as a conversion.
- **Tracking all movement past the landing page:** To find out which content encourages visitors to navigate deeper into your site from your landing page, Website Optimizer lets you specify multiple conversion pages for a single test page. In this case, you don't particularly care which page they're visiting, but rather that they're not leaving your site after viewing your landing page.
- **Form submission:** Some conversions mean a click of a button, or another action on the current page that doesn't involve linking to another page. In this case, it is possible to track a conversion when a user clicks your "Sign up!" button or link, even if the URL of your page does not change.
- **Tracking multiple types of conversions:** In some cases, you may have more than one type of conversion that you'd like to count in an experiment -- such as a purchase and a mailing list signup. Even if you're not concerned with the specific action that they're taking, just that they're taking action, you can track all types of conversions. The different conversions will be added together in the report and they will not be tracked separately.

Keep in mind, however, that Website Optimizer will only report one conversion per visitor. For example, let's say your experiment is tracking both newsletter sign-ups and product purchases as conversion events. If a visitor completes both of these conversion events on your site, Website Optimizer will only count one conversion. This way, you can see which of your test pages leads to the most users to complete a conversion, regardless of the conversion type.

Preparing Site Content and Webpages for Experiments

After identifying your test page, the type of experiment that you'd like to run, and the goal actions that you'd like users to complete on your site, it's time to create the site content that you'd like to test in the experiment. If you plan to run an A/B test, this is the alternate variations of your test page -- your page with the new layout or colors. If you plan to run a multivariate test, this is the new variations for each page section you've identified -- maybe several new headlines and images you want to try.

When coming up with your new content for initial tests, it's helpful to start with variations that are significantly different from the original content. Often, you'll get inconclusive results if the test content is quite similar to the original content. When you try more intriguing, even provocative content, visitors will likely have very different reactions to each variation. The goal of the experiment is to find out which reaction is most advantageous to you.

Here are some suggestions for specific types of content changes:

- **Headlines**: Use your headline to test different pitches and see how highlighting different benefits of your product or business affects your results. From a style standpoint, you can also try short or long pitches, question versus statement, and formal versus informal tone. Make sure to include any keywords that you're using to drive traffic to the page.
- **Images**: Use your images to find out whether your users respond better to graphics or photos, personal or product-focused. Try testing a graphic design, a picture of your product, and a person using your product. You can also consider big versus small, and photo versus illustration.
- **Promotional text**: Consider your selling proposition and incentives. Instead of rattling off the cold facts about your product or service, think about what problem your product or service will solve for your user: quality versus convenience, features versus service, making money versus saving money. Also think about the amount of text and formatting. Would a short paragraph perform better than a series of bullets? Test to find out.
- **Layout**: Use your layout to make bold changes to the design of your page. Consider formatting: is a long sales letter better than a multi-column layout? A three-page pitch or one dense page? In some cases, you might even want to test less content on your page to see whether your users might react better to a cleaner site with less content. This is true even for multivariate tests in which you aren't changing the layout, so try blank content for a page section.

When your content is ready, you're ready to begin setting up your experiment in the Website Optimizer tool.

Running A/B Experiments with Website Optimizer

Overview of A/B Experiments

An A/B experiment allows you to test the performance of two, or more, entirely different versions of a page. A/B tests are a good choice if you want to move around different things on a page, want to change the overall look and feel of your page, or have a low amount of traffic and want fast results. A/B tests are the simpler version of testing with Website Optimizer. When running an A/B test, your goal will be to identify the alternate page variation that most outperforms your original test page.

After you've identified the test and conversion pages you'd like to include in the experiment, create your test content. For A/B tests, this is the entirely new versions of your test page that you'd like to try out. During your experiment, we'll show some of your users the original page, and some of your users the alternate pages you've created.

Once you've created your alternate pages, there are two additional steps before you can launch your experiment and see the results.

- Install tags to experiment pages
- Preview your experiment

Note that there are situations in which the A/B testing interface won't allow you to make desired customizations -- experiments that span multiple domains, for example. In these situations, Website Optimizer supports a more manual implementation of A/B testing through the multivariate experiment creation flow.

Installing Tags for A/B Experiments

After creating your experiment pages, the next step is to tag your pages with the Website Optimizer script, then validate that the pages have been tagged correctly. For A/B experiments, you'll need to add tags to your original page, all test page variations, and your conversion page.

There are three different scripts used to tag your pages, each with a different purpose.

- **Control script**: The control script communicates with Google's servers to retrieve alternative page information and ensures that individual users are tracked properly, by showing them the same variation each time and by not double-counting their visits should they come back to the page at a later time. This also controls how your traffic is redirected to the alternate pages.
- **Tracking script**: The tracking script sends pageview information to Google, so that visits will be recorded in your reports. This script contains an account number that's unique to your experiment.
- **Conversion script**: Similar to the tracking script, the conversion script sends pageview information to Google, so that a conversion will be recorded in your reports. This script contains an account number that's unique to your experiment.

You'll need to place these scripts in specific locations within the HTML source code of your pages. Once all of your pages have been tagged and uploaded to your server, you must validate the installation. Website Optimizer will visit your pages and check for correct installation of your code. If there are problems with the code, you'll be notified of the error and told on which page the error occurred so you can correct it.

If your pages are not externally visible, or your robots.txt file is blocking our crawler, then we won't be able to visit your pages for validation purposes. As an alternative, you can upload the HTML source of your pages and upload it into the Website Optimizer tool for offline validation.

After the tags have been installed and validated, you'll want to preview your experiment.

Previewing and Starting A/B Experiments

Before starting your A/B experiment, preview your test page variations in all popular web browsers to ensure there are no layout or markup issues or errors. You can preview your variations within the tool before you launch your experiment, or simply visit the URLs of the variation pages you have created for your experiment.

If your test page is behind a login, keep in mind that you may not be able to preview the variations within the Website Optimizer interface. You'll need to visit your live site and navigate through your pages in order to confirm that the test pages are appearing properly.

When you've ensured that your variations look as they should, you can start your experiment. Once you've started it, we'll vary traffic to your original page and your alternate versions, to see what users respond to best.

Running and Revising A/B Experiments

Once your experiment is running, Website Optimizer will begin collecting conversion data and displaying it in your reports so you can see how the content is performing. While the experiment runs, you have several options.

Pausing: You can pause your experiment at any time to temporarily stop Website Optimizer from displaying test variations and collecting data for new users. While your experiment is paused, new visitors to your site will see your original page content, and previous users will see whichever variation they saw previously. You can resume it anytime.

Editing: Some changes are possible to make while an experiment is running. You can disable a variation manually or through the auto-disable feature, which will stop it from appearing on your pages. Once a variation has been disabled, you can't re-enable it. You can also change the amount of traffic sent through the experiment.

Some changes aren't possible to make while an experiment is running, like updating a variation. In this case, you can stop your experiment and run it again using the copy feature. A new experiment is created with the same variations as the original, which you can change prior to launch to perform a slightly different test. There's no need to reinstall the tags on your pages in order to launch a copied experiment.

Stopping: If you wish, you may stop an experiment entirely. Website Optimizer will stop serving different variations to your pages and collecting data for both old and new users. You can choose which variation you'd like to display until you remove the experiment tags from your pages. You can't restart experiments that you've stopped.

You'll often stop an experiment when you're ready to make changes to your site based on the information collected in your reports.

Interpreting and Responding to A/B Report Data

For A/B tests, you'll see a variations report, which shows conversion data for your original content along with your alternate page variations. The column to pay attention to in this report is your **estimated conversion rate**, which reflects how well each variation is performing relative to your original content.

When you start running an experiment, there likely won't be enough data to make conclusions for some time. The amount of time for an experiment to collect enough data varies depending on the number of variations you're testing, the conversion rate on your page, and the amount of traffic you receive. Conversion rate range bars will start to appear for each variation after that variation has received at least 5 conversions.

When an experiment has been running long enough to gather enough data, and Website Optimizer can clearly tell that one variation is performing well, your report will show an alert that a **high-confidence winner** has been found. This alert lets you know that one or more of the variations you are testing has significantly outperformed your original content. In this case, we recommend that you stop the experiment and replace your original content with the content of the most successful variation.

If your report shows that the results were inconclusive, then either Website Optimizer wasn't able to sample a significant number of users, or there wasn't a significant difference between the variations tested. In this case, we suggest you edit and run your experiment again with some changes or try a test page that receives more traffic.

If you're seeing no data for some pages in your reports after more than a day, make sure you've tagged everything: the original page, the test page variations, and the conversion page. The Website Optimizer Troubleshooting section of this lesson also includes details for fixing issues that would result in no data appearing in your reports.

Running Multivariate Experiments with Website Optimizer

Overview of Multivariate Experiments

A multivariate test compares the effectiveness of changes made to specific sections of a webpage. Multivariate tests are best when you want to try several different versions of several different kinds of content on a page. For example, if you want to test new text for a sign-up button and a several different types of images on a page.

After you've identified the pages you'd like to include in the experiment and created your test content, there are several steps to take before you can launch your experiment and see the results.

- Installing tags to experiment pages
- Adding variations for each page section
- Previewing your experiment

When running a multivariate test, your results will show information about the performance of each individual combination. The total number of combinations depends on how many sections and variations you have. For example, if you are testing several sections, each with a different number of variations (3 headlines, 4 images, 2 button text variations), you will have many ways to put these variations together -- Headline A + Image C + Button B, for example -- resulting in 24 total combinations (3 x 4 x 2 = 24).

When running a multivariate test, your goal will be to identify the combination that most outperforms your original test page.

Installing Tags for Multivariate Experiments

After identifying your experiment pages, the next step is to tag your pages with the Website Optimizer script and then validate that the pages have been tagged correctly. If you're running a multivariate experiment, you need to add tags to both your test page and your conversion page.

There are several different scripts used to tag your pages, each with a different purpose.

- **Control script:** This script communicates with Google's servers to retrieve alternative page information, and ensures that individual users are tracked properly, by showing them the same variation each time, and by not double-counting their visits should they come back to the page at a later time.
- **Tracking script:** This script sends pageview information to Google, so that visits will be recorded in your reports. It contains an account number that's unique to your experiment.
- **Section script:** This script identifies which sections of the page will be varied for the experiment and manages the variations.
- **Conversion script**: Similar to the tracking script, the conversion script sends pageview information to Google, so that a conversion will be recorded in your reports. This script contains an account number that's unique to your experiment.

You'll need to place these scripts in specific locations within the HTML source code of your pages. Once all of your pages have been tagged and uploaded to your server, you must validate the installation. Website Optimizer will visit your pages and check for correct installation of your code. If there are problems with the code, you'll be notified of the error and told on which page the error occurred so you can correct it.

If your pages are not externally visible or your robots.txt file is blocking our crawler, then we won't be able to visit your pages for validation purposes. As an alternative, you can upload the HTML source of your pages into the Website Optimizer tool for offline validation.

After the tags have been installed and validated, you'll want to add the variations for each page section.

Adding or Changing Multivariate Variations

In a multivariate experiment, the variations are the alternate content that you're testing for each page section. Most commonly, Google will host these variations, but you can host them on your own site, if you prefer. If you choose Google hosting, add the variations into the Website Optimizer tool. In the tool, each variation will start with the original content as a base that you can edit.

As you add new variations, the total number of combinations increases. For example, in an experiment with two page sections (headline and image) and one variation for each section, you'll be testing four combinations:

- original headline + original image
- original headline + new image
- new headline + original image
- new headline + new image

Keep in mind that as you add more variations to your experiment, you'll need either more traffic or more time to get useful results.

Until you start the experiment, you can add, change, or remove the variations. After your experiment begins, you can no longer change the variations, since this would affect the results of the experiment.

Once all your variations are included in the Website Optimizer tool, you're ready to preview and start your experiment.

Previewing and Starting Multivariate Experiments

After creating your alternative content for each page section as variations in the Website Optimizer interface, your next step is to preview the combinations of those variations that will display to your users.

Website Optimizer offers an interface within the tool for previewing the variations you just entered. Using this interface, you can view each of the potential combinations that your visitors might see. Review all the combinations in the experiment and ensure that the variation content is being properly displayed.

Be aware that if your test page is behind a login, you may not be able to preview it within the Website Optimizer interface. You'll need to visit your live site and navigate through your pages in order to confirm that the test combinations are appearing properly. For a multivariate experiment, you may need to manually enter parameters onto your test page URL to define the specific experiment and combination (for example, #utmxid=Experiment_ID;utmxpreview=Combination).

When you've ensured that your variations look as they should, you can set the percentage of traffic to include in your experiment and decide whether to automatically disable losing variations. Then, launch your experiment. Once you start your experiment, we'll vary traffic to your original page and your combinations, to see what users respond to best.

Running and Revising Multivariate Experiments

Once your experiment is running, Website Optimizer will begin collecting conversion data and displaying it in your reports so you can see how the content is performing. While the experiment runs, you have several options.

Pausing: You can pause your experiment at any time to temporarily stop Website Optimizer from displaying test combinations and collecting data for new users. While your experiment is paused, new visitors to your site will see your original page content, and previous users will see whichever combination they saw previously. You can resume it anytime.

Editing: Some changes are possible to make while an experiment is running. You can disable a combination manually or through the auto-disable feature, which will stop it from appearing on your pages. Once a combination has been deleted from an experiment, you can't re-enable it. You can also change the amount of traffic sent through the experiment.

Some changes aren't possible to make while an experiment is running, like updating a combination. In this case, you can stop your experiment and run it again using the copy feature. A new experiment is created with the same page sections and variations as the original, which you can change prior to launch to perform a slightly different test. Unless you need to change the page sections, there's no need to reinstall the tags on your pages in order to launch the copy.

Stopping: If you wish, you may stop an experiment entirely. Stopping an experiment will stop serving different combinations to your pages and collecting data for both old and new users. You can choose which combination you'd like to display until you remove the experiment tags from your pages. You can't restart experiments that you've stopped.

You'll often stop an experiment when you're ready to make changes to your site based on the information collected in your reports.

Interpreting and Responding to Multivariate Report Data

For multivariate tests, you'll see a combinations report, which shows conversion data for your original content along with your combinations, and a page sections report, which shows the impact of each page section and variation at a more granular level.

The more complicated your experiment, the more combinations you'll see in your combinations report (for example, 6 headlines x 4 images x 3 taglines = 72 combinations). Your page sections report shows data for each section overall (in this case, you have three sections) as well as each individual variation.

For multivariate experiments, pay particular attention to these two statistics:

- **Estimated conversion rate** on your combinations report, which reflects how well each combination is performing relative to your original content.
- **Relevance rating** on your page sections report, which shows how much impact each page section had on user reaction.

When you start running an experiment, there likely won't be enough data to make conclusions for some time. The amount of time it'll take for an experiment to collect enough data varies depending on the number of combinations you're testing, the conversion rate on your page, and the amount of traffic you receive. Conversion rate range bars will start to appear for each variation after that variation has received at least 5 conversions.

When an experiment has run long enough to gather sufficient data, and when Website Optimizer can clearly tell that one combination is performing well, your combinations report will show an alert that a **high-confidence winner** has been found. This alert lets you know that one or more of the combinations you are testing has significantly outperformed your original content. In this case, we recommend that you stop the experiment and replace your original content with the content of the most successful combination.

If your report shows that the results were inconclusive, then either Website Optimizer wasn't able to sample a significant number of users, or there wasn't a significant difference between the variations tested. In this case, we suggest you edit and run your experiment again with fewer combinations or bolder variations, or try a test page that receives more traffic.

For inconclusive experiments, relevance rating can be helpful to determine where to focus your attention because it shows how much impact each page section had on your users. Sections with a high relevance rating (4/5 or 5/5) could be good candidates for further experimentation because they have a notable impact on the actions users take. Sections with a low relevance rating (0/5 or 1/5) didn't have much effect on increasing or decreasing conversion rate. You may want to try some bolder variations for these sections in future experiments to draw out user reactions.

If you're seeing no data for some pages in your reports after more than a day, make sure you've tagged everything: the original page, the test page sections, and the conversion page. The Website Optimizer Troubleshooting section of this lesson also includes details for fixing issues that would result in no data appearing in your reports.

Using Website Optimizer with Google Analytics

Benefits of Using Website Optimizer and Google Analytics Together

You can track your site with Google Analytics while you are running a Website Optimizer experiment. You'll need to set up Google Analytics separately from your Website Optimizer experiment, because the Google Analytics tags, though similar to those used in Website Optimizer experiments, are different.

Overall, Google Analytics and Website Optimizer are similar but different. Both give you information about user behavior on your pages. However, while Google Analytics simply tells you what's happening on your site, Website Optimizer can help you take action. You can use Google Analytics to track your site traffic and identify where you might want to make improvements, but Website Optimizer will give you the tools you need to improve your site and get convert users into customers.

When you sign up for Website Optimizer, we automatically assign an Analytics account for use with your experiments. You can use an existing Google Analytics account, or set up a new one to use specifically with Website Optimizer. Website Optimizer requires this in order to use the Google Analytics tracking technology to collect experiment data. You won't need to interact with Analytics to use Website Optimizer. Using Website Optimizer with Analytics doesn't conflict with any other tracking software you may be using.

If you set up Analytics and Website Optimizer correctly, then they should not interfere with each other, and in most instances you shouldn't need to disable one in order to use the other.

Combining Website Optimizer and Google Analytics Scripts

Google Website Optimizer uses code very similar to Google Analytics code to track and control your experiments. If your site is being tracked with Google Analytics, your Analytics code and your Website Optimizer code can coexist peacefully -- although they may need a few small adjustments to each code snippet.

When using both scripts on the same page, just paste the Website Optimizer script after the Analytics script. If you've customized your Google Analytics tracking scripts, in most cases you'll want to customize your Website Optimizer tracking scripts the same way. You must make specific modifications for multiple domains, multiple subdomains, and other tracking scripts in Google Analytics. In addition, you'll need to customize your control script if you've customized your cookie domain, cookie path, or cookie hash. View detailed instructions.

Interpreting Data from Website Optimizer and Google Analytics

Google Analytics and Website Optimizer both track user behavior on your pages. In addition, neither Google Analytics nor Google Website Optimizer measures solely AdWords traffic. Even so, it's common to see variations in their statistics.

One reason for this is if you've limited your traffic allocation for a particular experiment -- for example, if you've included only 50% of your page traffic in a test. In this case, Website Optimizer won't track all the conversions tracked through Google Analytics on the same pages.

In addition, Website Optimizer only counts unique conversions, unlike Analytics. With Website Optimizer, a single visitor can only convert once, even if they return the following day, week, or month. Also, Website Optimizer only counts conversions for visitors who first visited the test page. If a user converted through another route on the site, the conversion will be counted in Google Analytics, but not Website Optimizer.

When using Website Optimizer and Google Analytics together, we encourage you to create a filter in Analytics to exclude your test data from your other profiles. You may also wish to create an extra profile where you only measure your test pages. Finally, to evaluate the test outcome on different visitor segments, you can create [Advanced Segments]() and extra goals in your testing profile relevant to the test.

Troubleshooting Website Optimizer and Google Analytics Together

The issues encountered when using Website Optimizer and Google Analytics on the same pages are often related to improper implementation of their scripts.

Most frequently, you'll see no impressions recorded if the Website Optimizer code hasn't been correctly modified on pages that are already being tracked with Google Analytics. If you've modified your Google Analytics code, carefully review whether you have made the corresponding modifications to the Website Optimizer code. And if you're tracking across multiple domains and subdomains, ensure that you've customized the control script to account for modifications to the cookie domain, cookie path, or cookie hash in the Website Optimizer tracking scripts.

Another common issue involves the interaction of Website Optimizer code with the code for Google Analytics e-commerce tracking. If you're tracking e-commerce with Google Analytics, you may find that your Website Optimizer code has affected e-commerce data. Website Optimizer uses Analytics accounts to track experiments, and the additional Analytics account information can pollute your data.

To fix this, modify your Website Optimizer code to temporarily turn off Google Analytics e-commerce tracking whenever Website Optimizer tracks a page. That way, you can use both Google Analytics e-commerce tracking and Website Optimizer tracking on the same page.

Best Practices for Using Website Optimizer and Google Analytics Together

Google Analytics data can help you determine what to test with Website Optimizer.

Test pages
One of the simplest recommendations for running successful experiments with Website Optimizer is to choose a test page that receives a lot of traffic. You can use the Google Analytics **Top Content** report to identify pages on your site that draw the most users. Use the **bounce rate** to determine which pages users are departing from quickly and are therefore ripe for optimization. The e-commerce section of your Google Analytics report can also help you learn whether **product performance** is down for any particular categories, or identify products whose pages could use a revamp.

Test content
Google Analytics can also help you identify what sorts of test content might be effective on your pages. Use the **keywords** report to identify which keywords are driving users to which pages, then highlight those keywords in your test content on those pages. The **Destination Pages** report can also help you find which pages are difficult to locate on your site and which you should highlight further in your content or landing pages. Similarly, the Start Pages report will show you the pages where users are performing the most searches; you can use their specific search terms to determine what they expected to find on those pages, then use Website Optimizer to try out new versions.

Conversion pages
Google Analytics can also help you identify where users are dropping off in taking desired conversion actions on your site. For example, say the **funnels report** in the Google Analytics goals section shows you that users are leaving your conversion process or your website entirely partway through a three-page purchase process (contact details, payment details, confirmation page). You can use this information to test a different type of conversion on each page throughout your purchase process to see which will be most effective in retaining users from one step to another.

Try it Now: Using Google Analytics to Identify Test Content

You can review Google Analytics data to help you decide which content you may want to test using Website Optimizer.

Follow the instructions below to run a Keywords report and then analyze performance data.

1. Sign into your Google Analytics account at www.google.com/analytics.
2. Click **Traffic Sources** from the menu categories on the left-hand side of the page.
3. Select **Keywords** and review the data.
4. Click the second drop-down menu at the top of the table and select **Landing Page**.
5. Review the top keyword and landing page combination.

Questions to Consider:

1. Which keywords are driving users to specific pages? And which actions can you take based on this data?

2. Take a look at your top keyword/landing page combination. Which other landing pages does the keyword lead to? Likewise, which other keywords lead to that landing page?

Using Website Optimizer with Managed Accounts

Accessing Experiments for Managed Accounts

Website Optimizer is offered through a standalone interface at http://www.google.com/websiteoptimizer, and is also accessible as a tool through the AdWords interface. The same features and options are available through both interfaces, and you can only share access to a Website Optimizer account through Google Analytics or AdWords.

If you use the standalone interface, you can invite other users to access your Website Optimizer experiments by giving them Account Administrator access to the corresponding Google Analytics account.

If you use Website Optimizer within AdWords, and you'd like to invite other users to access your experiments, you'll need to grant each user access to AdWords by changing their access level in the My Account settings. In this case, the user will also require Account Administrator access to the Google Analytics account you are using in conjunction with Website Optimizer. You can give them access through the **Access Manager** in your Google Analytics account.

If you are a user with a My Client Center (MCC) manager and you'd like to allow him or her to access Website Optimizer, the standard MCC access won't be enough to let them run Website Optimizer on your account. You'll need to give them separate access to see and edit your Website Optimizer experiments. To give them access:

1. Visit Website Optimizer within AdWords.
2. View your experiment list page.
3. Click the **My Client Center User Access** link below the list.
4. Enter your MCC manager's email address.
5. Save.

If you are a My Client Center Manager and you'd like to share Website Optimizer data for a single client account with a colleague, you can grant them access to the Website Optimizer account using the MCC interface in AdWords. In this way, they'll only have access to that client's experiment data, rather than all AdWords data. Giving Website Optimizer access to MCCs does not require Google Analytics administrator access.

Once you've shared Website Optimizer access to an account with someone else, they'll be able to view and edit Website Optimizer experiments in that account. Remember, My Client Center managers cannot sign in to view Website Optimizer experiments through the standalone tool. MCC users must continue to sign in through AdWords.

Finding a Third Party Provider to Optimize Your Website

Google partners with third parties to offer service and support. These third parties can assist you if you don't have the technical resources to update your pages, or the marketing resources to develop alternative content for your pages. There are two types of third party support and services: Website Optimizer Authorized Consultants and Website Optimizer Technology Partners.

Website Optimizer Authorized Consultants provide a wide variety of professional services related to the Website Optimizer tool. These services include, but are not limited to the following:

- Experiment design
- Experiment set up and implementation
- Report analysis
- Phone and Internet chat support
- Personalized training

We also partner with Website Optimizer Technology Partners, who offer content management system (CMS) platforms that are fully compatible with Website Optimizer. These CMS platforms can be used to easily build, manage, and test a website to improve conversions. As an added benefit, most Website Optimizer Technology Partners offer auto-tagging functionality. This eliminates the need to manually insert the Website Optimizer tags into webpage source code, making it easier to launch experiments.

Third party support from Authorized Consultants and Technology Partners is available in a limited set of languages and regions.

Website Optimizer Troubleshooting

Identifying Problems with Website Optimizer

There are several common problems you may encounter with Website Optimizer tests and reports.

Common issues before launching an experiment

Previewing issues
Certain website settings prevent Website Optimizer from being able to provide automatic preview of your test page combinations or variations. For example, if your test page is password protected, part of a checkout process or session-specific, Website Optimizer may not be able to access your test page for previewing.

Tag validation issues
The same website settings that prevent Website Optimizer from being able to provide automatic preview also prevent the tool from accessing pages to validate experiment tags have been correctly installed.

Common issues after launching an experiment

Reporting issues
One of the most common issues is not seeing any data in your Website Optimizer reports. If you're only seeing visits, but no conversions, it's possible that the code wasn't implemented correctly on your conversion page. If you aren't seeing any data at all, then the tags were likely not added correctly to both your test page and conversion page. Alternatively, if your experiment seems to be double-reporting visit and conversion data, it's likely your webpages contain duplicate gwoTracker code.

Also, keep in mind that your data in Website Optimizer may not match your data in analytics tools such as Google Analytics. This can happen for a few reasons.

- **You've limited your traffic allocation for a particular experiment.** In this case, Website Optimizer intentionally only records statistics from only a fraction of the traffic recorded by analytics tools.
- **Your site offers more than one route to the conversion page.** In this case, Website Optimizer will record only a fraction of your conversion page traffic, since it analyzes the scenario specified in your experiment, while analytics tools record traffic from any of your pages.
- **Session lengths differ between Website Optimizer and analytics tools.** Website Optimizer uses a more extended session length than analytics tools, so it may record a different number of conversions for each visitor over the same time period.

Data discrepancies for these reasons are to be expected and shouldn't be considered a problem.

Resolving Problems with Website Optimizer

Resolving previewing issues

Even if Website Optimizer isn't able to reach your pages to provide automatic preview, you can still preview your page manually. Open your browser and navigate to your test page, taking whatever steps are required to get to your actual test page URL (such as entering a password or going through a checkout process). To preview test combinations for a multivariate experiment, you may need to manually enter parameters onto your test page URL to define the specific experiment and combination, following the format #utmxid=Experiment_ID;utmxpreview=Combination (for example, #utmxid=AAAAAAAaAaAAaaaaaAaAaaaaaAa;utmxpreview=0-4-1).

Resolving validation issues

If Website Optimizer can't access your pages on your live site, we'll allow you to upload your page's HTML source code so you can validate that the tags have been installed correctly. You may also wish to ensure that your robots.txt won't restrict our servers' crawler's access.

Resolving reporting issues

If you're seeing inaccurate report data or no data at all, the most common problem is that the code hasn't been installed completely or accurately. However, there are other reasons why this happens. These are the most common issues:

- **It has been less than an hour since you started your experiment.** It can take at least an hour before experiment data begins recording. We recommend you wait several hours (or overnight) after starting your experiment to check for results. It's common that you won't see any data for up to a day, depending on the traffic on your site.
- **Scripts were not installed on both your test and conversion pages.** The scripts generated specifically for your experiment must be installed on both the test and conversion pages, not just one or the other.
- **Scripts were re-used from a previous experiment.** Other than for copied experiments and follow-up experiments, you can't reuse scripts; you must use scripts generated for each specific experiment. Check that the profile ID number (_uacct) is accurate. See Step 2 of the experiment pages in your Website Optimizer account to see the generated script customized for your experiment.
- **You haven't modified Google Analytics variables in your code.** If your test page is also tracked by Google Analytics, and you have modified Google Analytics variables in your code (by modifying the timeout, for example, or if your site crosses multiple domains or subdomains), you must make the same modifications to your Website Optimizer code, as described in the section of this lesson on Using Website Optimizer with Google Analytics.
- **You are tracking across multiple domains or subdomains.** If your test page is also tracked by Google Analytics, and you have modified Google Analytics variables in your code, you will need to customize your control script.
- **Your website is not receiving any traffic.** If your site is getting no traffic, your experiment will also record zero impressions.
- **The percentage of traffic for your experiment isn't set high enough.** If you have very low traffic and you have also set a very low traffic percentage for your experiment, it may take longer than you expect to record impressions. With low traffic, you may need to increase the percentage to speed up your experiment.

Also, if you detect that your experiment is recording twice the number of impressions and conversions, the likely culprit is duplicate gwoTracker code in your webpages. To resolve it, simply delete or comment out the duplicate instance of the gwoTracker code on your pages.

In general, if an experiment was not tracking properly, it's a good idea to stop the original experiment, create a copy, then make any fixes before launching the copy. This will ensure that your data is complete and accurate.

Website Optimizer Best Practices

Best Practices for Running Experiments

While you're running an experiment, there are a few features and options you should be aware of that can save you time and help ensure the quality of your results.

Send all your traffic to the experiment. Allocating 100%, or at least the majority of your traffic to an experiment will increase the amount of data collected and help speed up results.

Make quick minor edits to experiments. If you need to make changes to an experiment, but the changes are minor, your best bet may be to copy the experiment. When you copy an experiment, all the settings and tags from the original are preserved. Rather than re-creating an experiment from the beginning, you can make small updates before running the experiment with changes.

Automatically disable losing variations. You have the option of automatically disabling any variation that doesn't perform as well as your original variation. This feature is useful if you don't want to serve underperforming pages to visitors and detract them from the pages that have proven to be more effective at driving up conversions or site engagement. Once you turn on this setting, it's important to note that any losing test that is automatically disabled will be removed from its experiment. It can't be re-enabled again, so please read through the descriptions of the level of controls you can choose from before turning on the setting.

Verify a winner: When the results of an experiment suggest a winning combination, you can choose to stop that experiment and run another where the only two combinations are the original and the winning combination. The winning combination will get most of the traffic while the original gets the remaining.

Running a follow-up experiment gives you two benefits. First, it'll enable you to verify the results of your original experiment by running a winning combination alongside the original. Second, it'll maximize conversions, by delivering the winning combination to the majority of your users. We encourage you to run follow-up experiments to get the best, most confident results for any changes you make to your site.

Best Practices for Improving Sites Based on Website Optimizer Results

Website Optimizer results are designed to provide you with clear action to take to improve your site.

The most distinct course of action recommended is when your experiment has a high-confidence winner, which is a combination or variation that has a high confidence (95% or greater) to beat the original. High-confidence winners don't occur in every experiment, but if your experiment does have one, we'll alert you in your report. We recommend that you implement high-confidence winners on your pages permanently to boost your conversion rate. Then keep experimenting! A high-confidence winner is a very good start, but you may be able to improve your conversions even more.

You can use Website Optimizer to temporarily display a particular combination on your pages after you've stopped your experiment. However, to permanently update your pages, you'll need to remove the experiment tags from your pages and replace it with the content of the preferred variation or combination.

13.6 Optimizing for Greater Conversions

Introduction to Optimizing for Greater Conversions

Overview of Conversions and their Impact

In online advertising, a conversion occurs when a click on your ad leads directly to user behavior you deem valuable, such as a purchase, signup, page view, or lead. With conversion data, you can make smarter online advertising decisions, particularly about what ads and keywords you invest in, and you can better measure your overall return on investment (ROI) for your AdWords campaigns. The Conversion Optimizer helps streamline bidding for conversions at a lower cost by optimizing your placement in the ad auction to make sure you get low-converting clicks only if they are cheap while still getting you as many high-converting clicks as profitable. Evaluating and optimizing for conversions is key to helping you identify the effectiveness of your AdWords ads and keywords.

Key Metrics for Tracking and Improving Conversions

To better track and improve conversions, it's useful to familiarize yourself with the following key metrics:

- **maximum cost-per-acquisition (CPA):** the most you're willing to pay for each conversion (such as a purchase or signup)
- **average cost-per-acquisition (CPA):** the average cost for each conversion
- **recommended maximum cost-per-acquisition (CPA) bid**: the average of the keyword bids, weighted by the number of conversions for each keyword
- **return on investment (ROI):** the ratio of the cost of advertising relative to the profit generated from conversions
- **daily conversions:** daily number of clicks on your ads that lead directly to user behavior you deem valuable (such as a purchase or signup)

Using Conversion Optimizer with Conversion Tracking

Overview of Conversion Optimizer

The Conversion Optimizer is an AdWords feature that uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It optimizes your placement in each ad auction to avoid unprofitable clicks and gets you as many profitable clicks as possible.

How it works:
With the Conversion Optimizer, you bid using a maximum cost-per-acquisition (CPA), which is the most you're willing to pay for each conversion (such as a purchase or signup). Using historical information about your campaign, the Conversion Optimizer automatically finds the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear. You still pay per click, but you no longer need to adjust your bids manually to reach your CPA goals and can benefit from improved return on investment (ROI). To calculate the optimal equivalent CPC bid, the Conversion Optimizer first calculates a predicted conversion rate for each auction, taking into account your ad's conversion history, the keyword's broad match query, the user's location, and the conversion rates of Google's search and Display Network partner sites. The feature then generates an ad rank by combining your CPA bid, quality score and predicted conversion rate.

The recommended maximum CPA bid is the ad group bid we suggest in order to keep your costs stable when you change from manual bidding to the Conversion Optimizer. The recommended bid is directly based on your current CPC bids and conversion rates over time. For example, if you have one ad group with two keywords, the Conversion Optimizer divides the current maximum CPC bid by the conversion rate to get a maximum CPA bid for each keyword. With the maximum CPA bid for each keyword, the Conversion Optimizer can compute the recommended maximum CPA bid for the campaign (the average of the keyword bids, weighted by the number of conversions for each keyword).

Improving your performance:
Many advertisers using Conversion Optimizer have achieved double-digit percentage increases in conversions, while paying the same price or less for each conversion.

Enabling Conversion Optimizer

To begin using the Conversion Optimizer, you must have AdWords Conversion Tracking enabled, and your campaign must have received at least 15 conversions in the last 30 days. Your campaign must also have only keywords.

Here's how to enable AdWords Conversion Tracking:

1. Visit https://adwords.google.com/select/ConversionTrackingHome
2. Click **Create a new action**.
3. Follow the steps provided. You'll be guided through the process of receiving your code, placing it on your site, and completing the set-up.

Read through the complete Conversion Tracking Setup Guide for more details.

Here's how to enable Conversion Optimizer, once AdWords Conversion Tracking has been activated:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Select the **Campaigns** tab.
3. Select the campaign name.
4. Select the **Settings** tab.
5. Next to 'Bidding option' click **Edit**.
6. Click the 'Focus on Conversions (Conversion Optimizer) radio button.
7. Click **Save** to finish.

Responding to Conversion Optimizer Data to Improve Conversions

If you're using conversion tracking, it's likely you're interested in two metrics:

- The number of conversions you get per day
- The average cost for each of these conversions (this is your average CPA, or cost-per-acquisition)

Here are three guidelines for assessing whether the Conversion Optimizer is working for you.

Guideline 1: Compare your campaign's conversions and average CPA before you enabled the Conversion Optimizer to its performance since then. Keep in mind that external factors, such as changes in your competitors' ads, can affect your campaign's key metrics from week to week. To help determine whether your campaign performance has been affected by changes you made or by external changes, you might consider comparing changes in the performance of your Conversion Optimizer campaigns to changes in your other campaigns.

Guideline 2: Look at the performance of your campaign in light of your goals for the Conversion Optimizer. Here are some example goals:

1. Maintain the same average CPA and get more conversions.
2. Decrease your average CPA and get more conversions than you would with CPC bidding, given the lower CPA.
3. Raise your average CPA and get more conversions than you would have while increasing your average CPA the same amount with CPC bidding.

You can shift your performance according to your primary goal by raising and lowering your maximum CPA bid. You can raise your max CPA bid if you want to increase traffic and conversions. If your average CPA is higher than you prefer, you can lower your bid, which will likely decrease both average CPA and the number of conversions.

Guideline 3: Keep in mind that changes in ad performance are natural, and you may need to use the Conversion Optimizer for some time to get an accurate understanding of its effects on your campaign's performance. For example, suppose a campaign normally receives 10 conversions per day, and it receives only 8 the day after it starts using the Conversion Optimizer. One would need to look at more than a day's worth of data to determine whether this drop is part of a long-term change in campaign performance; it could be natural for the campaign to have 8 to 12 conversions on any given day, but a change from 10 to 20 might not be natural.

Try it Now: View Conversion Optimizer Data and Select Improvement Strategy

Learn how to respond to conversion optimizer data and improve your results.

Follow the instructions below to run a report, analyze the data, and select an improvement strategy.

1. Sign in to an AdWords account that has Conversion Optimizer enabled for at least one campaign.
2. Run a report for each Conversion Optimizer-enabled campaign that includes your conversion tracking data. The date range should be the same number of days before & after you enabled the Conversion Optimizer for the campaign. We generally recommend looking at about 2 weeks before and after enabling Conversion Optimizer.

3. Compare your campaign's conversions and average CPA (1-per-click) before you enabled the Conversion Optimizer to its performance since then.
4. Evaluate the performance of your campaign based on the goals you've set for the Conversion Optimizer.
5. Based on the trends you see and your primary goal, consider raising or lowering your maximum CPA bid.

Questions to consider:

- If your primary goal is to increase traffic and conversions, would you want to increase or decrease your max CPA bid?
- If your average CPA is higher than you'd like, you can lower your max CPA bid. What effect might this have on the overall performance of your campaign?
- How does the fact that you can receive conversions up to 30 days after a click impact your average CPA and conversion rate?

Troubleshooting for Conversion Optimizer

You may encounter some of the following problems or limitations when using Conversion Optimizer:

Can't enable Conversion Optimizer:
The Conversion Optimizer relies on historical data collected through AdWords Conversion Tracking, so it isn't available for new campaigns, campaigns that just started using conversion tracking, or campaigns that have received fewer than 15 conversions in the last 30 days.

Actual cost-per-acquisition (CPA) exceeding maximum cost-per-acquisition (CPA):
Your actual CPA depends on factors outside of Google's control, so it may exceed the maximum CPA you specify. The Conversion Optimizer uses historical conversion data to predict the likelihood your ads will convert. However, your actual conversion rate can be affected by changes to your website and ads, or external factors such as increased competition. If your actual conversion rate turns out to be lower than the predicted conversion rate, your actual CPA may exceed your maximum CPA bid.

High average cost-per-acquisition:
If your average CPA is higher than you prefer, you can lower your bid, which will likely decrease both average CPA and the number of conversions. Conversely, you can raise your maximum CPA bid if you want to increase traffic and conversions.

Traffic rate decreases after enabling Conversion Optimizer:
If you notice a drop in traffic after turning on the Conversion Optimizer, it's likely the initial maximum CPA bid was too low. Setting a low maximum CPA bid is equivalent to decreasing the original CPC bids; it can result in lower position and less traffic on your ads. For this reason, it's best to use the recommended CPA bid provided when you begin to use the Conversion Optimizer. This bid is calculated to help ensure a smooth transition to your new bidding mode. Also, since the Conversion Optimizer aims to get you more conversions by avoiding traffic that doesn't result in conversions, you may see a decrease in impressions or clicks while increasing the number of conversions.

Conversion rate decreases after enabling Conversion Optimizer:
It's possible to see a drop in conversion rate when you start using Conversion Optimizer because you're observing an average of the conversion rate across all clicks. For example, suppose the Conversion Optimizer causes your campaign to have an increase in very cheap clicks with slightly lower conversion rates. If there were no other changes in your campaign, this change would appear as a decrease. However, the change in cost could have a very positive effect on your campaign profit.

Compatibility with other AdWords features, the search and Display Network, and third-party ads:
The following AdWords features are not compatible with the Conversion Optimizer:

- Separate Display Network bids (the Conversion Optimizer will automatically optimize your bids across the search and Display Networks.)
- Position preference
- Advanced ad scheduling (basic ad scheduling is supported.)

The Conversion Optimizer does work on the search and Display Networks and with third-party ads. (Note that AdWords Conversion Tracking is still required in order to use the Conversion Optimizer with third-party ads.)

Best Practices for Conversion Optimizer

Here are some best practices to help you get the most out of Conversion Optimizer.

Use the Conversion Optimizer on mature campaigns:
The Conversion Optimizer relies on historical conversion data in order to predict an accurate conversion rate, so the longer a

campaign has used conversion tracking, the more data the Conversion Optimizer has available to improve your ROI. For this reason, it's best to modify existing campaigns rather than create a new one. Campaigns with low traffic should run conversion tracking even longer before trying the Conversion Optimizer, and your campaign must have received at least 15 conversions in the last 30 days in order to be eligible to enable the feature. We also recommend using campaigns which group together related ads and ad groups with ads that are even more closely related.

Start with the recommended bid:
When you begin using the Conversion Optimizer, it's best to start with the recommended bid to help ensure a smooth transition to your new bidding mode. From this starting point, you can observe your performance and adjust your bid accordingly.

As with CPC bidding, the CPA bid you set is your primary control over how many conversions you'll get and how much you'll pay for them. If you want to increase traffic and conversions, you can raise your maximum CPA bid or try one of the following other options:

- If you're consistently hitting your budget, increase it to allow more visibility for your ads.
- Opt in to the Google Display Network.
- Add more relevant keywords to your ad groups.

If your average CPA is higher than you prefer, you can lower your bid, which will likely decrease both average CPA and the number of conversions. However, if you seem to be receiving fewer conversions using Conversion Optimizer than you did before using it, you should consider whether your maximum CPA bid may be too low.

Using Conversion Optimizer with multiple conversion types and values in a single campaign:
The Conversion Optimizer will work with multiple conversion types and values in a single campaign. For example, if your website is set up so that products for sale are mostly on different landing pages, make sure each product and landing page pair has its own ad group and then set a unique maximum CPA bid for each ad group.

Guidelines for making changes to your campaign:
The Conversion Optimizer is able to adapt quickly when changes are made which have minor effects on your campaign's conversion rate. For example, the following are unlikely to have negative effects on your campaign:

- Editing your maximum CPA bid
- Creating a new ad group
- Deleting or adding keywords
- Making small changes to your ads (such as a slight alteration of your ad text)
- Changing the conversion type reported in your tracking code (such as 'Lead' to 'Purchase')

You should be careful, however, not to make changes that will have substantial impact on your conversion rate, such as moving your conversion tracking code or combining five different campaigns into a single one. In this case, you should turn Conversion Optimizer off in the short-term. (Note that sudden changes in your conversion rate may cause the AdWords system to over predict the probability of a conversion and could cause the average CPA to exceed the maximum CPA bid.)

While Conversion Optimizer can adjust to gradual changes in the conversion rate, if your conversion rate alters dramatically from day to day during a seasonal period, we recommend that you monitor performance closely and adjust your bids accordingly.

14. Managing Multiple Accounts

14.1 Overview of Managing Multiple Accounts

Introduction to Managing Multiple Accounts

Key Concepts of Managing Multiple Accounts

AdWords makes managing multiple accounts easy. Our powerful tools can be especially helpful to large advertisers, agencies, third parties, enterprise organizations, and others who want to manage tens or hundreds of accounts in a simple, efficient, centralized way. We'll explain three tools in greater depth here: My Client Center (MCC), the AdWords Editor, and the AdWords Application Programming Interface (API).

Tools and Techniques for Managing Multiple Accounts

With My Client Center, you can manage hundreds of AdWords accounts quickly and easily from a single location.

More specifically, you can:

- View relevant information for all linked accounts in one easy-to-read dashboard
- Track performance, find accounts, manage account budgets, and create, link and unlink accounts
- Monitor your accounts more efficiently using our alerts-summary page, which shows all alerts for linked accounts and includes robust search capabilities

AdWords Editor is a second tool you can use to help manage multiple AdWords accounts. Using AdWords Editor, you can:

- Store several AdWords accounts for easy viewing and editing. (Only one account at a time may be edited, but you can easily add more accounts or switch between accounts that you've downloaded. And if you have a My Client Center account, you can use AdWords Editor to make changes to client accounts through your MCC login.)
- Help clients create new campaigns by creating and sharing with them an example campaign that can be used in multiple, different AdWords accounts
- Copy or move campaigns between accounts or within an account

The AdWords Application Programming Interface (API) allows developers to create and use applications that interact directly with the AdWords server to manage their accounts, instead of using the usual online AdWords interface. With these applications, advertisers can more efficiently manage large AdWords accounts and campaigns. Some possibilities for using the AdWords API include:

- Generating automatic keyword, ad text, URL, and custom reports
- Integrating AdWords data with other databases, such as inventory systems

Because application development requires technical expertise, we recommend that only advertisers who employ developers use the AdWords API. These types of advertisers typically include large, tech-savvy advertisers and third parties, such as SEMs (search engine marketers), agencies, and other online marketing professionals who manage multiple client accounts or large campaigns.

14.2 Managing Accounts with My Client Center (MCC)

Introduction to My Client Center (MCC)

Overview of MCC

Your My Client Center account, also called a client manager account or MCC, is an umbrella account containing access to individual AdWords accounts and other client manager accounts. It acts as a shell account that links individual AdWords accounts in one location.

Benefits of using MCC

With My Client Center, you can access multiple AdWords accounts via the client manager account login -- no more logging in and out to switch between AdWords accounts. In addition, client managers can see all their individual and client manager AdWords accounts in one place via the My Client Center view. With a My Client Center account, you can:

- Easily view all linked AdWords accounts, including other client manager accounts, via the My Client Center view.
- See high-level statistics for all linked AdWords accounts in one place.
- Use a single login to access all AdWords accounts.
- Generate reports across multiple client accounts at once, or download the client "dashboard" into a .csv file.
- Invite a client to be managed through an automated message.
- Create AdWords accounts in your MCC, and automatically link them to your master account upon creation.
- Create separate billing for each client.

Signing up for an MCC

It's easier than ever to sign up for a My Client Center account. Just visit http://www.google.com/adwords/myclientcenter, click "Sign up now," and follow the step-by-step instructions.

Navigating MCC pages

When signed in to your My Client Center (MCC) account, you can navigate to linked accounts by using the "Jump to client" drop-down menu located at the top of the page. This will show you all the accounts directly linked to your MCC account.

Alternatively, you can select an account by clicking on the account name in your My Client Center view. To return to your main view, click on the My Client Center link at the top of any page in your account.

In addition, the MCC Dashboard makes it easier to view a wide range of client account statistics from the highest level of your MCC account. Performance and budget statistics for client accounts are now shown on separate tabbed pages, providing a more comprehensive, top-level view of key stats across managed accounts. You can also now select time periods for viewing statistics, making it easy to limit your view of account statistics to a particular period of time.

On the Performance page, you'll find stats on clicks, conversions and conversion rates, as well as separate columns for Search and Display Network CTR, allowing for easier comparison of performance based on network placement.

On the Budget page, for accounts using account-level budgets or accounts on Manager Defined Spend, you'll find information about start- and end- dates, percent of budget spent, and total spend for each account.

About MCC 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.

Assigning Managers, Roles and Permissions

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.

Monitoring and Organizing Managed Accounts in MCC

About MCC Alerts

Your MCC Dashboard includes an alert summary box telling you about any current alerts associated with your managed accounts. You can view all alerts for your managed accounts by clicking the 'Alerts' link at the top of your MCC; from there, you can search among alerts by selecting 'Refine Search' on the MCC Alerts page.

Using MCC alerts

To view all alerts for accounts in your My Client Center, click the 'Alerts' link under your My Client Center tab. You can also refine your search to view only certain types of alerts, those triggered at certain times, and alerts for particular accounts.

Managing Client Budgets in MCC

Overview of Manager Defined Spend (MDS)

Manager Defined Spend (MDS) is a simple way for My Client Center (MCC) account-users to control their managed accounts' budgets. If you decide to move some or all of your managed accounts to MDS, you'll be able to create and modify these accounts' budgets instantaneously via your MCC dashboard. Additionally, you'll be billed for these accounts via one Manager Order-level monthly invoice.

A managed account is eligible for Manager Defined Spend (MDS) if it is one of the following:

- On monthly invoicing
- On credit card postpay
- On direct debit
- New

A managed account is ineligible for MDS if it is either:

- On prepay (unless it's converted to monthly invoicing - contact us to discuss this option)
- An account in which the client is billed directly (i.e., it's not linked to an MCC account and cannot be linked)

Setting up and Managing MDS for Client Accounts

It's simple to set up and start using MDS. Here's how:

1. With your AdWords Account Manager, decide which managed accounts you want to put on MDS.
2. Your Account Manager will work with our finance team to approve your MCC account for MDS and set up a Manager Defined Order (MDO).
3. Once approved, your Account Manager will send you a service agreement. Review, sign, and return the service agreement. Depending on your country, the service agreement may contain a URL and pin number that will also allow you to accept online.
4. Your Account Manager will notify you once the MDO has been applied to your MCC.
5. At this point, you will be able to create a budget for each managed account that you want on MDS.
6. You will be able to modify your managed accounts' budgets at any time via your MCC dashboard.
7. At the end of the month, you'll receive in the mail one Manager Order-level invoice for the managed accounts that you have on MDS, which you can pay via check or wire transfer. You can also access this invoice by clicking consolidated (.pdf) on your My Client Center account's Billing Summary page.

Troubleshooting and Best Practices for MCC

Troubleshooting Problems in MCC

There are a number of challenges you could run into -- nearly all of which have simple solutions. Here are a few more common ones:

Defining access for just certain groups of client accounts:

- Solution: Use sub-MCCs. By creating another MCC and linking it to the original, you can group specific accounts underneath that sub-MCC and grant someone access to that MCC only. Learn more.
- If you need to move client accounts around later, you can use the "change client manager" function to move one client account to another sub-MCC. Learn more.

Building out additional client accounts and sub-MCCs:

- Solution: Create unique log-in emails. Only one AdWords account can be associated with a Google Account login, so you must use distinct, functioning login emails for each of the managed accounts linked to your My Client Center. To obtain more login emails for your managed accounts, we recommend taking advantage of a free email service, such as Google's Gmail, or a free email service available from another provider. Learn more.

Linking an account that you're now managing -- that used to be managed by another MCC:

- Solution: Transferring management of a client account that used to be managed by a separate MCC takes a few steps. First, the client herself needs to take the step to unlink from the previous manager. Check out our detailed instructions.

Note that only MCC admins may change access levels for other MCC users or users of a child account. Learn more.

14.3 Using AdWords API

Overview of AdWords API

Introduction to the AdWords API

The AdWords Application Programming Interface (API) allows developers to use applications that interact directly with the AdWords server. With these applications, advertisers can manage large accounts and campaigns more efficiently. It offers the same AdWords functionality that is available through our online interface; the difference is that the API gives developers and users more flexibility to create additional applications and tools to manage their AdWords accounts.

The AdWords API is designed for developers representing large, tech-savvy advertisers and third parties. This includes search engine marketers (SEMs), agencies, and other online marketing professionals who manage multiple client accounts or large campaigns.

Because implementing the AdWords API takes technical expertise and programming skills, advertisers who employ developers can achieve the best results. API developer documentation is currently available only in Chinese (Simplified and Traditional), English, Japanese, and Korean.

AdWords API Benefits

With the AdWords API, you can employ programs that help you interact with your AdWords account more efficiently. You have many development and integration opportunities -- from simply pulling reports automatically to creating complex applications that integrate with existing databases and enterprise systems.

Depending on your programming talents and advertising needs, the possibilities are practically limitless. Some possibilities include:

- Generating automatic keyword, ad text, URL, and custom reports
- Integrating AdWords data with other databases, such as inventory systems
- Developing additional tools and applications to help you better manage AdWords accounts

Programming Languages Supported

The AdWords API uses SOAP 1.1 and WSDL 1.1.

- SOAP is the Simple Object Access Protocol. It's used for information exchange and RPC, usually (but not necessarily) over HTTP. More information can be found at SoapRPC.com.
- WSDL is the Web Service Description Language. It provides a formal description of a web service, much like CORBA's IDL. The WSDL file is all you need to know how to call the web service; toolkits can generate proxy code from a WSDL file directly.

All messages are sent via SSL (https) to protect our user's privacy, and are authenticated via embedded passwords. We do not currently use any of the higher-level WS-* specifications.

Our goal is to be interoperable with SOAP toolkits in any customer development environment. Currently we support Java, PHP, Python, .NET, Perl, and Ruby.

About AdWords API Versioning

The AdWords API is frequently updated, with the goal of feature parity with the online AdWords interface. We assign it a new version number each time it's updated. To allow developers time to migrate to new versions, old releases and documentation remain available and updated for four months after a new release.

When new versions eliminate or alter functionality available in previous (still available) releases, the Release Notes and Reference sections of the Developer's Guide will annotate these changes:

- The Reference section features version-based documentation, accessible through version-numbered links in the upper right corner of each page. To view differences between versions, click the "DIFF" link on the same navigation bar. Elements that have been removed from the earlier version will be shown with a strikethrough.
- Read the Release Notes for updates on features and functions. A blog post will also explain updates to newly released versions.

Getting Started with AdWords API

Signing Up for the AdWords API

To sign up for the AdWords API, you'll need a My Client Center (MCC) account. Read our FAQ to learn more about MCC. If you already have an MCC account, you can sign up for the AdWords API directly from the **My Account** tab. Click on "API Center" and follow the instructions to apply for AdWords API access. Make sure your information is correct and the URL you provide for your company is functioning. If the website is not a live page, we will not be able to process your application. During AdWords API registration, you'll be asked to provide developer, application, and user information. You'll also need to agree to our Terms & Conditions and provide billing information for API charges.

Please note that invoicing for the AdWords API is separate from other AdWords payments you may make for other charges (such as advertising costs). However, AdWords API charges will be applied to your total company credit line with Google. You can read our FAQ for more information on billing for the AdWords API.

You'll be assigned a Developer Token once your application is approved. This unique text string of letters, numbers and symbols is your key to accessing the API. Your token will be sent to your account email address and will also be available through your AdWords API Center -- accessible through your **My Account** tab.

Once approved, your token will be activated and you'll be able access the API by including it in your request headers when interacting with our system. Here are some resources you can use to help you get started:

- Developer's Guide
- Developer's Forum
- Sample Code

About AdWords API Web Services

Using the AdWords API, you can create and manage campaigns, ad groups, keywords, and ads. You can also generate keyword suggestions, get traffic estimates for predicted impressions, receive clicks and clickthrough rates, and retrieve reports on actual performance.

To access and manage your AdWords account using the AdWords API, you build a client application that connects to one or more of the provided web services. While each service can be used independently, most real-world scenarios (such as adding a new campaign that has ad groups, ads, and keywords) require a client application to use multiple services.

The core messaging technology for the AdWords API is Simple Object Access Protocol (SOAP), which is an XML- and HTTP-based protocol with wide support in the industry. The AdWords API uses document/literal style SOAP 1.1.

The AdWords API web services for v13 are listed by the Web Services Overview in the v13 Developer's Guide. The web services for v2009 are listed in the v2009 documentation.

About AdWords API Units, Fees, and Billing

Google AdWords API developers are charged US$0.25 (or local currency equivalent) per 1000 API units consumed. The rate sheet defines how different API operations consume varying amounts of API units. While some operations consume just one unit, other types consume more.

Visit the API Rate Sheet in the Developer's Guide to view specific unit costs per function.

Please note that certain developers who design proprietary applications to advertise their own businesses may be eligible for free API unit allocations. Agencies and developers of search engine marketing tools can apply for preferred AdWords API pricing to receive free API units.

AdWords API User Requirements

The AdWords API has its own Terms and Conditions that a developer must agree to, which are separate from (and in addition to) the standard AdWords Terms and Conditions. These can be found on the AdWords API site.

AdWords API Tools and Resources

Overview of AdWords API Tools and Resources

The AdWords API Service has a wealth of resources in addition to code documentation, to help developers get started quickly. We provide open source client libraries and existing applications that can serve as the foundation for new applications. Further, we offer a sandbox environment so developers can experiment without making changes to their account or using AdWords API units.

AdWords API Information Sources

You have five sources for AdWords API information:

- The AdWords API Developer Guide is the technical reference for individuals building AdWords API applications.
- The AdWords API Help Center answers frequently asked questions about the AdWords API offering.
- The Developer Forum offers a place to discuss the AdWords API with fellow developers and members of the Google AdWords API team.
- The AdWords API Blog hosts all AdWords API announcements, tips, and program updates. All product changes and new version launches are announced on the blog.
- The AdWords API Mailing List sends program announcements, updates, and launch notifications to your email address.

About the AdWords API Sandbox

The sandbox is a testing and development environment that replicates the functionality of the AdWords API web services. You can use the sandbox to:

- Develop and test applications without spending API units (calls made in the sandbox are free)
- Test logic that would modify your AdWords campaigns (changes in the sandbox never affect live campaigns)
- Develop an AdWords API client library without having an AdWords account (using the sandbox only requires a Google account)
- Develop against new or changed AdWords API methods before the changes go live on the production service

Learn about AdWords API Sandbox best practices.

About AdWords API Code Resources

For faster AdWords API development, the AdWords API Developer Guide includes multiple client code libraries and samples. The client libraries provide a high-level view of AdWords API functionality, making it easier to quickly develop applications.

Using these resources allows you to accelerate your development and focus on your business needs.

Troubleshooting & Best Practices for the AdWords API

Troubleshooting Problems with the AdWords API

When developing an AdWords API, it's important to correctly follow all the steps to sign up and sign into an account.

Always ensure you're using the correct version of the AdWords API and following that version's access instructions, sign-in instructions, and correct developer token usage.

If you run into issues, be sure to read the Help Center FAQs or visit the AdWords API Google Group and pose a question.

Best Practices for the AdWords API

The AdWords API Team routinely posts best practices to the AdWords API Blog -- so the top best practice is to subscribe to the AdWords API blog, and keep reading it.

15. Selling and Representing AdWords

15.1 The AdWords Value Proposition

The Wide Reach of Google AdWords

The Wide Reach of Google AdWords

Google AdWords equals relevant real-time distribution on a massive scale, 24 hours a day, seven days a week. Ads are distributed across the Google Network, which consists of Google properties like Google.com, Blogger and Gmail, the Google Search Network, and the Google Display Network. Users who click your ad are brought directly to your website.

Unlike traditional advertising and many forms of online advertising, where messages are broadcast to a general audience, ads on Google are shown only to people who indicate an interest in a specific topic. This is done when users type their query into the search box on Google search or the Google Search Network. On the Google Display Network, this is done through our sophisticated technology that contextually matches the content of the webpage to the theme of your keywords.

Try it Now: Match Features with Marketing Goals

Learn how to decide which AdWords targeting features most effectively meet your marketing goals.

Imagine that you have an advertiser that is launching a wedding planning business in Chicago, New York City, and a 50 mile radius around Los Angeles. They want to reach men and women between the ages of 25 and 65, who are actively searching for help on planning their own wedding or the wedding of a friend or family member.

1. Sign in to an Adwords account.
2. Choose **Create new campaign**.
3. In the 'Locations, Languages and Demographics' section, click **select one or more other locations**. Click **Browse** at the top and click **remove all** in the 'Selected Locations' box.
4. In the menu at the top, choose the plus sign next to Illinois, find Chicago, and check the box. Do the same for New York City.
5. Next, navigate to the **custom** tab at the top. Type 'Los Angeles, California' and then type '50' into the 'Show my ads within' box. Close the window and discard your changes.
6. In the 'Networks, Devices & extensions' section, select **Let me choose** and for the Display Network choose the 'Relevant pages only on the placements I manage' option. Choose **CANCEL** at the bottom.

Questions to Consider:

1. Even though the client is only offering their services in three locations, would it make sense to target the entire country? Why might it be worth considering this?
2. Within the Google Display Network, we chose the option that enables you to show on 'relevant pages on the placements that I manage.' What types of placements do you think these ads should appear on?
3. What other types of targeting are available on the Google Display Network that could further help this advertiser reach their desired audience?

The Value Proposition of AdWords Relevance

Why Relevance Is Important to Us

Why is relevance so important? High-quality ads benefit the entire online advertising system of Google, users, advertisers and publishers. If Google AdWords serves high-quality ads, then users learn to trust our ads as a relevant source of information. They click more often, which brings advertisers more targeted leads. Website publishers also benefit from relevant ads. If ads are relevant on the publishers' websites, then more users will click on the ads, thus providing revenue for the publisher.

If advertisers see a high return on investment from their advertising, they'll likely increase their spending with AdWords. This, in turn, gives Google a strong incentive to continue serving high-quality ads. If one party doesn't do its part, the entire system suffers. Our mission is to preserve the quality of all parties, and thus the health of the AdWords ecosystem.

Targeting with Precision and Scale

With traditional advertising and many forms of online advertising, ads are simply broadcast to a wide range of audiences. Google AdWords ads, however, are targeted to people's specific interests. In fact, a potential customer will only see your ads when he/she is searching for products and services like the ones you offer.

What's more, with AdWords you can target your ads to countries or territories, or to specific regions and cities. When someone enters your keyword on Google, the AdWords system uses several factors to determine whether to show your ad:

- We consider the Google domain being used (.fr, .de, .kr, etc.). If a user visits www.google.fr, the Google domain for France, she'll see ads targeted to France, regardless of her current location.
- We analyze the actual search term the user submits on Google to determine when to show ads targeted to a specific region or city. If someone enters a search query that contains a recognizable city or region, we may show appropriate regional or custom-targeted ads. For example, if someone searches for 'New York plumbers,' we may show relevant ads targeted to New York, regardless of the user's physical location.
- When possible, we determine the user's general physical location based on their computer's Internet Protocol (IP) address. An IP address is a unique number assigned by Internet Service Providers (ISPs) to each computer connected to the Internet. This applies to regionally or custom-targeted ads as well as all ads shown on Google.com. With regional and custom-targeted ads, if someone searches for 'plumbers' from a New York area IP address, for instance, we might display ads targeted to New York, even though 'New York' wasn't in the search query. With ads shown on Google.com, we also use IP address to target ads. For example, if a user with an Australian IP address visits Google.com, we'll display ads targeted to Australia, even though the user isn't accessing Google.com.au.
- Additionally, a user's language setting will determine which ads they can see. The 'Preferences' link on the Google homepage lets users choose the language in which they want to search. When the user sets the language preference, Google only displays ads that are targeted to the chosen language. For example, users who choose Spanish as their language preference see ads targeted to Spanish speakers. If the user doesn't specify a language preference, the Google domain (like Google.fr) determines the default language preference (in this case, French).

Precisely Controlling Ad Campaigns to Meet Advertiser Goals

In addition to targeting by location, there are a number of other ways to control ad campaigns to meet advertisers' goals.

- Network Devices - Where ads show on the Google Network is an important way to target the right audience. Ads are distributed across the Google Network which consists of Google properties like Blogger and Gmail, the Google Search Network, the Google Display Network and mobile devices with full internet browsers. For example, if I'm an advertiser and my goal is to only show on Google.com and nothing else, then I have that option. If I want to add mobile devices, I'd be able to make that change in the AdWords interface 24 hours a day, seven days a week. Selecting the right networks and devices will help target ads to the most relevant audience.
- Placement Targeting - Placement targeting lets you choose individual spots in the Display Network where you'd like to see your ads displayed. For example, if my goal was to precisely target a website within the Google Network, then I can create a placement targeted ad. Instead of selecting keywords, I will select placements (or webpages) for ads to show. This is a great way to get ads on websites that are relevant and/or complementary to the products or services being sold.
- Exclusion Tools
    - Site and Category Exclusion - lets you prevent your ads from appearing on individual websites or categories of webpages. For example, if my goal was to make sure my ad was not showing on my competitors' websites, then I can add their website to my site and category exclusion tool. My ad will no longer accrue clicks or impressions on those sites.
    - IP Exclusion Tool - enables you to specify IP addresses where you don't want your ads to appear. For example, if I was an advertising agency and I wanted to block my own IP address, I could use this tool to block my AdWords clicks and impressions.

The Value Proposition of AdWords ROI

Pricing

There are a few ways that Google AdWords has created value for return on investment. Let's see how Google does this through pricing:

- **Cost Per Click Model** - With keyword advertising, the cost-per-click model is one way advertisers have a strong return, since they are only charged when a user clicks on the ad.

- **AdWords Discounter** is a feature built into AdWords that will charge you the lowest possible CPC while still maintaining your position for each keyword. So even if you set an ad group maximum CPC of US$1.00, you won't necessarily be charged this full amount for every click. Your actual CPC (the amount you actually pay per click) is often less than the maximum CPC bid you specify for your ad group or keyword.

- **Smart Pricing** is a feature that automatically reduces the price advertisers pay for clicks if our data shows that a click from a Display Network page is less likely to result in a conversion. This means that if our smart pricing system predicts a particular Display Network page is likely to have a low conversion rate, we will automatically reduce the price advertisers pay for that click.

Reporting and Metrics

The reporting features of Google AdWords, in many opinions, is the biggest selling point. Because Google accounts for all clicks and impressions for every keyword, Google is able to report which keywords are performing well and which ones aren't. There's even more data that is collected and provided to make data driven decisions about managing your advertising campaigns.

This allows for advertisers to change their ad campaigns based off of these reports. The great part about it is that advertisers can make these changes 24 hours a day, 7 days a week.

How Brand Building with AdWords Aligns with Advertiser Goals

Both Google Search advertising and Display advertising help advertisers meet their branding needs.

- **Build brand awareness**: The Display Network allows you to build awareness by having a massive reach on both commercial sites, such as AOL, and very niche sites.
- **Understand a user's purchase intent**: AdWords (in combination with Google Analytics) can show you the time customers spend on your site. You can see which customer segments spend the most time on your site and which customers leave your site after getting to the landing page.
- **Understand if your ads are driving people to your site**: Your ad text clickthrough rate (CTR) and total number of clicks show your ad's performance.
- **Understand which sites your ads appear on**: The placement report shows the statistics for your ads on specific domains and URLs in the Display Network.
- **Test how messaging impacts brand**: Use Google search to test a few different messages to see what resonates with customers. For example, if a middle-of-the-line jewelry store wants to see how to market itself. should it sell on value, uniqueness or luxury? What are the most important competencies to highlight? By using Google search to test a few different messages quickly and inexpensively, the jewelry store can identify which messages customers respond to. Certain messages may work well with some search terms but perform poorly with others.

Overview of Value Proposition for Metrics

There are several ways you can track your AdWords ads and gauge the success of your campaigns. We've listed them here, starting with the most basic and moving toward the more advanced features.

- **Account Snapshot charts** offer a quick overview of your account performance, based on your chosen date range and metrics. The Account Snapshot page is typically the first page you'll see when you sign in to your account. If it isn't, you can make it your regular start page by clicking the link at the bottom of your Campaign Summary page.
- **Campaign statistics** include summary tables at each level of your account: campaign, ad group, and keyword. On your Campaigns tab, you can find customizable data on your clicks, impressions, clickthrough rates (CTR), average costs-per-click (Avg. CPC), and more. Use the date range selection fields at the top of each table to see data for a specific time period. Download these tables as reports on a recurring basis.
- **Conversion Tracking** is a way to monitor and evaluate how well your ad campaigns convert into meaningful actions like sales or newsletter signups. By tracking your conversions, you can see how many users took a certain action as a direct result of your AdWords ad campaigns.
- **Google Analytics** is a free tool in your AdWords account that offers insight into your campaign performance and website design. It shows you how people found your website, how they explored it, and how you can enhance their web experience. It can also help you understand how to improve your conversion rate and advertise more effectively.

Most Commonly Used Reports

- **Keyword reports** let you view statistics on how your keywords are performing across all campaigns, in selected campaigns, and in selected ad groups. See which keywords have stronger performance relative to the average position of the ad and the actual CPC when the ad was clicked. With this information, you can make data-driven decisions about what keywords to keep, what to bid, and what keywords to delete.
- **Ad reports** let you see statistics on how specific types of ad variations are performing. If you have more than one ad text in an ad group, then you may want to see which ad performs best. Delete poorly performing ads and create variations of the well performing ad to optimize your campaign.

- **Placement reports** show performance statistics for your ads on specific domains and URLs in the Display Network. You can use this report to learn where your ad is showing on the Display Network. Using this information, you can select which websites you'd like to continue showing on, and exclude the websites where you don't your ad to show.

- **Search term reports** shows performance data for search queries which triggered an ad that received clicks. Use this report to determine the correct match type for your existing keywords. If you'd like to get additional traffic to your site, this report can identify new keywords that you can add to your keyword list. Finally, if you see that your ads are appearing for non-relevant keywords, add those keywords as negative keywords to make sure that your ads don't show up for those terms.

- **Hourly reports** can be run with account, campaign and ad group reports. You can see what hours of the day your ads receive the most amount of traffic. While we don't give the exact time of day, we will give you the hour range of the day when your ad received the clicks (e.g. 1-2pm). Use this data to schedule your ad for the times of day when the ad performs the best.

How AdWords Aligns with Direct Response Advertiser Goals

Advertising on Google can help an advertiser meet many objectives. When selling AdWords, determining your customers' challenges and goals in advance can help you sell a Google advertising program that will meet their objectives and ensure success. For example:

- If your client's goals are to generate leads, then AdWords reporting (in combination with conversion tracking) can show how your advertising campaign is driving goals such as event registrations and signups.
- If your client's goals are to increase sales, then AdWords reporting (in combination with conversion tracking) can show the response to your advertising campaign.
- If your client's goals are to increase return on investment (ROI), then AdWords reporting (in combination with conversion tracking) can show the number of sales versus the cost to run the advertising campaign.

Once you know your customers' goals, you can use AdWords reporting to determine if you've reached those goals. If you have not, you can use reporting to make data-driven decisions for optimizing the advertising campaign to reach those goals.

15.2. Selling the Benefits of AdWords

Understanding Customer Needs

Overview of Understanding Client Needs

When you have a strong rapport with your clients, it's easy to find out what their needs are. Communicating value in a clear and succinct way, and clear recommended actions are key elements of this. But the first step is asking the right questions, and listening.

Conducting a Client Needs Analysis

You can perform a needs analysis to determine a client's current online marketing involvement, learn about their company/organization landscape, know who the decision makers are, and uncover company pain points.

Information about client needs can be obtained through a variety of research methods: individual research, everyday conversations, and formal assessment calls. The following questions are a good warm-up to any conversation and provide you with the necessary background information to build future questions:

- Are you currently doing any marketing for your business?
- What are your marketing goals?
- What are your best-selling products or services?
- Where else are you running ads online? Offline?
- Do you evaluate the return on your marketing investment?
- Do you have a website?
- Who handles marketing strategy for your business?
- How do you determine your marketing budget?
- Do you have a seasonal business?
- Do you have brick-and-mortar stores?
- Who are your competitors?
- What's your target audience?

In order to effectively build an AdWords account, it's important that you collect the right information from a business. Preparation is critical to your ability to sell Google AdWords. Before speaking with an advertiser about their online marketing needs, you'll want to do the following:

- Review their website: Have a basic understanding of the advertiser's business. What is their flagship product or service?
- Do some research: Are there articles about the business online? Are they already doing online marketing? Are they in the organic search results? How competitive is the ad space?
- Learn to speak their language: What vertical are they in? What is their sales cycle? Are there unfamiliar terms? Is there seasonality? What challenges might they face?
- Begin to plan: How might you build an AdWords account for this advertiser? What products or services would you include in an initial marketing strategy? What products or services might you recommend for expansion?

Aligning Client Needs with Goals and Opportunities

Many businesses struggle with the same challenges when confronted with making an investment in online marketing. Here are a few typical challenges and examples of their results:

- Limited time: Unable to effectively pursue new marketing strategies
- Lack of experience: Mistakes in online marketing campaigns
- Resource constraints: Cutting corners
- Not targeting audience effectively: Failure to generate revenue
- Inability to measure success: Suboptimal use of marketing budget
- Limited marketing strategy: Missing out on customer segments
- Limited budget: Limited investment in future

Sales representatives can also help clients understand the possible opportunities to get more sales or increase brand awareness -- including opportunities that they may not be aware of. These questions are designed to build awareness of AdWords features.

You can also help clients understand the possibilities in accurately addressing marketing needs -- including marketing needs that they may not be aware of. Here are a few questions designed to build awareness of AdWords features:

- Are you concerned that you're spending too much / not spending enough on marketing? (feature revealed: control over budget)
- Are you worried that your current media plan isn't as efficient as it could be? (features revealed: flexibility and local targeting)
- Are you concerned you may not know how to best target your advertising to your audience? (features revealed: reporting and targeting)
- Are you satisfied with the level of traffic, conversions etc., that you're seeing? (feature revealed: marketing reach and reporting)

Then you can drill a bit deeper to help your clients establish what impact the problem they identified has on the client and their business:

- Do you feel like you don't understand user behavior as well as you could? (problem uncovered: can't track landing pages)
- Does that have any related effects on making decisions about your product offering? (problem uncovered: unable to track performance)

You can also show clients how they can add value to their business by asking questions to highlight opportunities.

- How would online advertising help you achieve your goals?
- If you could improve your marketing ROI, what would your next step be?
- How would it help if you had more information about which of your products or services perform best online?

The Basic Google Sales Pitch

The Value of Hiring a Qualified Third Party for Account Management

Search engine marketing campaigns allow you to effectively target customers searching for products and services that you offer. But managing an online marketing campaign can require close attention and diligence. A qualified professional has experience and proficiency in creating AdWords campaigns for businesses, so they can save you time and resources by managing your campaign for you.

AdWords and Google Marketing Reach

Google helps you reach consumers in a relevant, accountable way.
Reach the audiences that matter most to your business. More than 170 million people use the Internet in the United States. Google’s network reaches 80% of these potential customers. You can target potential customers by neighborhood, city, state, or country. AdWords is available in 38 different languages and 250 countries.

AdWords Relevance

Connect with consumers when it’s relevant.
AdWords shows ads to potential customers when they're actively searching for what businesses like yours have to offer. Your ads are being placed when decisions are being made. Of consumers making in-store purchases in key categories, 89% have conducted online research prior to purchase.

AdWords Return on Investment (ROI)

Measure and improve your return on investment.
AdWords gives you a range of helpful online tracking tools so you can understand what’s working, what’s not, and which adjustments you can make to maximize your investment. It costs nothing to develop AdWords ads and there’s no minimum spend. You only pay when consumers click on your ad to go to your site. You can adjust, pause, or stop your campaigns at any time.

AdWords Impact on Conversions

In online advertising, a conversion occurs when a click on your ad leads directly to user behavior you deem valuable, such as a purchase, signup, page view, or lead. Conversion tracking, then, is a way to monitor and evaluate how well your ad campaigns convert into a meaningful action like a sale.

Because AdWords delivers people information about the products and services they're already looking for, it can help to drive conversions.

Your AdWords account includes a free conversion-tracking tool to measure your conversions and ultimately help you identify how effective your AdWords ads and keywords are for you.

To get started, just click 'Conversion Tracking' at the top of your account's 'Campaign Management' tab. Then click 'Create an Action' and follow the steps provided.

AdWords Costs and Flexibility

Costs

AdWords advertisers can choose cost-per-click (CPC) or cost-per-impression (CPM) pricing, whichever best suits their needs.

Under the Google AdWords CPC pricing model, advertisers pay for ad clicks, not impressions. If an advertiser's ads appear 50 times and receive five clicks, the advertiser is charged only for those five clicks. With CPM pricing, advertisers who prefer impression-based pricing can set their own price and receive traditional CPM metrics.

AdWords advertisers enjoy a tremendous level of control over their costs. They can set a maximum daily budget to help manage costs over the month and specific amounts they're willing to pay per click or per thousand impressions, which the AdWords system will never exceed.

AdWords advertisers can also set up Google's free conversion tracking tool and receive account reports by email so they can monitor their sales conversions and return on investment. (Please see the Reports and ROI lessons for more information.)

Flexibility

Because Google AdWords offers such a high degree of flexibility and control, it's an especially effective marketing tool to help advertisers:

- Generate leads
- Generate sales or conversions
- Create brand awareness

Handling Common Questions and Concerns

Overview of Common Questions and Concerns

Before beginning your sales process, you can prepare to address common concerns or objections from potential clients. Here are a few examples:

Explaining Paid Search vs.Organic Search

Many advertisers are unclear about the differences between paid and organic (natural search results) listings. It's helpful to clarify the differences. You can highlight that, while participation in AdWords will not impact their organic listings, paid placements in AdWords in addition to organic placement can be beneficial.

You can explain that advertisers found in both paid and organic listings are more likely to generate traffic with potential customers. It's best to have the most exposure possible for your business. Being in both organic and paid listings is valuable because it generates more traffic.

Proof of Publication

Budgets are used to determine the frequency in which advertiser ads show. With our flexible display approach, we may fulfill more of an advertiser's budget in the morning, afternoon, or evening, depending on user traffic patterns.

As always, our goal is to provide the most effective advertising possible for a set budget. The AdWords system is dynamic and works to serve ads throughout the day to maximize visibility for a budget. If an ad is not showing for every search query, there may be an opportunity to increase the budget in order to increase sales.

Explaining Google AdWords Policies and Invalid Clicks Issues

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

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

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

How Google Combats Invalid Clicks

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

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

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

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

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

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

Explaining the Search and Display Networks

The Google Network lets advertisers reach users across the Internet - from small newsletters to large search engines. Since search results pages make up a very small fraction of all pages viewed online, the Google Network provides a cost-effective way to reach users on the greater portion of the web. The Google Network is split into the Search Network, which includes Google and other search sites like Ask.com, and the Display Network, which includes Gmail, newsletters, and sites like the New York Times and HowStuffWorks.

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

The Display Network has the advantage of reaching potential customers at different points of the buying cycle. Not every potential customer is focused on conducting a search. Not every visitor is ready to buy at a given moment. The advertiser's challenge is to capture their attention at the right time.

For example, a user might begin a search for digital cameras with just an interest in reading reviews. While reading a review, though, that user might note the ads of online retailers or click on the ads themselves. With search-only advertising, this customer would have been missed.

With the Display Network, you can run ads in text and rich media ad formats. Image and video ads can be especially important in branding and marketing efforts. Google charges no additional fee to serve these ads. That's just another benefit of partnering with Google AdWords.

Here's one more benefit: 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. With no extra effort from you, Google technology helps you realize consistent value across Google and the Google Network.

15.3 Maintaining Client Relationships

Product

Connecting with Your Customer

Let's explore the various options of how to manage your relationships with your customers. The areas that we will cover today are:

- Supporting your customers
- Customers reaching your business
- Protecting clients' information
- Account ownership

Value of Hiring a Third-party Professional

Many advertisers may choose to work with you because they may not have a significant amount of time to invest in learning AdWords and managing their own advertising account. These advertisers put a significant amount of trust in hiring your business to help save time while maximizing the return on their investment. As a Google Advertising Professional, you should consider your client's core advertising needs and try to match them with your services.

You should understand your core value proposition compared to the other third-party professionals. We have outlined different considerations such as providing performance reports, optimization considerations and customer support considerations that will allow you to understand where you can provide value. We've also outlined additional educational opportunities to help you achieve your and your customers' goals.

Services and Operations

Now that we've talked about the product, let's talk about the services that you want to consider offering with your products, such as reporting, optimization, and account and relationship management.

Reporting

There are a lot of considerations when thinking about reporting. Here we've outlined a few things for you to consider when offering reports. We will cover:

- How often to share
- What to share at the very minimum
- Explaining account performance

What to Share on Reports

Update your client frequently with progress and areas of improvement. Always offer multiple metrics for success. This will ensure the client's expectations or definition of success don't get tied directly to one statistic. At the very minimum, here are some of the useful metrics to share:

- Clicks
- Impressions
- Average CPC
- Ad rank
- Cost spent on Google AdWords

You can also explore tools in the AdWords interface, as well as other free tools such as Google Trends, Insights for Search, Related Searches, and the Wonderwheel to help your clients reach their audience.

The more advertisers you support, the more information you probably want to share with them.

How Often You Should Share

Another consideration is how often would you like to report this information to your customers. You have a number of options, and we outline a few below:

- Send customers reports when they request them
- Send a weekly/monthly report via the AdWords interface
- Provide 'Report Access' into the AdWords account
- Provide your own UI or technology for advertisers to view their reports

Explaining the Performance of a New Account

Building a successful AdWords account is an iterative process. First, you set up relevant campaigns grouped by goals. Next, you test your ads and keywords. Once you evaluate your performance, you then optimize the AdWords investment based on your goals. It is a good rule of thumb to set your client's expectations that strong, fully optimized AdWords performance does not happen overnight.

Protecting Customer Information

At Google, we're committed to transparency and choice. We let you know what information we collect when you use our products and services, why we collect it, and how we safeguard it. Our privacy policies, videos, and product designs aim to make these things clear so that you can make informed choices about which products to use and how to use them. We suggest using the same approach to protecting your customers' information. Keep in mind that any person or website with access to your Google Account can access all the services tied to it. For example, if you use the same Google Account to sign in to Google Groups and AdWords, someone who knows your Google Account will be able to view your information for both services. Therefore, sharing your Google Account information isn't recommended. The best way to avoid information sharing is to keep your personal Google Account private, and never to enter your Google Accounts username and password on non-Google properties.

When managing your clients' account information, it is important to consider your My Client Center account management structure to put the right safeguards in place for all of your different clients' information.

One way to accomplish this is to set the proper privacy levels within a My Client Center account - and to think carefully about who should have access to what information.

In the My Client Center account, different users may have different access rights:

- The account owner with the sign-in credentials can invite others with different access rights at different levels.
- AdWords account users may invite users to share access to their accounts with others at three different levels:
  Administrative (highest level of access)
  Standard (access to most account features)
  Reports (can view and run reports)

We suggest providing the minimum access level that is needed. When there is too much going on in the MCC, there may be issues with multiple users working on the same accounts. Additionally, you don't want too many people to be able to make changes.

Visit our tips FAQ for step-by-step instructions on updating your log-in information. It includes specifics for advertisers who share accounts, client managers, and clients.

Account Ownership

It's our hope that every client you have will be satisfied and thriving with your help. However, for one reason or another you or your clients may choose to terminate the relationship. You'll need to consider who will own the AdWords account in the event that one party wants to stop doing business with the other. We recommend that you transfer ownership of the account to the client in these instances. If not, then be up front with the customer as to who will own the account should the relationship be terminated.

Placement

Considerations on Segmenting Your Market

With so many advertising channels today, it's difficult to understand where and how to place your message to reach the right customers. By segmenting your audience, you'll be able to target your message to those that are most likely to buy or use your services.

Some considerations:

- Do you specialize in a specific vertical or have expertise in a specific industry? This expertise is great because you'll know the industry trends, you'll have a better idea of the types of keywords to select, etc.
- Is there a specific demographic that is already drawn to your product? Could you focus on this group or offer additional incentives?
- Do you specialize in local businesses that want to target local customers? Or can you work with national accounts?

By asking yourself some of these questions, you'll start to develop a marketing strategy that helps you focus your efforts.