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- [Why is there a limit on the file size of my image ad?](#)
- [What image formats can I use?](#)
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- [What's the destination URL for video ads?](#)
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- [Can I mix video ads with text ads in the same Ad Group?](#)

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- [What do mobile ads look like?](#)
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- [How do you decide whether to show my mobile ad or my standard text ad?](#)
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- [Can I track mobile ad conversions?](#)

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- [What are XHTML, WML, and CHTML?](#)
- [How do I create a mobile web page?](#)
- [Can I target my mobile ads to different languages?](#)

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- [Why does the name of a region appear underneath my ad?](#)

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- ### Campaigns
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 - [How do I choose a daily budget for my cost-per-click campaign?](#)
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 - [Can I have my ads run at particular times of day?](#)
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 - [Why can't I click the ad scheduling link on the Edit Campaign Settings page?](#)
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- [What language and location ad targeting options do I have?](#)
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- [How can I make sure my ads appear on the Google Network?](#)
- [How do I assess the performance of my contextual and search advertising?](#)
- [How does participation in the Google Network affect my account performance?](#)
- [Lesson: How to Search and Content Placement Work?](#)
- [Lesson: What is the Google Network?](#)
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- [What will my ads look like on search results pages?](#)
- [How can I track search and content network clicks?](#)

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- [What will contextual ads look like?](#)
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- [How can I optimize my ads to take advantage of contextual advertising?](#)
- [Can I download reports for my contextual advertising statistics?](#)
- [How does contextual advertising work?](#)
- [Does contextual targeting affect the performance or ranking of my ads?](#)
- [Which campaigns should I try in contextual advertising?](#)

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- [How do I make my ads appear \(or not appear\) on Google Network sites?](#)
- [If I'm opted into the content network, how do I prevent my ads from appearing on specific websites?](#)
- [What is the site exclusion feature?](#)
- [Can I customize how Google contextual advertising works for my brand?](#)
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 - [What are site sections?](#)
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 - [Can I run site-targeted and keyword-targeted campaigns at the same time?](#)
 - [How do I add or delete sites from my site list?](#)
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 - [Why aren't categories available in my site tool?](#)
 - [Does demographic site selection affect my privacy?](#)
- ### Including Certain Sites
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 - [How do I choose the sites where my ad will run?](#)
 - [Can I choose the specific sites in the Google Network where my ads appear?](#)
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 - [Why can't I create a site-targeted campaign that targets people who speak my language?](#)
 - [What is demographic site selection?](#)
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- [How can I find out whether my ads are showing?](#)
- [Why might my website logs show different click patterns than what Google reports?](#)
- [Why do my clicks and impressions fluctuate day to day?](#)
- [What changes can I see in My Change History?](#)
- [Why do my contextual ad stats differ from my search stats?](#)
- [How current are the statistics in my AdWords account?](#)
- [Demos: Account Navigation](#)
- [What are web server logs?](#)

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- [What kind of reports will I get?](#)
- [What kinds of reports can I create?](#)
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- [In which formats can I download my reports?](#)
- [How can I use Saved Templates?](#)
- [Lesson: Reports](#)
- [How do I print my report graphs?](#)
- [How do I customize my report?](#)
- [What's the difference between on-demand and scheduled reports?](#)
- [How do I sort by column while viewing a report in the Report Center?](#)

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- [How do I run a Campaign Performance report?](#)
- [How do I start \(or stop\) having reports sent to me via email?](#)
- [How do I create a custom report?](#)
- [What is the difference between a Summary view and Hourly, Daily, Monthly, Quarterly or Yearly views?](#)
- [What are the totals and averages on a site/keyword report?](#)
- [How do I schedule a report to run periodically?](#)
- [Can I run a report that excludes paused or deleted ads?](#)
- [How do I delete a report?](#)
- [How do filters work? How can I best leverage them?](#)
- [When do my reports run?](#)
- [How are the values in report filters calculated?](#)
- [What's an Ad Performance Report? How do I run one?](#)
- [What's an invalid clicks report? How do I run one?](#)

- [How far back can I get performance reports with invalid clicks data?](#)
- [Am I charged for the filtered invalid clicks in my performance report?](#)
- [What's the difference between the report columns for Invalid Clicks and Invalid Clicks Rate?](#)
- [Where are the filtered invalid clicks on my report coming from?](#)
- [Can I get reports that include 'zero impression keywords'?](#)
- [What are hourly reports? How do I run ones?](#)

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- [Why don't all my keywords appear in my latest report?](#)
- [Why can't I run or retrieve a report for normal, in trial, or on hold keywords?](#)
- [Why do my reports download as Zip files?](#)
- [Why do my invalid clicks and clicks rates vary by campaign, date or time?](#)
- [Why can't I get hourly reports prior to February 1, 2005?](#)

Google Analytics

- [Will I need to paste the JavaScript code into my webpage for each campaign that I set up?](#)

Getting Started

- [Important Note About Creating New Profiles](#)
- [Google Analytics Installation Guide](#)

Installation Details

- [How long does it take to see report data after adding the tracking code?](#)
- [How do I run Google Analytics on my intranet?](#)
- [How can I obtain tracking code for secure pages?](#)
- [How do I install the tracking code on PHP sites?](#)
- [Can I host the urchin.js file locally?](#)

Tracking Domains and Subdomains

- [How do I track a site that uses domain aliases?](#)

Troubleshooting Tracking

- [What should I know about using Analytics with framed sites?](#)
- [Can I use both Google Analytics and Urchin 5 at the same time?](#)

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- [Where can I find my tracking code?](#)
- [Where do I place the Analytics code in my Blogspot domain?](#)
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Benefits of Google Analytics

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- [What are some questions Google Analytics answers?](#)

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- [Will the users of my Google Analytics account have access to my AdWords account?](#)
- [Can I link several Google Analytics accounts?](#)

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- [How much does Google Analytics cost?](#)
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- [How does Google Analytics work?](#)
- [Will Google Analytics cookies interfere with our website's cookies?](#)
- [What version of JavaScript does Google Analytics use?](#)
- [Where is the Profile Settings page?](#)
- [Does Google Analytics have a pageview limit?](#)

Google Analytics and Urchin

- [I'm upgrading to Google Analytics from Urchin On Demand. What do I need to do to take full advantage of Google Analytics?](#)

- [When will the Urchin 6 software be released?](#)
- [How does Google Analytics differ from Urchin on Demand?](#)

Missing Report Data

- [My transaction reports are missing data from certain categories \(such as "city" or "state" data\).](#)
- [I can't see the graphs in my reports.](#)

Puzzling Report Data

- [Why am I seeing two separate entries for 'Google' in my All CPC Analysis report?](#)
- [Why do I still see new pageviews after removing all of my Analytics tracking code?](#)

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- [How do I cancel my account?](#)

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- [How do I track banner ad exits?](#)

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- [Understanding campaign variables: The five dimensions of campaign tracking](#)
- [How does campaign tracking work?](#)
- [If a visitor clicks on ads from multiple campaigns before converting for a goal, which campaign gets credit for the conversion?](#)
- [What is Destination URL Auto-tagging?](#)

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- [How do I remove an e-commerce transaction from my reports?](#)

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- [How do I rename a profile?](#)

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- [Why isn't CPC data collected when using redirects?](#)

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- [How can I make Google Analytics identify additional search engines in the Referral reports?](#)
- [How can I configure Google Analytics to treat certain keywords or URLs as direct referrals instead of keywords?](#)

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- [Why do I see AdWords data from the wrong campaigns in my Analytics profiles?](#)

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- [Can Google Analytics email my reports to me?](#)
- [How do I interpret the reports for a website that has frames?](#)
- [How are redirects handled by Analytics?](#)
- [How do I set the time zone for my reports?](#)
- [What is the Site Overlay report?](#)
- [What information is contained in the Cross Segment Performance by Content sub-report?](#)
- [How are the Length of Visit report values calculated?](#)

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- [What does "Average Score" represent?](#)
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- [What are report dashboards and categories?](#)

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- [Why do my statistics differ between AdSense and Analytics?](#)

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- [What does google/referral mean?](#)
- [What are referrals coming from pagead2.googleindication.com?](#)

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- [Why is there no data in my All CPC Analysis or AdWords Analysis reports?](#)

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- [Who has access to my data in Google Analytics?](#)
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- [Why is Google Analytics not tracking some of the pages on my website?](#)
- [I'm having trouble creating a profile for my secure website.](#)

Linking my existing Google Analytics account to AdWords

- [How do I link my Google Analytics account to my AdWords account?](#)
- [Will shared AdWords account users have access to reports on \[www.google.com/analytics\]\(http://www.google.com/analytics\)?](#)
- [Can I track websites for which I'm not running an AdWords campaign?](#)
- [What is auto-tagging and how will it affect my ads?](#)
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- [How do I track all of the subdomains for my site in one profile?](#)
- [How do I use Google Analytics to track a 3rd-party shopping cart?](#)
- [My site has multiple domain names. How do I set up tracking?](#)
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- [I do not own my website domain. How do I set up Google Analytics?](#)

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- [I'm not seeing any data in my reports.](#)
- [How often is the data in the reports updated?](#)

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- [Will the Analytics JavaScript code interfere with our website's code?](#)
- [I am receiving an 'invalid input' error when I attempt to create a new profile.](#)

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- [How do I tag my links?](#)
- [How does Google Analytics differ from Adwords Conversion Tracking?](#)
- [The links to my site already contain my own campaign tracking variables. Can I use these variables instead of Google Analytics?](#)
- [Can Google Analytics track non-AdWords online advertising campaigns?](#)
- [Can I import cost data from other PPC programs such as Yahoo! Search Marketing \(Overture\)?](#)

E-commerce revenue

- [Why are the numbers in Google Analytics's e-commerce reports different from the numbers I get from my shopping cart service?](#)
- [My ROI reports show 0%. How do I set up ROI tracking?](#)

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- [How do I set up goals?](#)
- [How do I use actual e-commerce values as my goal value?](#)
- [How do I set up goals and funnels for dynamically generated pages?](#)
- [Why isn't Google Analytics tracking my goals?](#)
- [The URLs for each step in my Defined Funnel Path are identical. How can I track each step as if it were a unique URL?](#)
- [How do I set up goals and funnels for Flash pages?](#)

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- [How do I track clicks on outbound links?](#)
- [How do I track files \(such as PDF, AVI, or WMV\) that are downloaded from my site?](#)
- [How do I track Flash events?](#)
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- [How do I track AJAX applications?](#)

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- [How do I track unique areas within my website separately?](#)

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- [How do I track a new website?](#)
- [Why does Google Analytics report different values than some other web analytics solutions?](#)

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- [Why are "/" and "/index.html" tracked separately in my reports, even though they're the same page?](#)
- [I'm using Urchin 5 with the IP+UserAgent tracking method, and now I'm trying Google Analytics. Why am I noticing lower pageview statistics?](#)
- [Why do AdWords and Analytics show different figures in my reports?](#)

to make changes to my report data

- [How can I exclude my internal traffic from my reports?](#)
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- [By default, visitor sessions timeout after 30 minutes of inactivity. How can I change this setting?](#)

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- [Why is my Site Overlay report not working?](#)

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- [How do I restrict a user's access to certain domains or reports?](#)
- [Can I upload existing log or reporting data into my Google Analytics account?](#)
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- [What is a filter?](#)
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- [How can I classify my visitors according to what pages they visit on my site or what their responses on a form are?](#)

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- [What is A/B Testing and how can it help me?](#)
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- [How do I grant other users access to my Analytics reports?](#)
- [How do I log in to Google Analytics?](#)
- [If I link my account to AdWords, will I still be able to access Google Analytics through \[www.google.com/analytics\]\(http://www.google.com/analytics\)?](#)

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- [The Terms of Service seem to indicate I can't use Google Analytics for commercial purposes.](#)

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- [I have added an "include" filter to my profile. Why am I no longer seeing any data in my reports?](#)

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- [Can I use AdWords' keyword parameter to set utm_term?](#)

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- [How do I install the tracking code if my site spans multiple domains?](#)

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Optimization Program

What's an AdWords campaign optimization?

Occasionally, we'll suggest modifications to your campaign that may improve its overall performance. When you log into your account, you'll see these proposed optimization changes on your Campaign Management screen, and will have the option of accepting or rejecting them.

With AdWords campaign optimizations, you'll enjoy the following benefits:

- We create your proposal based on our experience managing numerous AdWords ads. We also consider your unique advertising situation.
- We do the work for you. All you need to do is review, then approve or reject our proposal.
- You'll experience no advertising downtime. We create our proposal while your campaign is still running.
- You can improve your clickthrough rates (CTR) and return on investment.
- You'll have more time to focus on other aspects of your business.

What happens if I make changes to my campaign at any time from now until I receive your optimization proposal?

In some cases, if you make changes to the same campaign we've optimized, you may lose those changes. Consider the following examples:

- You delete one of your keywords in an Ad Group. We propose an optimization and suggest that you modify the CPC amounts for all your keywords in this same Ad Group. If you accept our optimization, the keyword that you originally deleted will be added back into your campaign.
- You change the destination URL for your keyword in an Ad Group. We propose an optimization and suggest that you modify the maximum cost per click (CPC) for this same keyword. If you accept our optimization, the previous keyword destination URL will override your latest URL change.

Please note that you can work around these types of scenarios by doing either of the following:

- Go back to your campaign and re-edit whatever changes were overridden.

- Email your updates to the client service representative who is assisting with your optimization so your changes can be included in the optimization proposal.

Does Google charge a fee for optimizations?

No. We're currently offering Google AdWords account optimizations at no charge.

Can I revert back to my original campaign if I'm not satisfied with the results of the optimization?

There isn't an instant 'undo' function; however, you can always go back and manually update your campaign.

What happens if I accept the adjusted maximum CPCs?

If you select the option to Accept maximum CPC changes for your Ad Group, your keyword cost-per-click (CPC) amounts will be raised or lowered to the amount estimated to get you the most clicks for your existing daily budget.

If you don't select this option, any new keywords will be set to your default Ad Group maximum CPC, and existing keywords will remain at their current CPC amount.

Accepting the maximum CPC changes can help improve your Ad Rank, which is determined by your maximum CPC times the matched keyword's Quality Score.

What happens if I decline the proposed optimization?

If you reject our optimization, the proposed changes will be removed from your Campaign Management screen. Your existing campaign(s) will continue to run as usual.

I received your campaign optimization proposal. What now?

Now it's up to you. You can accept our suggested modifications, reject them, request different changes, or review them later.

To review our suggested optimization modifications:

- Log into your account. Click the second link in the invitation message at the top of your Campaign Management screen.
- Click **Show Explanation of Your Optimization** to read comments from the AdWords specialist who created your proposal. (This step is optional.)
- Review the changes in the Campaign Settings and Ad Groups tables. (Depending on the optimization, you might only see changes in one of the tables.)
- Click the **Approve** or **Decline** radio buttons beside each proposed modification in the table.
- Once you've marked each suggestion in the table, click **Optimize**. All suggestions you've approved will be activated immediately. Suggestions you've declined will be removed from your account.
- If you want to cancel this process and review the proposal later, simply click the **Back** button on your browser.
- If you want to cancel this process and permanently remove all suggested modifications from your account, click **Decline All**.

How can I request an optimization for my other campaigns?

You may contact your assigned specialist at any time to request an optimization for your other campaigns – simply respond to the email you received from your specialist when the optimization process first began.

You may also contact your specialist in the following manner:

<https://adwords.google.com/support?fullidump=1>

- Log in to your account.
- On the Campaign Summary page, locate your campaign being optimized. Click View optimization beside this campaign.
- On the right side of the Proposed Changes screen, click Questions about this? Contact an optimizer.
- Complete the email fields on the Contact Us page that appears.
- Click Send.

What kinds of changes might you propose when you optimize my account?

Our specialists rely on a number of techniques when they optimize your account. These techniques include:

- Adding plurals, synonyms, and related phrases to your keyword lists.
Fine-tuning your [keyword matching options](#).
- Revising your ad text.
- Organizing your Ad Groups based on your products, services, or other categories.

Our specialists have developed these techniques based on their experience managing numerous AdWords ads.

Do you guarantee performance improvements?

With our experience optimizing AdWords campaigns, we're confident that our optimizations will improve your account's performance. However, because many factors can influence the success of search-based advertising, we can't guarantee specific results.

How quickly will my accepted optimization changes go into effect?

There's no waiting period for any of these changes. Any suggestions you accept and apply to your campaign will be activated immediately.

What if I want to make changes other than the ones you're proposing?

If you'd like to make changes other than the ones we're proposing, you may:

- Contact the AdWords specialist performing your optimization and request specific changes.
- Take note of the optimization ideas you like, then update your existing campaign after accepting or rejecting the proposal.

Can I edit an optimization before I accept it?

Only Google AdWords Specialists can make changes to optimization proposals. However, at any point during the optimization process, you can:

- [Send a message](#) to our AdWords specialists requesting specific changes.
- Take note of the optimization ideas you like, then accept or reject the optimization. You can then incorporate our edits with your own changes.

<https://adwords.google.com/summary?fullscreen=1>

Can I accept some proposed optimization changes and not others?

You must accept or reject all proposed changes *within* an Ad Group. However, you can simultaneously accept all changes in one Ad Group while rejecting all changes in another Ad Group.

What kinds of campaigns can you optimize?

Google AdWords specialists may propose optimizations for any of your active and paused campaigns. (Please note that if you accept changes for your paused campaigns, you'll still need to reactivate them on your own.) We don't offer optimizations for deleted campaigns.

Can I review the optimization first? What are my options after I review it?

Optimizations are only suggestions. You'll always have full control over every part of your AdWords account. If you see a proposed account optimization when you log in, you may:

- Accept all of the proposed Ad Group changes.
- Reject all of the proposed Ad Group changes.
- Email the specialist who created your optimization proposal and ask for different changes.
- Ignore the proposal and review it later.

Section 7 - Modify Campaigns

Optimizing your campaigns regularly will help you keep up with users and market trends and ultimately reach your advertising goals.

Evaluate your campaign performance and make changes as necessary.

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 call-to-action in your ad text, delete that ad and try something else. You can find instructions for editing your account settings [here](#).

Section 6 - Track Performance

Monitoring your results allows you to ensure you're getting a good return on your investment

Check your account statistics.

Your CTR, minimum bid, and keyword status are good initial indicators of how well your ads are performing. Your ~~account statistics~~ are reported at the campaign, Ad Group, and keyword or site levels. They include clicks, impressions, CTR, average CPC or CPM, cost, average position, conversion rate, and cost-per-conversion.

Create reports.

You can ~~create custom reports~~ that tell you exactly what statistics you want to know, from the campaign level to the keyword or site level.

Use web analytics.

~~Google Analytics~~ helps you analyze what people are doing on your site. Detailed information about user behavior can help you create more targeted and effective landing pages.

Section 5 - Website

Ultimately, your website determines how well your ads convert, so be sure it's designed to let users complete the action you want them to take.

Point users to the right landing page.

Typical internet users decide quickly whether to stay on a website or move on to another. When users click on your ad, they should arrive at a landing page clearly displaying the information or product offered in your ad. If users don't immediately find what prompted them to click on your ad, they're more likely to leave your site without converting.

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. You might consider using [Google Analytics](#) to get a better idea of how well your site is working.

Keep the user experience in mind.

As you design or redesign your landing page and website, make the user experience a high priority. For example:

- Place important information and images on the top left, where the eye naturally goes first.
- Help people get what they want in three clicks or fewer.
- Cut out popups and popunders.
- Create a simple process for users to complete transactions.

Read our [guidelines for landing page and site quality](#) to learn more about providing a quality user experience for your visitors.

Section 4 - Ads

The content of your ads should capture users' attention and set your business apart.

Include keywords in your ad text (for keyword-targeted ads).

Include your keywords in your ad text (especially the title) to show users that your ad relates to their search. If your ad shows when a user searches on a keyword in your Ad Group, the keyword will appear in bold in your ad text. Also, users tend to search for products and services, so avoid using your company name in the ad title unless your goal is brand/company name recognition.

Create simple, enticing ads.

What makes your product or service stand out from your competitors? Highlight these key differentiating points in your ad. Be sure to describe any unique features or promotions you offer.

Use a strong call-to-action.

Your ad should convey a call-to-action 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, Sell, Order, Browse, Sign up, and Get a Quote*.

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 one often.

Section 2 - Organize

A well-structured account is easy to manage and allows you to effectively target your audience.

Organize your campaigns by topic.

Create separate campaigns for each of your product lines, resources, or brands. This helps you monitor your advertising more easily and make the necessary adjustments to improve your campaign performance. Ask yourself what you want to achieve with each campaign. Then structure your campaign based on this goal. [View a diagram and learn more](#) about the structure of your account.

Target the right languages and locations.

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.'

Create highly specific Ad Groups.

As with your campaigns, each Ad Group should center on a single product or service to ensure your ads reach the most qualified users. Build a list of [keywords or sites](#), then separate them into related Ad Groups. Create ads that pertain directly to that list. For example, if you sell mp3 players, and you've organized your campaigns by brand, create multiple Ad Groups based on the models of each brand.

Avoid duplicate keywords across Ad Groups.

Google shows only one ad per advertiser on a particular keyword, so there's no need to include duplicate keywords in different Ad Groups or campaigns. Identical keywords compete against each other, and the better-performing keyword triggers your ad.

Section 1 - Goals

Your optimization strategy depends on the objectives that you define for your campaigns.

With specific goals in mind, you can work strategically to achieve your objectives, track your performance, and make the modifications necessary to get the results you want. Here are some typical objectives and sample focus areas for each goal:

"I want to get more clicks."

Focus on keywords and sites. Increase your ad exposure by adding keywords and sites to your Ad Groups.

"I want to increase my clickthrough rate (CTR)."

Focus on keywords and sites. Attract more clicks by refining your ads, and eliminate extra impressions by choosing highly targeted keywords and sites and using negative keywords.

"I want to improve my return on investment (ROI)."

First, focus on your ads and your keywords and sites to attract the right audience. Then focus on your website. Be sure your landing page and site are set up to let users find what your ad offers.

Section 3 - Keywords and Sites

The more relevant your keywords and sites to your goals, the more easily you can reach your potential customers.

Keyword-targeted campaigns

Choose your keywords carefully.

Include specific keywords that directly relate to the specific theme of your Ad Group and landing page. For optimal ad visibility, include relevant keyword variations, along with singular and plural versions. If applicable, consider using colloquial terms, alternate spellings, synonyms, and product or serial numbers. The Keyword Tool can help generate lists of possible keywords.

Take advantage of keyword matching options.

With some keywords, you'll get more ad impressions; with others, you'll get fewer impressions but potentially more clicks. By strategically using keyword matching options, you can reach the most appropriate prospects, potentially reduce your actual CPC or CPM, and increase your ROI. For example, use negative keywords to reduce irrelevant ad impressions and increase your Quality Score.

Use unique keyword URLs.

Keyword Destination URLs send users to a specific landing page, ensuring your customer arrives immediately at the most relevant page for the keyword that triggered your ad. Edit individual keyword URLs by clicking 'Edit Keyword Settings' above your keyword table.

Site-targeted campaigns

Choose your sites carefully.

Include sites that are relevant to your products or services, and be sure to choose enough sites. The more relevant sites you target, the better the chances your ad will show. We provide three ways to choose sites: enter URLs, describe topics, and select demographics. For an effective list, we strongly suggest using all three methods.

If necessary, target site sections.

If an entire website isn't relevant to your ads, you have the option to target only the relevant parts of the site. This option may be appropriate for you if the site covers a variety of topics, not all of which are relevant to your advertising. For example, if you sell kitchen appliances, you might choose to advertise only on the food section of a news site rather than placing ads across the entire site.

About AdWords : Interested in AdWords : Cost Overview

How much does AdWords cost?

In the Google AdWords program, the cost of your campaigns really depends on you -- how much you're willing to pay and how well you know your audience. It all boils down to knowing your own goals and applying them to your account.

There is a nominal, one-time activation fee for Google AdWords. After that, you pay only for clicks on your keyword-targeted AdWords ads, or for impressions on your site-targeted AdWords ads. You can control your costs by selecting how much you're willing to pay per click or per impression and by setting a daily budget for spending in your account.

For example, a new advertiser paying in USD can activate their AdWords account with just US\$5.00, and can then choose a maximum cost-per-click (CPC) from US\$0.01 - US\$100.

Daily budgets start as low as 1 cent up to whatever limit the advertiser is comfortable spending. Site-targeted ads require a minimum CPM (cost per thousand impressions) price of US\$0.25, or the local currency rate, per 1000 impressions.

Learn More

- Find your local currency rate with the [account fees finder](#).
- Use the [Keyword Tool](#) to explore possible keywords for your account and their potential costs.
- Learn about [selecting your CPC and daily budget](#).
- Learn how to [control your costs](#), even more.

When do you bill for post-pay advertisers?

With the AdWords post-pay option, you pay only for clicks (or impressions for site-targeted campaigns) you've actually received. (If you prepay for your advertising costs, visit [When do you bill for prepay?](#)) You're not billed in advance. Google bills you after 30 days, or when you reach your credit limit, whichever comes first.

Credit Limits and Billing Cycle Explained

When you create and activate your Google AdWords account, Google charges you a one-time [activation fee](#). Then, we set your initial credit limit at US\$50 (or your local currency rate).

Your credit limit is raised in increments each time your account hits its credit limit before 30 days have ended. The initial credit limit of US\$50 is first raised to US\$200, then to US\$350, and then to the final limit of US\$500. Each time you reach your credit limit or after 30 days, a new billing cycle begins.

Billing Cycle Example

For example, let's say that advertiser Alan opens an AdWords account and starts accruing costs on Oct. 1:

- On Oct. 5, Alan reaches his initial credit limit of US\$50. At that time, we charge him for the amount accrued (which might be in slight excess of the credit limit if he accrued costs quickly). Alan's credit limit is increased to US\$200. A new billing cycle begins.
- On Oct. 25, Alan again reaches his credit limit of US\$200, triggering AdWords to charge him for costs accrued. Google again raises his credit limit to US\$350, and initiates a new billing cycle.
- On Nov. 18, Alan accrues more than US\$350 in charges. Google bills him and raises his credit limit to US\$500.
- Alan's next bill will be processed on Dec. 18 or when he exceeds the final US\$500 credit limit - whichever comes first.

When do my ads start accruing costs?

This depends on the [payment option](#) you choose.

If you choose the post-pay payment option (such as by credit card or debit card), your ads start running on Google and accruing costs almost immediately after you submit your billing information. If you elect to prepay for your AdWords account, your ads start running after you submit your payment information and we receive your first payment.

Do I pay for every click on my ad?

With Google AdWords cost-per-click (CPC) pricing, you pay whenever someone clicks on your ad. With site targeting and cost-per-impression advertising, you pay whenever your ad is displayed, whether a click occurs or not. See our [high click volume FAQ](#) for more information about sources of legitimate clicks.

<https://adwords.google.com/support?fullidump=1>

If you suspect that your ads have been affected by invalid clicks, see the [AdWords help center](#) to learn more about AdWords click quality.

Are there spending requirements, a minimum contract length, or other qualifying terms?

There is never a minimum spending commitment when you sign up for AdWords. No minimum contract requirements or other 'lock-in' rules apply. There is an activation fee for all AdWords accounts, and prepay has a minimum payment limit. Beyond that, you have complete control over how long you participate in AdWords, and you control the maximum you want to spend per click, impression, or day. This is the same no matter how you choose to pay for your advertising. For more details on payment options and associated costs, please visit our [payment options page](#).

What if I have billing questions or concerns?

If you could not find an answer to your question through our [Help Center](#), feel free to contact us at any time using our [contact us](#) form. Include as much information as possible. Because email is not a secure means of communication, please don't email us your credit card number, bank account information, or AdWords account password.

If we receive your information, an AdWords Specialist will review your email and work to find a solution as soon as possible.

About AdWords : Interested in AdWords : **Benefits of AdWords**

AdWords Advantages

In addition to our database of frequently asked questions, we have a series of web pages dedicated to providing an overview of particular topics. You may be interested in this page: [AdWords Advantages](#). I already buy other types of online advertising. Why should I try this?

With Google, you can say goodbye to contracts and deadlines. Unlike a traditional online advertising buy, Google's contextual advertising requires no prepayment and no packages. Just enjoy placement on the performance metrics you want.

Success stories

In addition to our database of frequently asked questions, we have a series of web pages dedicated to providing an overview of particular topics. You may be interested in this page: [Success Stories](#). Is AdWords right for my business?

Program Comparison

In addition to our database of frequently asked questions, we have a series of web pages dedicated to providing an overview of particular topics. You may be interested in this page: [Program Comparison](#). Lesson: [Benefits of AdWords](#)

AdWords Lessons are in-depth learning sessions that help you understand and use your AdWords account. You can even take quizzes to reinforce your new expertise. View this lesson now: [Benefits of AdWords](#).

You may also wish to see the complete list of [AdWords Lessons](#).

When you log in to your account, you can see your ads' clickthrough rates (CTRs) listed below each of the ads. If a particular ad is not performing as well as the others (if it has a low CTR), you can delete or refine it to improve the overall performance of your Ad Group.

Account#	
Unique email address	
Password	
Billing information	
Ad Group	Ad Group
One set of keywords	One set of keywords
One or more ads	One or more ads
Ad Group	Ad Group
One set of keywords	One set of keywords
One or more ads	One or more ads

What is Google AdWords?

Google AdWords is a quick and simple way to purchase highly targeted cost-per-click (CPC) or cost-per-impression (CPM) advertising, regardless of your budget. AdWords ads are displayed along with search results on Google, as well as on search and content sites in the growing [Google Network](#), including AOL, EarthLink, HowStuffWorks, & Blogger. With searches on Google and page views on the Google Network each day, your Google AdWords ads reach a vast audience.

When you create an AdWords keyword-targeted ad, you choose keywords for which your ad will appear and specify the maximum amount you're willing to pay for each click. You only pay when someone clicks on your ad. To save you even more money, our AdWords Discounter automatically reduces the actual CPC you pay to the lowest cost needed to maintain your ad's position on the results page.

When you create an AdWords site-targeted ad, you choose the exact Google Network content sites where your ad will run and specify the maximum amount you're willing to pay for each thousand page views on that site. You pay whenever someone views your ad, whether the viewer clicks or not. As with keyword-targeted ads, the AdWords Discounter automatically reduces the actual CPM you pay to the lowest cost needed for your ad to win the placement on that page.

There's no minimum monthly charge with AdWords -- just a nominal activation fee. Your ads start running within minutes after you submit your billing information. You can easily keep track of your ad performance using the reports in your online account Control Center.

To find out more about Google AdWords or to begin creating your ads, visit the [AdWords home page](#).

How does AdWords know where to show my ads?

The AdWords system examines several factors to determine the best targeting for your ads. If we can't identify appropriate targeting, we'll show national or global ads instead.

First, we consider the Google domain being used (.com, .de, .kr, etc.) to establish what region the user's search is for. We'll then target ads based on this information. We also analyze the actual search query the user submits, so if she enters a recognizable city or region, we'll show related location-targeted ads.

For instance, a user accessing Google.fr is assumed to be interested in ads targeted to France, even if she isn't physically in France. Also, someone searching for San Francisco plumbers is more likely to be interested in ads targeted to the San Francisco area, regardless of what city or region she's in.

We may also consider a user's Internet Protocol (IP) address to physically identify what region she's searching from. We'll then show country- and territory-targeted ads instead. Therefore, if a user access Google.com from an Australian IP address, we'll display ads targeted to Australia, even though the user isn't accessing Google.co.au.

For this reason, it's a good idea to create an additional country- and territory-targeted campaign similar to your regionally targeted one — except with region-specific terms in your keywords and ad text. [Learn more](#)

How do I contact an AdWords representative?

Our support staff is always ready to help make your AdWords experience a great one. This help Center has answers to our most commonly asked questions. Feel free to search or browse the FAQ to find an immediate answer to your question.

If the FAQ doesn't help, please use the [online contact form](#) to reach us. A client service representative will personally and promptly respond to your message via email.

When do my ads start running?

Once you've completed the account creation process, you'll need to activate your account. The Google AdWords team will send you an email asking you to click on a specific link to verify your email address. After your address has been verified, you can log in to your new account. You'll see a message asking you to submit your billing information. Your ads will usually appear on Google within a few minutes after we've received your payment, with timing depending on the payment method you've chosen (credit card, bank transfer, etc.). You may notice that your ads appear on Google before appearing on Google partner sites. This is because all ads appearing on our partner sites must be reviewed for compliance with our [Editorial Guidelines](#) before they can run.

What basic terminology should I know?

We realize that certain AdWords terms and abbreviations may not be familiar to all of our advertisers. To make things easier, we've created a full [glossary](#).

Here are some of the most common terms you'll see as you get started:

Keyword - The keywords you choose for a given Ad Group are used to target your ads to potential customers.

Campaign - A campaign consists of one or more Ad Groups. The ads in a given campaign share the same daily budget, language and location targeting, end dates, and distribution options.

Ad Group - An Ad Group contains one or more ads targeting one set of keywords. You set the maximum price you want to pay for an Ad Group keyword list or for individual keywords within the Ad Group.

Impression (Impr.) - The number of impressions is the number of times an ad is displayed on Google or the Google Network.

Keyword Matching Options - There are four types of keyword matching: broad matching, exact matching, phrase matching, and negative keywords. These options help you refine your ad targeting on Google search pages.

Maximum cost-per-click (CPC) - With keyword-targeted ad campaigns, you choose the maximum cost-per-click (Max CPC) you are willing to pay. Our AdWords Discounter automatically reduces this amount so that the actual CPC you are charged is just one cent more than the minimum necessary to keep your position on the page.

Maximum cost-per-impression (CPM) - With site-targeted ad campaigns, you choose the maximum cost per thousand impressions (Max CPM) you are willing to pay. As with Max CPC, the AdWords Discounter automatically reduces this amount so that the actual CPM you are charged is the minimum necessary to keep your position on the page.

Where do I even begin?

Before anything else, you'll want to establish your advertising goals. You'll probably find it easier to build your keyword list and organize your keywords into different Ad Groups, each catering to a specific goal, 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?

I have a website--can I run AdWords ads on my site?

Google offers several ways for you to join the Google Network and display AdWords ads on your site.

Google AdSense for content-A fast and easy way to unleash the true revenue potential of your web content pages. Web publishers of any size can apply online. Once approved, you can publish AdWords ads on your site within minutes. If your site receives more than 20 million page views a month, you may be eligible for premium service.

Google AdSense for search-Websites that conduct a minimum of 5 million searches per month can display AdWords ads on their search results pages.

What's the phone icon on Google search results? How does it work?

We're testing a new product that gives you a free and fast way to speak directly to the advertiser you found on a Google search results page - over the phone.

Here's how it works: When you click the phone icon, you can enter your phone number. Once you click 'Connect,' Google calls the number you provided. When you pick up, you hear ringing on the other end as Google connects you to the other party. Then, chat away on our dime.

We won't share your telephone number with anyone, including the advertiser. When you're connected with the advertiser, your number is blocked so the advertiser can't see it. In addition, we'll delete the number from our servers after a short period of time.

Lesson: What is Google AdWords?

AdWords Lessons are in-depth learning sessions that help you understand and use your AdWords account. You can even take quizzes to reinforce your new expertise.

You can view lessons in text or as multimedia presentations (Flash® required) with narration and images.

View "What is Google AdWords?": [multimedia lesson](#) | [text lesson](#)

You may also wish to see the complete list of [AdWords Lessons](#).

What are the technical requirements for using AdWords?

You are not limited to a specific software or operating system, but to take full advantage of AdWords features, we recommend installing a newer browser with JavaScript functionality enabled. Please check your browser information to determine which version you are using.

If you are using Microsoft Internet Explorer, we recommend using version 5.0 or higher. If you are using Netscape, we recommend using version 6.0 or higher.

If you are using an upgraded browser but have trouble viewing all Google AdWords pages, you may need to edit your browser preferences to enable cookies and JavaScript.

Where can I learn about other Google products?

Visit [this page](#) for information on other Google products.

Where can I learn about Google's free search results?

Visit [this page](#) for information on Google's free search results.

About AdWords : Jumpstart for New Advertisers : Jumpstart Overview

What is Jumpstart?

Jumpstart is a full service method of signing up for Google AdWords, where Google specialists set up your AdWords account for you. Jumpstart helps you serve expert-level AdWords ads immediately, saving you the time and effort of doing it yourself.

Jumpstart's primary purpose is to give you a solid foundation with AdWords. It's also intended to give you the momentum you need to continue your AdWords campaigns successfully on your own.

Why does Jumpstart require a minimum daily budget to sign up?

Our experience has shown that, while successful daily budgets vary by advertiser and product, US\$50/day is a good minimum budget for launching a campaign. With this amount, your Jumpstart specialist can create an effective campaign that puts your ad in a better position to reach your target audience. After the campaign launches, you can change your budget. But we suggest allowing a few days for the initial daily minimum to perform for your campaign before making any changes. [Learn more about changing your daily budget.](#)

How do I sign up for Jumpstart?

The Jumpstart program helps you serve expert-level AdWords ads while saving you the time and effort of creating everything on your own. To get started, visit our [Jumpstart Welcome page](#), and click the button marked Click to Begin. (Please note that Jumpstart is only available for new advertisers who don't already have AdWords accounts.)

Once we receive your Jumpstart application, we'll review your website, choose highly relevant keywords to trigger your ads, and then write compelling ads designed to achieve your specific goals. When we notify you that your campaign is ready, you can start advertising immediately.

Do I need to start serving ads within a certain timeframe after signing up for AdWords through the Jumpstart program?

No. You may start serving ads at any time after you sign up.

How can I get involved with my Jumpstart campaign early on?

It's a good idea to review the [AdWords Help Center](#) and the [Managing your AdWords Account guide](#) as soon as possible to learn the basics of AdWords. You'll eventually also want to learn how to [build Ad Groups](#) for other areas of your business and [optimize your account](#).

Where is Jumpstart available, and in what languages?

We currently offer Online Jumpstart to new AdWords advertisers in the United States (in English) and in Italy (in Italian).

About AdWords : Jumpstart for New Advertisers : Participating in Jumpstart

Can I review my new Jumpstart campaign prior to serving ads?

Yes. After we complete your new campaign, we'll notify you via email. At that time, you can review your campaign, then do any of the following:

- o Start serving ads immediately.
- o Make edits on your own.
- o Request edits to your campaign.

Why are you asking if my target audience is limited to a specific region?

During the Jumpstart application process, we'll ask you if your target audience is limited to a specific region. If you say yes, we may create a regionally-targeted campaign for you. This means we'll narrow the focus of your ads to individual regions and cities only. For example, if we set your regional targeting preferences to the San Francisco-Bay Area, users based in the cities in this region (such as San Francisco, Palo Alto, and Oakland) will see your ads; users outside this area will not.

Generally speaking, regional targeting is best suited for anyone who only wants to market to prospects in a very specific geographic region. Of course, we'll consider your specific business situation to determine whether regional targeting is appropriate. If it is, we'll select the most relevant targeting options and regions for you. ([Learn more](#) about targeting your ads by location.)

Can I cancel my Jumpstart request?

Yes. If you'd like to cancel your Jumpstart campaign, please [contact us](#), and provide details. If appropriate, we'll cancel your request.

I signed up for Jumpstart. When will my ads start showing?

We'll create a fully functional Google AdWords campaign for you within 2-5 business days after we receive your email confirmation. Once you access this campaign and review it, you can decide when to start showing ads. If you approve of the campaign we've created for you, you can serve ads immediately. However, if you choose to make edits to your new campaign first, you might show your ads a little later.

Why do I need to confirm my email address for Jumpstart? How do I do this?

Because we want to protect the security of all advertisers, we've implemented a process where we verify all advertiser email accounts before we begin working on their Jumpstart campaigns. After you submit your Jumpstart application, you'll receive an email containing a link you click to confirm this information. Once we receive your confirmation, we'll create a campaign for you within 2-5 business days.

Please [contact us](#) if:

- o You've already submitted your Jumpstart application, but haven't received an email from us asking you to confirm your email address. (Please note that the system may take up to an hour to send this email to you.)
- o You've confirmed your email address, waited at least 5 business days, but haven't received notification that your new campaign is ready.

I like the results I'm seeing from my new campaign. Can I request another Jumpstart campaign?

No. We currently offer the Jumpstart service once, for new advertisers only.

How can I enhance the performance of my Jumpstart campaign?

If you'd like to improve your campaign's performance, visit our [optimization tips](#) page.

Can I make changes to my Jumpstart campaign?

Yes. If you'd like to make changes to your Jumpstart campaign, you have two options:

- o Make them on your own. Start by reviewing our [account tasks FAQ](#), which gives you step-by-step instructions on common activities such as changing keywords, editing your ad text, and creating new Ad Groups. (Because our goal is to help you become self-sufficient as soon as possible, we recommend you try this approach first.)
- o [Contact us](#). We'll typically respond to your request within one business day.

I signed up for Jumpstart, but haven't received my new campaign. What's going on?

There may be two reasons why you haven't received a notification from us that your Jumpstart campaign is ready:

- o It's too soon: Jumpstart specialists typically create new campaigns within 2-5 business days after receiving your email confirmation.
- o You haven't confirmed your email yet: For security reasons, Jumpstart specialists won't begin working on your new campaign until you confirm your email address.

If you've already confirmed your email address, and you've waited for over 5 business days, please [contact us](#).

About AdWords : Signing Up for an Account

What are the steps to creating an AdWords account?

You are just minutes away from running ads and reaching users on Google and our growing network of search and content sites and products in the [Google Network](#).

You can preview the ad creation process with no obligation. Your ads will only begin to run and accrue charges after you submit your billing information. If you choose one of our [post-pay options](#), such as credit card or direct debit, your ads will appear on Google almost as soon as you complete the sign up process and enter your billing information.

To create an AdWords Standard Edition account, and to price your keywords, please follow the steps below. (To create a simplified Starter Edition account, please see [what are the steps to creating an AdWords Starter Edition account?](#))

Target & Create Ad

- o Please visit the [AdWords homepage](#).
- o Click **Click to begin**.
- o Select **Standard Edition**, and click **Continue**.
- o Select your language and location targeting options, and click **Continue**.

Note: Ads and keywords in our program are reviewed to confirm that they meet our guidelines. Please click on the AdWords Editorial Guidelines link before creating your ad and check to be sure that your ads and keywords comply with our guidelines.

- o Enter your ad text in the Google AdWords form to the left.
- o When you are finished, click **Continue**.

Choose Keywords

- Select keywords that will best target your ad to Google searchers.

Note: It is important that you submit keywords that are relevant to the products and services you offer on your site, and that you avoid general keywords. When creating your keyword list, ask yourself: 'If I were searching on Google for my products/services, what search terms would I enter?' Users are much more likely to type in 2 to 3 word combinations to find a product or service.

Because our keyword default is 'broad matching,' your ad may appear for a number of keyword variations. Our system also allows you to designate keywords as exact or phrase matches, and to submit negative keywords to limit the display of your ad on irrelevant queries. Read [here](#) about keyword matching options.

- Click **Continue**.

Choose Daily Budget

- First select your billing currency -- the currency you'll use to pay for your AdWords account. Then enter the amount you're willing to spend on this ad campaign each day.

Note: The daily budget controls how often your ad appears on Google; if your daily budget is low, we will spread the [delivery of your ad](#) throughout the day to stay within the amount you set.

Choose Maximum Cost-Per-Click

- Enter the maximum amount you are willing to pay per click.

Note: Your CPC influences the position of your ad on our search results page. Our AdWords Discounter will automatically monitor your competition and reduce your actual CPC so that you do not pay more than necessary to maintain your ad's position.

- Click **View Traffic Estimator** to view your average CPC and cost estimates.
- Click **Continue**.

Review Your Selections

- Review all your ad selections so far. Click **Edit** to change any selection; you'll be able to return to this review page after you make your edits.
- Click **Continue to Sign Up**.

Sign Up

- If you already have a Google Account and would like to use the same login information for your new AdWords account, select the first radio button. Then select 'I'd like to use my existing Google Account for AdWords.' Enter your Google Account login email and password in the fields provided. **Click Continue.**
- If you don't have a Google Account, or if you do but would prefer to use different login information for your AdWords account, select the second radio button. Enter the email address and the password you'll use for the AdWords account. If you receive the error message 'user already exists,' see this FAQ for instructions. Then click **Create Account.**
- If you used your existing Google Account login information to create your AdWords account, you can now sign in to your AdWords account. If you used new login information, you'll receive an email asking you to click on a link to verify your email address. Click on the link in the message and then sign in to your account with the email address and password you submitted on the registration form.

Activate Your Account

- When you first log in to your account, you'll see a red message box at the top of the page. Click **Billing Preferences.**
- Complete the account setup process: enter your billing information, set the time zone for your account, and agree to the AdWords terms and conditions. On the final setup page, click **Save and Activate.**
- If you opt to pay by one of our post-payment options, such as credit card or direct debit, then logging in to your AdWords account and submitting your billing information activates your account. Your ads may begin running on Google and accruing costs almost immediately. If you elect to prepay for your AdWords account, your ads won't run until you've submitted your payment information and we've received your first payment.

Demo: Getting Started with Google AdWords

AdWords Demos are narrated lessons that show you how to make the most of your AdWords account. (You'll need Flash installed on your system to view AdWords demos.)

View this demo now: Getting Started with Google AdWords.

You may also wish to see the complete list of AdWords Demos.

What are the steps to creating an AdWords Starter Edition text ads account?

Use the simple one-page Starter Edition wizard to create your new account and begin running text ads. Here's how to do it:

- Visit the AdWords home page.
- Click the **Click to begin** button.
- Select **Starter Edition** and then click **Continue.**
- **Select your ad location and language.** First, pick the location where you would like your ad to appear. Then select the language in which you want to write your ad. Your ad will appear to users who have selected this as their primary language; please note that Google does not translate your ad.
- **Write your ad.** Enter a headline and two lines of text, along with the URL your ad will link to. Please see our Editorial Guidelines for more

<|>Begin creating an AdWords account per these instructions.
<|>When you get to the step titled 'Set Up Account,' select 'I have an email address and password I already use with Google services like AdSense, Gmail, Orkut, or the personalized home page,' and click 'Continue.'
<|>Select 'I'd like to use my existing Google account for AdWords.' Click 'Continue.'
<|>Enter your Google Account email and password in the appropriate fields. Click 'Continue.'
</o|>

You should now be able to sign into your AdWords account at <https://adwords.google.com> using your Google Account login information.

How do I set my time zone?

If you have never set a time zone for your account, you can do so now. Your account time zone can be set only once, so please choose carefully.

All AdWords users must set an official time zone for their account by September 30, 2006.

Here's how to set your time zone:

- o Log in to your AdWords account.
- o Select the **My Account** tab.
- o Select the **User Preferences** link directly beneath the tab.
- o Click **Edit** under the **Time Zone** heading.
- o Select the time zone country, and then the individual time zone you want, from the pull-down menus.
- o Click **Confirm Time Zone**.

Time zone settings are permanent. If you set your time zone when you signed up for your AdWords account, you cannot reset your time zone now.

You can learn more about time zones in this Help Center entry: [What is the time zone for my AdWords account?](#)

Will a time zone change affect my previous account statistics?

When you change your time zone, your past account records and statistics will remain in your previous time zone. For instance, if you change your account from Pacific Time to Greenwich Mean Time on July 22, all statistics for July 21 and earlier would remain in Pacific Time. Statistics from the time of the change on July 22 onward would be in Greenwich Mean Time.

What is the time zone for my AdWords account?

You can now set your AdWords account for any time zone you choose.

Until recently, all AdWords accounts were set to U.S. Pacific Time, the time zone at Google headquarters in Mountain View, California. But now you can pick a different time zone for your account if you wish. The official "working day" for your account, including all billing, reports and statistics, will be from midnight to midnight in the time zone you set.

Your account time zone can be set only once, so please choose carefully.

Here are the answers to some common questions about time zone settings.

Can I choose any time zone in the world? Yes. Most people select their own local time zone, of course, but the choice is entirely yours. If you live in Nairobi and want your account to operate on Tokyo time, that's fine.

Will my ads continue to run in the same way after I reset my time zone? Yes. This change won't affect the appearance, rank or pricing of your ads. It will simply let you track your account in the time that works best for you.

Does this mean my ads will show in only one time zone? No. Your ads will continue to show in all the locations you have targeted in your campaigns. The time zone setting affects only the administration of your account.

Can I set a time zone for each campaign? No. Your time zone applies to your entire account.

Will changing my time zone affect my Google Analytics accounts? Yes. If you have linked Google Analytics to your AdWords account, your Analytics profiles also will shift to match your new time zone.

When will the change happen? Your new time zone setting will take effect as soon as you make the change. Most users will see little or no difference in their ad impressions or spending on the day of the change. A few users may see statistics that are lower than normal on the day of the change or the day after, as the system shifts to a new time zone. But your monthly budget will not be affected and you will not be billed extra during the change.

Here's an example: suppose you permanently reset your account to Buenos Aires time, five hours ahead of the Pacific Time zone in California. If you make the change at 10:00 am Pacific Time, your account time will immediately shift to 3:00 pm Buenos Aires time. For that one day, your account day will be 19 hours long. Afterward, your account will run normal 24-hour days on Buenos Aires time.

Can I change my time zone again later? No. Your time zone can be set only once.

Here's how to set your new time zone:

- o Log in to your AdWords account.
- o Select the **My Account** tab.
- o Select the **User Preferences** link directly beneath the tab.
- o Click **Edit** under the **Time Zone** heading.
- o Select the time zone country, and then the individual time zone you want, from the pull-down menus.
- o Click **Confirm Time Zone**.

What time zones are available?

An AdWords account can be set for most of the world's standard time zones. More than 200 time zones are available to choose from.

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

Please remember that time zone selection affects only the administration of your account. You selection does not affect the locations where your ads show.

Does Daylight Saving Time affect my account statistics?

Your AdWords statistics will always reflect the local time in the time zone you have chosen for your account. Many countries make an annual adjustment to their official time to increase daylight hours during summer months. This is often called Summer Time or Daylight Saving Time. If the time zone you have set for your account shifts in this way, your AdWords account schedule and statistics will adjust automatically as well. Your account will also adjust when the time zone returns to normal time at the end of the summer.

About AdWords : Starter Edition : Starter Edition Overview

How much does AdWords Starter Edition cost?

In the Google AdWords program, the cost of your campaigns really depends on you -- how much you're willing to pay and how well you know your audience. It all boils down to knowing your own goals and applying them to your account.

There is a nominal, one-time activation fee for Google AdWords, whether you choose Starter Edition or Standard Edition. After that, you pay only for the ads you run. In a Starter Edition account, you control your costs by setting a monthly budget -- the monthly spending limit for your ads.

For example, a new Starter Edition advertiser paying in US dollars can activate their AdWords account with just US\$5.00, and then choose a monthly budget as large or as small as they like.

To see the activation fee and available payment methods in your local currency, visit the [account fees finder](#).

What is AdWords Starter Edition?

Starter Edition is a simplified version of AdWords for new users.

New users have sometimes asked us for a fast way to create and run ads with just the most basic campaign choices. Starter Edition is the answer.

Starter Edition lets users create an AdWords account using a one-page signup form. Users write their ad text, target locations and keywords, and choose a currency and monthly budget. Once their account is activated, the ads start running. The user's account page is also simplified, showing key information for each keyword and allowing simple changes to the account. The Google Budget Optimizer automatically determines when to show your ads to earn the most clicks possible within your monthly budget.

Starter Edition is an excellent way to get your ads up and running when you want to advertise a single product to a specific audience. It does come with limitations: only text ads and keyword targeting are allowed, and only one ad campaign is possible. Advanced features like conversion tracking, multiple campaigns, and Ad Groups, are only available with the full-featured AdWords Standard Edition. The good news is, you can graduate from the Starter Edition to Standard Edition any time you like. Both versions of AdWords cost nothing extra -- after a nominal setup fee, you pay only for the ads you run.

Here are some common questions about AdWords Starter Edition:

Can I create more than one ad? Yes. With Starter Edition you can create up to 50 ads around one set of keywords and one product or business. To create multiple campaigns or advertise multiple products, you should graduate to Standard Edition.

Can I run image ads or animated ads with Starter Edition? Sorry, no. Starter Edition supports only text ads.

Can I change my mind later if I choose Starter Edition? Yes. You can graduate to Standard Edition at any time.

I already have an AdWords account. Can I switch to Starter Edition? Sorry, no. Starter Edition is only for new users. But you are always free to create a basic campaign with a single ad in your Standard Edition account.

How do the Starter and Standard editions differ? Here's a [complete comparison](#).

To sign up now, please visit the [FAQ](#). [What are the steps to creating an AdWords Starter Edition account?](#)

Who will see my Starter Edition text ad?

Your Starter Edition text ad can appear whenever a user searches Google or one of its partner sites for the keywords you choose. Your ad may also appear on content sites and products in the Google Network that match your keywords.

The Google Network is made up of sites and products who partner with Google to publish targeted AdWords ads via their site or product. On search sites in the Google Network, your ads could appear alongside or above search results, or as a part of a results page found through a site's directory.

Your ad will appear to users who are in the geographic area you select for your account. For instance, if you choose Tokyo as your target area, your ad will appear to web users in Tokyo, but not to users in other cities. It may also appear to users who search for the term "Tokyo" paired with one of your keywords, such as "Tokyo florist."

The keywords you select are a crucial part of this process. The more specific your keywords are, and the more closely they're related to your business, the better the chance that your ad will appear on the search results and content pages where it can reach the very best customers.

How do I choose between Starter and Standard Edition? Which is right for me?

First, we suggest you visit our [comparison page](#) to see the features available with each edition.

Which edition you start with is entirely up to you. Both are easy to use. If you have any experience with online advertising, or if you want to create more than one ad campaign, you'll probably prefer the power and flexibility of Standard Edition.

Starter Edition is best for those who want to advertise a single product or service in the simplest possible way. You'll write your ad text, set a monthly budget and a few other variables, and then your ads will begin running.

If you choose Starter Edition, you can always graduate to Standard Edition at any time. Graduating takes only a few moments and costs nothing extra, and you'll be able to keep the same account and ads you created in Starter Edition.

What if I choose the wrong edition?

You can always graduate from the Starter Edition to the Standard Edition of AdWords, if you have any question about which edition is best for you, you may wish to begin with the Starter Edition and then move up when you're ready. (To learn how, visit our FAQ [How do I graduate from Starter Edition to Standard Edition?](#))

If you open a Standard Edition account, you cannot switch to the Starter Edition. However, you are free to keep things simple with your Standard Edition account by running a single ad and a single campaign. Please be assured that most users find a Standard Edition account very easy to set up and maintain.

Is there any charge to create a Starter Edition account?

There is a nominal, one-time activation fee to create a Starter Edition account. After that, you pay only for clicks on your keyword-targeted AdWords ad. Your monthly budget gives you full control over the costs of your account.

To discover the activation fee for your account, please see the [AdWords account fees finder](#).

About AdWords : Starter Edition : Using Your Starter Edition Account

What is the AdWords health meter?

The health meter is a simple way to see how your Starter Edition account is performing. When you log in to your Starter Edition account, you'll see one of several messages listed with the health meter:

- **Your account is now active and should show impressions soon.** Your account is officially running and your ad is eligible to appear to users on Google and its partner sites. You should begin to see impressions and clicks reported on your My Ad Campaign page within the next few days.
- **Your ads are showing as they should.** Your ad is doing fine. Your keywords are appropriate for your ad, and your ad is appearing often enough to reach your desired budget. Remember that this doesn't mean that your ad will appear on every search for a particular keyword, but that it will appear often enough to meet your budget.
- **You have one or more disapproved ads.** If your ad does not meet our [editorial guidelines](#), it will be disapproved and an email will be sent to you explaining the reasons. You need to [edit your ad text](#) and resubmit it for approval. For more details, please see the FAQ [Why has my ad been disapproved?](#) in the main AdWords Help Center.
- **Your ads are showing too rarely to spend your full budget.** Your ad is running well, but we are unable to meet your desired budget with your current settings. For instance, if you have chosen a single keyword and a large budget, there may not be enough monthly searches on that single keyword to fulfill your budget. You may wish to add additional targeted keywords that reflect your product or service. If you have targeted a local area, you may also wish to broaden the region where your ad appears.
- **You have paused your ads. They are not running.** When you pause your ad, it stops appearing to users. Your ad will remain paused until you

click **Resume** at the top of your **My Ad Campaign** page.

- **Your ads won't show until you request a bank transfer and the funds are received by Google.** If you have chosen bank transfer as your method of payment, you must prepay for your ads. Your account won't be activated until you request the bank transfer and the funds reach Google.
- **Your bank transfer payment has not yet reached Google.** Our records show that you have requested a transfer, but the funds have not yet arrived at Google. It can take 5-10 business days for a bank transfer to reach Google.
- **Your billing information needs your attention.** Your account is not active, because there is a problem with your billing. An alert at the top of your account page will describe the action needed. `!>`
- **Your account will be paused soon unless you update your billing information.** Your account is still active and your ads are running. However, you need to edit or update your billing information. An alert at the top of your account page will describe the action needed.
- **Your account has no ads.** You have not created an ad, or you have deleted all your existing ads. You must create an ad to be shown to users
- **Your ads are not running because your account has no keywords.** You have deleted all your keywords. You must add at least one keyword before your ads can run.

The health meter appears only for Starter Edition accounts. For Standard Edition accounts, detailed account reporting provides much more information about the performance of your ads and keywords.

[How do I edit my ad text in a Starter Edition account?](#)

Here's how to edit the text of a Starter Edition ad:

- [Sign in](#) to your AdWords account.
- On the **My Ad Campaign** page, click the **Ad Variations** tab.
- Find the ad you want to revise, and click **Edit** next to that ad.
- On the **Edit Ad Text** page, enter your new text.
- Click **Save Changes**.

Once you edit your ad, it's immediately eligible to appear on Google.

If you are a Standard Edition user, please see [How do I edit my ad text?](#)

[How can I set a click price limit for my Starter account?](#)

In Starter Edition, the Google **Budget Optimizer™** tool is always enabled. It automatically adjusts your cost-per-click (CPC) amounts on your behalf, based on the budget you have set. The goal is to give you the most effective clicks available within your budget.

If you like, you can set an upper limit on your CPC. Select a price limit of \$0.50, for instance, and the Budget Optimizer will never bid over \$0.50 on your behalf for any single click. By setting a limit you have more control over your account, but you also may restrict the number of clicks your ad receives or the position of your ad when it appears with other ads on Google.com. If you set a very low price limit, your ad may not be able to compete for higher a positions in some situations.

Here's how to set a click price limit in your Starter Edition account:

- [Sign in](#) to your AdWords account.
- On the **My Ad Campaign** page, find the link reading **Edit settings** near the top of the page. Click the link.
- On the **Edit Settings** page, find the field marked **Price limit for a click**.
- Enter the highest amount you're willing to pay for any single click.
- Click **Save Changes**.

If you'd like to have even more control, and choose the individual CPC for each of your keywords, we suggest that you [graduate to AdWords Standard Edition](#).

How do I use the My Ad Campaign page?

The My Ad Campaign page displays basic information about your Starter Edition account. Once you create an account, the My Ad Campaign page is the first page you'll see whenever you log in.

The page gives you information on two topics:

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

The text and settings for your ad can be seen and edited by clicking the **Ad Variations** tab.

Click **Edit settings** on the My Ad Campaign page to change the language, budget, or display location for your ads.

Click **Pause** to stop your ads from running. If you pause your account, this link will change to read **Resume**. Once paused, your ads will not appear to users until you click **Resume**.

The lower section of the page shows you the performance of your current keywords. This includes impressions (the number of times your ad has been displayed for each keyword), user clicks on your ad, and the total cost for those clicks. Click **Add keywords** to add new keywords. Remove any keyword permanently by clicking **Delete** in the same row.

In the upper right corner of the page, the health meter will show you how your account is performing. If your keywords and ads are working well, you'll see the message 'Your ads are showing as they should.' If an ad is disapproved or if there are other problems with your account, you'll be alerted in this space. To learn more about the ad health meter, visit the [health meter FAQ](#).

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

How do I choose effective keywords for my Starter Edition ad?

Good keywords are critical to the success of your ad. Choose the right keywords and you choose the right audience for your ad. That means you connect with the most potential customers, earn more sales, and get the best return for your advertising investment.

You choose keywords for your ad when you first create your AdWords Starter Edition account. You can also add new keywords or edit and remove existing ones after your account has been set up. Here are some tips for choosing the right keywords:

- **Match your keywords to your ad text.** Your keywords should be closely related to the product or service you're advertising. Your ad will then get more clicks from people who are interested in what you have to offer.

Many new advertisers enter dozens of keywords unrelated to their ad. They pick the names of popular TV shows or general topics like "sports," thinking this will put their ad in front of more people. The result? Most people who see the ad are looking for other topics. The advertiser wastes money on clicks from people who were not potential customers to start with.

You'll save money by having a few highly relevant keywords rather than many unrelated ones. Match your keywords to your ad content and you'll reach an audience that wants what you're selling.

- **Be specific.** If you're selling roses, use specific keywords like *red roses* instead of general keywords like *flowers*. Someone searching for *flowers* could be looking for any kind of flower, and for many different reasons. Keywords like *red roses* or *long-stemmed roses* will get you better results.
- **Keep it under 20.** You'll get the best results with a few well-chosen keywords. We suggest you keep your Starter Edition keyword list to 20 keywords or less. That should be enough to attract the audience you need while letting you focus on the keywords that match your ad best.
- **Experiment.** After your ads have run for a few days, check your account to see which keywords are getting you the most clicks for the lowest prices. Refine keywords that work. Weed out keywords that don't. If *red roses* is working well, try adding *fresh red roses* and other variations. If your budget is not being spent, try new keywords.

Very popular keywords can be very expensive because many people want to advertise on them. You may find that some keywords are too expensive for your budget, or that others give you better return on your investment.

- **Use the keyword tool.** If you are unsure of what keywords to choose when signing up, enter a term related to your ad in the box titled **Want more?** on the signup wizard. The AdWords system will then show you possible keywords related to the one you entered. Carefully select the ones that best match your ad, then click **Add** to move them to your keyword list.

Note: You do *not* need to add location names to all keywords. It can sometimes be useful to choose keywords like *New York real estate*, but most keywords work well without location names. AdWords automatically targets your ads to the region you select. If you are running local business ads, you ad will automatically appear to those in the vicinity of your business location.

Once you have created your account, you can add or remove keywords by logging in to your account. At the top of the **Statistics** section of the My Ad Campaign page, click the **Add more keywords** link. On the next page, you can again add keywords in the box provided and use the **Want more?** box to find related keywords. When you are done, click **Save Changes**.

To delete any keyword, find the keyword in the **Statistics** section of the My Ad Campaign page. Click the **Delete** link in the same row as the keyword.

How do I write effective Starter Edition ads?

These five creative tips can turn a bland message into a powerful AdWords ad that really sells. The first two apply to all Starter Edition ads:

- **Include a call to action.** Tell your users directly what you want them to do. Include action terms like *buy*, *shop*, or *browse*. Say *Buy Fresh Red Roses* instead of *Flowers For Sale*.
- **Clearly describe what's unique about your product or service.** What should the user expect to find at your website or at your business location? What can they do there? What can you do for them that no one else can?

The next three apply mainly to Starter Edition text ads. (If you're running [local business ads](#) in your Starter Edition account, these elements are already determined by your business name and location.)

- **Place your business name in your ad text.** Let your users know exactly who you are: give your business name in the text of your ad.
- **Put your most important keyword in the title.** If you're selling flowers and you find that the keyword 'red roses' gets you the most clicks, try putting the term 'red roses' in the title of your ad. Successful keywords are a sign that you're reaching the right audience for your message. (If you're running a local business ad, your business name is already the title of your ad.)
- **If you sell to a precise location, name the location.** Do you deliver flowers in London? The title *Send Red Roses in London* is likely to win you more clicks than just *Send Red Roses*.

Follow these tips and you'll give your ad the best chance for success. Once you've got the big points in place, try polishing your ad with these smaller ideas:

- Capitalize the first letter of each word in your title and your URL. For example: *Buy Fresh Red Roses* instead of *Buy fresh red roses*.
- Avoid gimmicks such as using ALL CAPS, or repeating words or exclamation points (as in *Buy, buy, buy!!!*).
- Avoid generic superlatives such as "The best" or "#1".
- Simplify. Use plain language and short words.

Now that my Starter Edition ad is running, what essentials should I know?

One of the first questions new AdWords users have is: "How do I see my ad?"

The short answer is: you probably won't see your ad every time you search for your own keywords. The AdWords system spreads your ad impressions throughout each day based on your budget, your keywords, and the region you've targeted for your ad. If you choose very popular keywords (such as "flowers" or "cars"), there are millions of possible searches each day where your ad could show. Your own search may or may not come at the right moment to see your ad.

Also, make sure you check the second page of search results. Not every ad appears on the first page, and the AdWords system may place your ad on later page to keep your costs low while still finding clicks for your ad.

The best way to make sure your ad is running is to sign into your account and check the My Ad Campaign page. The Ad Health Meter will tell you if your ad is running properly. The statistics table will show you the number of times your ad has appeared, the number of clicks it has received, and the total cost to you.

To help your ad succeed, pay close attention to four key elements: your ad text, your keywords, your target location, and your budget.

Your Ad Text

Can I run image ads with a Starter Edition account?

No. Only text-based ads can be run with a Starter Edition account. (If you are running Starter Edition [local business ads](#), you can upload an image to be shown with your ad on Google Maps. This is not the same as running an image ad.)

If you'd like to run image ads, we suggest that you [graduate to AdWords Standard Edition](#).

What is included in my overall performance?

Your overall performance is the total of all ad impressions, user clicks, and costs generated by your Starter Edition account for a given period of time.

When you sign in to your account, you will see a **Statistics** section with columns for your keywords, impressions, clicks, and total costs. Click **change** at the top of the section to select the period of time for the statistics, from one specific day or week to all time for your account.

Each line of the report will now show the results for each of your keywords during the time period you select. At the bottom of the columns, the line title **overall performance** shows you the totals for all keywords during that time period. You can use these numbers to judge the overall effectiveness of your keywords and your ads during that time.

Your overall performance totals may exceed the sum of your keywords if your ads have earned extra clicks from relevant sites in Google's content network. These clicks are credited to the whole account, not to individual keywords.

To see statistics for individual ads, click the **Ad Variations** tab.

How do I know if my Starter Edition account is running and performing well?

Once you submit the billing information for your Starter Edition account, your ads should start running almost immediately. You can check to see that your ads are running by logging in to your AdWords account and viewing your account statistics on the **My Ad Campaign** tab. On that page, the AdWords health meter shown in the upper corner is a quick way to see the health of your account. On the same page, the account statistics will show you how many impressions and clicks your ads have received, and the total cost so far for your account. (Reporting is not instantaneous, so there may be a delay of several hours before impressions and clicks are reported.)

Learn more about the [AdWords health meter](#).

Learn more about the [My Ad Campaign](#) page.

[About AdWords : Starter Edition : Local Business Ads](#)

What are the steps to creating a Starter Edition local business ads account?

In order to create a local business ads account with Starter Edition, you must already have a local business listing with Google. If you don't have one,

you can create one at the [Local Business Center](#).

Once you have a local business listing, use your Google Account email address and password to sign in to the [Local Business Center](#). Now follow these steps:

- Click the **AdWords** link at the bottom of the main Local Business Center page.
- On the next page, click the **Sign up now** button.
- **Select your ad location and language.** First, use the pull-down menu to select the location of your business. Then select the language in which you want to write your ad. Your ad will appear to users who have selected this as their primary language; please note that Google does not translate your ad.
- **Write your ad.** Enter your company name and two lines of text, along with the URL your ad will link to. Your company name must be 25 characters or less. If your business name is longer than 25 characters, create a shortened form to be displayed with your ad. Please see our [Editorial Guidelines](#) for more information on writing the text of your ad.
- **Enter optional information if you wish.** These items can be included with your local business ad on Google Maps if you wish. Your ad can still run without them, however. First, enter your business phone number. Under 'Map icon,' click **Edit** to choose an icon that matches your business type. Then, upload an image of your business to be displayed with your ad.
- **Choose keywords.** These are the search terms which can trigger the display of your ad.
- **Choose your currency.** This is the currency you will use to pay Google for your AdWords ads. Most people choose their local currency, of course, but you may select any currency you like. This currency affects only how you pay Google; it is unrelated to any currencies you may use for transactions with your customers.
- **Set your monthly budget.** Select one of the preset monthly amounts, or select the box at bottom and enter your own amount.
- Click **Continue**.
- Follow the instructions to enter your billing information and activate your ad.

That's all there is to it. After you complete this process, your ad will start running almost immediately.

What language and location ad targeting options do I have for Starter Edition local business ads?

When you run local business ads with an AdWords Starter Edition account, you can choose from business locations anywhere in Canada, the United States, and the United Kingdom.

- **Location Targeting:** When you sign up for your account, you'll select the location of your business. Your ad will automatically be targeted to users who search Google Maps for your keywords in that location. It will also be shown to users anywhere who specify your region in the wording of their searches. You may also use location targeting (found on the 'Edit settings' page of your account) to restrict the display of your ad only to users in certain locations.
- **Language Targeting:** Your ad will appear only to users who speak the language you specify and who have set it as the main language of their Web browser. If you set Spanish as your target language, your ad will appear only to those who browse the Web in Spanish. If you set Spanish as your target language and Canada as your target country, your ad will appear only to Spanish speakers in Canada.

Please note: Google will not translate your ad for you. Your ad text will appear as you have written it.

You can change your settings at any time by clicking the **Edit settings** link next to your location or language settings on your My Ad Campaign page.

Why can't I create different ad formats in Starter Edition?

Starter Edition is a simplified version of AdWords. That's why only one kind of ad can be created per account.

If you signed up for Starter Edition by creating a text ad, you can create many variations on that ad, but the variations must also be text ads. If you signed up for Starter Edition by creating a local business ad, the same rule applies. Your variations will also be local business ads.

The good news is that you can create all types of AdWords ads simply by graduating to the Standard Edition of AdWords. The process is easy and gives you access to the full functionality of AdWords, including features like ad scheduling, multiple campaigns and Ad Groups, and advanced analytics. With Standard Edition you can create multiple campaigns with text ads, local business ads, video ads, and more.

To graduate to Standard Edition, see the [AdWords help center](#).

Who will see my Starter Edition local business ad?

Your local business ads are eligible to appear on Google Maps, Google, and search network sites.

On Google Maps, local business ads have priority over text ads. If no local business ads are eligible to appear, eligible text ads will be displayed. Up to four local business ads may appear on Google Maps search results pages. If there are more than four eligible local business ads, the remaining ads may show on subsequent search results pages. [Learn more](#) about how local business ads are targeted to users.

On Google and other search network sites, text versions of local business ads compete with other ads on the basis of their Ad Rank, which is a combination of various factors including maximum cost-per-click (CPC) and Quality Score. [Learn more](#) about how ads are ranked.

The keywords you select are a crucial part of this search process. The more specific your keywords are, and the more closely they're related to your business, the better the chance that your ad will appear on search results where it can reach the very best customers.

Who can create local business ads?

Local business ads are available only to customers with business locations in Canada, the United States, and the United Kingdom. This is true whether you have a Starter Edition or a Standard Edition AdWords account.

Users in any location worldwide may see your local business ads on Google Maps. Your ads may also be seen in their text-only versions on Google.com, Google.co.uk, Google.ca, and other search network sites. For more details on how local business ads are targeted to users, please see this [Help Center entry](#). We do expect to offer local business ads in more locations in the future.

About AdWords : Starter Edition : Targeting Your Audience

What Starter Edition language and location ad targeting options do I have?

With an AdWords Starter Edition account, you can choose from many available languages and locations to target. Your ad can be targeted to one language and one country at a time. For a limited number of countries, you can target a region or city instead of the entire country.

- **Location Targeting:** Your ad will appear to customers located in, or searching for results in, the country or territory you select. If AdWords offers region and city targeting for your area, you may target a region or city instead of the entire country. Your ad will then appear only to customers searching for results in (or located in) the location you choose.
- Note that if you are running Starter Edition [local business ads](#), your ad will be targeted automatically to your local region based on your business location.
- **Language Targeting:** Your ad will appear only to users who speak the language you specify and who have set it as the main language of their Web browser. If you set Spanish as your target language, your ad will appear only to those who browse the Web in Spanish. If you set Spanish as your target language and Japan as your target country, your ad will appear only to Spanish speakers in Japan.

Please note: Google will not translate your ad for you. Your ad text will appear as you have written it.

You can change your settings at any time by clicking the **Edit settings** link next to your location or language settings on your My Ad Campaign page.

How do I edit the language or location settings for my Starter Edition account?

You have your choice of many locations and languages when targeting your ads. When you choose a location, your ads will appear only to users who are located in that country, territory or local region. When you select a language, your ads will appear only to those users who have chosen that as their primary language.

To edit the language setting of your Starter Edition account:

- [Log in](#) to your AdWords account.
- On the **My Ad Campaign** page, find the link reading **Edit settings** near the top of the page. Click the link.
- On the **Edit Settings** page, edit your language by using the pull-down menu to choose a new language.
- Click **Save Changes**.

To edit the location setting of your Starter Edition account:

- [Log in](#) to your AdWords account.
- On the **My Ad Campaign** page, find the link reading **Edit settings** near the top of the page. Click the link.
- On the **Edit Settings** page, find the **Location** section. Click a radio button to select a new location. If the location you want is not shown, click **edit** to start over with a new country or territory selection.
- Click **Save Changes**.

Your changes will take effect on AdWords shortly.

If you are a Standard Edition user, please see [How can I target my ad campaign by language and location?](#)

What if I need to show my text ad in more than one location?

In order to keep things simple, Starter Edition text ads can be targeted to only one region, country, or territory. To target your ad to more than one region, country, or territory, you should graduate to Standard Edition.

Starter Edition local business ads can target multiple locations of the same business within one country. To target more than one country, or to advertise more than one business, you should graduate to Standard Edition.

It's easy to move from Starter Edition to Standard Edition. There are no extra charges, and you'll be able to keep your Google Account information and retain all the settings for your existing ad. To learn more about the two editions, see [How do Starter Edition and Standard Edition compare?](#). (Note that a Starter Edition user can switch to Standard Edition, but not vice-versa.)

You can graduate to Standard Edition right now if you like. Just follow our [step-by-step instructions](#).

What features does the Starter Edition Keyword Tool include?

The Keyword Tool allows you to build extensive, relevant keyword lists from one easy, simple interface. Generate keyword lists, review traffic estimations for existing and new keywords, and add your keywords directly into your Starter Edition account from the same page. You can combine the relevant keywords you get with one another or with your existing keywords to make them more specific. Or, use any irrelevant results as negative keywords to ensure that your campaign is highly targeted.

Features of this tool include:

- **Search for keywords in three ways.** Enter new keywords, your existing high clickthrough rate keywords, or any webpage URL for your search. You can also expand your keyword search even further to include pages linked to from the original URL. (Site-related keyword searching is available for [a limited number of languages](#).)
- **Keyword performance statistics.** See Google's performance statistics for your keyword results. Views include keyword popularity, global search volume trends, cost, and predicted ad position.
- **More keyword results based on regularly updated statistics.** Our advanced search engine technology allows us to provide you with the latest information on potential keywords for your campaigns.

To access this tool from within your account, click the **Add more keywords** link at the top of your keyword table. On the **Add Keywords** page, click **Advanced Tool**.

What does 'within driving distance' mean?

Within driving distance is the AdWords term for the general area surrounding a city or other location. Many local businesses want to reach customers not just in their own city but in other nearby areas. For those advertisers, 'within driving distance' may be a good location targeting choice.

While it varies by region, driving distance is usually a radius of about 60 miles or 100 kilometers around the primary location you select. Driving distance does not take into account the local roads, terrain, or other variables.

About AdWords : Starter Edition : Budgeting and Pricing

How do I choose a budget for my Starter Edition account?

The budget you set is entirely up to you. You should set a budget based on how much you are comfortable spending on AdWords advertising each month.

The AdWords system will automatically show your ads as often as possible within the budget you set. The system will spread the display of your ads across the entire month. For instance, if you set a monthly budget of \$90, AdWords will spend about \$3 of your budget each day in a 30-day month.

Once your account is running, you can adjust your budget at any time. Please see this Help Center entry: [How do I change the budget for my Starter Edition account?](#)

How do I change the budget for my Starter Edition account?

To change the budget for your Starter Edition account:

- [Sign in](#) to your AdWords account.
 - On the **My Ad Campaign** page, find the link reading **Edit settings** near the top of the page. Click the link.
 - On the **Settings** page, find the **Budget** section and enter a new amount in the budget field.
 - Click **Save Changes**.
- Your new budget will take effect shortly. Each time you change your budget, you'll begin a new 30-day budget cycle for your account.

About AdWords : Starter Edition : Graduating to Standard Edition

How do I graduate from Starter Edition to Standard Edition?

It's easy to move from Starter Edition to Standard Edition. There are no extra charges, and you'll be able to keep your Google Account information and retain all the settings for your existing ads.

Remember that once you graduate to Standard Edition, you can't return to the Starter Edition. Most users find Standard Edition easy to use, but please make sure you're ready before you graduate.

Here's how to graduate to Standard Edition:

- [Sign in](#) to your AdWords account.

- o At the bottom of the **My Ad Campaign** page, click **Graduate to Standard Edition**.
- o On the next page, read the basic information about upgrading. When you're ready, click **Continue**.
- o On the following page, read the suggestions for adopting Standard Edition. This is the final step: When you're ready to move to Standard Edition, click **Yes, Graduate**.

Congratulations -- you've graduated to Standard Edition. You'll see that your ads have been moved into a Standard Edition campaign (named 'Starter Campaign' so you'll recognize it). This campaign will continue running just as your Starter Edition ads did, unless and until you make additions or changes.

What should a newcomer know about Standard Edition?

When you graduate from the Starter Edition to the Standard Edition of AdWords, a host of new tools and features become available to you. Here are some important things to know about Standard Edition.

What stays the same?

Your AdWords login: You keep the same Google Account login email and password when you graduate. Sign in at <https://adwords.google.com> just as you did before.

Your ads & keywords: Your Standard Edition account keeps the same ad text, keywords, and settings you had in Starter Edition. Your ads continue running just as before unless you decide to change or delete them.

Your budget: The Google AdWords Budget Optimizer continues to manage your keyword bids automatically, unless you choose to disable it and set your own cost-per-click prices. (More details on this can be found below.) In that case your budget will be reported as a daily amount rather than a monthly amount. If your budget was \$30 per month, with Budget Optimizer disabled it will be listed as \$1 per day.

If you create new campaigns you'll have the same choice of using Budget Optimizer (with a monthly budget) or setting your own CPC prices (with a daily budget). Please note that you set a separate budget for every campaign. This means that the budgets you set for new campaigns will be *in addition* to the amount you budgeted for your original campaign.

What should I change first?

Here are two changes that many new Standard Edition users make:

1. Create Ad Groups and more campaigns

Standard Edition gives you the power to create many ads and to organize these ads into Ad Groups and campaigns. An Ad Group is a set of related keywords combined with one or more ads for a specific product. If you sell six products, for instance, you might want to create six Ad Groups with separate keywords and messages pinpointed to each product.

You may also want to create new campaigns. When you graduate, a single campaign is created with your original ads and settings. New

campaigns let you target different countries or cities and different languages. Each campaign has its own budget, so it can also be a useful way to manage your advertising spend.

Follow these links to learn more:

- [Creating a new Ad Group](#)
- [Creating a new campaign](#)

2. Set your own cost-per-click (CPC) prices

With Starter Edition accounts the AdWords Budget Optimizer decides when and where to show your ads to earn you the most clicks for your budget. With Standard Edition you have the option to turn off the Budget Optimizer and then set your own cost-per-click prices for an Ad Group or for individual keywords. This allows you to bid more for the keywords you value most.

If you choose to disable the Budget Optimizer, you're asked to set a daily budget rather than a monthly budget. To keep your spend about the same, just divide your old monthly budget by 30 to get a daily budget amount.

Follow these links to learn more:

- [Turning off the Budget Optimizer](#)
- [Choosing a daily budget](#)
- [Setting a daily budget](#)

Remember, you can easily make other [changes](#) to your Standard Edition account at any time.

New Terms

Quality Score: Google AdWords uses [Quality Score](#) to measure the relevancy of your ads and keywords. More relevant and targeted keywords can result in a higher Quality Score and lower costs for each click on your ads.

Inactive Keywords: Poorly performing keywords with a low Quality Score can become [inactive for search](#). These keywords will stop triggering your ad on Google and the search network. You can reactivate such keywords by [increasing your Quality Score](#) or raising your maximum CPC amounts.

Site Targeted Ads: An alternative to keyword-targeted campaigns, [site targeting](#) lets you choose specific websites in the Google Network where your ads might run.

New Tools

- If you can't see your ads, use the [Ads Diagnostic tool](#) within your account to see if your ad is currently running. You can also use the [Can't see your ad? wizard](#) within our online Help Center.

- The [Keyword Tool](#) helps you generate targeted keywords.
- Use the [Traffic Estimator](#) to see how often your ads may appear for certain keywords.
- Try [Conversion tracking](#) to collect data about sales, leads, and other user activity resulting from your ads.
- [Advanced reporting features](#) help you collect and analyze your account performance.

For easy-to-find information on managing all aspects of your account, visit our account [Help Center](#).

How do the Starter Edition and Standard Edition compare?

Thinking of switching from Starter to Standard edition of AdWords? Take a moment to compare the two. The Starter Edition offers extreme simplicity for new users; the Standard Edition offers an easy interface with many more features at no extra charge. Remember that once you graduate to the improved features of Standard Edition, you can't switch back to the Starter Edition.

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

Can I switch from Standard Edition to Starter Edition?

Sorry, no. Starter Edition is for new users only.

If you are a new user, please remember that once you graduate from Starter to Standard Edition, you can't return.

About AdWords : Starter Edition : Hosted Business Pages : Hosted Business Pages Overview

Why isn't my hosted business page listed in Google Search results?

Google uses software known as 'spiders' to crawl the web on a regular basis, following hyperlinks from page to page to find sites to add to our index.

When sites aren't included in Google search results, it's frequently for one of the following reasons:

- The site is not connected/linked to other sites on the web.
- The site launched after Google's most recent crawl was completed.

Keep in mind that inclusion in Google's search results is free and that our crawl process is completely automated; we don't accept payment for inclusion in our index, nor do we manipulate search results by hand. We believe strongly in allowing the democracy of the web to determine the inclusion and ranking of sites in our search results.

Why is the URL displayed in my ad shorter than the actual URL to access my webpage?

Instead of displaying the full unique URL for your webpage, a shorter customized version is used so potential customers can quickly understand the products and/or services you're offering.

Keep in mind that the URL displayed in your ad is for display purposes only, so it will not lead to your webpage if you or a customer enters it in a browser's address bar. Your page will display when someone clicks your ad.

Why can't I use the URL displayed in my ad to access my webpage?

The green URL that appears at the bottom of your ad is for display purposes only. You have the option to enter custom text in the Display URL field so potential customers can identify your business, but this URL will not lead to your hosted business page. Your page will display when someone clicks your ad.

What are hosted business pages?

Hosted business pages are informational sites that new AdWords advertisers may create when setting up advertising campaigns.

If you have a small business and would like to advertise with Google AdWords, but you don't have a website, you can create a hosted page about your business - with AdWords and hosted business pages, you'll be able to reach potential customers, all in a few quick and easy steps.

Hosted business pages are currently available on a limited basis, to new advertisers only. We look forward to expanding our service in the future.

I'm already an AdWords advertiser. How do I get a hosted business page?

Hosted business pages are available on a limited basis to new advertisers only. We look forward to expanding our service in the future.

How do hosted business pages work?

Small businesses without a website can create hosted business pages so potential customers may find information about the products and/or services offered by the business. When selected advertisers sign up for AdWords through the [Starter Edition](#), they're offered the option of creating a free hosted business page.

Hosted business pages are quick and easy -- no knowledge of HTML or programming is required, and the webpage is almost immediately accessible once an advertiser starts running an AdWords campaign. Keep in mind that hosted business pages are only accessible through AdWords ads.

Can I enter information in other languages?

Yes, but we recommend entering information in English because your ads are targeted to English searches.

Can I advertise a business outside the US?

At this time, hosted business pages are only available to businesses located within the United States. We look forward to expanding our service in the future.
About AdWords : Starter Edition : Hosted Business Pages : Getting Started with Hosted Business Pages

Why won't my image upload?

If you're having trouble uploading an image, it's likely that the file format isn't acceptable, or the image is too large. Make sure the file extension on your image is '.jpg' or '.gif', and files should be no larger than 500 kilobytes (kb).

What information should I include on my webpage?

We'll ask you for basic business information when you build your webpage. You'll be able to include things like your business address; phone and fax numbers; contact email address; forms of payment accepted by your business; operating hours; and products or services you offer.

All information you enter should accurately describe your business, and be sure to provide contact information for potential customers.

Make sure you include enough information on your webpage so potential customers understand your business, and the products and/or services you offer.

How do I get a hosted business page?

Hosted business pages are still in beta, so they are available on a limited basis to new advertisers only. If you are selected to participate in our initial test, you'll be able to create a hosted page during the AdWords sign-up process. We look forward to expanding our service in the future.

If you'd like to make changes to your webpage once it's published, just follow these steps:

1. [Sign in](#) to your AdWords account.
2. From the **My Ad Campaign** tab, click **Webpage**.
3. Click **Edit page** >> along the top of the webpage preview.
4. Edit necessary sections and fields, and click **Preview my webpage** >> to see the changes you've made. (A new browser window will open).
5. Return to the browser in which your AdWords account is open, and click **Save Changes**.

Can I use HTML when creating my webpage?

No. Please do not enter HTML code in any of the text fields when creating your webpage. Google automatically formats your page, so it isn't necessary to enter HTML with your business information.

About AdWords : Glossary

Daily Budget

The amount you're willing to spend on a specific AdWords campaign each day.

AdWords displays your ad as often as possible while staying within your daily budget. 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 ads than your daily budget calls for. This helps make up for other days in which your daily budget is not reached. However, you'll never be charged more than your average daily budget over the course of a month. For example: if your daily budget is \$10 and the month has 30 days, you might be charged up to \$12 on any single day but your monthly charges will never exceed \$300.

Ad Served Percentage (%)

This number represents how often an ad has been shown in relation to the rest of the active ads within the same Ad Group.

Display URL

This is the URL displayed on your ad to identify your site to users. This URL displayed is limited to 35 characters; it need not be the same as the URL your ad links to, but it should be an actual URL that is part of your site.

Destination URL

This is the URL to which your ad will link. This is the page users see when they click through to your site from your ad.

Outstanding Balance

The outstanding balance on your Billing Summary page provides an estimate for upcoming charges for your campaigns. This amount does not necessarily reflect a delinquent amount, or a final balance. Because we deduct overdelivery credits prior to billing your account, it's likely that the outstanding balance in your account is more than what you're charged for that time period. All credits and past charges posted to your credit card are also available under the **My Account** tab.

Maximum Cost-Per-Click

You choose the maximum cost-per-click (CPC) you are willing to pay. Our Discounter automatically reduces this amount so that the actual CPC you are charged is just one cent more than the minimum necessary to keep your position on the page.

Google Account

A Google Account functions as a master Google login, made up of a single email address and password. You can create a Google Account to sign in to your Google services that support it, such as Google Groups, Gmail, and Froogle.

Service Adjustment

Adjustments to your account balance are itemized on the Billing Summary page, which is found under the My Account tab. Service adjustments may reflect promotional credits and courtesy credits applied by AdWords client services specialists.

Activation Fee

A one-time fee applies when you activate your account. This amount is not credited toward the cost of clicks received. Find the activation fee in your currency.

Quality Score

This is the basis for measuring the quality of your keyword and determining your minimum bid. Quality Score is determined by your keyword's clickthrough rate (CTR) on Google, relevance of your ad text, historical keyword performance on Google, the quality of your ad's landing page, and other relevancy factors.

Maximum CPM

The maximum CPM (or max CPM) is set by advertisers who run site-targeted ads. Max CPM is the greatest amount they are willing to pay for each 1000 impressions their ad receives on the targeted sites they select.

Impression

The "Impr" located on your reporting statistics refers to the number of "impressions" for your ad. The number of impressions is the number of times an ad is

displayed on Google or on sites or products in the Google Network.

Ad Group

An Ad Group contains one or more ads which target one set of keywords or sites. The advertiser sets a maximum cost per click (CPC) or cost per thousand impressions (CPM) for all the keywords or sites in the Ad Group. The advertiser may also set prices for individual keywords or sites within the Ad Group.

Cost-per-click

The cost-per-click (CPC) is the amount you pay each time a user clicks on your ad. Google AdWords has a CPC pricing system.

AdWords Discounter

The AdWords Discounter monitors your competition and automatically reduces your actual cost-per-click so you pay the lowest price possible for your ad's position on the page.

Account Activation

After signing up for AdWords, you'll receive an email to verify your email address. You can then activate your account by logging in and submitting your credit card information. At that point, your ads start running.

CPM

This stands for cost-per-thousand impressions. A CPM pricing model means advertisers pay for impressions received.

Campaign

A campaign consists of one or more Ad Groups. The ads in a given campaign share the same daily budget, language and location targeting, end dates, and syndication options.

Clickthrough Rate

Clickthrough rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions).

Pacific Time (PST or PDT)

Pacific time is the U.S. time zone for Google headquarters in Mountain View, California. If you do not select a local time zone for your account, your statistics and reports will be continue to be based on Pacific time. Dates and times listed in your account will refer to Pacific Standard Time (PST) or

Pacific Daylight Time (PDT), depending on the time of year. PST and PDT are one hour apart.

Business Address

The domicile address of your business, or where your business is primarily located and registered. It's possible that this address is different from your billing address.

Adjustment - Click Quality

Adjustments to your account balance are itemized on the Billing Summary page, which is found under the My Account tab. If we discover that you've been charged for invalid clicks in the past two months, you'll see a credit in your Billing Summary labeled *Adjustment - Click Quality*. [Learn more](#) about Google's click protection strategies.

Actual cost-per-click

This is the amount you'll actually pay for each click your ad receives. The AdWords Discounter automatically gives you the lowest possible price in order for you to maintain your ad's position. Your actual CPC will be equal to or less than the maximum CPC you specify.

Keyword

The keywords you choose for a given Ad Group are used to target your ads to potential customers.

Ad Rank/Positioning

An ad's position is based on its Ad Rank, which is determined by your keyword or Ad Group's maximum cost-per-click (CPC) times the matched keyword's Quality Score. For the top positions above Google search results, however, we use your ad's actual CPC to determine its position.

Average Position (Avg. Pos.)

The average position in which your ad may be displayed (as seen within your account reporting data, not traffic estimates). '1' is the highest position on the first page of search results, but there is no 'bottom' position. Ads with an average position of 1-8 generally appear on the first page of search results, 9-16 on the second page, etc.

An average position of '1.7' means your ad usually appears in positions 1 or 2, and it may appear more often in higher positions than an ad with an estimated average position of '1.8'. Values may contain decimals because the Traffic Estimator displays estimates as averages-not whole numbers-based on dynamic keyword activity among advertisers. Also, average ad positions are not fixed; they may vary depending on various performance factors.

Impressions per day

The number of times a site-targeted ad has been displayed to web users in the course of one advertising day. One thousand impressions equal one cost-per-thousand, or CPM, unit.

Exception request

When you create or edit an ad or keyword list, you may receive a notification that your ad or keyword does not meet one of our ad policies. This is an automatic check performed by the AdWords system to help you pass our approval criteria as easily and quickly as possible. If you don't think the policy applies to you, you can file an exception request. If you submit an exception request, an AdWords Specialist will review it to determine if your ad complies with our policies. Your ad will be able to run once your exception is approved.

Average Cost per Click (Avg. CPC)

The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.

Here's an example: if your ad receives two clicks, one costing \$0.20 and one costing \$0.40, your average CPC for those clicks is \$0.30.

Average CPC is not the same thing as maximum CPC.

Account Creation

You can create an account with no obligation to purchase and without submitting payment information. Simply complete the sign-up process and verify your email address.

Keyword Matching Options

You can specify your search-targeted keywords as broad matches, phrase matches, exact matches, or negative matches. These options can help you refine your ad targeting, spending less on irrelevant clicks so that you increase your return on investment. We suggest using a combination of two or more of these techniques to run an effective ad campaign.

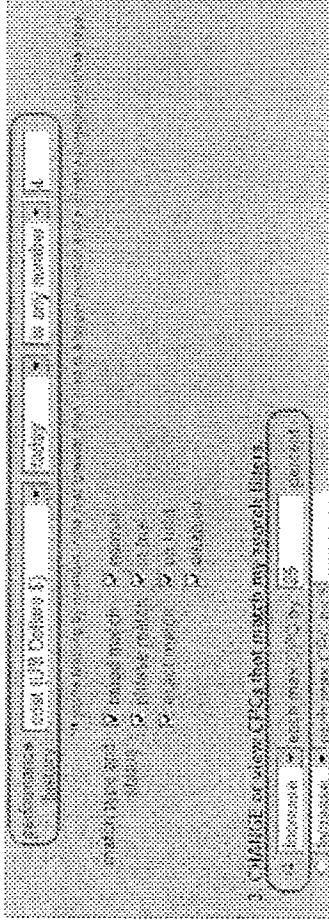
Broad Match - This is the default option. If you include general keyword or keyword phrases such as *tennis shoes* in your keyword list, your ads may appear when users search for *tennis* and *shoes*, in any order, and possibly along with other terms. For example, your ad may appear for the queries *buy tennis shoes* and *tennis sneakers* but not *tennis players*. Your ads may also appear on relevant variations of your keyword phrases and plurals, as well as some related keywords and phrases via our expanded keyword matching technology.

Broad matches are often less targeted than exact or phrase matches. If you decide to use broad-matched keywords, we recommend you create keyword phrases containing at least two descriptive words each.

A note about expanded matching: The AdWords system continually monitors system-wide keyword performance and other relevance factors. This helps determine which expanded matches and variations are the most relevant to user searches.

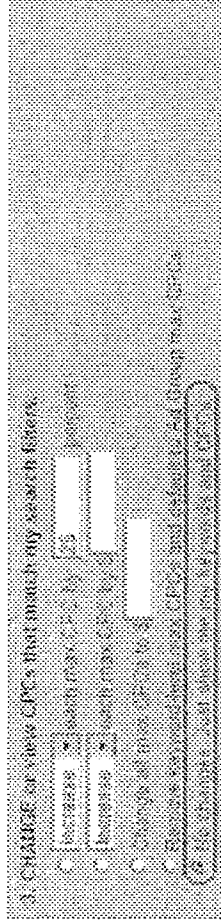
o **Edit CPCs**

Your campaigns are performing well, but you aren't reaching your daily budget because your ads always appear in the lower positions. Use the Find and Edit Max CPCs tool to search for ads by average position and increase your CPCs.



o **Search for keywords**

Take advantage of the powerful functionality this tool offers, and search across campaigns to find the keywords you're looking for.



Ad Optimization

Optimized ad serving ensures that higher performing ads within a single Ad Group show more often. When selected under 'Edit Campaign Settings' (section 4), the AdWords system will automatically show ads with a higher clickthrough rate (CTR) more often. How often ads have been served relative to other ads in the same Ad Group is represented by a percentage. This ad served percentage (%) is displayed beneath each active ad.

Recommended Daily Budget

The daily budget necessary for your ad to appear as frequently as possible for your keywords. Your campaign daily budget controls how often your ad appears on Google. If your daily budget is lower than the recommended amount, your ad may not show all the time. Matching the recommended daily budget helps ensure maximum exposure.

Google AdSense

Google AdSense delivers text-based Google AdWords ads that are relevant to what visitors see on website pages - and Google pays web publishers for it. Google AdSense is for web publishers who want to make more revenue from advertising on their site while maintaining editorial quality.

Ask a specialist via chat

Google Live Support allows you to receive immediate response to your questions via a free online chat session with a Google AdWords representative. The 'Ask a specialist via chat' button will appear on AdWords Help Center pages, such as the contact form, when an AdWords specialist is available, so you may not see the button all of the time. Simply click the button to initiate a chat (no special software required). The first available representative will respond; we cannot guarantee you'll chat with the same person each time. Currently, chat is available in US English on a limited basis. We cannot comment on plans to provide this service in additional languages.

Minimum cost-per-click bid

The amount assigned to a given keyword in your account based on its quality (or Quality Score). The minimum bid is usually the least amount you can pay per click in order for your keyword to show ads.

Affiliate

An affiliate is an individual advertiser or website owner who has a business relationship with a merchant to promote the merchant's product or service. The affiliate earns a small commission from the merchant for each referral that results in a sale; the merchant handles payment and fulfillment.


Unacceptable Content

In order to ensure that AdWords ads benefit our users, advertisers, partners, and Google, we maintain high standards for ads accepted into the AdWords program. For a list of affected products and topics, please see our [Content Policy](#). Application of content policies will always involve an element of discretion, and we reserve the right to reject or approve any ads.

How do I review all of my disapproved ads?

The Disapproved Ads tool within your AdWords account allows you to easily check the status of your disapproved ads and find out why they were disapproved at any time. However, you'll still receive an email regarding each disapproval, unless you've opted not to receive such messages.

With the Disapproved Ads tool, you'll be able to review the ad, the location of the ad, the reason for disapproval, suggestions to improve your ad, and the date your ad was disapproved. At this time, the tool does not reflect the status of approved or pending ads, or keywords for your account.

Start using the [Disapproved Ads tool now](#). 

Or, to access the Disapproved Ads tool later, you can follow the steps below

A campaign where the advertiser selects keywords that will trigger ads from the campaign. Keyword-targeted ads can appear on search results pages, on content pages, and on other properties on the Google Network.

Traffic Estimator

After you select new keywords to add to an existing Ad Group, the AdWords Traffic Estimator automatically provides you with a predicted keyword state, search volume, average cost-per-click, and ad positions for each of your keywords. You can also choose to see estimates with an unlimited budget, which will add on two new sets of estimates: potential clicks per day, and potential cost per day.

Conversion rate

The number of conversions divided by the number of ad clicks. Note that the conversion rate should not be greater than 100%. Conversions are only counted on Google and some of our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.

Cost / Conversion

The total cost divided by the total number of conversions. This statistic gives you the amount spent per conversion. Conversions are counted only on Google and some of our Google Network partners. The cost-per-conversion is adjusted to reflect only the cost of ad clicks on which we can track conversions.

Cost / Transaction

The total cost divided by the total number of transactions. This statistic gives you the average amount spent per transaction. Transactions are counted only for conversions from Google and some of Google Network partners. The cost-per-transaction is adjusted to reflect only the cost of ad clicks on which we can track conversions.

Image Ads

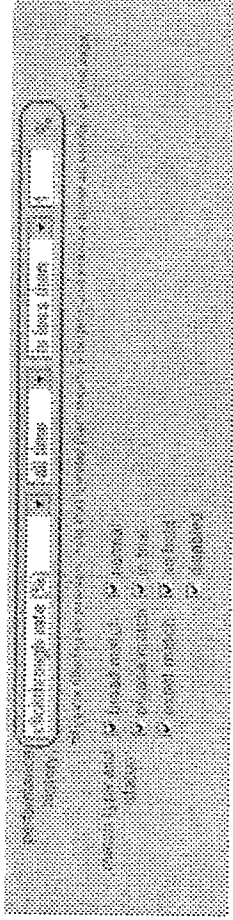
Graphical AdWords ads appearing on select content sites in the Google Network.

Find and Edit Keywords

Use this tool to **easily locate and edit keywords throughout your entire account**. Search for all keywords meeting specific criteria, and, if you'd like, edit them all at once.

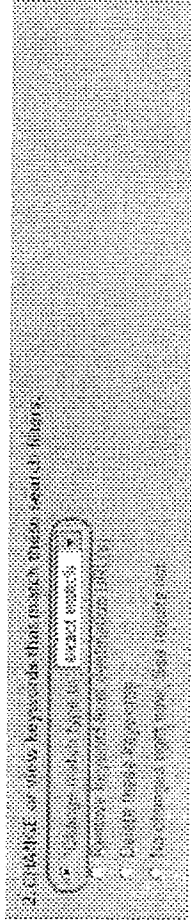
Suggested uses:

- **Delete keywords**
Some of your keywords aren't performing well, so you'd like to delete them. Use the Find and Edit Keywords tool to quickly remove unsuccessful keywords, and increase your campaign performance.



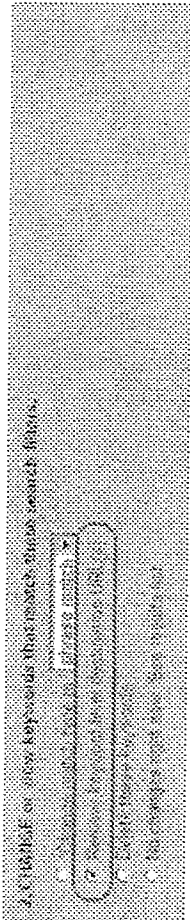
o **Change the matching options for multiple keywords**

You notice that the broad-matched keywords in your 'Birthday Flower Arrangements' campaign are receiving a lot of impressions because they contain popular words like 'flower,' 'rose,' and 'gift,' but your ads aren't receiving lots of clicks. Use the Change Keyword Matching Options tool to edit the match type, and start reaching a more targeted audience.



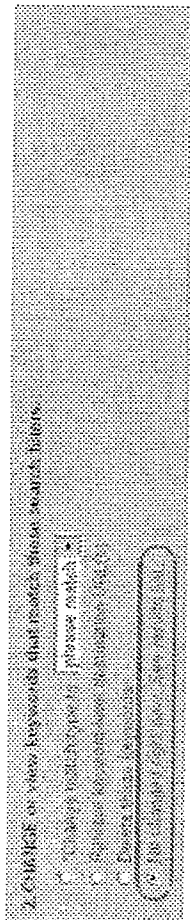
o **Remove keyword-level destination URLs**

A number of your keywords lead users to a specific section of your website that is about to be 'under construction.' Use the Find and Edit Keywords tool to quickly remove keyword-level destination URLs, and direct your customers to a different page.



o **Search for keywords**

Take advantage of the powerful functionality this tool offers, and search across campaigns to find the keywords you're looking for.



Contextual Advertising

Google leverages our award-winning search technology to deliver relevant AdWords ads to content pages of sites and products in the Google Network. Our technology draws upon our understanding of the billions of pages in our search index and our ability to crawl web pages to figure out which keywords would lead a user to the page. Then, we match ads to the page based on those keywords.

Account History

Your account history is the full record of your account activity over the course of your business relationship with Google AdWords. When you create an account, we maintain details such as your billing preferences and contact information.

Your account history includes vital information central to the success of your online AdWords advertising campaigns, such as:

- Unique keyword variations and lists
- Ad Group and campaign organization settings
- The performance history for your keywords, Ad Groups, and campaigns
- Language and regional targeting settings for your campaigns
- Budget and cost-per-click pricing history and settings
- and much more ...

This information keeps your account running the way you design it to, and is intended to help you achieve the best online advertising performance possible.

Domain

Website domains are a naming procedure by which web users may identify a particular website address and location (e.g., www.google.com). They are usually made up of two parts: a name and a category. The following are common URL domain categories: .com (commercial), .edu (education), and .gov (government). Domain categories can also be location-specific, for example: .fr (France), .br (Brazil), or .jp (Japan). In some cases, one category is appended to another category, for example: examplename.co.uk, examplename.com.ph, examplename.org.uk.

Domain examples:

- www.google.co.uk*
- www.google.fr
- www.google.com
- www.google.edu

**Domains with a specific extension are considered distinct.*

Google Network

Google AdWords ads are displayed across Google as well as the Google Network. This expands your potential customer pool beyond the already extensive Google search audience. Sites and products in the network include:

- Search sites: America Online, CompuServe, Netscape, AT&T Worldnet, EarthLink, and others.
- Content sites: New York Post Online Edition, Mac Publishing (includes Macworld.com, JavaWorld, LinuxWorld), HowStuffWorks, and others.

URL - (Uniform Resource Locator)

The address/location of a webpage or file on the Internet.

eCPM

Effective CPM, or eCPM, is the effective cost per 1000 impressions generated by a cost-per-click ad. eCPM is determined by multiplying a number of factors, including the ad's cost per click (CPC) and its clickthrough rate (CTR). The resulting eCPM can be used to rank CPC ad campaigns against CPM campaigns.

Return on Investment (ROI)

The benefit gained in return for the cost of your ad campaign. Although exact measurement is nearly impossible, your clickthrough rate and your conversion rate combined with your advertising costs, can help you assess the ROI of your campaign.

Geo-Targeting

Geo-targeting lets you target your ads to specific countries and languages. When you create a new AdWords campaign, you select the countries or regions and the language(s) for your ad. That campaign's ads will appear only to users who live in the those areas and who have selected one of those languages as their preference.

Value / Cost

Total value divided by total cost for all ad clicks. If you've entered in your revenue or profit value, this statistic will be equal to your ROI. For example: Value / Cost = Total conversion value (total_value) / Total cost (total_cost). Conversions are only counted on Google and some Google Network sites or products. The value-per-cost is adjusted to reflect only the cost of ad clicks leading to conversions.

Landing Page

An active web page where customers will 'land' when they click your ad. The web address for this page is often called a 'destination URL' or 'clickthrough URL.'

Keyword State - Active

An active keyword has a high enough Quality Score and maximum cost-per-click (CPC) to trigger ads on Google. This means your keyword's maximum CPC meets the minimum bid required to trigger ads. Active keywords usually perform at a moderate level of success or better.

Overdelivery Credit

You will receive a credit to your account if Google delivers over 20% more clicks than your daily budget allows. Google does not charge you for these extra clicks and automatically issues a credit on your invoice. The extra clicks are displayed on your reports so that you have accurate records of your total clicks.

Ads Diagnostic Tool

Find out why your ad may not be showing for a certain query. You can check the status of your ad by entering the search terms and parameters defined in your account, or by entering the URL for the search results page on which your ad should be displayed.

End date

You control your campaign's duration. Unless you select an end date or pause your campaign, your ads will run continuously on Google. Your campaign begins at 12:00 AM on your activation date in the time zone you have chosen for your account, and ends at 11:59 PM on your chosen end date.

SOAP

SOAP, Simple Object Access Protocol, is used for information exchange and RPC, usually (but not necessarily) over HTTP. More information can be found at Developer SOAP FAQ: <http://www.soaprpc.com/faqs/SoapFAQ.html>.

Conversion Tracking

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. Google has developed a tool to measure these conversions, and ultimately, help you identify how effective your AdWords ads and keywords are for you.

Total value

The total value generated by conversions of a specific tracking type, or *tracking label*.

Find and Edit Ad Text

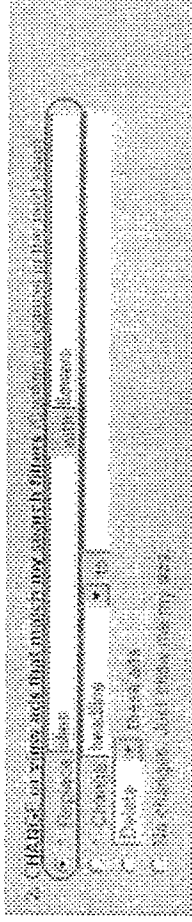
Use this tool to **easily locate and edit ads across your entire account**. Search for all ads meeting specific criteria, and, if you'd like, edit them all at

once. Or, use this tool to edit the destination URLs for your ads.

Suggested uses:

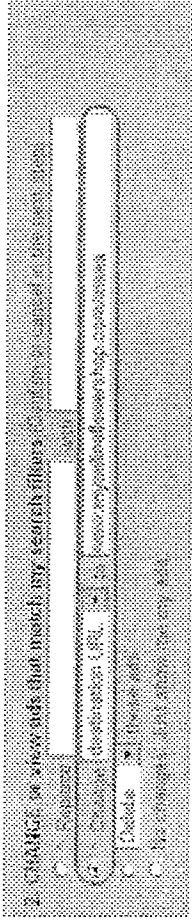
- **Edit ad text**

You run an online flower shop, and have just sold out of lilies. Many of your campaigns specifically advertise lilies, so you need to replace 'lilies' with 'flowers.' Use the Find and Edit Ad Text tool to quickly remove the word 'lilies' from all of your ads at once.



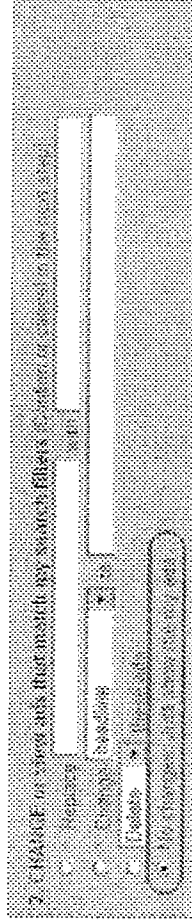
- **Edit destination URLs**

You've just started selling roses, and you want your AdWords ads to take customers directly to the page where roses can be purchased. Use the Find and Edit Ad Text tool to update the destination URLs for your ads so customers can find exactly what your ads offer.



- **Search for ad text**

Take advantage of the powerful functionality this tool offers, and search across campaigns to find the ads you're looking for.



Campaign Negative Keywords

You can prevent entire campaigns from showing on a certain query by applying negative keywords to them. Selecting more focused matching options, such as negative match, to your keywords, helps you reach the most appropriate prospects, reduce your cost-per-click (CPC), and increase your ROI.

Keyword Status

An easy way for you to monitor and measure the performance of your keywords and their associated ads. Each keyword, except for negatives, can have a performance classification of either *active* or *inactive* for search. Keywords are also always subject to review by our AdWords Specialists. If your keywords don't comply with our [Editorial Guidelines](#), they will be marked as *Disapproved*.

Credit Limit

When you first open an AdWords account, Google gives you an initial **credit limit** so your ads can start running right away. You will be billed within 30 days or when you reach this credit limit. If you reach the credit limit within 30 days, your limit will be raised for your next billing cycle.

WSDL

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.

Site-targeted campaign

A campaign where the advertiser selects the individual web sites where their ad will appear. Site-targeted ads appear only on web sites that are part of the Google content network.

Client manager

Client managers perform the day-to-day service of managing and optimizing AdWords accounts on behalf of their Google AdWords advertising clients.

of conversions

A conversion is counted when an ad click leads directly to a user taking an action on your site. Multiple conversions from a single ad click are counted only as one conversion.

API

API stands for application programming interface. The AdWords API lets advertisers interact directly with their AdWords account(s) through applications created.

Google tracking URLs

The URLs Google generates for you in the cross-channel setup wizard, which provide information about your advertising metrics.

Keyword State - Inactive for Search

A keyword marked inactive for search doesn't have a high enough Quality Score and maximum cost-per-click (CPC) to trigger ads on Google or the search network. This means your keyword's maximum CPC doesn't meet the minimum bid required to trigger ads. Inactive keywords aren't performing well.

Gmail

Google's webmail service. Gmail delivers text-based Google AdWords ads that are relevant to the content of users' email messages.

Double Serving

Displaying more than one ad for the same company or person at a time.

Average value

The total value of all conversions divided by the total number of conversions.

Editorial Guidelines

These guidelines will help you create effective ads that generate sales. To run your ads on Google, search, and content sites or products in the growing Google Network, please see that your ads follow our [Editorial Guidelines](#).

Channel

A network or service advertisers use to create online advertisements to be displayed on search engines or other webpages. Google AdWords is a channel. Channels are identified as PPC (pay-per-click) or non-PPC.

Transaction

A single occurrence of a conversion event. Multiple transactions can occur after a user clicks on your ad. For example, if a user clicks on your ad and makes two separate purchases on your site worth US\$11 and US\$12, you will see a report for one conversion from the ad, two purchase transactions and a total value of US\$23.

Control Center

This is the online interface for your account. When you log in to Google AdWords, you're taken to the main page (the Control Center) for your account, from which you can access and edit your campaigns and settings.