

1 William M. Audet (CA 117456)  
 2 Ryan M. Hagan (CA 200850)  
 3 Jason Baker (CA 212380)  
 4 ALEXANDER, HAWES & AUDET, LLP  
 5 152 North Third Street, Suite 600  
 6 San Jose, CA 95112  
 7 Telephone: 408.289.1776  
 8 Facsimile: 408.287.1776

9 Lester L. Levy  
 10 Emily Madoff  
 11 Patricia I. Avery  
 12 Renee L. Karalian (CA 216260)  
 13 WOLF POPPER LLP  
 14 845 Third Avenue  
 15 New York NY 10022  
 16 Telephone: 212.759.4600  
 17 Facsimile: 212.486.2093

18 *Attorneys for Plaintiffs and the*  
 19 *Proposed Class*

(ENDORSED)  
**FILED**

AUG 03 2005

KIRI TORRE  
 Chief Executive Officer/Clerk  
 Superior Court of CA County of Santa Clara  
 BY \_\_\_\_\_ DEPUTY

**C. Del Rio**

SUPERIOR COURT OF THE STATE OF CALIFORNIA

COUNTY OF SANTA CLARA

**105CV046409**

14 CLRB HANSON INDUSTRIES, LLC d/b/a )  
 15 INDUSTRIAL PRINTING, and HOWARD )  
 16 STERN, on behalf of themselves and all )  
 17 others similarly situated, )

Plaintiffs,

vs.

GOOGLE, INC.,

Defendant.

CASE NO: \_\_\_\_\_

**CLASS ACTION COMPLAINT FOR:**

1. Violation of California Bus. & Prof. Code §§ 17200 *et seq.*
2. Breach of Contract
3. Negligent Misrepresentation
4. Unjust Enrichment
5. Imposition of a Constructive Trust
6. Breach of Implied Covenant of Good Faith and Fair Dealing
7. Fraud – Promise without Intent to Perform
8. Injunctive and/or Declaratory Relief

**JURY TRIAL DEMANDED**

24 Plaintiffs, by their attorneys, allege the following upon information and belief, except for  
 25 those allegations that pertain to Plaintiffs, which are based upon Plaintiffs' personal knowledge:

**NATURE OF THE ACTION**

- 27 1. Plaintiffs bring this class action against Google, Inc. ("Google" or the  
 28 "Company") on behalf of themselves and advertisers who use Google's AdWords program

1 (“AdWords”) and were or are being charged in excess of their set “daily budgets” for their  
2 advertising campaigns (the “Class”).

3         2. Google is an Internet search engine. When a user of the Internet conducts a word  
4 search through the Google search engine, Google provides search results with links to websites  
5 that include those search terms. On the same pages as those search results, Google also typically  
6 includes a box or boxes with “Sponsored Links” that have 2-4 lines of text which might appear  
7 above or down the right side of the Internet search results. These “Sponsored Links” link to  
8 websites of businesses that provide the services or sell the products involving the particular  
9 search terms input by the customer using the Google search engine. In short, they are the ads of  
10 the advertisers who sign up to use Google’s advertising program. These ads could also appear in  
11 similar locations on the search and content sites and products in the Google Network. (The  
12 Google Network is the largest online advertising network in the United States and includes  
13 thousands of third-party web sites. The search sites include, for example, AOL, Earthlink,  
14 AskJeeves, and Shopping.com; the content websites include, for example, The New York Times,  
15 HGTV, and the Weather Channel.)

16         3. AdWords is Google’s global advertising program. If an advertiser wants to  
17 advertise on Google, the advertiser must sign up in an online AdWords application. The  
18 advertiser goes to Google’s Internet site, Google.com, and clicks on “Google Advertising  
19 Programs,” and then clicks on “For Advertisers: Google AdWords.” To “Sign Up” with  
20 AdWords, an advertiser simply clicks the “Sign Up Now” button and by scrolling or clicking on  
21 the various linked pages, an advertiser, among other things: (i) chooses the geographic locations  
22 it wants to target with its ad; (ii) creates its ad and selects (i.e., “purchases”) keywords which will  
23 trigger the ad to run when an Internet user inserts a search into the Google search engine which  
24 includes those keywords; (iii) sets a maximum cost-per-click it wants to spend each time  
25 someone clicks on the ad; and (iv) sets a daily budget, which Google defines in the AdWords  
26 glossary as the amount the advertiser is willing to spend on a specific ad campaign each day.  
27 The AdWords account is activated once the advertiser provides a valid credit card, and the ad  
28 begins to run almost immediately. Google then charges an advertiser’s credit card on a daily

1 basis for the cost of the ads.

2 4. Google's AdWords gives advertisers hands-on control over elements of their ad  
3 campaigns. Under AdWords, an advertiser can target its advertising campaign and limit the  
4 appearance of the ad so that the ad only appears in response to searches conducted from specific  
5 locales, by city, country, or regional area, or at particular times or upon other specified search  
6 criteria. When a Google user clicks on an ad, the advertiser is charged.

7 5. A key feature of AdWords is that the advertiser sets a "daily budget." Through  
8 AdWords, Google allows an advertiser to manage advertising expenditures by setting a  
9 maximum daily budget which limits the amount of money that will be charged to the advertiser  
10 per day by Google. In addition, an advertiser can change its daily budget as often as the  
11 advertiser likes, according to Google's sign-up instructions for AdWords (although the  
12 Frequently Asked Questions section of AdWords states that an advertiser may change a daily  
13 budget for an ad campaign up to ten times per day). An advertiser is also allowed to "pause" an  
14 ad campaign at any time without limit.

15 6. Despite the fact that Plaintiffs' advertising campaigns were limited by their daily  
16 budgets, Google has billed and continues to bill Plaintiffs and all other members of the Class in  
17 excess of the daily budgets.

18 7. Google engaged in wrongful conduct in connection with AdWords by (a) billing  
19 for and allowing charges to exceed set daily advertising budgets, and (b) disputing complaints  
20 from advertisers regarding this practice and failing to reimburse for the unlawful charges.

21 8. As result of Google's misconduct, Plaintiffs and the Class have suffered and will  
22 continue to suffer irreparable injury in that they have been and are continuing to be charged fees  
23 in excess of their daily budgets.

24 9. Plaintiffs bring this action to enjoin Google from engaging in wrongful conduct by  
25 Google's practice of regularly exceeding daily budget limits set by advertisers using Google's  
26 AdWords program and to recover damages incurred as a result of defendant's conduct.

27

28

**JURISDICTION AND VENUE**

10. This Court has jurisdiction over this action. The matter in controversy exceeds the jurisdictional amount of the Court.

11. The claims asserted will be governed by the laws of California. California has a distinct nexus with the alleged harm and the defendant. It is possible that the number of citizens of California is substantially larger than the number of citizens from any other State.

12. Defendant Google, a citizen of California, is the sole defendant from whom relief is sought by members of the Class, and whose alleged conduct forms the basis for the claims asserted by the Class.

13. Venue is proper in this Court because a substantial part of the events or omissions giving rise to the claims herein occurred in this county, and Google has at all relevant times been doing business in this county and throughout California and maintains its principal executive offices in Santa Clara County.

14. The AdWords program terms state that the AdWords agreement is governed by California law and any claims thereunder are to be adjudicated in Santa Clara County, California.

**THE PARTIES**

15. Plaintiff CLRB Hanson Industries, LLC dba Industrial Printing (“Industrial Printing”) is a limited liability corporation formed in the state of Minnesota.

16. Plaintiff Howard Stern is a citizen of the state of New Jersey.

17. Defendant Google is a Delaware corporation, with its principal place of business located within Santa Clara County at 1600 Amphitheatre Parkway, Mountain View, California 94043. Google purports to be a global technology leader focused on improving the ways people connect with information. According to the Company’s Form S-1 filed with the Securities and Exchange Commission (“SEC”) on April 29, 2004 in conjunction with its initial public offering, the Company’s:

[I]nnovations in web search and advertising have made our web site a top Internet destination and our brand one of the most recognized in the world. We maintain the world’s largest online index of web sites and other content, and we make this information freely available to anyone with an Internet connection. Our

1 automated search technology helps people obtain nearly instant  
2 access to relevant information from our vast online index. We  
3 generate revenue by delivering relevant, cost-effective online  
4 advertising. Businesses use our AdWords program to promote their  
5 products and services with targeted advertising.

6 **CLASS ACTION ALLEGATIONS**

7 18. Plaintiffs bring this action as a class action pursuant to Cal. Civ. Proc. Code §382  
8 on behalf of themselves and a nationwide Class of all persons in the United States who were or  
9 are being charged more than their set daily budgets for advertising clicks calculated daily. The  
10 Class is composed of numerous residents of California, as well as persons dispersed throughout  
11 the United States. The disposition of their claims in a class action will provide substantial  
12 benefits to the parties and the Court.

13 19. Excluded from the Class is Google, any entity in which Google has a controlling  
14 interest, any employees, officers, directors of Google, and any legal representatives, heirs,  
15 successors, and assignees of Google.

16 20. Members of the Class are so numerous that joinder is impracticable. Plaintiffs  
17 believe that thousands of people have been damaged by Google's conduct. The names and  
18 addresses of the members of the Class are identifiable through documents maintained by Google  
19 and the members of the Class may be notified of the pendency of this action by published,  
20 mailed, and/or electronic notice.

21 21. There is a well-defined community of interest in the questions of law and fact  
22 involved in this case. The questions of law and fact common to the members of the Class which  
23 predominate over questions which may affect individual Class members include, among other  
24 things:

- 25 a. Whether Google overcharged for advertising pursuant to its AdWords  
26 program;
- 27 b. Whether Google knowingly and intentionally overcharged for advertising  
28 pursuant to its AdWords program;
- c. Whether Google exceeded set daily budgets for advertising clicks;
- d. Whether Google knowingly and intentionally exceeded set daily budgets  
for advertising clicks;

- 1 e. The extent of damage sustained by the Class and the appropriate measure  
2 of damages;
- 3 f. Whether the Class is entitled to an injunction requiring Google to cease  
4 and desist from collecting illegal and/or illegitimate advertising revenue;  
5 and
- 6 g. Whether the Class is entitled to an injunction requiring Google to cease  
7 and desist from exceeding set daily budgets for advertising clicks.

8 22. Plaintiffs' claims are typical of the claims of each member of the Class, in that  
9 Plaintiffs, like every member of the Class, were and are being charged by Google for advertising  
10 under Google's AdWords program in excess of their daily budgets and have suffered and are  
11 continuing to suffer harm as a result. Plaintiffs are entitled to relief under the same causes of  
12 action as the other members of the Class.

13 23. Plaintiffs are adequate representatives of the Class because their interests do not  
14 conflict with the interests of the members of the Class they seek to represent; they have retained  
15 counsel competent and experienced in complex class action litigation; and they intend to  
16 prosecute this action vigorously. Plaintiffs have no interests which conflict with those of the  
17 Class. The interests of members of the Class will be fairly and adequately protected by Plaintiffs  
18 and their counsel.

19 24. Google has acted on grounds generally applicable to the Class, making  
20 appropriate equitable injunctive relief with respect to Plaintiffs and the members of the Class.  
21 The prosecution of separate actions by individual Class members would create a risk of  
22 inconsistent and varying adjudications.

23 25. A class action is superior to other available methods for the fair and efficient  
24 adjudication of this controversy.

25 **SUBSTANTIVE ALLEGATIONS**

26 26. As a provider of Internet space for advertisements, Google offers the AdWords  
27 program to advertisers whose ads will then appear alongside or above the results on Google.com  
28 search results pages. Additionally, ads could appear on the search and content sites and products  
in the Google Network. Advertisers then pay Google for each click on their advertisements  
pursuant to the terms of the AdWords program. With each click of a sponsored text link, Google

1 collects fees from advertisers, and then often shares that revenue with publishing partners that  
2 display those ads.

3 27. Unlike advertising in traditional media such as billboards and print publications,  
4 cost-per-click Internet ads displayed with specific keyword searches have been promoted as a  
5 definitive way for companies to gauge their exposure to potential customers. As a result, U.S.  
6 sales from advertiser-paid search results are expected to grow 25 percent this year to \$3.2 billion,  
7 up from \$2.5 billion in 2003, according to research firm eMarketer. From 2002 to 2003, the  
8 market rose by 175 percent.

9 28. Google's revenue is largely dependent on charges it bills through its AdWords  
10 program and the revenue that Google receives from its AdWords program is critical to the  
11 viability of Google.

12 29. According to a December 2, 2004 article on the CNNMoney website:

13 Paid-search advertising generates about 98 percent of Google's  
14 revenues. Red-hot demand for cost-per-click advertising doubled  
15 Google revenues in the first three quarters of [2004] and paved the  
16 way for the company's blockbuster IPO in August.

17 30. Indeed Google's latest Form 10-K for the year ended December 31, 2004, filed  
18 with the SEC on March 30, 2005 (2004 Form 10-K), stated:

19 Growth in our revenues from 2003 to 2004 and from 2002 to 2003,  
20 resulted primarily from growth in revenues from ads on our Google  
21 Network members' web sites and growth in revenues from ads on  
22 our web sites. The advertising revenue growth resulted primarily  
23 from increases in the total number of paid clicks and ads displayed  
24 through our programs, rather than from changes in the average fees  
25 realized. The increase in the number of paid clicks was due to an  
26 increase in the number of Google Network members, an increase in  
27 aggregate traffic both on our web sites and those of our Google  
28 Network members and improvements in our ability to monetize  
increased traffic on our web sites.

29 31. In order to advertise on Google, advertisers enter into a form agreement over the  
30 Internet that includes Google's Standard Terms and Conditions ("Terms") for participation in  
31 Google's AdWords program. The program is further explained in the "Frequently Asked  
32 Questions" ("FAQs") section of Google AdWords site. Together, the more than 100 page Terms  
33 and FAQs are collectively referred to by Google as the "Agreement," a copy of which is attached

1 as Exhibit A.

2 32. The process of signing up for the AdWords program is a straightforward 5-step  
3 on-line process through the "Advertising Programs" hyperlink on the Google.com Internet search  
4 engine site. Clicking on the "Advertising Programs" hyperlink brings up the Google page with  
5 the hyperlink for "Google AdWords," which in turn results in the AdWords "sign up" or login  
6 page. Before signing up with the program, the advertiser is able to click on a link entitled  
7 "Program Details and FAQ" which exposes advertisers to a maze of a more than 100 page map  
8 of information concerning the AdWords program.

9 33. The initial step of the sign-up process requires the advertiser to choose the  
10 languages, locations and countries he or she wants to target. Next, the advertiser creates the ad.  
11 The advertiser then sets a maximum cost-per-click it wants to spend each time someone clicks on  
12 the ad and specifies a daily budget. The advertiser then creates an AdWords account by  
13 providing an email address and choosing a password. When the advertiser is ready to activate  
14 the ads, he or she logs in to the new account and submits their credit card billing information.  
15 The ads will begin to run soon after valid billing information is submitted.

16 34. Advertisers set the daily budgets for their advertising campaigns and control the  
17 timing for delivery of their ads under AdWords.

18 35. Under AdWords, the advertiser is promised that it may set a daily budget as a  
19 method of cost control.

20 36. The Company touts in its 2004 Form 10-K (as well as in its quarterly Form 10-Qs  
21 filed with the Securities and Exchange Commission) AdWords as an effective way "to deliver  
22 relevant ads targeted to search results or web content" and to "provide[ ] advertisers with a  
23 cost-effective way to deliver ads to customers across Google sites and through the Google  
24 Network."

25 37. The Company also emphasizes in its 2004 Form 10-K, that "AdWords gives  
26 advertisers hands-on control over most elements of their ad campaigns. Advertisers can specify  
27 the relevant search or content topics for each of their ads. Advertisers can also manage  
28 expenditures by setting a maximum daily budget and determining how much they are willing to

1 pay whenever a user clicks on an ad.”

2 38. On the homepage for Google AdWords, under the heading “AdWords  
3 Advantages,” Google states “we pledge to help you meet your customer acquisition needs by  
4 enabling you to:

- 5 • Fully control your ad budget.

6 39. Also on the homepage for Google AdWords, under the heading “control,” Google  
7 states:

8 With all the great features listed below a Google AdWords account  
9 is fully customized for any advertiser.

10 \* \* \*

- 11 • Daily budget you set, starting from 5 cents USD.

12 And with **no monthly minimum spending limit** or time  
13 comment . . . (emphasis added)

14 40. The AdWords Agreement contains several additional references to the advertisers’  
15 ability to control the costs of their advertising, and assures advertisers that they will not be billed  
16 more than they are “willing to pay”:

17 **How much does AdWords cost?**

18 In the Google AdWords program, the cost of your campaigns really  
19 depends on you -- how much you are willing to pay and how well  
20 you know your audience. It all boils down to knowing your own  
21 goals and letting us know what they are.

22 There is a nominal, one-time activation fee for Google AdWords.  
23 After that, you pay only for clicks on your AdWords ads, and you  
24 can control that by telling us how much you are willing to pay per  
25 click and per day.

26 \* \* \*

27 **How do I control the cost of my ads?**

28 In the Google AdWords program, the cost of your campaigns really  
depends on you – how much your are willing to pay and how well  
you know your audience. It all boils down to knowing your own  
goals and letting us know what they are.

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

- **Set your own limits:** There is a nominal activation fee for Google AdWords. After that, you tell us how much you are willing to pay per click and per day. (Emphasis added.)

41. In the AdWords Agreement, Google also makes the following specific statements concerning a daily budget:

**How do I create an AdWords account?**

There are five easy steps involved in creating and activating a Google AdWords account.

....

**Step 3: Specify your daily budget.**

Your maximum daily budget helps determine your ad exposure (the number of times Google shows your ad in a day). There is no minimum daily budget.

42. The AdWords Agreement also states: "A recommended daily budget will appear highlighted in the daily budget box on the next page. This is the amount necessary for your ad to appear every time on your keyboard. However, you can increase or lower this amount by typing in your desired daily budget."

43. The AdWords Agreement further assures advertisers that they will not go over budget:

**How does Google keep my campaign below my daily budget?**

Google shows your ads evenly over time so that you reach your daily budget by the end of each day. This keeps your ad from accumulating clicks early on and then disappearing for the remainder of the day.

Once you've selected your keywords, you'll see a recommended daily budget. If you set your daily budget to this value, you will maximize your ad's visibility. This maximizes the number of clicks you receive. If your daily budget is lower than the recommended amount, Google will deliver your ads evenly throughout the day to keep your clicks at or below your daily budget. [Emphasis added.]

\* \* \*

You can pause your ad campaign at any time. You won't accrue charges while your ads are paused, and they'll remain paused until you resume them.

44. Google also states:

1 In general, we try to keep your daily cost fluctuation to no more  
2 than 20% above your daily budget, and we make sure that within  
3 the 30/31 day billing period (a month), you are never charged more  
4 than the number of days in that billing period times your daily  
5 budget. This ensures that over time, you maximize your  
6 advertising budget.

7 45. Although the Agreement plainly and repeatedly states that advertisers have a  
8 “daily budget,” to control costs and set limits, Google AdWords misleadingly commits  
9 advertisers to a monthly budget, that is, the daily budget times 30 or 31.

10 46. Google thus converts the “daily” budget created by the advertiser into a monthly  
11 budget, even though Google bills clients on a daily basis.

12 47. Despite Google’s strict representations concerning establishing a set daily budget  
13 to control costs, Google intentionally allows the advertisers accounts to routinely go over budget.  
14 Google misleadingly states that “charges accrued over 20% of your set daily budget will be  
15 credited to your account at the end of the month.” Thus, rather than adhering to the daily budget  
16 agreed to by the advertisers, Google Google routinely allows advertisers to run in excess of the  
17 daily budget.

18 48. Since the AdWords program allows advertisers to pause their ads, change their  
19 daily budget up to ten times a day and discontinue the ad at any time, Google’s monthly  
20 calculation belies the entire billing system represented by Google to the advertisers.

21 49. In a simple example, if an advertiser has a \$100 per day daily budget, Google may  
22 run the advertiser’s ad so that the daily cost goes up to 20% over the advertiser’s set daily budget  
23 on any given day. If this advertiser only wants to advertise on Mondays – 4 out of 30 days, at  
24 \$100 per day, and the ad goes 20% over budget on all four days, or \$120 per day, the total will be  
25 \$480. Thus, the advertiser has exceeded its “daily budget” by \$80, but Google deems it to be  
26 within budget because the total of \$480 is less than \$3000 (or \$100 per day times 30 days).

27 50. Plaintiff CLRB Hanson Industries, for example, ran an advertising campaign  
28 during the month of March 2005 for 17 days for one client with a daily budget of \$50. On each  
day of the campaign, Google ran from 121% to 162% of the \$50 daily budget, for an average of  
141% over the applicable daily budget. Plaintiff was billed \$1,197.79 instead of the \$850 it

1 contracted for and was "willing to pay."

2 51. In light of the fact that Google has a substantial financial interest in increasing the  
3 market and cost of its AdWords advertising, Google, contrary to its representations about daily  
4 budgets, routinely exceeds the daily advertising budgets set by their customers, including  
5 Plaintiffs.

6 52. Despite the fact that Plaintiffs preset their daily advertising budgets, Google  
7 routinely exceeds Plaintiffs' set daily budgets, violating the agreed-upon advertising costs,  
8 including exceeding even the 20% cushion which Google allows itself to exceed the daily  
9 budgets.

10 **Defendant's Wrongful Conduct With Respect to Plaintiff Industrial Printing**

11 53. Plaintiff Industrial Printing entered into a contract with Google to advertise using  
12 the AdWords program, which contract specified a daily budget.

13 54. Despite this daily budget limit, Google routinely exceeds the daily budget set by  
14 Plaintiff Industrial Printing, did not credit Industrial Printing for all such charges over its daily  
15 budget, and continues to charge it for advertising in excess of its daily budget.

16 **Defendant's Wrongful Conduct With Respect to Plaintiff Stern**

17 55. Plaintiff Stern entered into a contract with Google to advertise using the AdWords  
18 program, which contract specified a daily budget.

19 56. Despite this daily budget limit, Google routinely exceeds the daily budget set by  
20 Plaintiff Stern. Google did not credit Stern for daily charges over his daily budget and continues  
21 to charge him for advertising in excess of his daily budget.

22 **FIRST CAUSE OF ACTION**

23 **[Unfair Competition]**

24 **[Violation of California Bus. & Prof. Code §§ 17200 *et seq.*]**

25 57. Plaintiffs incorporate by reference all preceding paragraphs as if fully set forth  
26 herein.

27 58. Plaintiffs, who have suffered injury in fact and have lost money or property as a  
28 result of such unfair competition, bring this cause of action on behalf of themselves and on

1 behalf of all other similarly injured Class Members, pursuant to Business & Professions Code  
2 §§ 17200 *et seq.*

3 59. Google has engaged in unfair, unlawful or fraudulent business acts and practices  
4 as set forth above. Google maintains its headquarters and principal places of operations in  
5 California. The unfair, unlawful or fraudulent business acts and practices of defendant set forth  
6 above emanate from Google's California headquarters. Google's wrongful conduct originated  
7 from and thus occurred inside California.

8 60. Beginning on a date unknown to Plaintiffs and continuing to the present, Google  
9 has engaged in, is engaged in, and proposes to engage in unfair competition, as that term is  
10 defined in Business and Professions Code § 17200.

11 61. As used in this Complaint and in § 17200, "unfair competition" means (1) an  
12 unlawful, unfair or fraudulent business act or practice; (2) unfair, deceptive, untrue or misleading  
13 advertising; and/or (3) an act prohibited by Chapter 1 (commencing with § 17500) of Part 3 of  
14 Division 7 of the Business and Professions Code. This conduct is actionable pursuant to  
15 Business and Professions Code §§ 17200 and 17203.

16 62. In engaging in conduct which constitutes unfair competition, Google has engaged  
17 in conduct which injured members of the general public, including Plaintiffs. It is impossible for  
18 the Plaintiffs to determine the exact extent of the injury without a detailed review of Google's  
19 books and records.

20 63. Specifically, Google has engaged in, is engaged in, and proposes to engage in  
21 unlawful, unfair, or fraudulent business acts and practices, each of which independently  
22 constitute Unfair Competition:

- 23 a. Google's knowing sale of a service when contract terms were knowingly  
24 dishonored, and without informing purchasers of such fact, is unfair  
25 because the harm to Plaintiffs and the General Public from this practice  
outweighs any benefits, and threatens an incipient violation of California's  
consumer protection laws;
- 26 b. The conduct described above is unlawful pursuant to California Civil  
27 Code §§ 1770(a)(5), (7), (9), (14) and (16) by way of Google's:
- 28 i. Representing that services have characteristics, uses, or benefits  
which they do not have (Civil Code § 1770(a)(5));

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

- ii. Representing that services are of a particular quality if they are of another (Civil Code § 1770(a)(7));
  - iii. Advertising services with intent not to sell them as advertised (Civil Code § 1770(a)(9));
  - iv. Representing that a transaction confers or involves rights or remedies which it does not have or involve (Civil Code § 1770(a)(14)); and
  - v. Representing that services have been supplied in accordance with a previous representation when they have not (Civil Code § 1770(a)(16)). For those reasons, it is also an unlawful business act and/or practice pursuant to Business and Professions Code §§ 17200 *et seq.*; and
- c. Members of the Class were and are likely to be misled by Google's conduct, including Google's representations regarding the offered services, when the true facts which Google has concealed show otherwise. For that reason, Google's conduct constitutes a fraudulent business act and/or practice pursuant to Business and Professions Code §§ 17200, *et seq.*, and §§ 17500, *et seq.*

64. Pursuant to Business and Professions Code § 17203, the Court may impose injunctive relief against any conduct found to constitute unfair competition pursuant to Business and Professions Code § 17200. The court may also make such orders or judgments, including the appointment of a receiver, as may be necessary to prevent the use or employment by any person of any practice which constitutes unfair competition, or as may be necessary to restore to any person in interest any money or property, real or personal, which may have been acquired by means of such unfair competition.

65. By engaging in the above-described acts and practices, Google has committed one or more acts of unfair competition within the meaning of Business and Professions Code §§ 17200, *et seq.*

66. Plaintiffs, who have suffered injury in fact and have lost money or property as a result of such unfair competition, on behalf of themselves and the Class seek relief allowed under §§ 17200, *et seq.*

**SECOND CAUSE OF ACTION**

**[Breach of Contract]**

67. Plaintiffs incorporate by reference all preceding paragraphs as if fully set forth

1 herein.

2 68. Plaintiffs and Google entered into the Agreement that included Google's Standard  
3 Terms and Conditions for participation in Google's AdWords program.

4 69. One of the principal benefits for which Plaintiffs and the Class contracted was the  
5 ability to effectively and efficiently advertise via set daily budgets.

6 70. In entering into the Agreement with Plaintiffs and the Class, Google promised that  
7 it would not exceed Plaintiffs' and the Class members' set daily budgets.

8 71. Under the Agreement, Plaintiffs and the members of the Class set their daily  
9 budgets, the amounts that they were willing to pay per click and per day.

10 72. Under the Agreement, Google was prohibited from exceeding Plaintiffs' and the  
11 Class members' set daily budgets, and explicitly represented that Google would deliver  
12 Plaintiffs' and the Class members' ads at or below their daily budgets.

13 73. Plaintiffs and the Class performed all conditions, covenants and promises required  
14 to be performed by Plaintiffs and the Class in accordance with the terms of the Agreement,  
15 except those that Plaintiffs and the class were prevented or legally excused from performing and  
16 those as to which their performance was waived.

17 74. Google breached the Agreement by charging Plaintiffs and the class advertising  
18 fees in excess of their daily budgets.

19 75. Google's breach of the Agreement and continued breach of the Agreement has  
20 benefitted and continues to benefit Google and irreparably injured and continues to irreparably  
21 injure Plaintiffs and the class.

22 **THIRD CAUSE OF ACTION**

23 **[Negligent Misrepresentation]**

24 76. Plaintiffs incorporate by reference all preceding paragraphs as if fully set forth  
25 herein.

26 77. Google had an absolute duty to disclose the true facts regarding its AdWords  
27 program and resulting charges from such program.

28 78. Google made representations regarding its advertising service and charges for

1 such service with no reasonable ground for believing them to be true, and did so without accurate  
2 or sufficient information concerning their representations. Google was further aware that,  
3 without such information, it could not accurately make such representations.

4 79. Google made such representations to Plaintiffs and the class, who in turn  
5 reasonably relied on those representations regarding Google's advertising service and resulting  
6 charges.

7 80. Despite making such representations about material facts, Google concealed from  
8 Plaintiffs and the class Google's lack of information to support such representations, and  
9 intended to induce Plaintiffs' and the class' reliance on such representations in order to cause  
10 them to purchase Google's advertising through its AdWords program.

11 81. Google falsely represented to Plaintiffs and the class the costs of its advertising  
12 service when in fact Plaintiffs and the class would, with Google's knowledge, be overcharged for  
13 advertising.

14 82. At all times relevant hereto, Plaintiffs and the Class were ignorant of the falsity of  
15 Google's representations, reasonably believed them to be true, relied on said representations, and  
16 signed up to advertise pursuant to Google's AdWords program as a result. Had Plaintiffs and the  
17 Class known the actual facts, they would not have paid the amounts they did for Google's  
18 service. Plaintiffs' and the members of the Class' reliance upon Google's representations was  
19 justified because Google appeared to be in a position to know the true facts.

20 83. As a direct, proximate, and foreseeable result of Google's acts, each Plaintiff and  
21 member of the Class has been and will continue to be injured through the negligent actions of  
22 Google, thus warranting injunctive relief.

23 **FOURTH CAUSE OF ACTION**

24 **[Unjust Enrichment]**

25 84. Plaintiffs incorporate by reference all preceding paragraphs as if fully set forth  
26 herein.

27 85. To the detriment of Plaintiffs and each member of the Class, Google has been, and  
28 continues to be, unjustly enriched through unlawful overcharging and collection of advertising

1 fees.

2 86. Google has unjustly benefitted through the unlawful overcharging and collection,  
3 and continues to benefit at the detriment and expense of Plaintiffs and each member of the Class.

4 87. Google has voluntarily accepted and retained these profits and benefits, derived  
5 from Plaintiffs and Class Members, with full knowledge and awareness that, as a result of  
6 Google's wrongful conduct, Plaintiffs and Class Members were routinely and systematically  
7 overcharged and/or over-billed for advertising.

8 88. By virtue of the conduct alleged in this Complaint, Google has been unjustly  
9 enriched at the expense of the Plaintiffs and Class Members, who are entitled in equity, and  
10 hereby seek, the disgorgement and restitution of Google's profits, revenue, and benefits, to the  
11 extent, and in the amount, deemed appropriate by the Court. Specifically, the additional sums of  
12 money charged to Plaintiffs and all other similarly situated individuals for advertising which was  
13 improper must be refunded. These amounts of money constitute money which, in equity and  
14 good conscience, should be returned by Google to Plaintiffs and members of the Class pursuant  
15 to the equitable doctrine of restitution/unjust enrichment.

16 89. Accordingly, Plaintiffs and each member of the Class seek restitution of the full  
17 value of all benefits and enrichment Google has obtained, and continues to obtain, at the expense  
18 of Plaintiffs and each member of the Class.

19 **FIFTH CAUSE OF ACTION**

20 **[For Imposition of a Constructive Trust]**

21 90. Plaintiffs incorporate by reference all preceding paragraphs as if fully set forth  
22 herein.

23 91. Google unlawfully charged Plaintiffs and each member of the Class for  
24 advertising and thereby unlawfully collected money belonging to Plaintiffs and each member of  
25 the Class. Google gained access to such money through the wrongful acts described herein and  
26 had no lawful right thereto.

27 92. Accordingly, Google is an involuntary trustee of such money, pursuant to  
28 California Civil Code § 2224, and holds such money, and the accumulation thereon, for the

1 benefit of Plaintiffs and each member of the Class.

2 93. Google wrongfully acquired such money without the knowledge and consent of  
3 Plaintiffs and each member of the Class, thereby warranting the imposition of an involuntary  
4 constructive trust.

5 94. Plaintiffs and each member of the Class pray for specific recovery of such money,  
6 and all accumulation thereon, by imposition of a constructive trust.

7 **SIXTH CAUSE OF ACTION**

8 **[Breach of Implied Covenant of Good Faith and Fair Dealing]**

9 95. Plaintiffs incorporate by reference all preceding paragraphs as if fully set forth  
10 herein.

11 96. The contracts between Plaintiffs and Class Members and Google include a duty of  
12 good faith and fair dealing by Google to Plaintiffs and Class Members. As an implied covenant  
13 in the contracts, Google had a duty not to commit acts which would improperly deprive Plaintiffs  
14 and Class Members of the benefit of those contracts and has a duty to do everything that the  
15 contracts presupposes each of the parties would do to accomplish the purpose or purposes of the  
16 contracts.

17 97. One of the principal benefits for which Plaintiffs contracted was the ability to  
18 effectively and efficiently advertise via set daily budgets.

19 98. The implied covenant obligated Google to refrain from exceeding Plaintiffs' daily  
20 budgets. In failing to do so, Google breached the implied covenant of good faith and fair dealing

21 99. As a result of Google's wrongful conduct, Plaintiffs and Class Members have  
22 suffered and continue to suffer economic losses and other general and specific damages, all in an  
23 amount to be determined according to proof at time of trial.

24 **SEVENTH CAUSE OF ACTION**

25 **[Fraud – Promise without Intent to Perform]**

26 100. Plaintiffs incorporate by reference all preceding paragraphs as if fully set forth  
27 herein.

28 101. In entering into the Agreement with Plaintiffs, Google promised that it would not

1 exceed Plaintiffs' set daily budgets.

2 102. Google made these promises without any ability whatsoever of fully performing  
3 them. Indeed, Google intended to violate these promises from the start of their contractual  
4 relationship with Plaintiffs.

5 103. Google's false promises were made with scienter, as Google made them to induce  
6 Plaintiffs to enter into the Agreement and to enable Google's fraudulent scheme.

7 104. Plaintiffs relied on Google's false promises, as they never would have entered into  
8 an agreement with Google had they known of Google's true intentions.

9 105. As a direct result of Google's false and fraudulent promises, Google has  
10 benefitted, and Plaintiffs have been damaged in an amount to be proven at trial.

11 **EIGHTH CAUSE OF ACTION**

12 **[Injunctive and/or Declaratory Relief]**

13 106. Plaintiffs incorporate by reference all preceding paragraphs as if fully set forth  
14 herein.

15 107. The members of the Class have no adequate remedy at law, rendering injunctive  
16 and other equitable relief appropriate in that damages cannot adequately compensate Plaintiffs  
17 and the members of the Class for the injuries suffered and threatened.

18 108. Plaintiffs and each member of the Class are persons who are interested under a  
19 contract and who desire a declaration of their rights or duties with respect to one another. An  
20 actual controversy relating to the legal rights and duties of the respective parties has arisen  
21 between Plaintiffs and each member of the Class and Google.

22 109. Accordingly, Plaintiffs and the Class request classwide equitable relief of the  
23 Court's determination of the rights of Plaintiffs and the Class.

24 **PRAAYER FOR RELIEF**

25 WHEREFORE, Plaintiffs and the members of the Class pray for relief as follows:

26 1. For an order certifying the proposed Class herein and appointing Plaintiffs and  
27 their undersigned counsel of record to represent the Class;

28 2. For restitution of the full value of all benefits and enrichment Google has

1 obtained, and continues to obtain, at the expense of Plaintiffs and each member of the Class;

2 3. For the entry of preliminary and permanent injunctive relief against Google,  
3 directing Google not to charge the members of the Class more than their daily budgets;

4 4. For the return of all money unlawfully charged Plaintiffs and the Class Members  
5 by Google in the form of advertising fees, and all accumulation thereon, by imposition of a  
6 constructive trust;

7 5. For the by imposition of a constructive trust on all fees improperly charged  
8 Plaintiffs and the members of the Class by Google's failure to follow the daily budgets;

9 6. For general damages in excess of the jurisdictional minimum of this Court;

10 7. Compensatory damages in excess of the jurisdictional minimum of the Court,  
11 according to proof;

12 8. Consequential damages in excess of the jurisdictional minimum of the Court,  
13 according to proof;

14 9. Punitive and exemplary damages;

15 10. Attorneys' fees, expenses, and costs of this action; and

16 11. Such further relief as this Court deems necessary, just, and proper.

17 **JURY TRIAL DEMAND**

18 Plaintiffs demand trial by jury on all issues so triable.

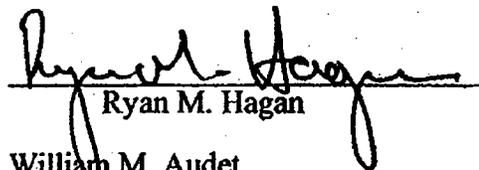
19

20 Dated: August 3, 2005

ALEXANDER, HAWES & AUDET, LLP

21

22

  
Ryan M. Hagan

23

24

William M. Audet  
Jason Baker  
ALEXANDER, HAWES & AUDET, LLP  
152 North Third Street, Suite 600  
San Jose, CA 95112  
Telephone: 408.289.1776  
Facsimile: 408.287.1776

25

26

27

28

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

Lester L. Levy  
Emily Madoff  
Patricia I. Avery  
Renee L. Karalian  
WOLF POPPER LLP  
845 Third Avenue  
New York NY 10022  
Telephone: 212.759.4600  
Facsimile: 212.486.2093

*Attorneys for Plaintiffs and the Proposed Class*

**Exhibit A**

## Google Inc. AdWords Program Terms

These Google Inc. AdWords Program Terms ("Terms") are entered into by you and Google Inc. ("Google") regarding the Google AdWords Program ("Program") as further described in the Program's frequently asked questions at <https://adwords.google.com/support/bin/index.py?fulldump=1> (the "FAQs") (collectively, the "Agreement"). "You" or "you" means the party listed on the account you create and you represent you have the authority to agree to this Agreement for that party. You represent and warrant that you are authorized to act on behalf of, and bind to this Agreement, any third party for which you generate ads. You hereby agree and acknowledge:

**1 Policies.** Program use is subject to all applicable Google and Partner policies, including without limitation the Editorial Guidelines ([adwords.google.com/select/guidelines.html](http://adwords.google.com/select/guidelines.html)), Google Privacy Policy ([www.google.com/privacy.html](http://www.google.com/privacy.html)) and Trademark Guidelines ([www.google.com/permissions/trademarks.html](http://www.google.com/permissions/trademarks.html)). Policies may be modified any time. You shall direct only to Google communications regarding your ads on Partner Properties. Some Program features are identified as "Beta," "Ad Experiment," or otherwise unsupported ("Beta Features"). Beta Features are provided "as is" and at your option and risk. You shall not disclose to any third party any information from, existence of or access to Beta Features. Google may modify ads to comply with any Google Property or Partner Property policies.

**2 The Program.** You are solely responsible for all: (a) keywords and ad targeting options (collectively "Targets") and all ad content and ad URLs ("Creative"), whether generated by or for you; and (b) web sites proximately reachable from Creative URLs and your services and products (collectively "Services"). You shall protect your passwords and take full responsibility for your own, and third party, use of your accounts. Ads may be placed on (y) any content or property provided by Google ("Google Property"), and unless opted-out by you (z) any other content or property provided by a third party ("Partner") upon which Google places ads ("Partner Property"). Google or Partners may reject or remove any ad or Target for any or no reason. You may independently cancel online any campaign at any time (such cancellation is generally effective within 24 hours). Google may cancel immediately any IO, the Program or these Terms at any time with notice (additional notice is not required to cancel a reactivated account). Google may modify the Program or these Terms at any time without liability and your use of the Program after notice that Terms have changed indicates acceptance of the Terms. Sections 1, 2, 4, 5, 6 and 7 will survive any expiration or termination of this Agreement.

**3 Prohibited Uses.** You shall not, and shall not authorize any party to: (a) generate automated, fraudulent or otherwise invalid impressions or clicks; or (b) advertise anything illegal or engage in any illegal or fraudulent business practice in any state or country where your ad is displayed. You represent and warrant that (x) all your information is correct and current; (y) you hold and grant Google and Partners all rights to copy, distribute and display your ads and Targets ("Use"); and (z) such Use and websites linked from your ads (including services or products therein) will not violate or encourage violation of any applicable laws. Violation of these policies may result in immediate termination of this Agreement or your account without notice and may subject you to legal penalties and consequences.

**4 Disclaimer and Limitation of Liability.** GOOGLE DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION FOR NONINFRINGEMENT, MERCHANTABILITY AND FITNESS FOR ANY PURPOSE. Google disclaims all guarantees regarding positioning or the levels or timing of: (i) costs per click, (ii) click through rates, (iii) delivery of any impressions on any Partner Property or Google Property or sections of such properties, (iv) clicks or (v) conversions for any ads or Targets. EXCEPT FOR INDEMNIFICATION AMOUNTS PAYABLE TO THIRD PARTIES HEREUNDER AND YOUR BREACHES OF SECTION 1, TO THE FULLEST EXTENT PERMITTED BY LAW: (a) NEITHER PARTY WILL BE LIABLE FOR ANY CONSEQUENTIAL, SPECIAL, INDIRECT, EXEMPLARY,

**PUNITIVE, OR OTHER DAMAGES WHETHER IN CONTRACT, TORT OR ANY OTHER LEGAL THEORY, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY; AND (b) EACH PARTY'S AGGREGATE LIABILITY TO THE OTHER IS LIMITED TO AMOUNTS PAID OR PAYABLE TO GOOGLE BY YOU FOR THE AD GIVING RISE TO THE CLAIM. Except for payment, neither party is liable for failure or delay resulting from a condition beyond the reasonable control of the party, including but not limited to acts of God, government, terrorism, natural disaster, labor conditions and power failures.**

**5 Payment.** You shall be charged based on actual clicks or other billing methods you may choose online (e.g. cost per impression). You shall pay all charges in the currency selected by you via your online AdWords account, or in such other currency as is agreed to in writing by the parties. Charges are exclusive of taxes. You are responsible for paying (y) all taxes and government charges, and (z) reasonable expenses and attorney fees Google incurs collecting late amounts. You waive all claims relating to charges unless claimed within 60 days after the charge (this does not affect your credit card issuer rights). Charges are solely based on Google's click measurements. Refunds (if any) are at the discretion of Google and only in the form of advertising credit for Google Properties. You acknowledge and agree that any credit card and related billing and payment information that you provide to Google may be shared by Google with companies who work on Google's behalf, such as payment processors and/or credit agencies, solely for the purposes of checking credit, effecting payment to Google and servicing your account. Google may also provide information in response to valid legal process, such as subpoenas, search warrants and court orders, or to establish or exercise its legal rights or defend against legal claims. Google shall not be liable for any use or disclosure of such information by such third parties.

**6 Indemnification.** You shall indemnify and defend Google, its agents, affiliates, and licensors from any third party claim or liability (including without limitation reasonable legal fees) arising out of your Program use, Targets, Creative and Services and breach of the Agreement.

**7 Miscellaneous.** The Agreement must be construed as if both parties jointly wrote it, governed by California law except for its conflicts of laws principles and adjudicated in Santa Clara County, California. The Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof. You may grant approvals, permissions and consents by email, but any modifications by you to the Agreement must be made in a writing (not including email) executed by both parties. Any notices to Google must be sent to: Google Inc., AdWords Program, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, with a copy to Legal Department, via first class or air mail or overnight courier, and are deemed given upon receipt. Notice to you may be effected by sending email to the email address specified in your account, or by posting a message to your account interface, and is deemed received when sent (for email) or no more than 15 days after having been posted (for messages in your AdWords interface). A waiver of any default is not a waiver of any subsequent default. Unenforceable provisions will be modified to reflect the parties' intention, and remaining provisions of the Agreement will remain in full effect. You may not assign any of your rights hereunder and any such attempt is void. Google and you and Google and Partners are not legal partners or agents, but are independent contractors.

*April 19, 2005*

Google Help Center

## AdWords Frequently Asked Questions

### Getting started

#### Top 5 things I need to know to get started

- [How much does AdWords cost?](#)
- [Where will my ads appear?](#)
- [Are there spending requirements, a minimum contract length, or other qualifying terms?](#)
- [What basic terminology should I know?](#)
- [When do my ads start running?](#)

#### AdWords basics

- [How are ads ranked?](#)
- [How is an AdWords account structured?](#)
- [What is Google AdWords?](#)
- [How much text can I have in my ads?](#)

#### About image ads

- [Will you resize my image?](#)
- [Can I target my image ads to different languages?](#)
- [What are image ads?](#)
- [How much do image ads cost?](#)
- [How do I create an image ad?](#)
- [What are the format and editorial requirements for image ads?](#)
- [Where will my image ads appear?](#)
- [What do image ads look like?](#)
- [How do you decide whether to show my image ad or my text ad?](#)
- [Where can I find appropriate images? How do I create an image of my own?](#)
- [What's a CMYK color format?](#)
- [I'm receiving an 'incorrect image size' message. What now?](#)
- [Where are my images stored?](#)

#### About Ad Automator Ads

- [How does AdWords determine recommended CPCs for ad automator ads?](#)

#### Setting up my account

- [Where do I even begin?](#)
- [Can I have multiple AdWords accounts?](#)
- [What is Google's double serving policy?](#)
- [How do I create an AdWords account?](#)
- [What are all the steps to creating an AdWords account?](#)

#### The first 24 hours

- [How do I check that my account is running and performing well?](#)
- [How do I contact an AdWords representative?](#)
- [How do I edit or update my account?](#)
- [How do I know if my account is performing well?](#)
- [What is my AdWords account number?](#)

#### Jumpstart overview

- [What is Jumpstart?](#)
- [Am I eligible for Jumpstart?](#)
- [How is my daily budget calculated from the monthly budget amount I entered on my Jumpstart application?](#)
- [Can I review my new Jumpstart campaign prior to serving ads?](#)

#### Signing up for Jumpstart

- [Can Jumpstart create a site-targeted ad for me?](#)
- [Can I cancel my Jumpstart request?](#)
- [How do I sign up for Jumpstart?](#)
- [I signed up for Jumpstart, but haven't received my new campaign. What's going on?](#)
- [Why are you asking if my target audience is limited to a specific U.S. region?](#)

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

#### My new Jumpstart campaign

- I like the results I'm seeing from my new campaign. Can I request another Jumpstart campaign?
- How can I enhance the performance of my Jumpstart campaign?
- I signed up for Jumpstart. When will my ads start showing?
- How can I get involved with my Jumpstart campaign early on?
- Do I need to start serving ads within a certain timeframe after signing up for AdWords through the Jumpstart program?
- Can I make changes to my Jumpstart campaign?

#### My ads are live—now what?

##### My account settings

- What's a promotional code, and how do I redeem one?
- Which web browsers do I need?
- How do I view or update my email address and password?
- How do I reactivate my account?
- What's the Download Buysheet feature?

##### My campaigns

- How do I make my ads appear (or not appear) on Google Network sites?
- Can I have my ads run at particular times of day?
- Why do traffic estimates for my Ad Group differ from those given by the standalone tool?
- How do I pause an ad campaign?
- Can I get keyword traffic estimates without creating or editing an ad?
- How do I delete or undelete an ad campaign?
- How do I resume a paused ad campaign?
- How do I schedule an end date for my campaign?
- How do I change the name of my campaign?
- Find and Edit Max CPCs
- Find and Edit Keywords
- How do I create a new keyword-targeted campaign?
- How do I restart a campaign which has ended?
- Find and Edit Ad Test
- What can I do with campaign management tools?

##### The Google Budget Optimizer(TM) Tool

- What's the Google Budget Optimizer(TM) tool?
- How will the Google Budget Optimizer(TM) tool affect my ad position?
- Can I view my Google Budget Optimizer(TM) CPCs?
- How will the Google Budget Optimizer(TM) tool affect my billing and costs?
- How does the Google Budget Optimizer(TM) tool calculate traffic estimates?
- Where is my traffic estimator?
- Will changing keywords in my Google Budget Optimizer(TM) campaign affect my clicks or spending?
- How does the Google Budget Optimizer(TM) tool work?
- Will the Google Budget Optimizer(TM) tool always spend my entire target budget over 30 days?
- Can the Google Budget Optimizer(TM) tool manage my budget to get more impressions or conversions?
- How long does the Google Budget Optimizer(TM) tool run?
- Will my Google Budget Optimizer(TM) target budget replace my current daily budget and CPCs?
- Which of my campaigns are eligible for the Google Budget Optimizer(TM) tool?

##### My Ad Groups

- What information does the Traffic Estimator provide?
- How do I use the Keyword Traffic Estimator?
- How do I create a new Ad Group?
- How do I pause an Ad Group?
- What are my options when I set my max CPCs?
- How do I resume a paused Ad Group?
- How do I delete or undelete an Ad Group?
- How can I import keywords to the Traffic Estimator?

##### My ads & keywords

- Why can't I see my ad?
- How do I edit my keywords or change my maximum CPC?
- How do I edit my ad text?
- How can I make my ads appear above the search results?
- Are keywords case-sensitive?
- How do I apply negative keywords across my account?
- How do I edit my Display URL and Destination URL?
- How do I make my ad text bold?
- Can I create multiple ads for a set of keywords?
- How do I build a more effective keyword list?
- How do I choose negative keywords?
- How do I create a new text ad?
- Why does the name of a region appear underneath my ad?
- How do I resubmit an ad?

- How do I delete an ad?
- The Find/Edit Ad Text tool found editorial violations in my ads. What can I do?

#### My image ads

- What is an expanded text ad?
- How should I name my image?
- Why isn't my image ad showing?
- What are the editorial guidelines for animated ads?
- What's the maximum number of image ads I can have in my account?
- When can I expect to see clicks on my image ads?
- Can I create an Ad Group only containing image ads?
- Why is there a limit on the file size of my image ad?

#### Improving my account's performance

- What are the AdWords keyword evaluation changes?
- My keyword has a high CTR. Why was it disabled?
- What happens to keywords with no impressions after 90 days?
- How do I manage the number of keywords in my account?
- How is the predicted CTR calculated?
- What do I do if my normal keywords experience a drop in CTR?
- When does a keyword enter on hold status?
- When does a keyword enter normal status?
- How can I move keywords from on hold to in trial status?
- When does a keyword enter in trial status?
- I need help improving my account performance. What can I do?

#### Troubleshooting my account

- What if my keywords are disabled?
- Is there a minimum required clickthrough rate?
- What happens if my daily budget is lower than what the AdWords system recommends?
- Why am I being charged for more than my daily budget on some days?
- What if my payment is declined?
- I sometimes see error messages when I try to edit my account. Why?
- I can't log in to my account. What's wrong?
- I forgot my password. Now what?
- What if my AdWords account does not reflect my latest bank transfer?
- Why have I received a credit to my account?
- What if I am automatically logged out of my account?
- What if I don't see my conversion statistics in my reports?
- How do I restore my campaign to full delivery?
- Why has my account been slowed? What do I need to do?
- What if I don't see the conversion tracking text on my confirmation page?
- What does it mean when the Traffic Estimator displays '<0.1'?
- Why was my credit card declined?
- I can see my ad, but I can't see my site in the search results. Why?
- Why are my keyword traffic estimates low?
- What does it mean when the Traffic Estimator displays a '?' symbol?
- I keep being sent back to the login page. Why?
- Why can't I run or retrieve a report for strong, moderate, at risk, or slowed keywords?
- Why can't I see more results in My Change History?
- System Maintenance

#### Troubleshooting my ads

- How can I find out whether my ads are showing?
- How do I review all of my disapproved ads?
- How can I make sure my ads appear on the Google Network?
- What should I do if I follow the Ads Diagnostic Tool instructions and I still can't see my ad?
- What information does the Ads Diagnostic tool take into account?
- Why can't I see my regionally-targeted ad?

#### AdWords billing & payments

##### My billing address is in the European Union

- Does VAT apply to Google AdWords?
- How do I provide Google with a valid VAT number?
- How are AdWords advertisers affected by VAT?
- What if I have billing questions or concerns?
- Who can I contact with VAT questions?

##### AdWords account costs

- How do I control the cost of my ads?
- How do I increase the daily budget for my ad campaign?
- How do I get my ad in the top position every time?
- When do my ads start accruing costs?
- How do I choose a daily budget for my cost-per-click campaign?
- How do I close my account?

- Do I pay for every click on my ad?
- How does Google come up with a recommended daily budget?
- Does it cost extra to show my ads on all of the Google Network sites?
- How does Google keep my campaign below my daily budget?
- Will I need to set a different CPC for every keyword?
- How does Google process direct debit payments?
- Will you still charge me for clicks if my URL is inaccessible?
- Is image ads pricing different than text ads pricing?
- How often can I change my daily budget?
- How do I set a monthly budget?
- Does smart pricing apply to image ads?

#### Payment options

- What are my payment options?
- How do I make a bank transfer payment?
- How do I make a payment?
- Is there a minimum prepayment amount?
- Can I switch my currency or payment options after setting up my account?
- How do I choose the payment method that's right for me?
- What do I need to know about bank transfer?
- Does Google AdWords offer credit terms to customers?
- If I have a Prepay account, can I request a refund?
- Is there a spending commitment or qualifying process?
- How can I ensure that Google receives my bank transfer payment?
- Can I use PayPal (tm) to pay for my AdWords account?
- Can I get a refund for my prepaid AdWords funds?
- What if I lose my reference number or want to pay an amount different from what I initially specified?
- How do I change my credit card information?
- How long do refunds take?
- Can I cancel a refund request once I make it?

#### Understanding AdWords billing

- When do you bill?
- What are the steps for setting my maximum CPC?
- How and when do I enter my billing information?
- Can I see what my competitors are bidding?
- Can I get an invoice?
- If I pause or delete my campaign, when do I get billed?
- How do I view my pending charges?
- I've been notified that billing for my account has been upgraded. What does this mean?

#### Reaching my audience

##### Reaching certain regions and language speakers

- How can I target my ad campaign by language and location?
- How do I find my latitude and longitude coordinates?
- What are my options when I target my ads by location?
- Is regional or customized location targeting appropriate for me?
- Why can't I see my regionally-targeted ad?
- How does AdWords know where to show my ads?
- If I choose regional or customized targeting, where will my ads appear?
- Can I tailor my ads to serve different areas?
- If I choose regional or customized targeting, what will my ads look like?
- Does regional targeting affect my cost-per-click (CPC) bidding amounts?
- How does customized targeting work?
- What language, country, and regional options do I have when I target my ads?
- Can my campaign target regional areas (including cities and states) in multiple countries?
- How does targeting by latitude and longitude work?
- If I choose regional or customized targeting, will my keyword traffic estimates be affected?
- If I choose regional or customized targeting and my ads appear incorrectly, will I receive a credit?

##### Selecting the right keywords

- What are the steps to creating a keyword list?
- Where can I find keyword ideas?
- Can I use a URL as a keyword?
- Is the Keyword Tool guaranteed to produce great results?
- Why have my Keyword Tool results changed?

##### Keyword matching options

- What are keyword matching options?
- What is the expanded matching feature?
- How can I monitor the performance of my keywords?
- When do my ads show on variations of my broad- and phrase- matched keywords?
- How does expanded matching benefit me?
- How will I know what additional matches will trigger my ads?
- Can I tell the system not to expand some or all of my keywords?

##### The Google Network

- What is the Google Network?
- I have a website—can I run AdWords ads on my site?
- Can I choose the specific sites in the Google Network where my ads appear?
- How does participation in the Google Network affect my account performance?

#### Showing my ads on search network

- What will my ads look like on search results pages?
- Can I show my ads on search pages but not content pages?

#### Showing my ads on content network

- What is contextual advertising?
- What is the site exclusion feature?
- If I'm added into the content network, how do I prevent my ads from appearing on specific websites?
- How do I format my list of excluded websites?
- What will contextual ads look like?
- How can I optimize my ads to take advantage of contextual advertising?
- How are keyword-targeted ads ranked?
- Do you offer separate pricing for content clicks?
- How does contextual advertising work?
- Can I see which of my keywords generate the most content network ads?
- Could a low clickthrough rate on content affect my ad position on search pages?
- How does Google target AdWords ads to content-based web pages?
- I already buy other types of online advertising. Why should I try this?
- Can I customize how Google contextual advertising works for my brand?
- Does contextual targeting affect the performance or ranking of my ads?
- Which campaigns should I try in contextual advertising?
- How do you show ads only when appropriate?

#### Site-targeted campaigns

- What is site targeting?
- How do I create a site-targeted campaign?
- How does CPM pricing work? Why is it being offered?
- How do site-targeted and keyword-targeted ads compete?
- How do I choose the sites where my ad will run?
- What do site-targeted ads look like?
- How do I create a list of eligible sites for a site-targeted campaign?
- Where can site-targeted ads appear?
- How much do site-targeted ads cost?
- How do I know if a site is part of the Google content network?
- What is the minimum allowable max CPM for site-targeted ads?
- What is maximum impressions per day?
- How does site targeting affect my existing AdWords account?
- How do keyword-targeted and site-targeted campaigns differ?
- Can I run site-targeted and keyword-targeted campaigns at the same time?
- How do I change the max CPM of my site-targeted ads?
- How do I use the site tool?
- Why is the site I want not available?

#### AdWords quality commitment

#### AdWords policies & security

- What is Google's trademark policy?
- Why do I need to accept the AdWords Terms and Conditions?
- What are the Editorial Guidelines?
- What is Google's affiliate advertising policy?
- What is unacceptable content?
- Why is my ad disapproved? What should I do next?
- What do I have to do to advertise my online pharmacy or be an affiliate of one?
- Why can't I use special punctuation / spellings / capitals?
- How secure is my payment information?
- Are there guidelines for my ad content?
- What is Google's policy for online pharmacy ads?
- What if my ads don't meet the guidelines?
- How does Google use cookies in conversion tracking?
- What can I do to help maintain ad quality on Google?
- Is conversion tracking secure?
- How does Google handle personal data?
- Will my personal information be shared?
- How secure is my information?

#### AdWords click quality

- How does Google detect invalid clicks?
- Does high click volume mean that I'm getting invalid clicks?
- How do I report suspected invalid clicks?
- What can I do to help monitor or prevent invalid clicks on my ad?
- What does Google do when invalid clicks are detected?
- What kinds of clicks does Google consider invalid?

- How will Google credit my account for invalid clicks?
- Why might my website logs show different click patterns than what Google reports?
- Will my reporting be affected by invalid clicks?

#### AdWords ad relevancy

- What should I do if I can no longer see my ad for some broad match variations of my keywords?
- What should I do if my advertising costs increase?
- What if my overall ad position is dropping?
- What should I do if my overall clicks decrease or my ad rank drops?
- What is ad relevance? How does it work?

#### Tracking & interpreting my results

##### My reports

- What are the 'Search' and 'Content' totals in my account?
- How do I download a report for a specific campaign?
- What kind of reports will I get?
- In which formats can I download my reports?
- Why do my contextual ad stats differ from my search stats?
- How do I create a custom report?
- Why are my reports showing lower conversion numbers than I think I should be seeing?
- Where can I find detailed information on conversion data?
- How can I track search and content network clicks?
- How do I assess the performance of my contextual and search advertising?
- Why are my average positions reported as fractions (such as 1.5)?
- How do I download a report for my entire AdWords account?
- Why do my clicks and impressions fluctuate day to day?
- Can I download reports for my contextual advertising statistics?
- Why do the ads in my Ad Group have different 'Served' percentages?
- Can I generate reports across all My Client Center accounts?
- How do I start (or stop) having reports sent to me via email?
- How current are the statistics in my AdWords account?
- Why don't all my keywords appear in my latest report?
- How do I print my report graphs?
- Can I run a report that excludes paused or deleted ads?
- At what time do my daily/weekly/monthly reports run?
- How do I schedule a report to run periodically?
- What are the latest improvements to the Report Center?
- How do I delete a report?
- What's the difference between on-demand and scheduled reports?
- Why do my reports download as Zip files?
- How do I sort by column while viewing a report in the Report Center?

##### Starting to track your conversions

- What are the prerequisites for conversion tracking?
- What tracking options do I have / should I use?
- Will I be able to see conversion rates by Google Network site?
- Can I compare content conversion rates and search conversion rates?
- Do I need to use specific software or a particular operating system?

##### About the AdWords conversion tracking feature

- What is conversion tracking?
- How are conversions determined?
- How can conversion tracking benefit me?
- Which conversions will be tracked by Google?
- How much does conversion tracking cost?
- If I opt in to the conversion tracking feature, what are my responsibilities?
- What will Google do with collected user feedback?
- How can I set up conversion tracking to send users to my own feedback form?
- How can I opt out of the Google Site Stats page feedback form?
- Why is Google collecting user feedback?
- What user information will Google collect via the feedback form?

##### Implementing conversion tracking on your site

- How do I set up conversion tracking?
- What value(s) do I enter for the conversion options I selected?
- Where do I put the tracking text block on my page?
- Why do I have to specify the security level of my website?
- What can I do to verify that the conversion code is working?
- Do I need different code to track different conversion statistic types?
- Why is your conversion tracking image now a text block?
- Why do I have to choose my site's language to track conversions?

##### Advanced conversion tracking

- Why use visible text for conversion tracking when everyone else uses an invisible image?
- When will my users see the Google Site Stats text?

- What does the conversion code do?
- Why is my conversion rate over 100%?
- Will users not referred by Google still see the Google Site Stats text?
- Can I track two kinds of conversions?
- Can I track conversions by ad text and keywords?
- How many conversion pages can I track?
- Can I isolate specific conversions?
- Can I stop conversion tracking?
- Why is the conversion tracking text visible?
- Will conversion tracking slow down my web pages?

#### Urchin and AdWords conversion tracking

- What is the relationship between Urchin web analytics and AdWords conversion tracking?
- How will Urchin help me make AdWords more successful?
- I'm already using Google's Conversion Tracking tool. Should I also use Urchin On Demand?

#### Urchin website analytics

- How does Urchin On Demand work?
- How do I get started with Urchin on Demand?
- Can Urchin track my other (non-AdWords) online advertising campaigns?
- What versions of Urchin are available, and what's the difference between them?
- Who do I contact for support with my Urchin product?
- In what languages and countries is Urchin available?

#### Cross-channel tracking overview

- What is cross-channel tracking?
- How does cross-channel tracking work?
- How do I set up cross-channel tracking?
- What are tracking campaigns, and will they affect my current AdWords campaigns?
- How much does cross-channel tracking cost?
- Why should I use cross-channel tracking?
- I already use third party cross-channel tracking. How will this benefit me?

#### Setting up cross-channel tracking

- Where do I put the cross-channel tracking text block on my page?
- Will I need to paste the JavaScript code into my webpage for each campaign that I set up?
- How many cross-channel campaigns should I set up?
- What's the best way to manage a campaign with multiple keywords?
- Can I alter Google's tracking URLs?

#### Cross-channel concerns

- How do I set up tracking URLs for my Yahoo! Search Marketing account?
- How do I maintain accurate cross-channel conversion data?
- Will my Yahoo! Search Marketing ads be subject to review again if I add tracking URLs?
- Will my other channels penalize me for using Google tracking code in my ads?
- Will my non-AdWords ad campaigns stop running after I insert the tracking URLs?

#### Analyzing results

- When will I start seeing cross-channel statistics?
- What information will I receive using multiple Tracking URLs?
- What information will I receive using one Tracking URL across multiple keywords?
- Where will I see my cross-channel statistics?

#### My Client Center

##### Overview

- What is My Client Center?
- What is a client manager account?
- Who has access to AdWords and client manager account information?
- What happens if I change my client manager?
- How do I manage other client manager accounts?
- What happens to a client account history when linked to a client manager account?
- Why is my client's account not showing on the My Client Center view?
- What is a client manager?

##### Features and Functions

- How do I link or unlink an account?
- What types of reports can I run through My Client Center?
- How do I link to other client manager accounts?
- What can I / can't I do using My Client Center reports?
- How many client accounts can I run reports for at once?
- How do I run reports for other My Client Center accounts linked to my master account?
- How do I run reports across multiple client accounts?

-How many reports can I save in the My Client Center Download Center?

---

### Getting started : Top 5 things I need to know to get started

<https://adwords.google.com/support/bin/index.py?fullidamp=1> (3 of 116)8/2/2005 8:35:12 AM  
How much does AdWords cost?

In the Google AdWords program, the cost of your campaigns really depends on you -- how much you are willing to pay and how well you know your audience. It all boils down to knowing your own goals and letting us know what they are.

There is a nominal, one-time activation fee for Google AdWords. After that, you pay only for clicks on your AdWords ads, and you can control that by telling us how much you are willing to pay per click and per day.

For example, a new advertiser paying in USD can activate his/her AdWords account with just US\$5.00, and can then choose a maximum cost-per-click (CPC) from US\$0.05 - US\$100. Daily budgets start as low as 5 cents up to whatever limit he or she is comfortable spending.

Please click here for more information on selecting your CPC and daily budget. Or read how to control your costs even more. For information about the many countries and currencies that Google supports, please visit our form of payment finder.

---

Where will my ads appear?

Your keyword-targeted ads will appear along side or above the results on Google.com search results pages.

Additionally, your ads could appear on the search and content sites and products in the Google Network. The Google Network is the largest online advertising network available, reaching over 80% of 30-day US Internet users. So you can be certain that your ads reach your target audience with Google AdWords.

On search sites in the Google Network, your ads could appear along side or above search results or as a part of a results page a user navigates to through a site's directory. Our global search network includes Froogle and Google Groups and the following:



Netscape Netcenter.

EarthLink

CompuServe

Shopping.com

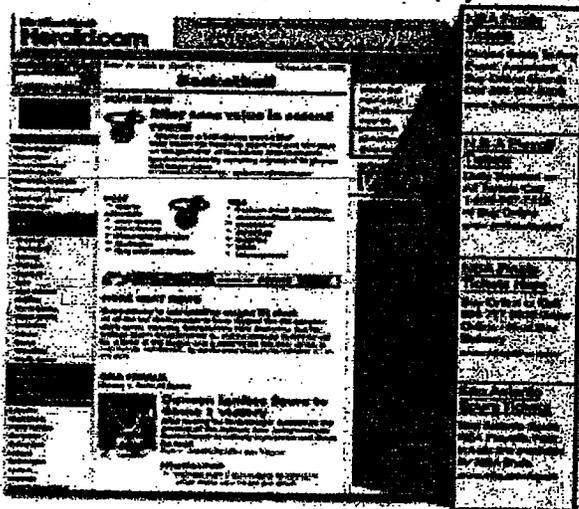


Ask Jeeves

Our extensive content network of high-quality consumer and industry-specific websites and products, such as newsletters (U.S. only) and email programs, includes:

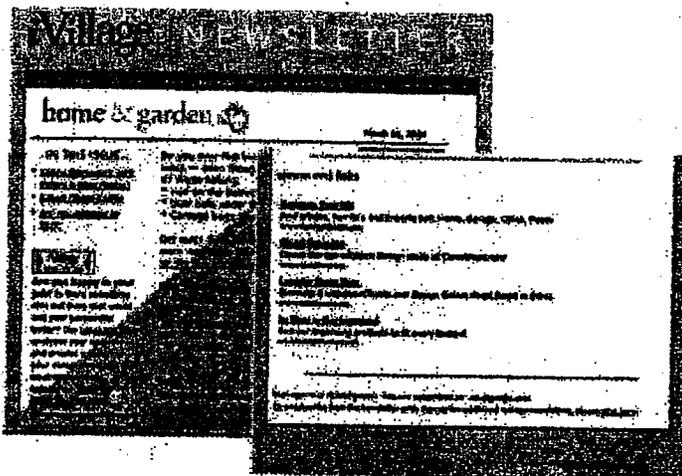


Here are examples of what AdWords ads look like on Google's content network. AdWords ads on the Miami Herald and other sites are targeted to the actual content of the page that day. In the screenshot below, you can see the ads are directly relevant to NBA playoffs articles.

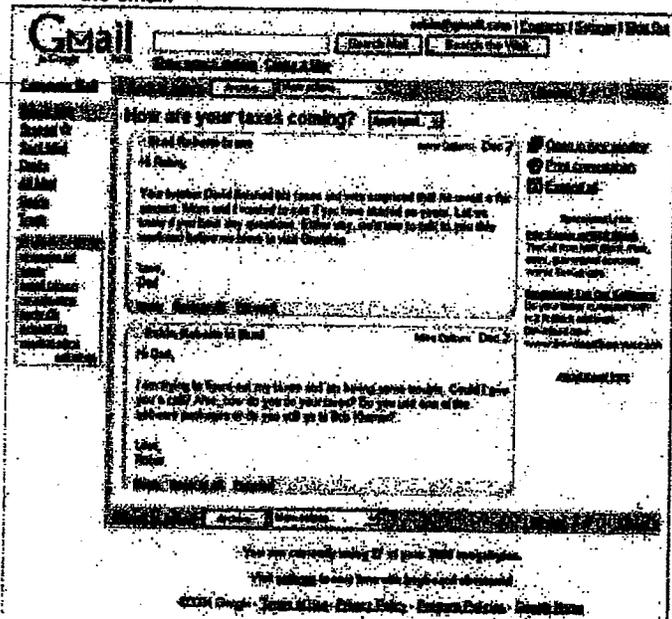


You may also be interested in AdWords site-targeted campaigns, an alternative to keyword targeting that allows advertisers to select individual sites in the Google content network where they'd like their ads to appear.

We work with permission-based newsletter providers to place keyword-targeted AdWords ads targeted to the subject matter of newsletters. The relevant ads shown below are at the end of an iVillage newsletter about caring for the home.



Google's own Gmail displays AdWords ads. Here you can see that the ads relate to the discussion in the email.



Ads for email are placed by Google computers using the same automated process used to place relevant AdWords ads alongside web pages and newsletters. If our automatic filters detect that the topic of the email is sensitive, we don't show any ads. This addition to our content network currently applies only to English language ads targeted to 'U.S.', 'Canada,' or 'All Regions.'

Our technology ensures that your ads appear in the most relevant locations across the Web so that your customers find you. For more information about advertising publishers within your industry, please visit <http://www.google.com/ads/metrics.html>.

There is never a minimum spending commitment when you sign up for AdWords. No minimum contract requirements or other 'lock-in' rules apply. You have complete control over how long you participate in AdWords, and you control the maximum you want to spend per day. This is the same no matter how you choose to pay for your advertising.

---

**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 country 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-impresion (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.

---

**After you've created your account**

---

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

<http://adwords.google.com/support/bfa/index.py?file&amp=1> (11 of 116) 8/2/2005 8:35:12 AM  
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.

**Getting started : About AdWords : AdWords basics**

---

**Keyword-targeted ads**

---

Keyword-targeted ads are ranked on search results and content pages based on various performance factors, including maximum cost-per-click (CPC), clickthrough rate (CTR), and ad text. Having relevant ad text, a high CPC and a strong CTR will result in a higher position for your ad. Because this ranking system rewards well-targeted, relevant ads, you can't be locked out of the top position as you would be in a ranking system based solely on price.

Visit our [Optimization Tips](#) page to learn more about account optimization, including how to maximize performance for your keyword-targeted ad and improve your ad's position without having to raise your maximum CPC. You can also learn about how to optimize ad serving for your ads on this page.

When you choose a maximum CPC for your keywords, our Traffic Estimator gives you the estimated average ad position per keyword. This estimate is based on your maximum CPC and the average CTR for each of the keywords you've chosen.

You may also be interested in site targeting, which allows you to select the individual sites where your ad will be displayed. Site-targeted ads appear only on content sites in the Google Network, where they are ranked with keyword-targeted ads. For more about how keyword-targeted and site-targeted ads compete, please see this explanation.

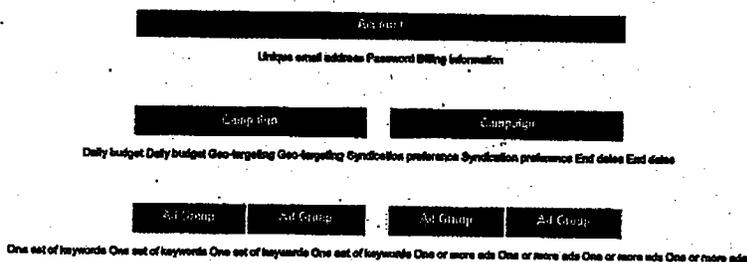
**How is an AdWords account structured?**

There are three levels to Google AdWords: Account, Campaign, and Ad Group. The diagram below shows the account structure and the settings that are applied at each level. In summary:

- Your account is associated with a unique email address, password, and billing information.
- At the campaign level, you choose your daily budget, geographic targeting, syndication preference, and end dates.
- At the Ad Group level, you create ads and choose keywords. You can also select a maximum cost-per-click (CPC) for the Ad Group or for individual keywords.

Within each Ad Group, you create one or more ads and select a set of keywords to trigger those ads. Each Ad Group runs on one set of keywords. If you create multiple ads in an Ad Group, the ads will rotate evenly for those keywords.

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.



**What is Google AdWords?**

Google AdWords is a quick and simple way to purchase highly targeted cost-per-click (CPC) 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 a Google AdWords 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.

There's no minimum monthly charge — 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 many characters fit in my ads?**

Ads can contain 25 characters for the title, 70 characters for the ad text, and 35 characters for a display URL (including spaces). On Google, this is displayed on four lines: a title, two lines of ad text, and a URL line. However, the format may differ on Google partner sites. America Online, for instance, shows the title and ad text all on one line.

If your ad text contains any wide characters (for example: capital letters, lower case 'm' and 'w', and certain punctuation marks such as '@', '&' and '%'), fewer characters may fit on the line. Also, some of Google's syndication partners may not display non-standard characters if you include them in your ad.

If you create text ads using non-Latin characters, please be aware that the character limit may vary. Ads in languages with double-byte characters, such as Arabic, Chinese, Japanese and Korean, can contain the following number of characters, including spaces: 12 characters in the title, 17 characters in each line of ad text, and 35 characters in the display URL.

If your Display URL is longer than 35 characters, you may consider using a shortened version of your URL, such as your homepage. Please be sure that your Display URL accurately represents your Destination URL, the page within your site to which users are taken via your ad.

Also, please note that your Display URL must be an actual web address, appearing in the form of a valid URL. It must include the extension (such as .com, .net, .org, etc.). It does not need to include the prefix (such as http:// or www).

Getting started : About AdWords : About image ads

---

All Google image ads can include two elements: your URL to fortify your branding, and a feedback link that gives publishers and users a way to request improvements from Google.

We may resize your image vertically by 11 or 22 pixels (depending on the image format you've selected) to make room for these elements while still maintaining the standard overall image sizes. We will not, however, resize your image horizontally. Therefore, your image's proportions will appear slightly different from your original file. Animated image ads will not be resized.

If you'd like to maintain the original proportions of your images, we recommend that you resize them (or recreate them in the appropriate sizes) before you upload them. Your resized options are:

- .Banner: 468x49
- .Leaderboard: 728x79
- .Inline rectangle: 300x239
- .Skyscraper: 120x578
- .Wide Skyscraper: 160x578

---

Yes. Currently, you may target your image ads to the following languages:

- .Chinese (simplified)
- .Danish
- .Dutch
- .English
- .Finnish
- .French
- .German
- .Hungarian
- .Italian
- .Japanese
- .Korean
- .Norwegian
- .Polish
- .Portuguese
- .Russian
- .Spanish
- .Swedish
- .Turkish

We look forward to offering more language options in the future.

---

AdWords image ads are graphical ads which appear on select content sites in the Google Network. Image ads combine two powerful approaches: graphics and proven AdWords targeting technology.

Unlike traditional online graphical ads, image ads can be matched to a page's content. This targeting makes image ads more attractive and relevant to anyone browsing the site. Therefore, image ads offer you yet another effective way to increase your business exposure and reach

<http://adwords.google.com/support/bis/index.py?fullpage=1> (13 of 116)8/2/2005 8:35:12 AM Google Help Center

new prospects.

The image ads feature is currently in beta release to all advertisers in multiple languages and nearly 200 countries.

See examples of image ads and placement options.

How much do image ads cost?

As with text ads, each advertiser determines the cost of their own image ad campaign. Your price depends on the keywords on which you choose to advertise, how much you bid, and how successfully you design your ads. You set your own daily budget, which will control your overall spending. There is a nominal, one-time activation fee for Google AdWords, but there is never a minimum spending commitment.

Image ad bids generally are slightly higher than those for text ads, but prices for individual keywords will vary.

Please click here for more information on ad pricing and daily budget. Or learn how to control your costs even more.

How do I create an image ad?

Before you can create image ads for a keyword-targeted campaign, the campaign must be set to show ads on content sites in the Google Network. To verify this:

- . Log in to your account.
- . Click the campaign that will contain your image ad(s), then click **Edit Campaign Settings**.
- . Make sure you've checked the box next to **content network** below the heading **Where to show my ads**.

There's no need to do this with site-targeted campaigns, which are automatically enabled to show ads on the Google content network.

Once you've verified your settings, follow the steps below to create image ads:

- . Click the campaign that will contain your image ads.
- . Click the Ad Group that will contain your image ads.
- . Click **Create New Image Ad**.
- . Browse for your image file.
- . Name your image file.
- . Enter your display and destination URLs.
- . Click **Save New Image Ad**.
- . Repeat this process to create additional image ads (maximum: 500).

What are the format and editorial requirements for image ads?

**Content:** In general, you must use high-quality, family-safe images which are relevant to your advertised concepts and products. For example, an Ad Group containing keywords like 'roses,' 'tulips,' and 'carnations' would call for floral-related images. We strongly recommend that you also include some descriptive text and

a call to action to reinforce your ad's message.

**Format:** All images must be in a .JPEG, .GIF, or .PNG format. Animated .gif images are accepted. Animated ads in Flash format are currently being beta-tested by a small group of advertisers. Depending on the test results, we may make Flash ads available to other advertisers in the future.

**Size:** Choose from five standard ad sizes: Banner (468 x 60 pixels), Leaderboard (728 x 90), Inline Rectangle (300 x 250), Skyscraper (120 x 600), and Wide Skyscraper (160 x 600). You can find examples of each size here. Please note that we may resize your image slightly to accommodate your destination URL and the 'Ads by Google' feedback link, which can alter the proportions of your image. If you'd like to retain the original proportions of your image, you may adjust your image sizes before you upload them. [Learn more.](#)

Please note, once again, that your ads must use relevant and family-safe images. For more details about acceptable content, we invite you to read the [Image Ads Editorial Guidelines](#).

---

**Where will my image ads appear?**

Image ads currently appear on selected content sites and products in the Google Network, not on Google search results. Content providers must opt in to the image ads program before image ads can appear on their site.

---

**What do image ads look like?**

Image ads are graphics that you upload into your campaign. We recommend that you include text—such as a brief product description or a call to action—within the image to reinforce your ad's message. Animated image ads are allowed.

You have five size and placement options: Banner (468 x 60), Leaderboard (728 x 90), Inline Rectangle (300 x 250), Skyscraper (120 x 600), and Wide Skyscraper (160x600). We may resize your images in some cases.

[See examples of image ads and placement options.](#)

---

**How do you decide whether to show my image ad or my text ad?**

The AdWords system will analyze a number of factors on a Google Network content site page and determine whether your text ad or image ad is more appropriate.

If your image ad is more relevant, it will appear. If not, your text ad may appear in its place. This targeting model ensures you're reaching your prospects with the most effective ads. (Please note that a content site publisher must opt in to the image ads program before your image ads may appear on his or her site.)

If you'd like to make sure all of your ads are as compelling as possible, you can review our [optimization tips](#), learn how to refine your daily budget and keyword lists, and improve your overall advertising presence.

---

**Where can I find appropriate images? How do I create an image of my own?**

You can find or create graphic images in a variety of ways. For example, you can:

- Re-use graphics from your other advertising campaigns, as long as they fit the Google image ads size requirements and editorial guidelines.
- Design images with an online image creation tool, many of which are free.
- Design images with an image editing software application of your choosing.
- Partner with a graphic designer or other creative agency to build your images for you.

---

**What's a DMX color format?**

CMYK is an acronym for the basic colors, cyan, magenta, yellow, and black, that are used in four-color printing. Digital images, including the ones you're attempting to upload for your image ads, are occasionally composed of a mixture of CMYK.

However, display devices often use red, green, and blue colors, or RGB. The process by which CMYK is converted so images will appear naturally on RGB devices is called color matching.

Color matching is a challenging process. Any images that aren't properly converted appear as broken links or error messages. Given all of the requirements and time involved with color matching, Google AdWords is currently unable to accept any CMYK images for image ads.

#### How did this happen?

There may be a number of reasons why your images are currently in a CMYK format. However, the most common explanation is that many image editing applications automatically output images in CMYK. The application you used to scan or create your images likely falls into this category.

#### What can you do?

You may wish to try an image editing program that gives you the option to save images in an RGB color mode. Simply load your current image into this program and save it again in the proper format. Please note that changing an image's color mode may also affect its file size. Make sure your image does not exceed 50k.

#### Why do I receive an incorrect image size message? What do I do?

Your image can be submitted in one of five acceptable sizes, which match the five image ad shapes we offer:

- 468 x 60 Banner
- 728 x 90 Leaderboard
- 300 x 250 Inline
- 120 x 600 Skyscraper
- 180 x 600 Wide Skyscraper

An 'incorrect image size' message means that the image you've submitted does not match these dimensions. You'll need to resize your image, or create a new one, then submit it again through the AdWords campaign management tool.

For more details, see the topic [Will you resize my image?](#) or the topic [How do I create an image of my own?](#)

#### Where are my images stored?

All images for Google image ads will be stored on our secure servers.

#### Getting started : About AdWords : About Ad Automator Ads

How does AdWords determine recommended CPCs for ad automator ads?

The AdWords system considers a variety of factors when it recommends product-level CPCs to you. These factors include:

- Your product's category.
- Other advertisers' products within that category.

All relevant queries that have historically triggered ads for these products. The system then calculates the average CPC for all of these queries over a specific time period. This average CPC is the amount we recommend to you. For recommended category-level CPCs, AdWords simply takes the average recommended CPC of all products in the category. The product- and category-level CPCs we recommend will help your ads attain

more competitive positions for all relevant queries. However, to increase your chances of achieving the highest position, we recommend that you set your CPCs above the recommended amount.

#### Getting started : Setting up my account

#### Where do I start?

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. 1. What does your company (or division) do? Do you have different product lines? What are they?
2. 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. 3. What are you trying to sell or promote? What do you want people to do (buy, visit, download, subscribe)?
4. 4. What are your results would you like to see? What would you consider a good return on your investment?

Can I have multiple AdWords accounts?

Google maintains a high standard for our user experience and the quality of our advertising. In order to preserve the quality and diversity of ads running on Google, we don't allow advertisers or affiliates to have any of the following:

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

Individuals advertising for themselves or for their own businesses may only have a single AdWords account. However, your account may contain multiple Ad Groups and ads triggered by the same or similar keywords.

Only client managers (such as third parties or search engine marketers) who use a My Client Center can have multiple AdWords accounts. All associated accounts must be linked to the manager's My Client Center account. If you're interested in creating a My Client Center so you can manage multiple AdWords accounts for other people, you can sign up for Google Advertising Professionals. This program provides you with free tools and training to help you manage clients successfully.

What is Google's double-serving policy?

To provide the best possible experience for our users and advertisers, Google does not permit multiple ads from the same or affiliated company or person to appear on the same results page. We believe that pages with multiple ads from the same company provide less relevant results and a lower quality experience for our users. Over time, multiple ads from the same source also reduce advertiser performance and lower their return on investment.

We do not typically permit advertisers to manage multiple accounts featuring the same business or keywords. When we find that an account is not in compliance with our double-serving policy, we will prevent multiple ads from appearing on the same query.

#### Are there exceptions to this policy?

To protect trust in Google, and to provide a quality experience for our users and partners, the double-serving policy is strictly enforced. Exceptions are granted only in very limited cases.

Advertisers seeking an exception to Google's double-serving policy must contact AdWords Support. We take the following into account when reviewing requests:

- The destination site for each ad offers different products or services (for example, a large manufacturer with two product sites, one solely for stereos and one solely for computers, both running on keyword 'electronics').
- Each destination site has a different layout and design, and each URL and domain is different.

The following criteria are not considered for exceptions:

- Target Audience such as B2B, B2C, and gender.
- Business Structure such as different divisions within same company.
- Accounts handled by various 3rd parties such as agencies and SEOs.

<http://adwords.google.com/support/bia/index.py?hl&lang=1> (16 of 116) 8/2/2005 8:35:12 AM

How to Create an AdWords Account

You can create and activate a Google AdWords account with just a few easy steps.

**.Step 1: Name your Ad Group.**

This is the title you'll use to identify this ad in your account.

**.Step 2: Target languages and countries.**

Choose from many major languages and nearly 200 countries.

**.Step 3: Create your ad and keywords.**

Write your ad text, choose the keywords that will trigger your ad, and specify your maximum cost-per-click.

**.Step 4: Specify your daily budget.**

Your maximum daily budget helps determine your ad exposure (the number of times Google shows your ad in a day). There is no minimum daily budget.

**.Step 5: Sign up.**

This is the step that actually creates your Google AdWords account. You don't need to submit your billing information at this point. All you need to do is:

- Provide us with your email address.
- Select a password.

**.Step 6: Activate your ads.**

Verify your email address, log in to your account, and submit your billing information. Your ads will begin running on Google immediately after you've entered your credit card information.

It's easy to get started: visit the AdWords main page and click the button marked 'Click to begin.'

---

What are all 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 decide to enter your credit card information after completing the sign up process, your ads will appear on Google almost immediately.

To create an AdWords account, and to price your keywords, please follow the steps below:

## Target & Create Ad

1. Please visit the AdWords homepage.
2. Click Click to begin.
3. Select your language and location targeting options, and click Save & Continue.

*Note: Every ad and keyword in our program is reviewed by an AdWords Specialist 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.*

3. Enter an Ad Group name in the first field (required).
4. Enter your ad text in the Google AdWords form to the left.
5. When you are finished, click Create ad and continue.

## Select Keywords

7. 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.

8. Click Save Keywords.

## Choose Maximum Cost-Per-Click

9. Choose your billing currency and enter the maximum amount you are willing to pay per click.

<https://adwords.google.com/support/biz/index.py?faildamp=1> (17 of 116)8/2/2005 8:35:12 AM

*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.*

1. 10. Click Calculate Estimates to view your average CPC and cost estimates.
2. 11. Click Save & Continue.
3. 12. If you would like to create another Ad Group with a different maximum CPC, click Create additional Ad Group with Different Pricing button. If not, click Continue to Step 3 to continue the account set up process.

### Choose Daily Budget

13. A recommended daily budget will appear highlighted in the daily budget box on the next page. This is the amount necessary for your ad to appear every time on your keyword. However, you can increase or lower this amount by typing in your desired daily budget.

*Note: This amount controls how often your ad appears on Google; we will spread the delivery of your ad throughout the day to stay within your alternative budget setting. Matching the recommended daily budget helps ensure maximum exposure.*

1. 14. Click Save & Continue.
2. 15. Complete the registration form.
3. 16. Click Create my AdWords account

### Verify Email Address

17. 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 log in to your account with the email address and password you submitted on the registration form.

### Activate Your Account

1. 18. When you first log in to your account, you will see a red message box at the top of the page. Click Billing Preferences.
2. 19. Complete the account setup process and click the Save and Activate.
3. 20. If you opt to pay by credit card or debit card logging in to your AdWords account and submitting your billing information activates your account. Then, your ads 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.

### Getting started : The first 24 hours

---

#### How do I check if my account is running and performing well?

Once you submit your billing information, 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 Campaign Management tab.

To get an immediate idea of how well a campaign is doing, check the clickthrough rate (CTR). The higher the CTR, the better the campaign is probably doing. Also, our system will help you monitor your results by automatically evaluating your keyword performance and letting you know the status of each of your keywords. If your CTR is low or below the minimum required, you'll know straight away. Delivery of your ads may then be slowed so you don't continue to quickly accrue impressions with few results. Please see [How do I monitor the performance of my keywords?](#) for more information on keywords.

The very best way to track your results is to implement AdWords conversion tracking. This is an easy way to see precisely which clicks (and which keywords) are leading to sales or to other desirable actions. For details, please see our [Conversion Tracking FAQ](#).

---

#### 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.

---

#### How do I edit or update my account?

Because AdWords is a self-managed program, you can adjust almost all of the settings within your own account. You can edit your billing preferences

(payment information) and user preferences (including login information and email preferences) from within the My Account tab. Most other settings can be adjusted via the Campaign Management tab.

Here are some of the most common adjustments you're likely to make when starting out:

- [Editing keywords](#)
- [Editing ads](#)
- [Editing billing information](#)

[How do I know if my account is performing well?](#)

One way to get an immediate idea of the effectiveness of your keyword-targeted campaign(s) is to check your clickthrough rate (CTR). A higher clickthrough rate means your ad is attracting interest. Also, our system will help you monitor your results by automatically evaluating your

<https://adwords.google.com/support/bis/index.py?fullstamp=1> (18 of 116) 8/2/2005 8:35:12 AM

keyword performance and letting you know the status of each of your keywords. If your CTR is low or below the minimum required, you'll know right away. Delivery of your ads may then be slowed so you don't continue to quickly accrue impressions with few results (in trial keywords only).

[What is my AdWords account number?](#)

Your AdWords account number is the unique ten-digit number associated with your account. To find your account number, log in to your AdWords account and look at the top of the page, near the AdWords logo.

#### Getting started : Jumpstart : 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.

[Am I eligible for Jumpstart?](#)

You are eligible for Jumpstart if you:

- Are new to Google AdWords.
- Are targeting customers in English.
- Have a U.S. or U.K. billing address.

Since Jumpstart is still in the beta phase, we aren't able to create Jumpstart campaigns for advertisers who don't meet these requirements. However, we look forward to offering additional program options in the future.

If you don't meet the criteria above, you might consider signing up for AdWords here. Simply click [Click to Begin](#), and our easy sign up process will help you start showing effective, targeted ads within minutes.

For more information about signing up for Google AdWords, please visit our [Getting started FAQ](#).

[How is my daily budget calculated from the monthly budget amount I entered on my Jumpstart application?](#)

We'll take the monthly budget amount from your application and divide it by 30 to determine your daily budget.

Please note that you can change your daily budget amount on your own at any time. For more information about AdWords budgets and billing, please

visit our [AdWords FAQs](#).

Can't 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:

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

**Getting started : Jumpstart : Signing up for Jumpstart**

Can't Jumpstart create ads targeted ad for me?

Not right now. Only keyword-targeted campaigns are available through Jumpstart at this time.

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.

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.

I signed up for Jumpstart, but haven't received my first 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:

- It's too soon: Jumpstart specialists typically create new campaigns within 2-5 business days after receiving your email confirmation.
- 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.

Why are you asking if my target audience is limited to a specific U.S. 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.)

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:

- 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.)
- You've confirmed your email address, waited at least 5 business days, but haven't received notification that your new

campaign is ready.

### Getting started : Jumpstart : My new Jumpstart campaign

Will the results I see 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.

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.

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

It's a good idea to review the FAQ page, account tasks, 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.

Do I need to start serving ads with a certain amount of time after signing up for AdWords through the Jumpstart program?

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

Can I make changes to my Jumpstart campaign?

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

Make them on your own. Start by reviewing our account tasks page, 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.)

Contact Us. We'll happily respond to your request within one business day.

### My ads are live—now what? : My AdWords how-to guide : My account settings

What's a promotional code, and how do I redeem one?

From time to time, Google offers promotional discounts to new AdWords clients via mailings or handouts at public events. If you've received a promotional code, here's how to redeem it.

1. If you haven't already done so, create an AdWords account. You can do so by going to the AdWords home page and clicking [Click to begin](#).
2. [Log in to your account](#)
3. [Click the My Account tab](#).
4. [Click Billing Preferences](#) to initiate the account setup process.
5. In the first step of the account setup, you'll be able to enter your promotional code.
6. [Click Continue](#) to complete the setup process.

If you already have an AdWords account and have activated it by submitting your billing information, you can redeem your AdWords promotional credit by following these steps:

1. [Log in to your account](#)
2. [Click the My Account tab](#).
3. [Click Billing Preferences](#).
4. Type your promotional code in the Redeem code box at the bottom of the page.
5. [Click Go](#).

In either case, to confirm that your promotional credit has been applied, select the [Billing Summary link](#).

Which web browsers do I need?

To take full advantage of AdWords features, we recommend installing a newer browser with JavaScript functionality. Please check your browser information to determine which version you are using.

If you are using Microsoft Internet Explorer, we recommend using version 6.0 or higher. If you are using Netscape, we recommend using version 8.0 or higher.

How do I view or update my email address and password?

To view and/or update your email address and password:

- Log in to your AdWords account.
- Click the My Account tab.
- Click User Preferences to view the email address currently associated with your AdWords account.
- If you wish to update your login information, click edit next to Login Information and enter your new email address and/or password in the appropriate fields.
- Click Save Changes.

Please note, if you have a Google AdSense account that shares the current login email address of your AdWords account, changing your AdWords login information will also update your AdSense login information.

How do I reactivate my account?

You can easily reactivate your account in just a few steps, and there is no fee to reactivate your account.

Please note that when you canceled your account, all active ads were paused by our system. Once you reactivate your account, all of these ads will immediately begin running again. If you do not want your ads to begin running immediately, you'll need to edit your campaign settings as soon as you've completed the reactivation process.

Reactivate Your Account

To reactivate your account, follow these steps:

1. Log into AdWords with the email address and password previously associated with your account.
  - If you cannot remember your password, click the Forgot your password? link beneath the login button. Follow the instructions provided to access your account via a one-use URL.
2. A message box will appear at the top of your account. This message will explain your account's canceled status.
3. Click Start reactivation process at the bottom of the message box to continue.
4. Review any instructions relevant to your account payment method. (For example, if you are a credit card customer, you will be prompted to submit your billing information.) Please be sure to verify that all fields are correct.
5. When you are finished with the process, submit the requested payment information to reactivate your account.

What's the Download Bulksheet feature?

In response to your current AdWords activity, your Client Services Representative has enabled a new account management feature for you. By clicking the Download Bulksheet link, you can now download a current bulksheet at either the account or campaign level. This feature offers you faster and easier access to your most essential advertising information.

Please note the following:

- Currently, you may only download your bulksheet. You may not upload your changes through the account interface.
- To modify your ads, please work with your Client Services Representative. You may also make your own edits through the account interface or with one of our AdWords tools.
- Your bulksheet will display information for your active keywords and ad text. It won't contain statistics or deleted keywords.
- If the number of rows in your bulksheet exceeds the limit of the application you use to open it, your results may be truncated.
- All changes you submit on your bulksheet are subject to editorial review. Your revised ads might not appear on partner sites during this review period.
- We're offering the bulksheet download functionality to selected advertisers on a limited, case-by-case basis. This feature may be modified or removed at any time.

<https://adwords.google.com/support/bis/index.py?hlidcamp=1> (21 of 116) 8/2/2005 8:35:12 AM  
If you have any questions, feel free to contact your Client Services Representative.

My ads are live—now what? : My AdWords how-to guide : My campaigns

How do I make my ads appear (or not appear) on Google Network sites?

Your keyword-targeted ads are eligible to appear on the Google Network of related search and content sites and products. Since showing your ads on the entire Google Network offers your campaign the greatest level of exposure and potential success, we recommend this option. However, the choice is entirely yours.

You opt in to (or out of) the Google Network on the campaign level. Each keyword-targeted campaign you create can appear on search sites or products, content sites or products, or both.

To view or edit your distribution preferences, please follow these steps:

- Log in to your account at <https://adwords.google.com>.
- Select the box next to the keyword-targeted campaign you wish to edit.
- Click **Edit Campaign Settings**.
- Locate **Where to show my ads**. Select search network, content network, or both.
- Click **Save all changes**.

Can I pause my ads for particular times of day?

At this time, it isn't possible to specify particular hours or days of the week for your Google AdWords ad to show. If you'd like your campaign to run only during certain hours, you can pause it during the hours that you do not want it to show and resume it when you want it to run again.

You can pause your ad campaign at any time. You won't accrue charges while your ads are paused, and they'll remain paused until you resume them.

Why do traffic estimates for my Ad Group differ from those given by the standalone tool?

When you submit keywords for traffic estimates via your Ad Group, our system takes double serving among your keywords into account. Double serving occurs when there are duplicate instances of a keyword within your account or the same Ad Group. The standalone traffic estimator does not exclude these duplicate instances, but instead presents traffic estimates based on all potential traffic. This is because the Ad Group traffic estimator is already associated with specific Ad Group performance details that are not included when you use the standalone tool.

How do I pause all ads temporarily?

To pause an ad campaign:

- Log in to your AdWords account.
- Select the checkbox next to the campaign you want to pause.
- Click **Pause** at the top of the Campaign Summary table.

Shortcut: If you want to pause all of your active campaigns quickly, click the checkbox next to the Campaign Name column header on the Campaign Summary table. This will select all campaigns at once. Then, click **Pause**.

Can I get keyword traffic estimates without creating or editing an ad?

Yes, you can. Here's how to use our standalone keyword traffic estimator:

- Log in to your AdWords account.
- Click **Tools** on the Campaign Management tab.
- . Click **Traffic Estimator**.
- 1. **1. Enter your keywords:** In the field provided, enter your keywords so that each word or phrase appears on its own line.
- 2. **2. Choose a currency:** Select your currency. Enter a specific maximum cost-per-click (CPC) for your estimates, or let us suggest a value. Our suggested value should deliver your ads at the top position a majority of the time.
- 3. **3. Choose your target language(s):** Select which language(s) you'd like to target.
- 4. **4. Choose your target countries:** Select which countries you'd like to target.
- Click **Continue** when you are finished.