



AdWords Beginner's Guide

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Your ad appears here
When potential customers search for your business on Google adwords.google.com

Search Results

Ad position on the page

Once you've targeted your ad to your ideal audience, the position of your ad on the page will depend on its Ad Rank. The ad with the highest Ad Rank appears in the first position, and so on down the page. Ad Rank on search result pages is based on your keyword's Quality Score and cost-per-click (CPC) bid. Learn more in the [Quality Score](#) section.

Next: [Ad targeting](#)

Learn more about [ad text policies](#) and [ad rank](#) in our Help Center.

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