

EXHIBIT 11



Google's official blog for news, information and tips on AdWords

LEARN WITH GOOGLE

AD INNOVATIONS

ADWORDS COMMUNITY

HELP CENTER

Answers to your new keyword state questions

Friday, August 19, 2005 | 3:34 PM

Now that you've had a few days to adjust to the new active and inactive keyword states, we wanted to answer some of the questions that we've heard most:

Question no. 1: Why do I still see disabled keywords in my account?

Though [we're no longer disabling keywords](#) within your account, keywords that were previously disabled will remain in your account for approximately one month. At that time, we will delete all disabled keywords. This gives you the chance to evaluate your disabled keywords and add any valuable ones back into your account. We'll send you an email before this happens to let you know that your disabled keywords will soon be deleted.

Question no. 2: Where can I see the minimum bid for my active keywords?

You can see the [minimum bid](#) for your active keywords by running a [custom or keyword report](#). Just make sure that you select 'Active' in the 'Status' column. You can also [view the minimum bids for active keywords](#) in the Ad Group details page by clicking the box next to the appropriate keyword (or select them all by checking the box next to 'Keyword') and clicking on the 'Edit CPCs/URLs' button.

Question no. 3: Will the minimum bid for my keyword change?

The minimum bid for your keyword is dynamic and can change over time. Remember, the minimum bid is determined by your [Quality Score](#), which looks at your keyword's clickthrough rate (CTR), relevance of your ad text, historical keyword performance, and other relevancy factors. If one of these factors [improves](#), such as writing ad text that is more relevant to your keyword, your minimum bid may decrease. If you'd like to keep tabs on the minimum bids for all of your keywords you can set up a [daily or weekly report](#) to be emailed to your inbox.

Posted by Sarah, *Inside AdWords* crew

| [Email Post](#)

Recommend this on Google

0 comments:

[Post a Comment](#)

[Newer Post](#) [Older Post](#) [Home](#)

Subscribe to: [Post Comments \(Atom\)](#)

[Sign in to your AdWords Account](#)

Translate

Search This Blog

We're on

Follow

[Connect with other AdWords experts](#)

FOLLOW US ON [twitter](#)

Posts by Topic

- Topic -

Archives

Archives

[Site Feed](#)

[Google™](#)

BY FEEDBURNER

Useful Links

- [AdWords Community](#)
- [About Inside AdWords](#)
- [AdWords Homepage](#)
- [Google Ad Innovations](#)
- [Learn with Google](#)
- [AdWords Help Center](#)
- [Google Display Network](#)
- [Google Affiliate Network](#)
- [Google AdSense](#)

[Go to AdWords](#)

More Blogs from Google

Visit our [directory](#) for more information about Google blogs.

Follow Google on Twitter

Visit our Twitter [directory](#) for more information.

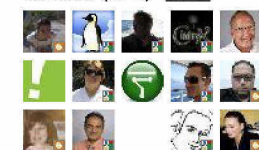
Enter your email address:

Delivered by [FeedBurner](#)

Followers

Join this site with Google Friend Connect

Members (3144) [More »](#)



Already a member? [Sign in](#)

Got a question or comment about
Inside AdWords? Send us some
[email](#).
Need help with your AdWords
account? Contact [AdWords Support](#).

Inside AdWords is powered by
Blogger. [Start your own blog](#).

©2010 Google - [Privacy Policy](#) - [Terms of Service](#)