

# EXHIBIT 13

Join **FREE**

About

Support

Login

Search

Home

Blog

Pricing

Community

Training

Tools

Videos

Home → [Blogs](#) → [Aaron Wall's blog](#)Gain a competitive advantage Today! [Say What!?](#)**Previous** [New Blog about Search Conference, Alan Meckler on Getting Lucky](#)**Next** [SEO & PPC Competitive Analysis & Keyword Research Tools](#)

## Google AdWords to Drop On Hold & In Trial Status

Jul 15th

Just logged into [AdWords](#) and found the following:BY [AARON WALL](#)  
[0 COMMENTS](#)POSTED IN  
[GOOGLE](#)  
[PAY PER CLICK](#)  
[SEARCH ENGINES](#)

*In the coming weeks, your keywords will no longer be evaluated as normal, in trial, on hold, or disabled. Instead, your keywords will either be active or inactive, depending on their quality and maximum CPC. Each keyword will be assigned a minimum bid based on its quality. As long as its maximum CPC meets this quality-based minimum bid, your keyword will remain active and trigger ads.*

Not sure if it was causing too many customer support queries or the technology was a failure or what, but Google is dropping the in trial, on hold, and slowed AdWords account statuses. Ads will simply be active or inactive.

Google [states the following](#) about the pending change:

- The keyword statuses normal, in trial, on hold, and disabled will be replaced with active (triggering ads) or inactive (not triggering ads). In addition, accounts will no longer be slowed. Currently, accounts are slowed when they don't meet our performance requirements and your ads appear rarely for your keywords.
- New keywords will no longer be disabled or have a minimum clickthrough rate (CTR) threshold. Instead, your keyword will trigger ads as long as it has a high enough Quality Score (determined by your keyword's CTR, relevance of ad text, historical keyword performance, and other relevancy factors) and maximum CPC.
- Ad Rank, or the position of your ad, will continue to be based on the maximum CPC and quality (now called the Quality Score).
- Remember: The higher the Quality Score, the lower the CPC required to trigger ads, and vice versa.
- You can move an inactive keyword to an active state and show ads by (1) improving its Quality Score through optimization, or (2) increasing its maximum CPC to the minimum bid recommended by the system.

It will be interesting to see if using higher bids allows you to run ads with low relevancy scores for fairly generic terms. If it does it may mean that at least for a short period of time there may be a good number of underpriced terms (depending how high Google makes the minimum suggested bids to tax the poor relevancy - currently AdWords defaults to a 5 cent minimum or whatever some other low amount in other currencies).

It is sorta interesting to see because this is clearly Google moving away from keeping ads relevant and may cause sooner text ad blindness (similarly to how people became blind to banner ads). Google recently allowed people to pay to run untargeted ads on partner sites via CPM ad sales. The fact that Google is willing to accept low relevancy ads on it's own site should really show that Google wants to be all nearly all things related to internet advertising.

### My Account

USERNAME

PASSWORD



Login

[Signup for FREE account](#)

### SEO Community

#### New Threads

[Location Search in AdWords?](#)[Web App for Rank Tracking on Google Places](#)[Bing Low-Indexation](#)[Removing Menus on Wordpress Posts](#)[Google+ Local - That's Not My Listing!!](#)[HTML Sitemap suggestions](#)[Press Release services](#)[Anchor Text Adjustment](#)[Has anyone else noticed...](#)[LinkBuilder tool from Wordtracker.com](#)[Question about Spammy Viagra-styled Backlinks](#)[Google Places for Franchises](#)[How To Pitch Blogs and Magazines To Run Your Content](#)[Hello from a sunny South Africa!](#)[Value in linking to sites on same server](#)[SEO Competitive Research](#)

Many people did have complaints with good words getting disabled before trial, so this new system will help accomodate them, while allowing bulk upload of relevant longer search queries and taxing away the profits from the buy dead children at eBay and other off topic bulk eBay ads.

Searchday is running [an article about the new AdWords change](#) where they state:

*Pegging minimum bids to a quality score that considers all of these factors effectively eliminates Google's previous de facto minimum bids. For ads that receive a high quality score, Kamangar said the minimum bid as little as a penny. Conversely, for ads that receive a low quality prediction, the new minimum bid could be higher than the previous minimum of five cents.*

Published: July 15, 2005

**Previous** [New Blog about Search Conference, Alan Meckler on Getting Lucky](#)

**Next** [SEO & PPC Competitive Analysis & Keyword Research Tools](#)

**New to the site?** [Join for Free](#) and get over \$300 of free SEO software.

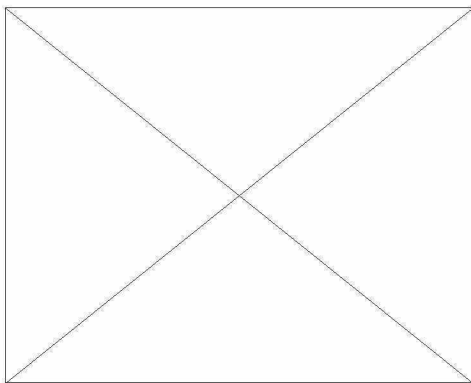


Once you set up your free account you can comment on our blog, and you are eligible to receive our search engine success SEO newsletter.

**Already have an account?** [Login](#) to share your opinions.

**Click Here**   
**Subscribe Now**

We love our customers, **but more importantly**  
**Our customers love us!**



- **Over 100 training modules**, covering topics like: keyword research, link building, site architecture, website monetization, pay per click ads, tracking results, and more.
- An exclusive interactive community forum
- Members only videos and tools
- Additional bonuses - like data spreadsheets, and money saving tips

[SEO Book Keyword List Comparison Tool](#)  
[SEO Toolbar](#)  
[Google Rank Checker](#)  
[Top AdSense Keyword Lists](#)  
[Link Building 101](#)  
[Google's Matt Cutts on Brands](#)

## Sister Site

Visit [PPC Blog](#), our new sister site focused on pay per click marketing.



Site Map

Blogging

Brief History of Search Technology

Brief Summary of Contents

Buying SEO Services

Content Management

Copywriting

Domaining

Information Architecture

Internet Marketing tools

Keyword Research

Monetization

Link Building

On Page Optimization

Page Titles

Pay Per Click / AdWords

Search Engines / Google

Selling SEO Services

Social Interaction

Tracking Results

Usability

Web Directories

Website Credibility

Website Design

Website Hosting

Why Search is Such a Powerful Marketing Channel

## Related Posts

 [SEM Training: Do You Make These 14](#)

[Common SEM Errors?](#)

- [Google AdWords to Show Contextual Ad Location URLs](#)
- [How Google AdWords Ads Manipulate Google's Organic Search Results](#)
- [Google Outdistancing Yahoo! in Monetizing Branded SERPs](#)
- [Google Corporate Desktop Search, New AdWords Blog, Yahoo! Media RSS & Messenger VOIP](#)
- [Search Spam, Marketing, Artificial Intelligence & Search Query Refinement](#)
- [Google Web Accelerator Privacy Problems, Google AdSense Channel Blocking, Yahoo! Audio Search](#)
- [AdWords in RSS, Various other Links...](#)
- [Google Advertising Professional Update](#)
- [Click Fraud Click Fraud Click Fraud](#)

## Recent comments

- [New to SEO](#)  
2 hours 47 min ago
- [maybe someone can post new?](#)  
6 hours 57 min ago
- [promo code](#)  
7 hours 3 sec ago
- [Vitamin manufacturers](#)  
12 hours 11 min ago
- [Fab Article](#)  
14 hours 15 min ago
- [I think a big piece of the problem...](#)  
17 hours 23 min ago
- [LOL...if I were too stupid to read the post I wouldn't comment](#)  
17 hours 57 min ago
- [LOL I thought this post was](#)  
23 hours 13 min ago
- [Thanks Anita](#)  
1 day 20 hours ago
- [Excellent article, Debra, and](#)  
2 days 4 hours ago



- [@debramastaler](#) shared a great introduction to common link building questions here <http://t.co/hO1t0bXO> 5 days ago
- Great post by [@neyne](#) on responsibility for the state of small business SEO <http://t.co/QC0rDvnY> 6 days ago
- great post by [@willspencer](#) on SWOT for web publishers <http://t.co/KA331XUf> 7 days ago

## Have a question?

Join our [training program](#) today and get the Google rankings, search traffic, growth, and profits you deserve!

## I'd like to learn more about:

Link Building  
On-Site SEO  
Keyword Research

## About SEO Book

In Short? We offer the **#1 SEO training program**. And it comes with tools, videos, a private

Not convinced? Try our [free 7-day course](#) for beginners. After viewing it we hope to see you join our community! Best of luck growing your business & we hope our site helps increase your rankings!

[Domain Names](#)[Tracking Results](#)[Site Architecture](#)[Website Monetization](#)

member's forum, and so much more.

[Click Here](#)   
**Subscribe Now**

[Home](#) [Join](#) [Blog](#) [Free SEO Tools](#) [SEO Glossary](#) [Community](#) [Training](#) [Videos](#) [Affiliates](#) [About](#) [Archives](#) [Support](#)

[SEO Training Overview](#) [SEO Strategy](#) [PPC](#) [Tracking](#) [Credibility](#) [Monetization](#) [Video & Audio](#) [Premium SEO Tools](#) [Interviews](#) [Discounts](#)

[SEO Toolbar](#) [Competitive Research Tool](#) [Rank Checker](#) [Keyword Suggestion Tool](#) [Keyword Comparison](#) [Keyword Domains](#) [Local Rank](#) [Hub Finder](#)



This website is powered by peanut butter, the cosmos, and you! :)

© 2003 - 2012 SEOBook.com