AdWords Certification Program Learning Center

2011

101 - Google Advertising Fundamentals Exam

Exam Study Learning Center

Google™ AdWords

Google Inc.

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| **Google Advertising Fundamentals Exam**  **1. Introduction to AdWords**  **1.1 Overview of AdWords**  **Overview of Search Engine Marketing & Online Advertising**  **Introduction to Search Engine Marketing and Online Advertising**  A search engine helps users find the things they're looking for online. The user types a word or phrase, called a query, into the search engine, which then displays a set of results that are relevant to the query.  Most search engines provide two types of results listings in response to the same user query: organic (also called "natural" or "free") listings, and paid listings (i.e., advertisements). Google keeps these two types of listings separate, and ads are noted by the phrase "Sponsored Links" appearing above them.  Most search engines rank the results within each type of listing -- in other words, they determine in what order to show the listings on the results page -- according to how relevant the result is to the user's query, with the most relevant appearing at the top of the page.  Each search engine calculates relevancy in a different way for each type of result (organic and paid). This is one of the main differences between one search engine and another, and it's a factor in many users' decisions about which search engine to use.  On Google, although both organic and paid results appear in response to the same user query, the results are independent of each other. The ranking of an organic search result has no bearing on the ranking of any ads, and vice versa. This makes it possible for an advertiser to perform well in the paid listings and have an ample online presence, even if their site isn't present in the top organic search results.  In Google's organic results, relevancy to the user's query is determined by over 200 factors, one of which is the [PageRank](http://www.google.com/corporate/tech.html) for a given page. PageRank is the measure of the importance of a page based on the incoming links from other pages. In simple terms, each link from site A to a page on site B adds to site B's PageRank.  Google AdWords also uses a combination of factors to rank paid listings, which will be explained in depth later in this lesson.  **How Search Engine Marketing Works**  Each type of listing -- organic and paid -- has a type of marketing approach associated with it.  **Search engine optimization**  Search engine optimization (SEO) involves building new websites, or changing existing websites, so that they rank highly in a search engine's organic listings when users search on terms that are related to the site's content. To learn about SEO for Google organic search results, visit Google's [Webmaster Central](http://www.google.com/webmasters/) site.  **Search engine marketing**  Search engine marketing (SEM) is the process of promoting and marketing a website through paid listings (advertisements) on search engines.  In order to create an ad for a given search engine, you need to create an account with the advertising product or branch of that search engine. For Google, this product is AdWords. After creating an account, you then create your ad and enter a list of user search queries -- called "keywords" -- that can trigger your ad to be shown.  Ads on most search engines operate on a pay-per-click (PPC) model, meaning that you pay only when a user clicks your ad, and not for the ad impression (the instance in which the ad appears on the page). The other common pricing model in online advertising is cost-per-thousand impressions (CPM), in which you pay per impression, not for any clicks on your ad.  Site owners often choose to advertise their site instead of, or in addition to, optimizing their site for placement in the organic search results. Although it's necessary to pay for the clicks your ads receive, advertising allows you to be proactive about when and where a listing for your site appears. Creating an AdWords account takes minutes, and ads can run almost immediately in response to keywords that you choose.  **How Online Advertising Works**  Although SEM refers to placing ads just on search engines, online advertising as a whole is much broader. The possibilities of online advertising include placing ads on nearly any type of website or page a user might browse, such as news, blogs, reviews, entertainment, online magazines, and marketplaces. In AdWords, these other sites make up the Google Display Network.  Ads on the Google Display Network can be in a number of formats, such as basic text ads, graphical image ads in a variety of sizes, audio streams, or interactive and video ads. You can also choose many different targeting options for your ads: whether defining the user's device (a computer or a mobile phone) you'd like your ad to show on, or specifying the user's location, language, or demographic.  Online advertising offers so many options that it's useful to define your advertising goals before beginning. This can help you determine where to place ads (search engines, Display Network pages, or both) and what format of ads to place, and also help guide your budgeting decisions.  **Direct Response vs. Branding in Online Advertising**  Online advertising goals generally fall into one of two categories: direct response or branding.  **Direct response**  If your goal is direct response, you'd like a user to perform an action after clicking through your ad to your website: make a purchase, sign up to a newsletter, or request a quote, for instance. The completion of your desired action by the user is called a conversion.  To manage your online advertising strategy and costs, it's useful to define a cost-per-acquisition (CPA) that you'd like to achieve per conversion. You'll then be able to monitor the performance of your ads to ensure that they're meeting your CPA goals.  **Branding**  If your advertising goal is branding, your main reason for advertising online is to raise awareness and visibility of your product, service, or cause. To achieve this, you'll want to aim to place your ads in front of as many people as possible within your target audience.  **Use cases**  Although just about anyone could use online advertising for any reason, here are some of the best use cases:   * An online retailer without a physical store location: Use online advertising to drive traffic to your website. Show ads both in response to relevant keywords on search engines and on Display Network webpages that your target customers would be likely to visit. * A small business that cannot afford expensive, traditional advertising methods:  Use online advertising to narrowly target your ads to a particular audience, and to closely control your costs and track your return on investment (ROI). * A large business that would like to build brand awareness:  Show image ads or multimedia ads on Display Network webpages that your target audience is likely to spend time on.   **About Google and Google AdWords**  **Introduction to Google and Google AdWords**  As a search engine, Google gathers and organizes a multitude of information from the Internet, then makes this information available to users throughout the world who are searching online.  Users can visit the Google homepage or other Google properties, enter a search query (terms related to information they'd like to find) into the search field, and click "Google Search." Google returns a variety of search results -- including lists of files, articles, documents, and websites -- that are all highly relevant to the query. (If a user clicks "I'm Feeling Lucky," the user goes directly to the first website or document in the Google search results.) Users can also search for results within Google Images, News, and other specialized Google services.  Search results appear on the left side of the page. Google doesn't accept payment to place websites or documents in search results. However, advertisers can purchase Google AdWords ads, which appear on the right side of the page, and sometimes above the search results.  Google AdWords is Google's advertising program. AdWords lets you create simple, effective ads and display them to people who are already searching online for information related to your business.  **The Benefits of AdWords**  Because AdWords offers precise targeting and measurability, as well as tremendous reach, it's possible to achieve a high ROI on a large scale. Let's take a closer look at each of these factors:  **Relevance**  One of the biggest benefits AdWords offers is the ability to precisely target ads to users based on their interest, as well as a number of other factors like location, language, and demographic. The result is that the user sees highly relevant ads, which they are more likely to click on. And because ads on search engines show only in response to a user's query, the user is also more likely to be further along in the buying cycle, and more likely to be ready to convert.  **Return on Investment (ROI)**  Online advertising is thoroughly measurable, making it easy to tell whether or not you're meeting your advertising goals. Every user's click is tied to a particular ad, keyword, and search query, all of which you can track and decide to improve whenever you like. If you spot a trend, you can create, modify, or delete keywords, ads, and campaign targeting selections within seconds. This allows you to be more responsive and more in control when it comes to improving your ROI.  **Reach**  Every day, Internet users conduct millions of searches on Google. When you use Google AdWords, you have the opportunity to capture any segment of that broad worldwide audience that's actively looking for products, services, information, and websites. By giving your products or services a presence during relevant user searches, you're ensuring that you're visible in a crucial point in the customer's buying cycle -- when the user is actively searching for what you're offering.  **Basic AdWords Features**  **Common AdWords Terms**  Using Google AdWords for the first time will introduce you to some new terminology. Here are a few of the most commonly used AdWords terms:  **Keyword**  The keywords you choose are the terms or phrases you want to prompt your ad to appear. For example, if you deliver fresh flowers, you can use "fresh flower delivery" as a keyword in your AdWords campaign. When a Google user enters "fresh flower delivery" in a Google search, your ad could appear next to the search results.  **Placement**  Like keywords, placements are another way for you to control where your ads appear. A placement is usually a website where you'd like your ad to appear. For example, if you select www.example.com/sports as a placement, your ad could appear on that site.  **Image ad**  A graphical ad, which can be static or animated, that runs on the Google Display Network. Also called a display ad.  **Campaign & Ad Group**  AdWords accounts are organized into campaigns and ad groups. You start with one campaign, which has its own daily budget and targeting preferences. You can have multiple campaigns running and might choose to create one campaign for each product or service you want to advertise. Within each campaign, you have one or more ad groups, which are sets of related ads, keywords, and placements.  **Impression (Impr.)**  The number of impressions is the number of times an ad is displayed on Google or the Google Network. Monitor your impressions to see how many people your ad is shown to.  **Click**  If a customer sees your ad and clicks on it to learn more or to do business with you, it is recorded in your account as a click. Monitor your clicks to see how many people choose to enter your website from your ad.  **Clickthrough Rate (CTR)**  Your clickthrough rate (CTR) is a metric that helps show how your ads are performing. The more relevant your ads are, the more often users will click on them, resulting in a higher CTR. The system calculates your CTR as follows: Number of ad clicks/number of impressions x 100.  **Cost-per-click (CPC)**  Under the cost-per-click (CPC) pricing model, AdWords charges you for each click your ads receive. You won't incur any costs if your ad is displayed and users don't click it. CPC bidding is the default for ads running on Google and the Search Network. Most advertisers also choose it for their campaigns that focus on getting a direct response from their audience, whether a sale, sign-up, or other action.  **Maximum cost-per-click (maximum CPC)**  The highest amount that you are willing to pay for a click on your ad. You can choose to set a maximum CPC for individual keywords or for all the keywords within an ad group.  **Cost-per-thousand impressions (CPM)**  With some campaigns, you can choose to pay for views of your ad rather than clicks. The maximum CPM is the most you're willing to pay for each thousand impressions, or views of your ad. CPM bidding is only available for campaigns that target the Display Network and not Google search or search partner sites.  **Quality Score**  Quality Score is the basis for measuring the quality of your keyword and ad and determining your cost-per-clicks (CPCs). Quality Score is determined by your keyword's clickthrough rate (CTR), relevance of your ad text, historical keyword performance, and other relevancy factors. The higher your Quality Score, the lower the price you'll pay per click.  **First page bid estimates**  Your AdWords account will show a first page bid estimate for each of your keywords. This metric estimates the cost-per-click (CPC) bid needed for your ad to reach the first page of Google search results when the search query exactly matches your keyword. The first page bid estimate is based on the Quality Score and current advertiser competition for that keyword.  **Optimization**  An optimization is the process of creating/editing keywords and ad text (or adjusting other parts of the account) to improve the performance of AdWords ads.  To learn about more common terms, visit our full [Glossary](http://adwords.google.com/support/aw/bin/topic.py?hl=en&topic=15464).  **1.2 Getting Started with AdWords**  **Signing up for AdWords**  **Creating an AdWords Account**  If you're new to online advertising, the first step is to establish your advertising goals. You'll probably find it easier to build your account once you can answer these questions:   1. What does your company (or division) do? Do you have different product lines? What are they? 2. Who's your primary audience (target market) for your products and services? Do you need to reach different audiences with separate sets of keywords or ads? 3. What are you trying to sell or promote? What do you want people to do (buy, visit, download, subscribe)? 4. What results would you like to see? What would you consider a good return on your investment?   To sign up for an AdWords account, visit the AdWords homepage at [https://adwords.google.com](http://adwords.google.com/select/). Click **Start now to begin**, then follow the guided steps to complete your account setup.  If you have an existing Google Account, you'll be able to use that account for AdWords. Note that any existing Google account you enter must not have previously been linked with AdWords.  Note: When you set up an account, you're asked to select a permanent time zone and currency for the account. Your time zone and currency settings can't be changed after you set up your account, so please choose carefully.  In order to preserve the quality and diversity of ads running on Google, individuals advertising for themselves or for their own businesses may only have a single AdWords account unless explicitly advised otherwise by Google.  This means that 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   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 MCC account.  **Hiring Someone to Manage Your Account**  **Finding an Agency or Contractor**  Many advertisers manage their own AdWords accounts, but others choose to have their accounts managed by a Google AdWords Certified Partner. If you're looking for help, we recommend that you use [Google Partner Search](https://adwords.google.com/professionals/search/), where you can specify your budget, location, and the types of services you're looking for in order to be matched with the Google Advertising Professional who fits your criteria.  **Working with an Agency or Contractor**  A client manager works with client accounts through the My Client Center (MCC) program. The information below describes how client accounts and client manager accounts compare.  **AdWords client accounts**  If you've set up your own AdWords account and your client manager has linked your account to his/hers, both you and your client manager have access to your account. You can access your own account at any time and can unlink your AdWords account from your client manager's at any time.  If your client manager sets up your AdWords account for you, then you should ensure that your client manager does so under your personal sign-in email and password. That way, you can also access and maintain control over your own account. Also, if your sign-in email is your own, we may periodically send you important updates concerning your account.  Client managers can update campaigns, manage account tasks for their clients, and view billing summary history information for AdWords accounts. However, client managers don't have access to proprietary client information such as credit card information.  **Client manager accounts**  Only a client manager has access to the client manager account. By extension, a client manager will also have access to information regarding all related accounts via My Client Center. Like clients, a client manager can unlink a client account from his/her account at any time.  **Getting Help to Create Ads**  You can use the Ad Creation Marketplace to get help with your ads. The Ad Creation Marketplace offers a selection of industry professionals who can provide script writing, editing, production, and voice-over talent at an affordable package cost. You can access the Marketplace from your AdWords account, and it's free to search for and send project bids to specialists. You aren't under any obligation to work with them until you accept a bid.  **Google Advertising Fundamentals Exam**  **2. AdWords Account and Campaign Basics**  **2.1 Account Management Basics**  **Introduction to AdWords Account Management**  **Key Concepts of AdWords Account Management**  There are six main tabs in an AdWords account: **Home**, **Campaigns**, **Opportunities**, **Reporting**, **Billing**, and **My account**. Each tab may have one or more sub-pages, which you can view by clicking the tab.   1. **Home**: This tab contains your **Account Snapshot** page, an easy-to-read summary of key account information. 2. **Campaigns**: This is where you'll spend most of your time when you're managing your AdWords account. Here, you can create and edit campaigns, ads, keywords, and Display Network placements. Get a quick sense of your account's performance over time by viewing the performance summary graphs and tables of campaign statistics. 3. **Opportunities**: This tab is a central location for keyword and budget optimization ideas across your account. When you want to increase your traffic or sales volume, but are unsure of the types of changes you should make, this can be a good place to start. 4. **Reporting**: If you're just getting started with AdWords, the Campaigns tab contains all of the reporting you'll need to track the success of your ads, keywords, and campaigns. To track the performance of your website, the Reporting tab includes access to Google Analytics. Learn more about your reporting options in the [measuring your performance](https://adwords.google.com/support/aw/bin/static.py?page=guide.cs&guide=21899&topic=21905&answer=146306) section of this guide. 5. **Billing**: Enter and change your billing details, see your entire billing history, as well as print invoices. 6. **My account**: Control your personal information, such as your login information and user preferences. You can also invite a friend or colleague to manage your AdWords account from here.   **AdWords Account Structure**  **Navigating an AdWords Account**  When you sign in to AdWords, here are a few keys to getting around:  **Tabs:** To view or change the different parts of your account, use the different tabs. The Keywords tab is where you can add or edit keywords, as well as see performance statistics or Quality Score information. The Networks tab shows how your ads are performing on Google, search partner sites, and the Google Display Network. The Settings tab is where you can adjust your budget, bidding option, targeting, and other campaign-level settings.  **Account tree:** The "All online campaigns" column, called the account tree, makes it easy to navigate between the campaigns and ad groups in your campaign. Because it's designed to help you navigate through multiple campaigns, the account tree appears only when you have two or more campaigns. If you have only one campaign in your account, you won't see the account tree.  **Help:** In-context help articles appear on every screen to give you answers in the right place at the right time.  The following diagram shows the different parts of an AdWords account.   |  | | --- | | **Account** | | Unique email address Password Billing information | |  |  |  |  |  | | **Campaign** | |  | **Campaign** | | | Daily budget Location targeting Language targeting Distribution preference End dates | |  | Daily budget Location targeting Language targeting Distribution preference End dates | | |  |  |  |  |  | | **Ad group** | **Ad group** |  | **Ad group** | **Ad group** | | One set of keywords and placements One or more ads | One set of keywords and placements One or more ads |  | One set of keywords and placements One or more ads | One set of keywords and placements One or more ads |   **About Billing Preferences and Billing Summary**  To view your billing preferences and billing summary, go to the **Billing** tab of your account.  These billing pages display all information related to your account payments. You can view your method of billing and form of payment. You also can edit the payment details (such as payment method) and change your billing address or contact phone number. You may also enter any promotional codes you may have received.  **About Account Preferences**  To view or change your account preferences, go to the **My account** tab and select **Account preferences**.  On the account preferences page, you can:   * Edit your username, password, and display language * Decide which notifications you'd like to receive (such as newsletters) and how you'd like to receive them * Edit your primary business type. * Edit your Google Analytics auto-tagging capability * Review the AdWords Terms and Conditions   **Try it Now: Account Preferences**  Learn how to view and update account preferences.  Instructions: Follow the instructions below to view and modify account notification preferences.   1. Sign in to your AdWords account at <https://adwords.google.com>. 2. From the **My account** tab dropdown menu, select **Account preferences**. 3. Click **Notification settings** along the left side of the page. 4. In the **Email** column, click any listed setting you'd like to change, and select the desired option from the dropdown menu that appears.   Questions to consider:   1. Why are some settings unavailable for opt out? 2. Regardless of account preferences, will an advertiser receive an email notification if a billing issue causes an ad to stop running? 3. Which notification topics are designed to help advertisers improve account performance?   **Account Monitoring and Troubleshooting**  **Monitoring AdWords Accounts**  All critical account alerts related to payment problems, pending budget end dates, credit and bank card expirations, ad disapprovals, and other issues that will cause your ads to stop showing are displayed in the Campaigns tab, at the **All Online Campaigns** level. These critical alerts will also be sent to your designated Google Account email address.  The **Notification Preferences** page makes it easy to change your alert settings (to receive non-critical account alerts, or to block all alerts). This page also provides an easy way to opt in to additional communications such as newsletters, special offers, and market research.  Here's how to set your preferences for receiving alerts and other communications:   1. Sign in to your AdWords account at [https://adwords.google.com](https://adwords.google.com/). 2. Within the 'My Account' section, select 'Account Preferences,' and click the link for **Notification Preferences**. 3. On the 'Notification Preferences' page, you'll see alert categories for Billing, Disapproved ads, and Campaign maintenance issues, as well as listings for a range of non-alert communications offering useful information. 4. For alerts, designate whether you want to receive alerts online (at your Account Snapshot page), by email (at your registered Google Account address), or both. For each delivery method, use the drop-down menus to choose "All" alerts, "Only critical" alerts, or "None" (to receive no alerts). 5. For non-alert communications, check the boxes to receive emails with newsletters, customized help, market research and special offers. 6. Click **Save Changes** to save your preferences and begin receiving alerts and other communications based on your selections.   You can return to the **Notification Preferences** page whenever you want to change your alert and communications preferences.  **Try it Now: Set an Alert**  There are a number of ways you can monitor campaign performance, including setting up custom alerts. A custom alert will notify you when certain changes and/or behaviors occur within your campaign and ad groups.  Follow the instructions below to set an average position alert.   1. Sign in to your AdWords account. 2. Select a campaign and ad group. 3. Navigate to the **Keywords** tab for this ad group. 4. From the **Alert** drop-down menu, select **Create a custom alert**. 5. For the alert type, select **Avg. Position** and **Changes** from the drop-down menu. 6. Choose **-** from the-drop down menu and enter **3** as the change amount. 7. Apply to every keyword in the ad group. 8. Click **Create**.   Questions to consider:   1. If you're alerted that the average position for a given keyword has shifted down more than three positions, what actions might you take to improve the ad position? 2. What other keyword level alerts might be useful to you? 3. What alert triggers are available at the ad group level?   **Troubleshooting AdWords Account Issues**  **Account access issues**  If you are having trouble accessing an account, visit the [account access troubleshooter](http://adwords.google.com/support/aw/bin/answer.py?answer=112351). This tool explains what to do if you forget your password, login email address, or customer ID.  **Billing issues**  We ask that all billing issues are directed to this [**online troubleshooter**](http://adwords.google.com/support/aw/bin/request.py?fhc=1).  Advertisers should include as much information as possible to help AdWords representatives identify the issue. However, **credit card numbers, bank account information, and/or AdWords account passwords should never be sent via email.**  **2.2 Campaign Management Basics**  **Campaign Monitoring & Troubleshooting**  **Troubleshooting Campaign Issues**  A common problem advertisers face with their campaigns is consistently meeting their daily budget, and missing potential impressions as a result.  If you regularly meet your daily budget, you may be missing out on additional impressions. To address this, you should evaluate your current return on investment along with your keywords' performance statistics. If a particular campaign is meeting its goals and performing well, you might consider increasing your budget to ensure there's no missed potential. Try looking at the recommended budget on the **Settings** tab for guidance. You can view the recommended daily budget for your campaign by clicking **Edit** next to the **Budget** field, and then the **+** to see any budget recommendations.  **Campaign Guidelines & Best Practices**  **Campaign Best Practices**  Every account starts with a single campaign. Each campaign -- whether you have one or multiple -- should reflect a single, overarching goal. When building a campaign, ask yourself "What do I want to achieve with this campaign?" Your answer might be to target a certain audience, sell more products, increase signups, or bring in more leads.  Some effective ways to organize your campaigns are by:   * Theme or product line (coffee products, tea products, gift baskets) * Your website's structure, such as by categories (purchase, learn, signup) * Different brands (X, Y, and Z) * Geography (New York, Chicago, and United States) * Language (English, Spanish, German) * Distribution preference (search engines only, Display Network sites only, or both search and the Display Network) * Budgets (different budgets per product line)   **Creating & Editing Campaigns**  **Creating New AdWords Campaigns**  You can create a new campaign at any time. Follow these steps to create a new AdWords campaign:   1. Sign in to your account at [https://adwords.google.com](https://adwords.google.com/select/). 2. If this is your first campaign, click **Create your first campaign**. If this isn't your first campaign, look for the **New campaign** button on the Campaigns tab. 3. You'll be taken to the **Settings** tab of your campaign to begin choosing your campaign settings. 4. Name your new campaign, then select your other settings: audience language and location, network settings, bidding and budget options, and any available advanced settings. Click **Save and continue**. 5. Follow the remaining instructions on your screen to enter your ads, keywords, and placements.   **Editing Existing Campaigns**  Once you've finished creating a campaign, you can adjust the settings or update the contents at any time. To adjust the campaign settings, such as location targeting and bidding options, click the **Settings** tab within a campaign. To update the contents of a campaign, or its name or status (paused, enabled, deleted), navigate to the **Campaigns** tab.  From the **Campaigns** tab, you can make bulk edits or [inline edits](http://adwords.google.com/support/aw/bin/answer.py?answer=116430). Both editing methods are described below.  **Editing more than one campaign at a time**   1. Sign in to your AdWords account at [http://adwords.google.com](http://adwords.google.com/select). 2. Navigate to the "Campaigns" tab. At the top of the campaign table, you'll see a set of buttons and drop-down menus.    * **+ New campaign**: Click this button to [create a new campaign](http://adwords.google.com/support/aw/bin/answer.py?answer=99460).    * **Edit**: Hover over the item you'd like to edit, including your budget, and make the changes inline.    * **Change status:** Select the campaigns you'd like to pause, enable, or delete, and choose the relevant option in the "Change status" drop-down.    * **More actions**: This drop-down offers several other options for your campaign table, including the ability to download campaigns or statistics into various formats.   **Editing inline**  This option lets you quickly edit a single campaign's name, status, or budget. Just hover over a table row to highlight it and expose the editable fields. Then, just click on a field to edit it.   * **Status drop-down**: Click on the drop-down menu next to the campaign name. Select "Enabled" or "Paused" to change the status of your campaign. * **Name**: Click on the pencil icon next to the campaign's name, and you'll be able to edit the name right there. If you click directly on the name, you'll actually navigate into the campaign, so you'll end up on the "Ad groups" tab for that campaign.   **Editing Campaign Settings**  Campaign settings are used to define where your ad groups can run, who will see your ads, and how you'll pay for them. Here's how to edit campaign settings:   1. Sign in to your AdWords account at [https://adwords.google.com](https://adwords.google.com/select/). 2. Click the name of the campaign you want to adjust. 3. On the **Settings** tab, edit the settings you'd like to change. You'll need to click **Save** after each change.   These are the settings you can edit from the **Campaigns** tab:  **Locations**: You can target your ads to almost any set of locations, including countries, territories, regions, cities, and custom areas. For example, you could target specific regions within the United States and a few large English-speaking cities in Europe. You can view or edit your targeting options from the **Settings** tab for your campaign. **Languages**: When determining where to show your ads, the AdWords system looks at a user's Google interface language setting to see if it matches one of the languages that your campaign targets. For example, only users whose Google interface language is Spanish will see ads in a campaign targeted to Spanish. **Networks and devices**: These settings determine where on the Internet and on which types of devices your ads will appear. On Google search and search partners, your ads may appear alongside or above search results, as part of a results page as a user navigates through a site's directory, or on other relevant search pages. On the Display Network, ads are targeted automatically to the content and URL of each page. You can also choose to have your ads appear on desktop and laptop computers, iPhones and other mobile devices with full Internet browsers, or both. **Bidding option**: Basic bidding options include automatic bidding and manual maximum CPC bidding. With both of these options, your bid is the amount you're willing to pay for a click on your ad. Your bidding option, along with your budget, is one of the ways you control the cost of your ad campaign. **Budget**: This is the amount you're comfortable spending on AdWords advertising each day. Once your account is running, you can adjust your budget at any time. **Ad scheduling**: This setting lets you specify certain hours or days of the week when you want your AdWords ads to appear. You can also adjust bids for your ads during certain time periods. **Ad rotation**: This selection determines how often we deliver your active ads in relation to one another within an ad group:   * **Optimize (default)**: The system will favor ads that have a combination of a high click-through rate (CTR) and Quality Score. These ads will enter the ad auction more often, and your ads will rotate until the ad with the better click-through-rate starts to show more frequently. * **Rotate**: Each of your ads will enter the ad auction an approximately equal number of times. Since ads with lower CTRs are then able to show more often, choosing this option might lower your average position and result in fewer relevant clicks.   **Frequency capping** (Display Network only): This setting limits the number of times your ads appear on the Display Network to a unique user.  **Try it Now: Edit at the Campaign Level**  Once campaigns are created, they can be edited at any time.  Follow the instructions below to edit an existing AdWords campaign.   1. Sign in to an account in the Adwords system. 2. Mouse over the name of the first campaign. 3. Click the pencil icon to edit the campaign name. 4. Click **cancel**. 5. Click on the campaign name to see all of the ad groups within that campaign. 6. Go to the **Settings** tab. 7. Edit the demographics to exclude Ages 0-17. 8. Click **cancel**.   Questions to consider:   1. Can more than one campaign be edited at the same time? If so, how? 2. What is inline editing? 3. Are demographic options available for campaigns that are only running on the Search network?   **2.3 Ad Group Management Basics**  **Introduction to Ad Group Management**  **Key Concepts of Ad Group Management**  The Ad groups tab is a fast way to see and edit details of all the ad groups in your AdWords account. This tab shows you not just ad groups from one single campaign, but from all campaigns.  The Ad groups tab is found on the **All online campaigns** page of your account, and at the individual campaign level. It starts with a customizable graph of the overall performance of your ad groups. Click **Change Graph Options** to see data points like clicks, impressions, and average position.  Below the graph you'll see columns for these items:   * Ad group * Campaign * Status (showing whether an ad group is eligible, paused, or deleted) * Statistics (including clicks, impressions, and other relevant details) * Maximum bids for search and the Display Network   Click the name of any ad group or campaign to go directly to the detail page for that ad group or campaign. Click any column header to sort by that topic. For instance, click the "Ad group" column to sort alphabetically by ad groups, or click the "Impressions" column to sort your ad groups from most impressions to least. (Click the header again to reverse the order and see them from fewest impressions to most.)  Next to the name of each ad group you'll see an icon to indicate that the ad group is enabled (green dot), paused (gray bars) or deleted (red x). To change that status, click the icon and choose a new one from the drop-down menu that appears.  To change the name of any ad group, mouse over the current name and then click the pencil icon which appears. You can rename the ad group right on the spot. You can also edit ad group default bids by clicking directly on the amount and then entering a new one right in the same box. Want to edit more than one ad group on this page? Click the check box next to each ad group, then select "Edit" from the row of buttons just below the ad groups graph.  To add keywords, placements, or new ads to an ad group, click the name of the ad group here and you'll be taken through to the detail page for that ad group, where you can work with the normal Keywords, Networks and Ads tabs for that ad group.  **Creating and Editing Ad Groups**  **Creating Ad Groups**  Ad group creation takes place within the context of the tabs in your account. This means that you'll set up the components of the ad group on the same tabs where you also view or edit them, so you'll know where to go if you want to go back later and make edits. You can stop in the middle of the creation flow or skip a step and then return later to finish. If you're not interested in the extra guidance, you can choose to set up your ad group all on one page. This option is explained in the forth step below.  Here's how to create an ad group:   1. Sign in to your AdWords account at [https://adwords.google.com](https://adwords.google.com/select). 2. On the **All online campaigns** page, click the name of the ad campaign that will contain your new ad group. 3. Click the **+ New ad group** link that is just above the buttons at the top of the ad group table. 4. At this point, you can choose to create your ad group in the context of the tabs in your account (we'll walk you through the steps), or you can click the **Switch to one-page form** link, which will let you fill in all the relevant information on one page. 5. If you want continue in the context of your account, name your new ad group. Click **Save and continue**. 6. You'll be taken to the "Ads" tab. Choose the type of ad you want to create first, then follow the instructions to create your ad and your destination URL. Click **Save and continue**. The system will check your ad, then take you to the next page. 7. You'll find yourself on the "Keywords" tab of your ad group. Enter keywords in the "Add keywords" text box. You can also use the [keyword tool](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=49116) to find and add new keywords. 8. Before saving your keywords, enter your search default bid and automatic placements default bid for this ad group. The bid section will indicate CPC or CPM, depending on which bidding method you have chosen for this campaign. Click **Save and finish.** The system will check your keywords and then show you your keywords table.   Your new ad group is now active. The ads in this new ad group are available to begin running on the keywords you've chosen. To add managed placements to this ad group, click the **Networks** tab.  **Editing Ad Groups**  On the **Campaigns** tab of your account, you can edit an ad group's name, status (paused, enabled, and deleted), and default bids.   1. Sign in to your AdWords account at <https://adwords.google.com>. 2. On the **Campaigns** tab, click the campaign containing the ad group you want to work with. 3. Select the **Ad groups** tab. 4. Select the checkboxes next to the ad groups you'd like to edit, and click the **Edit** button. Now you can edit the name, status, and ad group [default bids](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=106699). 5. Once you've made your change, click **Save**.   **Shortcut:** Edit your ad group inline by moving your cursor over certain cells in your ad group table. Here are a few options:   * **Name:** Click on the pencil icon next to the ad group's name, and you'll be able edit the name right there. If you click directly on the name, you'll actually navigate into the ad group. * **Default bid:** Click the ad group's CPC and CPM bid and choose a new amount. * **Status:** Click the status icon (a green dot, red cross, or pause symbol) to select a new status for that campaign: Enabled, Paused, or Deleted.   Click the **+ New ad group** button to [create a new ad group](http://adwords.google.com/support/aw/bin/answer.py?answer=107934) in your campaign. Other settings, such as location targeting and bidding options, are controlled at the campaign level in your [campaign settings](http://adwords.google.com/support/aw/bin/answer.py?answer=113243). Learn how to edit the components of an ad group in separate help articles: [ads](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=116202), [keywords](http://adwords.google.com/support/aw/bin/answer.py?answer=99465), and [placements](http://adwords.google.com/support/aw/bin/answer.py?answer=112270).  **Ad Group Monitoring & Troubleshooting**  **Monitoring Ad Groups**  To monitor your ad group performance, first visit the **Home** tab in your account. The Home tab provides a comprehensive source of key information. It features:   * Important alerts and status updates * A performance overview with configurable statistics and graphs for your advertising costs, clicks, impressions, CTR, conversion rate, and more * Links to helpful tips and other resources to help you get the most out of AdWords   For a more granular look at your ad groups, use the **Ad groups** tab to monitor specific elements of each ad group. Within the **Ad groups** tab, you'll notice a performance summary graph that lets you chart two metrics at once over a selected date range. This will provide you with a quick look into how your statistics have changed over time.  **Try it Now: Ad Group Level Data Interpretation**  There are multiple ways to monitor account performance. At the ad group level, performance can be viewed using configurable statistics and graphs.  Follow the instructions below to view the performance of a given ad group.   1. Sign in to your AdWords account at <https://adwords.google.com>. 2. Go to the **Ad groups** tab for a given campaign. 3. Select an ad group by clicking its name in the table. 4. Set the date range to the last month. 5. Click the graph button in the toolbar above the table to expand the graph options panel. 6. Choose **Clicks** as your primary metric. For your comparison metric, choose **Impressions** (Impr.).   Questions to consider:   1. Are the two lines well correlated? 2. Are there irregularities in performance over the last thirty days? 3. User queries impact the number of impressions for this ad group. Do impressions vary by day of week?   **Google Advertising Fundamentals Exam**  **3. AdWords Ad Formats**  **3.1 Overview of Ad Formats**  **AdWords Text Ad Basics**  **Text Ad Key Concepts**  As a rule, all AdWords advertising should follow the same fundamental principles. Ads should:   * Clearly and accurately represent your site. * Emphasize the unique benefits of your product or service.   Text ads are the most basic type of AdWords ad. They're sometimes known as "sponsored links" because the title links to a website.  Text ads may appear on Google, search partners, or the Google Display Network. On search sites, part of the ad text appears in bold whenever it matches or nearly matches a user's search query.  For most languages, text ads can contain, including spaces, 25 characters for the title, 70 characters for the ad text, and 35 characters for a display URL. On Google, this is displayed on four lines: a title, two lines of ad text (each with 35 characters), and a URL line. However, the format may differ on Google partner sites.  **AdWords Image Ad Basics**  **Image Ad Key Concepts**  AdWords image ads are graphical ads that can be static (motionless) or animated. These ads appear on select Display Network sites (not search sites) in the Google Network which have opted in to the image ads program. Most sites on the Google Display Network support image ads.  Image ads combine two powerful features -- graphics and proven AdWords targeting technology. This gives advertisers the power of pictures along with the precision of matching ads to related Display Network sites.  See a list of [frequently asked questions about image ads](http://adwords.google.com/support/aw/bin/topic.py?topic=16014).  **Creating Image Ads**  To create an image ad, first verify that your campaign is opted into the Google Display Network (image ads can only run on Google Display Network placements). Then, create an image ad by visiting your ad group's "Ads" tab and opening the "New ad" drop-down menu. If you already have an image prepared, select "Image ad." You'll be prompted to upload your image and select a display and destination URL.  When you upload your image, providing descriptive image names will help simplify your reporting and communication with our client services team. Here are a few restrictions and tips for naming your ad images:   * Don't exceed 50 characters * Include an image description * Include the campaign or ad group name   If you don't already have an image prepared, select "Display ad builder" from the drop-down menu. This tool will help you build an image ad from one of our dozens of professionally designed templates. See a list of [frequently asked questions about the Display Ad Builder](http://adwords.google.com/support/aw/bin/topic.py?topic=21067).  Note that your image ads will not start running until they are reviewed and approved per our advertising policies. Since this review may take a few days, please take that into account when waiting for your ad to appear.  **AdWords Video Ad Basics**  **AdWords Video Ad Basics**  If you're thinking seriously about reaching an online video audience and you have specific campaign objectives for the online video and entertainment space, you can work with Google, YouTube, and our publishing partners to do more integrated promotions that are built exclusively with a video content audience in mind. Online video is one of the largest areas of media consumption, with an audience of hundreds of millions who are open and accustomed to viewing advertisements in video content.  Video placements can help you expand your brand reach across a large demographic of global users who are eager to view, share, and create new video content online. Video ads provide users with a rich and engaging advertising experience that can supplement a web video's content, or advertise a product or service that is relevant to users watching video content. This results in enhanced online branding and cross-promotional advertising campaigns.  **Video Ad Key Concepts**  **Appearance**  Video ads may appear in, with, or around video content, depending on the ad format. Content providers must opt in to showing specific video ad formats before video ads can appear on their site. How the video ad will appear to users, and how they will interact with the ad, depends on the video format:   * To see in-stream, graphical, and text overlay video ads samples that have appeared on Google Display Network websites, see these [video ad demos](http://www.google.com/ads/videoadsolutions/demos.html).   **Ad creation**  You'll need to use the Display Ad Builder to create a video ad.  **Pricing**  You may choose CPC or CPM pricing depending on the video ad format.  **Targeting**  You must target your ads to the [Google Display Network](https://adwords.google.com/support/aw/bin/answer.py?answer=6104) for your ads to appear. They will not appear in Google search results. You also have the ability to target your video ads internationally, nationally, or locally by language or country. You can also use placement targeting to target your video ads to users browsing certain categories of content, or to specifically target only certain sites.  **Creating Video Ads with Display Ad Builder**  The Display Ad Builder is a quick an easy way to create visually creative ads (including video ads) that will engage your audience. Before you can create video ads, first make sure your campaign is set to show ads on the [Google Display Network](https://adwords.google.com/support/aw/bin/answer.py?answer=6104). Then, to create a new ad from within your AdWords account:   1. From the **Ads** tab, select **New ad**, and then **Display ad builder** from the drop-down menu. 2. Select a display ad template with a video format. 3. Complete the required fields of the template, including uploading any assets or selecting a previously uploaded asset. 4. Save your ad.   **Integrating Video Ads Into Campaigns**  To create a successful video ad campaign, remember that your campaign settings are crucial. Here are some things to keep in mind when designing your video campaign:  **Placement and keyword targeting**  Video ads will only be shown on the Google Display Network, not on Google search results. Content providers must opt in to showing specific video ad formats before they can appear on their site.  You can choose to serve your video ad on specific sites in our network, or use keywords to target your ads to pages that relate to your product or service:   * If you're using [managed placements](https://adwords.google.com/support/aw/bin/topic.py?topic=342), select sites or categories that you know your target audience will find interesting. We recommend that you target at least 10 sites, if possible. This will help ensure your ad's visibility, and can allow you to judge your ad's relative performance more easily. * If you're running a keyword-targeted campaign, it's important to have [tightly themed ad groups](https://adwords.google.com/support/aw/bin/answer.py?answer=52038) that only contain keywords that relate to a specific theme or topic.   **Language and location targeting**  You have the ability to target your video ads internationally, nationally, or locally. Focus your advertising on only those regions where you conduct business. If your ad is tailored to a particular area, [use geo-targeting](https://adwords.google.com/support/aw/bin/topic.py?topic=21) to control where the ad is shown. This way, you can ensure your ad is being seen only by your desired audience.  **Pricing**  As with our other ad formats, you can choose to bid on a [cost-per-click](https://adwords.google.com/support/aw/bin/answer.py?answer=6326) (CPC) or [cost-per-thousand impressions](https://adwords.google.com/support/aw/bin/answer.py?answer=18267) (CPM) basis for your video ads by creating either a keyword-targeted campaign (to use CPC bidding) or a placement-targeted campaign (to use CPC or CPM bidding).  How much you'll pay depends on which pricing model you choose:   * **Cost-per-click Pricing (CPC): Text Overlay, In-Video, Click-to-Play**   If you choose to target your text ads to the Display Network or to videos within the Display Network, you can choose [CPC pricing](http://adwords.google.com/support/aw/bin/answer.py?answer=6326). This means you'll set a maximum bid for each click on your ad and set a budget limit for overall spending for the campaign containing those keywords. You'll pay when a clickthrough leads users to your website, not when a user clicks on your video ad's opening image or play button.   **Example**: You choose to pay a maximum CPC of US$0.05 per click for each of five keywords in an ad group. You set a daily budget of US$1.00 for the campaign, which contains only this ad group. Any or all of your keywords may receive clicks at a cost at or below US$0.05 each, until your campaign accrues US$1.00 in a day (or US$30.00 per month). * **Cost-per-thousand-impressions Pricing (CPM): Text Overlay, In-Stream, In-Video, Click-to-Play**   If you choose [CPM pricing](http://adwords.google.com/support/aw/bin/answer.py?answer=18267) (allowed only in campaigns that [don't target search](http://adwords.google.com/support/aw/bin/answer.py?answer=87783)), you'll pay for impressions of your opening image, rather than plays of your video.   Select bid amounts that you're comfortable with. If you're not getting many impressions, try increasing your bid to improve your visibility. As with all AdWords ad formats, video ads will compete for available positions on the Google Display Network with text and other display ads. Higher bids can help your video ad show over the competition and win ad placement.  **AdWords Mobile Ad Basics**  Just like the text, image and video ad formats that appear on desktop computers, mobile ads are an ad format designed specifically for mobile phones. To fit on the small mobile screen, mobile ads are smaller than their desktop counterparts. They come in both the text and image variety.  When users are browsing the Internet on their phones, mobile ads appear when they search on Google.com, as well as browse our Mobile Display Network -- that is, mobile websites that host Google ads. Just as with desktop-based image ads, mobile image ads are only eligible to appear on the Mobile Display Network.  Mobile ads must lead to a [mobile website](http://adwords.google.com/support/aw/bin/topic.py?topic=22716). You can also choose to add a 'Call' link to the end of your mobile text ads, so users can call immediately instead of visiting your mobile website.  As the mobile phone market evolves, it's important to note that mobile devices with full Internet browsers, like the iPhone, are designed to display full Internet pages, just like desktop computers. Therefore, they display standard AdWords text, image, and video ads -- not the mobile ad format discussed in this lesson. Learn more about [how to target full-browser mobile devices](http://adwords.google.com/support/aw/bin/topic.py?topic=22716).  Before you create a mobile ad, please note that we recommend creating a separate campaign just for your mobile ads and settings. This will allow you to monitor and optimize the performance of your mobile ads.  Then, to create a new mobile ad from within your AdWords account:   1. Select the campaign and then the ad group in which you want to create a new ad. Be sure to do this first; the 'mobile ads' option will only appear if your campaign is targeting a country where we offer mobile ads. 2. Click the **New ad** dropdown at the top of the table, and choose **Mobile ad**. 3. Fill out the fields, as needed. 4. Click **Save ad**.   **Try it Now: View Mobile Ad Formats**  Mobile ads are designed specifically for mobile phones. Once you've reached a user searching on a mobile phone, it's important to direct them to a mobile website. Advertisers can reach users using both text and image ads.  Follow the instructions below to create a mobile image ad.   1. Sign in to AdWords. 2. Navigate to a campaign and click the **Ads** tab. 3. From the **New ad** drop-down menu, choose **Mobile ad**. 4. Select an ad group for this new ad. 5. Choose the **WAP image ad** option. 6. Before you click the **Choose file** button, roll over the format specifications question mark icon. 7. Make adjustments to your image if necessary. 8. Click **Choose file** and navigate the file you wish to upload. 9. Provide a display URL and destination URL. 10. Click **Save ad** to finish.   Questions to consider:   * What options are available for targeting specific mobile carriers? * What marketing objectives will benefit most from the use of mobile ads? * Is Display Network targeting required to run an mobile image ad? * How will geographic targeting impact ad impressions for a mobile campaign?   **Rich Media Display Ad Basics**  **Rich Media Ad Formats Key Concepts**  **Appearance**  Rich media ads include video ads, Flash animated ads, and ads that mix text and animated content and designs to more actively engage a web user. Content providers must opt in to showing specific rich media ad formats or sizes before these ads can appear on their site. How the ad will appear to users, and how they will interact with the ad, depends on the video format:   * Video: You can create in-stream or click-to-play video ads using their unique templates. * Animation/image: You can select multiple interactive templates that allow you to showcase images or set unique destination URLs per image.   You can find the templates to create a Rich Media Ad in the template gallery of the [the Display Ad Builder](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=86949).  **Ad creation**  You'll need to use the Display Ad Builder to create a rich media ad.  **Pricing**  You may choose CPC or CPM pricing.  **Targeting**  You must target your ads to the [Google Display Network](https://adwords.google.com/support/aw/bin/answer.py?answer=6104) for your ads to appear. They will not appear in Google search results. You also have the ability to target your ads internationally, nationally, or locally by language or country. You can also use placement targeting to target your ads to users browsing certain categories of content, or to specifically target only certain sites.  **Creating Rich Media Display Ads**  Before you can create rich media display ads, first make sure your campaign is set to show ads on the [Google Display Network](https://adwords.google.com/support/aw/bin/answer.py?answer=6104). Then, to create a new ad from within your AdWords account:   1. From the Ads tab, select **Display ad builder**. 2. Select either **Rich media** category. 3. Select a rich media display ad template. 4. Complete the required fields of the template, including uploading any assets or selecting a previously uploaded asset. 5. Save your ad.   **Integrating Rich Media Display Ads Into Campaigns**  To create a successful rich media display ad campaign, remember that your campaign settings are crucial. Here are some things to keep in mind when designing your campaign:  **Placement and keyword targeting**  Rich media display ads will only be shown on the Google Display Network, not on Google search results. Content providers must opt in to showing specific display ad sizes and formats before they can appear on their site.  You can choose to serve your ad on specific sites in our network, or use keywords to target your ads to pages that relate to your product or service:   * If you're using [managed placements](https://adwords.google.com/support/aw/bin/topic.py?topic=342), select sites or categories that you know your target audience will find interesting. We recommend that you target at least 10 sites, if possible. This will help ensure your ad's visibility, and can allow you to judge your ad's relative performance more easily. * If you're running a keyword-targeted campaign, it's important to have [tightly themed ad groups](https://adwords.google.com/support/aw/bin/answer.py?answer=52038) that only contain keywords that relate to a specific theme or topic.   **Language and location targeting**  You have the ability to target your rich media display ads internationally, nationally, or locally. Focus your advertising on only those regions where you conduct business. If your ad is tailored to a particular area, [use geo-targeting](https://adwords.google.com/support/aw/bin/topic.py?topic=21) to control where the ad is shown. This way, you can ensure your ad is being seen only by your desired audience.  **Pricing**  As with our other ad formats, you can choose to bid on a [cost-per-click](https://adwords.google.com/support/aw/bin/answer.py?answer=6326) (CPC) or [cost-per-thousand impressions (CPM)](https://adwords.google.com/support/aw/bin/answer.py?answer=18267) basis for your ads by creating either a keyword-targeted campaign (to use CPC bidding) or a placement-targeted campaign (to use CPC or CPM bidding).   * **Cost-per-click Pricing (CPC)**: You can set a maximum bid for each click on your ad and set a budget limit for overall spending for the campaign.   **Example:** You choose to pay a maximum CPC of US$0.05 per click for each of five keywords in an ad group, where the ad group contains a photo gallery display ad. You set a daily budget of US$1.00 for the campaign, which contains only this ad group. Any or all of your keywords may receive clicks at a cost at or below US$0.05 each, until your campaign accrues US$1.00 in a day (or US$30.00 per month). * **Cost-per-thousand-impressions Pricing (CPM):** If you choose [CPM pricing](https://adwords.google.com/support/aw/bin/answer.py?answer=18267), you'll pay for impressions of your ad.   **Example:** If you create a click-to-play video ad with CPM pricing, you'll pay for impressions of your video ad's opening image, rather than plays of your video.   Select bid amounts that you're comfortable with. If you're not getting many impressions, try increasing your bid to improve your visibility. As with all AdWords ad formats, rich media display ads will compete for available positions on the Google Display Network with text and other display ads. Higher bids can help your ad show over the competition and win ad placement.  **3.2 Ad Formats Guidelines & Best Practices**  **Text Ad Guidelines & Best Practices**  **Text Ad Guidelines and Policies**  AdWords text ads are subject to AdWords advertising policies and may be disapproved if they aren't in compliance with these guidelines. Disapproved ads may not run on Google or the Google advertising network.  AdWords text ad policies fall into the three categories: editorial and format, content, and link. All guidelines are intended to help advertisers create effective ads to meet their advertising goals.  You'll find selected AdWords text ad policies listed below. Please also review the complete text ad policies in the [AdWords Help Center](http://adwords.google.com/support/aw/bin/static.py?hl=en&page=guidelines.cs).   * **Editorial and format:** These policies typically apply to the ad text (the first three lines of your ad). For example:   + Character limit: Your intended headline, text, and URL must fit within the required limits and not be cut off.   + Prices, discounts, and free offers: If your ad includes a price, special discount, or "free" offer, it must be clearly and accurately displayed on your website within 1-2 clicks of your ad's landing page.   + Punctuation and symbols: Among other requirements, ads may only contain a maximum of one exclamation point. * **Content:** These policies relate to the products and services you advertise, and may apply to ads and the content of your site. For example, advertising is not permitted for the promotion of certain weapons, or for aids to pass drug tests. * **Link:** These policies relate to the display and destination URLs in your ad. For example, the display URL must be accurate, and links to your website must allow users to enter and exit the landing page easily.   **Writing Targeted Ad Text**  Below are some specific tips to help you create compelling ad text.   * **Create simple, enticing ads.** What makes your product or service stand out from your competitors? Highlight these key differentiating points in your ad. Be sure to describe any unique features or promotions you offer. * **Include prices and promotions.** The more information about your product that a user can gain from your ad text, the better. For example, if a user sees the price of a product and still clicks the ad, you know they're interested in a potential purchase at that price. If they don't like the price, they won't click your ad, and you save yourself the cost of that click. * **Use a strong call-to-action.** Your ad should convey a call-to-action along with the benefits of your product or service. A call-to-action encourages users to click on your ad and ensures they understand exactly what you expect them to do when they reach your landing page. Some call-to-action phrases are **Buy, Purchase, Call today, Order, Browse, Sign up**, and **Get a quote**; while "find" and "search" may be accurate verbs, they imply that the user is still in the research mode, and may not encourage the user to perform the action you'd most like them to take. * **Include one of your keywords in your ad text.** Find the best performing keyword in your ad group and include it in your ad text, especially in the title. Whenever a user types that keyword and sees your ad, the keyword phrase will appear in bold font within your ad on Google. This helps draw the user's attention to your ad and shows users that your ad relates to their search.   **Try it Now: Writing Effective Ad Text**  Compelling ad text encourages users to click on your ad.  Follow the instructions below to improve the following ad text.  GreenLux Workstations Economical Office Computer Furniture for B2B Applications. www.greenluxworks.com   1. Rewrite the ad text to include a strong call to action. 2. Include the keyword "office furniture" in the text. 3. Include a purchase price range in the ad text. 4. Compare the new ad text with the original.   Questions to consider:   1. How might a strong call to action impact ad performance? 2. Why might an advertiser include a keyword in the ad title? 3. Can including a purchase price in the ad text reduce unwanted clicks?   **Image Ad Guidelines & Best Practices**  **Image Ad Guidelines & Policies**  Static image ads can be formatted in .gif, .jpg and .png. Animated image ads can be formatted in .gif or Flash. The file size limit of an image ad is 50 KB.  Image ads can be in the following sizes:   * 250 x 250 Square * 200 x 200 Small Square * 468 x 60 Banner * 728 x 90 Leaderboard * 300 x 250 Inline Rectangle * 336 x 280 Large Rectangle * 120 x 600 Skyscraper * 160 x 600 Wide Skyscraper   Image ads should clearly and accurately reflect your site and emphasize unique benefits of your product or service.  If your image ad doesn't meet these rules, it won't be allowed to run. See a full list of guidelines on our [Image Ad Policy page](http://adwords.google.com/support/aw/bin/static.py?page=guidelines.cs).  **Image Ad Best Practices**  Here are some best practices we've put together to help you get the most from your image ads:   * Display advertising isn't that different from text-what works for text ads generally works for image ads. Here are 7 points to keep in mind:   1. Use a compelling call to action such as "learn more," "buy now," or "visit us today."   2. Prominently show your display URL which typically contains a company's name, is a major component of a text ad. You have more room in an image ad, so don't be afraid to use your brand or logo as well.   3. Include details like prices, delivery details, and relevant special offers.   4. Relevance is key. Make sure your ads lead to a relevant landing page.   5. Use appropriate capitalization-the nice thing about display is that you can have all caps. Try to use these effectively.   6. Promote a sense of urgency in your display ads if you have time-sensitive pricing or offers. Use phrases like "hurry!," "limited time," and "special offer" to capture a user's attention and push them to take action.   7. Keep it simple. No one responds well to clutter-get your point across as simply as possible. * Include clear images of your product and/or people using your product, which will help users connect with an advertisement. * Align all of your advertising messaging, which will help build a more cohesive brand. If you have effective advertising offline, chances are it will be effective online. Make your online image ads consistent with your television and print ads. * Interactivity can be effective, but keep it simple and don't make people work for your message. Get your message across and then let users interact. * People have short attention spans-that means if you don't entertain them or grab their attention right away (within three seconds!), they'll move on and your message will be lost. * If you have a multi-ad campaign, or if your ad contains several frames, make sure that each ad stands on its own merit. One way to achieve this is to include your brand or logo in every frame. * If you're creating image ads using our free Display Ad Builder tool, take a look at these [best practices](https://adwords.google.com/support/bin/answer.py?answer=134825).   **Video Ad Guidelines & Best Practices**  **Video Ad Guidelines & Best Practices**  Before you build your campaign, it's important to be aware of the advertising policies and requirements for the video ad format you've chosen. You'll need to build your campaign and video ads so that they are in compliance with these guidelines.  Next, to build a successful video ad campaign, it's important to be certain whether your goal is to build a branding campaign, or a direct response campaign. You can then follow best practices according to your goals and align your campaign settings and video ad content accordingly.  **Video Ad Policies**  AdWords video ads are subject to AdWords advertising policies, and these policies may differ slightly depending on the video ad format. Video ads will be disapproved if they are not in compliance with these guidelines. Disapproved ads may not run on Google or the Google advertising network.  [Review the advertising policies for video ads in the AdWords Help Center.](https://adwords.google.com/support/aw/bin/static.py?page=guidelines.cs&topic=22343)  **Video Ad Creation Best Practices**  **Video Content**  The video you create for your ad should be direct and engaging. You don't have a captive audience, so it's important to maintain user attention throughout the duration of the video. Keeping the tips below in mind will help.   * Deliver your key messages early in the video, because users may not watch the full length. Play rates drop off significantly after 45 seconds, and some publishers may choose to only show videos that are 15 seconds long or less. * Be clear about what your business offers and your message, since the video may be your sole communication with a site's users. * Provide clear next steps for users to take after finishing the video, such as making a purchase or visiting your website or store. * Video content should be entertaining, informational, and relevant to what your business offers. You only have a captive audience if they choose to continue watching your ad, and viewers can drop off at any time. Users are more likely to view most of the content if the video has an entertaining storyline and if they are able to learn about your product's features through the video. * Video ads allow you to use both sight and sound to communicate with your consumers, so make sure that the voices and sound tracks you use complement your overall message. If you're using a soundtrack, the music should not drown out any voices.   **Opening Image (Click-to-play only):**  Your image should be descriptive and eye-catching. We suggest using the techniques below to create an effective opening image:   * Entice users to click play using rich, sharp colors. * Include a few words to describe your product, service, and/or company. * Boost your play rate with a call-to-action that lets users know they can play the video to learn more. * Create multiple video ads with different opening image sizes to increase the number of placements where your ad will be eligible to appear. * Avoid using standard banner ads as the opening image. We've found that an opening image that doesn't look like an actual advertisement can generate greater interest. Such "non-commercial" images make users feel like there's more to learn by clicking the "play" button and viewing your video. * Avoid cramming text into your opening image -- crowded and complicated messages can be unattractive to users. The key is to arouse people's curiosity and make them wonder what the video is about. * Make sure the quality of your opening image is consistent with the quality of your video. Don't make a bad impression on your audience by showing an interesting image to entice people to play the video but then provide disappointing video content.   **Video Ad Performance Best Practices**  It's important to monitor the performance of your video ad to be sure it's reaching users in a way that's optimal for you. We recommend waiting at least 30 days after beginning a video campaign to measure its success. The return on investment (ROI) that a video campaign brings to your business sometimes may not be apparent immediately.  After your video ads have had a chance to run for a while, review their performance and consider optimizing your campaigns to keep them effective and valuable for your campaign, whether it's branding or direct-response focused.  **Ad performance**  To effectively monitor the performance of your ad, we suggest following the tips below:   * If you find that interaction rates are declining, keep your campaign fresh by adding new videos or images to keep users engaged. * Bid by impression rather than by click; this way, lower clickthrough rates won't affect where your ad appears. * When running cost-per-click (CPC) campaigns, use negative keywords and exclusions to prevent your ad from appearing where it would not be effective. * Focus on interaction rates, rather than clickthrough rate or cost-per-conversion, as these are a better indicator of the time your audience engages with your brand.   Beyond just concentrating on individual video ads, you should also consider your campaign performance more broadly.   * Use geo-targeting to focus your advertising to regions or areas where you conduct business. * Tailor your campaign to specific sites and demographic groups with placement targeting. * If using a keyword-targeted campaign, make sure your keywords are closely related to your specific theme or topic. * Optimize your bids to reach a target cost-per-play price.   **Placement performance**  Use interaction rate to compare how each of your targeted sites is performing in comparison to your campaign average:   * If a site is performing substantially better than your average, add more sites like it to your campaign. Enter the URL in the "List URLs" box in the Placement Tool to get a list of possible website targeting options. * Consider excluding less valuable sites where users are frequently exposed to your ad and extending the reach of your campaign by adding better sites through the Placement Tool. * If you want to continue running on sites with dropping interaction rates, try adding new video ads to your campaign to provide a fresh experience. If your campaign is keyword-targeted, extend your reach by adding additional relevant keywords to expand the number of possible contextual placements. * By using [negative keywords](https://adwords.google.com/support/aw/bin/answer.py?answer=14791) or exclusions, you can prevent your ads from showing up alongside content that may not fit with your specific marketing objectives. This helps to keep your ad placement as targeted as possible and to reach your desired audience.   **Try it Now: Find Options for Video Ad Types**  Video ads may appear in, with, or around video content, depending on the ad format. How the video ad will appear to users, and how they will interact with the ad, depends on the video format. Follow the instructions below to view the different video ad types.   1. Sign in to an account in the AdWords system. 2. Navigate to a Campaign and click the **Ads** tab. 3. From the **New ad** drop-down menu, choose **Display ad builder**. 4. Under Category, choose **Video**. 5. Sort by Highest click-through. 6. View the different video ad types available.   Questions to consider:   1. What are the two pricing options for video ads? 2. How do video ads help expand brand reach? 3. What geographic targeting options are available for video ads?   **Mobile Ad Guidelines & Best Practices**  In general, the policies for desktop-based ads apply to WAP mobile ads. However, mobile ads have a unique **link policy** and **size guidelines**.  **Link policy**  To ensure that we're able to display your mobile ad and site to users, your destination site must be written in a supported mobile markup language. We currently support the following markup languages: wml (WAP 1.x) xhtml (WAP 2.0) chtml (imode, etc.) PDA-compliant html  **Size Guidelines**  WAP mobile text ads contain two lines of text, with a limit of 12 or 18 characters per line, depending on the language in which you write your ad. Your destination URL appears on a third line if you choose to enter one. If you select the option that allows customers to connect directly to your business phone, a **Call** link will appear at the end of your ad.  WAP mobile image ads can be formatted in .gif, .jpg and .png. Animated mobile image ads can be formatted in .gif; Flash is not supported at this time.  WAP mobile image ads can be in the following sizes:  **6:1 Aspect Ratio**   * 300 x 50, less than 7.5k file size * 216 x 36, less than 4.5k file size * 168 x 28, less than 3k file size   **4:1 Aspect Ratio**   * 300 x 75, less than 7.5k file size * 216 x 54, less than 4.5k file size * 168 x 42, less than 3k file size   **Japan-standard size**   * 192 x 53, less than 5k file size   In the relatively new world of mobile, there are a few practices we recommend.  **1. Get Started**  **Start early.** The market for popular keywords on desktop search can be very competitive. Since not all of your competitors are already using mobile ads, some advertisers find that creating a mobile ads campaign can increase their exposure at a lower CPC (cost-per-click).  **Start strong.** Bid aggressively at first to make sure your ad shows on the first page of results, where more users will see it. There are only a few ad spots on each page for mobile ads, so if you are not in one of the top positions you may only receive a small number of impressions.  **2. Craft your campaigns wisely**  **Separate to Lift.** Create separate campaigns and ad groups for your ads that appear on computers, on iPhone and Android devices, and standard mobile devices. This makes it easier to evaluate your results and lift performance for each format with customized ads, keywords, and bids.  **Choose Keywords Differently.** Mobile users typically enter fewer keywords on mobile devices than on a desktop computer. The most successful mobile campaigns use broad matching and more general keywords to capture relevant traffic.  **Pack the Most Punch.** Use a call-to-action phrase that catches your audience's attention. Your ad text can dramatically influence your ad's CTR and conversion rate, so make it catchy!  **Don't Forget Display.** Mobile image ads are a great branding tool and can achieve higher clickthrough rates and lower CPCs than on desktop. MMA-compliant sizes make the process easy for you to set up.  **3. Find Your Mobile Customers**  **Be Where Your Customer Is.** Mobile users don't just search, they also browse the web and use mobile apps. Reach users on Google's growing mobile Display Network with contextually-targeted text and image ads.  **Reach Valuable Demographics.** Use device platform targeting to reach iPhone/Android users, or use standard mobile ads to target particular mobile carriers.  **4. Measure and Experiment**  **Measure Up.** Enable conversion tracking to measure results on your mobile website, or use a vanity phone number to track responses to your click-to-call WAP ad.  **Practice Makes Perfect.** Now's the time to experiment with mobile ads. Try out the strategies mentioned above and see what works for you. You'll be able to look at your results and adapt your strategy to work for your goals.  **Rich Media Display Ad Guidelines & Best Practices**  **Rich Media Display Ad Guidelines & Policies**  Display ads contain a mix of content types such as text, Flash, video, or images. Since advertising policies for each of these content types can differ, a single ad can be subject to multiple advertising policies and guidelines. Please review the following guidelines to ensure your ads meet all guidelines. We reserve the right to modify or amend our policies and formatting requirements at any time.  **Ad Content Restrictions and Requirements**  Display ads are subject to the following content restrictions and requirements:   * **Copyright:** You must have full legal rights or an authorized license to distribute all content you submit to Google AdWords when you create your display ads, per our AdWords Terms and Conditions. * **Advertising policies:** All ads are subject to AdWords content and editorial policies and may be disapproved if they don't comply with [AdWords guidelines](http://adwords.google.com/support/aw/bin/static.py?page=guidelines.cs). Ads should also comply with the guidelines for each of the following. However, formatting requirements and guidelines may be different depending on the template you choose:   + [Text ads](http://adwords.google.com/support/aw/bin/static.py?page=guidelines.cs&adtype=text)   + [Image ads](http://adwords.google.com/support/aw/bin/static.py?page=guidelines.cs&adtype=image) (including Flash, animation, etc.)   + [Video ads](http://adwords.google.com/support/aw/bin/static.py?page=guidelines.cs&adtype=video) * **Privacy:** You may not use any ad, nor its customizable contents, to collect personally-identifying user information.   **Rich Media Display Ad Best Practices**  We've created this guide to help you build an effective display ad for the best results. Try following the recommendations below if you're not sure how to organize your ad campaign, or you want to improve your display ad performance.  **1: Set effective bids and budgets**  This step is important to help you maximize your impression volume and clicks. You may want to bid more competitively for your display ad to help it appear in top positions and gain clicks, or focus more on increasing your impressions for branding rather than earning clicks. There are two main approaches you could take:  **Add display ads to an existing ad group**  Your ads will compete directly with the text ads in that ad group, and the stronger performer will eventually be shown more often. The benefit of this approach is that you don't have to re-create ad groups for a new ad format. However, the bids you've previously set for your text ads in the same ad group will also apply to the display ads as well.  **Create display ads in their own unique ad group**  It's important to note that, although display ads compete alongside text ads in the ad auction, you won't necessarily pay more when using this ad format. In fact, you may find that your costs per click and costs per conversion actually decrease. This happens because your display ads may earn a higher clickthrough rate than your text ads, earning an improved Quality Score and Ad Rank over time. Your ad may therefore appear more often at lower costs, to encourage more relevant ads for users and improve their web experience. Placing your display ads in their own ad group also makes it easier for you to review their performance.  For example, let's say your business is travel and leisure with a strong focus on cheaper travel in Asia, and a lesser focus on cheaper travel in South America. You could target more of your budget for display ads to a campaign with one ad group promoting cheaper travel in Asia, and create a second campaign and ad group with a lower budget promoting cheaper travel in South America.  Going farther with the example, if you have both ad groups in the same campaign, you might set a higher maximum bid for one ad group versus the other. If your business is focused mainly on cheaper travel in Asia, the more aggressive bidding for these ads will cause them to appear more prominently on content pages than your ads for cheaper travel in South America. This helps you more effectively target your ad budget to the most important ads for your business, so you spend your ad dollars where they matter most to you. (You can also set a unique bid at the ad group level for a specialized ad group, or for each keyword within the ad group.)  **2: Customize your ad**  One of the key benefits of the Display Ad Builder is the freedom to easily and quickly customize how your ad looks and feels. Doing this can help you reach your target audience more effectively, and get results sooner. Be sure to do the following to get the best performance out of your display ads:  **Color**   * **Choose easy-to-view colors**: Make sure you've customized the color scheme of your ad, like the background and font color. First, try to align the color scheme of the template with the content of your image. Be careful of your color choices; extremely bright colors can be unpleasant or difficult to read. Using the same color for the foreground and background of your ad will also make it difficult to identify items within the image clearly. * **Work with the publisher color schemes**: If you're placement targeting certain sites, consider tailoring the color scheme to match the publishers' pages. If your ad looks unattractive or out of place on a page, users will be less likely to click. It's more important to match the sites that you're targeting, than to match your landing page.   **Calls to Action**   * **For animations, make sure the final frame contains all the key messaging and call to action**: Some ads have animated "teaser" text which may enter and exit. Users may miss this text, and if what they end up seeing doesn't clearly communicate your offering and what they should do, they'll be less likely to click. * **Be explicit about your call to action, in a button or elsewhere**: This is especially important in image-based ads, because users may not know what part of the ad is clickable or, in some cases, that your ad is an ad. They also want to know what they can do if they click on your ad: "Learn more?" or "Buy now?" Let them know.   **Images**  Use transparent PNG format images whenever possible. This can greatly improve the aesthetics and unique look of your ad. If you don't have a transparent .PNG image, make sure your ad color scheme matches the background of your images. If your image has a white background for example, consider setting your ad background to white.  **Balance your ad content**  Make sure your ad text and images are balanced within the body of the display ad and within the overall ad size. Images should be clear, resized to fit the ad shape, and easy to recognize. All text should be easy to read and understand in relation to the included images and shape and size of the ad in all size versions. Images should not be cut off or unrecognizable, and lines of text should be complete and make sense. Check your ad in each available ad size and [resize any images](https://adwords.google.com/support/aw/bin/answer.py?answer=112936) as needed.  **Create a visible Display URL**  Your [display URL](https://adwords.google.com/support/aw/bin/answer.py?answer=6314) should be visible. If it's the same color as the ad's background color, it won't be visible to the user.  **3: Try different display options**  Display ads offer so many options that you may need to experiment with different templates, colors, and content to get the best results. Here are some things to keep trying as you optimize your display ad campaigns:  **Change color schemes**  Our own experiments have found that changes to the background and font colors of display ads can dramatically increase click-through rates, which can lead to more impressions and more conversions. Set up your ad, then choose that same template again, change colors, save it in the same ad group, and then let the variations compete against each other. You can then pause the ads that are doing the worst, leaving the best color combinations to lead your campaign.  **Try new templates**  Performance can vary widely by template. Consider trying out templates with images, with no images, with various types of animations, with no animations. Minor differences in layout and animations can have large impacts on click-through rates, depending on your product or service.  The differences between "Buy it now" and "Learn more" for example, can significantly impact the user's propensity to click. Consider trying out several variations. And the calls to action that you're used to for text ads may need to be altered for display ads.  **Measuring the Impact of Rich Media Display Ads**  As with any other ad group or ad variation, it's important to measure the impact of your display ads. Below are some suggestions for how to do this, depending on your goals:  **Driving Direct Sales: Getting more clicks**   * **Compare costs to leads or conversions:** Identify whether you're getting a high enough conversion volume to offset your campaign costs. Although some of your display ads could potentially cost you more for some clicks than standard text ads, regularly check to be sure that you're still under your cost per conversion goals. * **Target your audience more effectively:** Identify whether you're experiencing a higher cost for your ad clicks than is necessary. If you're generating high campaign costs overall, you may be targeting customers beyond your ideal audience or user. Work on narrowing down your targeting so you spend less money on clicks that are unlikely to convert.   **Promoting Your Brand: Measure interactivity**   * **Look at mouseover and interaction rates:** All Display Ad Builder templates provide reporting on mouseover rate, the percentage of impressions in which a user moused over the ad for more than one second. This is a good indication of user interest in your product and brand, before they click. Templates in the rich media and video categories also provide interaction rate, which tells you the percentage of impressions for which a user interacted with the ad, such as by playing a video or scrolling between images. * **Track your website traffic trends**: Use Google Analytics to monitor your website performance and measure the impact of your display ads on your site traffic. [Learn more about Google Analytics](http://adwords.google.com/support/aw/bin/topic.py?topic=16002) * **Use conversion tracking**: You can use conversion tracking to learn whether your display ads are driving the kind of web user behavior you want to see -- such as signups or purchases. You can also look at overall trends. For example, if your costs are high with certain display ads, but the overall impact of those ads decreases your overall campaign costs across the board, this would still be an effective, successful ad. Or, you may experience higher conversion cost ratios in some cases but if you're still under your goal, this would still be an effective ad. You can also use conversion tracking to determine whether you're generating clicks and cost from users who aren't likely to take the actions you care about on your site. If this is the case, you can alter your campaign to better target your ideal customers.   **Google Advertising Fundamentals Exam**  **4. AdWords Targeting and Placements**  **4.1 Overview of Targeting and Placements**  **Introduction to Targeting and Placements**  **About the Google Network**  The Google Network helps advertisers reach users across the Internet, from small blogs to large search engines.  The Google Network is split into the Search Network (which includes Google and other search sites like AOL) and the Display Network (which includes a collection of websites that have partnered with Google -- display partners --, YouTube, and specific Google properties, such as Gmail). Together, these networks make up thousands of sites that display targeted Google AdWords ads.  By default, AdWords keyword-targeted campaigns are opted in to the entire Google Network: Google search, search partners, and the Display Network (with "Relevant pages across the entire network" as the setting). You can opt in or out of either network at any time from the Settings tab for any campaign page. Here are some key things to know about the Google Network:   * Keyword-targeted ads can appear across search and Display Network pages in the Google Network. Google uses search targeting to match keywords to search queries on search sites. For Display Network pages, Google uses contextual targeting to match keywords to webpage content (these are called "automatic placements"). * Placement-targeted ads can appear only on pages in the Display Network. You choose a specific audience and site, or portion of a site, to target (these are called "managed placements"). If the ad group also has keywords, the keywords and placements will work together to determine where ads should appear. Keywords will continue to match your ads to placements through contextual targeting, and you can add your own placements to bid more when your ad appears on certain sites, or to limit your ad to appearing only on the placements you target. * Google displays ads across the Search and Display Networks based on relevancy. Quality Score is calculated separately for the Search Network and Content Network, so advertising performance on the Content Network won't affect your Quality Score on the Search Network and vice versa. * The appearance of your ads may vary slightly among Google Network sites to match the look and feel of different webpages. Google automatically formats your ads for you. AdWords ads are always clearly labeled as advertising-related links. * Text ads can appear on search pages and on Display Network pages. Ads that contain graphics (like image ads and video ads) can only appear on Display Network pages.   **About Search Targeting**  Targeting on the Search Network applies to keyword-targeted ads shown on Google search results pages and on sites in the Search Network. Ads shown on these pages appear alongside the search results and are specific to that particular search query. If the advertiser's keyword matches the user's search term, the advertiser's ad could appear.  You can fine-tune your ads for targeting on the Search Network by targeting specific areas and languages, choosing specific keywords, or assigning keyword match types.  **About Display Network Placements**  Placements are locations on the Google Display Network where your ad can appear. A placement can be an entire website, a subset of a website (such as a selection of pages from that site), or even an individual ad unit positioned on a single page. There are two types of placements: automatic placements and managed placements.  If you have keywords in your ad group and are targeting the Display Network, we use contextual targeting to determine "automatic placements" where your ads appear.  Managed placements are placements you choose to manage separately for increased control. You can increase or decrease your ad delivery by setting unique bids for each of your managed placements, or you can use managed placements to restrict the sites in the Display Network where your ads appear.  You can also choose certain placements for which you don't want to run ads (excluded placements).  **Device Platform Targeting**  Device platform targeting is a campaign settings feature that allows you to target your text and image ads to one or both of the following:   1. Desktop and laptop computers 2. iPhones and similar mobile devices that use full (HTML) browsers. You can also choose to target ads to both platforms. Because users typically search and browse on mobile devices with full browsers the same way they do when using a computer, campaigns target both platforms by default.   Here are a few more details about the feature:   * **Opting in and out:** Device platform targeting is applied at the campaign level. You can opt your campaign [in and out](http://adwords.google.com/support/aw/bin/answer.py?answer=107324) of targeting either device platform from the **Settings** tab of any campaign. However, a campaign must be opted in to showing on at least one device platform. * **Google Network:** Campaigns opted in to targeting iPhones and similar mobile devices are eligible to show text ads on Google web search. Text and image ads will be eligible to show on the Network if your campaign is also opted in to that network. * **Quality Score:** [Quality Score](https://adwords.google.com/support/aw/bin/answer.py?answer=140351) is calculated the same way for both of the device platform targeting options. * **Performance statistics:** If your campaign is targeting both device platforms, aggregated performance statistics will be shown in your campaign. If you'd like to see performance statistics broken out by device platform type, we suggest creating two separate, identical campaigns and targeting them to different device platforms. * **Mobile ads:** Device platform targeting has no bearing on mobile format ads, which show ads on standard mobile phones that use mobile (WAP) browsers. If you have mobile ads in your campaign, they will continue to show as usual, regardless of the device platforms your campaign is targeting.   **Try it Now: View Page for Mobile Targeting**  Device platform targeting is a feature that allows you to target your text and image ads to desktop and laptop computers, as well as mobile devices.  Follow the instructions below to view device platform targeting:   1. Sign in to your AdWords account at https://adwords.google.com. 2. On the **Settings** tab of the appropriate campaign, click **Edit** next to **Networks and devices**. 3. Select **Let me choose**. 4. Locate mobile targeting settings.   Questions to consider:   1. Are mobile devices targeted by default? 2. How is Quality Score calculated for these device platforms? 3. How can an advertiser see performance statistics by device platform? 4. Why might you want to target iPhone and smart phone users?   **4.2 Keywords and Keyword Targeting**  **Introduction to Keyword Targeting**  **About Keyword Match Types**  AdWords is based on matching relevant ads to a user's web search or browsing experience. Keywords are critical to helping both a user find the information they're looking for, and helping an advertiser reach that user with ads that relate to the user's web experience.  When you build your ad groups, you'll select keywords to help target your ads for search so they reach people precisely when they're looking for what you have to offer. To do that, you'll need to pick one of the following match types for each keyword:   * **Broad match** is the default setting for all keywords. All searches made using your keyword (in any order or combination) might display your ad. Searches for similar or related queries might also trigger your ad. * **Phrase match** narrows your reach by requiring the words to appear in that exact order. * **Exact match** further narrows your reach by showing your ad when the exact phrase is used in the search — without any other words before, between, or after. * **Negative match** eliminates searched phrases you don't want your ad to appear for, such as *cheap* or *free*. * **Embedded match** allows you to prevent your ad from appearing in relation to certain phrase or exact matches.   **About Broad Match Keyword Targeting**  Broad match is the default setting for your keywords. Therefore, when you submit a new keyword to your ad group without quotes or brackets, it appears as a broad-matched term.  Broad-matched keywords reach a wide audience and trigger your ad to appear whenever that keyword or similar term appears in a user's query. This means that your ad appears even if:   * Other words are included in the query. * Terms in the query are not written in the same sequence as your keyword. * The query is similar to your keyword. This includes plurals and synonyms.   *Example*: For the broad-matched keyword *used book*, your ad could appear when users enter the following queries:  Used book dealer Secondhand book Used books Used book for sale Used literature  **About Phrase Match Keyword Targeting**  A phrase-matched keyword triggers your ad to appear for any query that includes your keyword or phrase in the exact sequence and form that you specify. (Additional terms in a user's query can precede or follow the phrase.) Phrase matching narrows your reach by restricting your ad from showing on irrelevant variations of your keyword.  To enable phrase matching for a particular keyword, enclose it with quotation marks.  *Example:* For the phrase-matched keyword *"used book"*, your ad will be matched per the following:   |  |  | | --- | --- | | Ad will appear for the query: used book dealer buy used book rare and used book | Ad won't appear for the query: used paperback book book of used matches |   **About Exact Match Keyword Targeting**  Exact match is the most precise method for targeting your keywords. Use exact match when you want your ad to appear only on a query that precisely matches the keyword you have chosen. Without any additional words or letters before, between, or after the keyword.  To enable exact matching for a keyword, enclose it in square brackets.  *Example*: For the exact-matched keyword *[used book]*, your ad would be matched per the following:   |  |  | | --- | --- | | Ad will appear for the query: used book | Ad won't appear for the query: used book seller used books |   Adding only exact match keywords can severely restrict you from relevant traffic.  **About Negative Match Keyword Targeting**  Negative-matched keywords prevent your ad from appearing when a search includes a keyword that isn't relevant to your ad. Your ad won't appear when a negative keyword you've specified is included in a user's search query.  To specify a negative keyword, add a minus sign (-) before the keyword or phrase you want to exclude. Negative matches may not restrict your other keywords as much as phrase or exact matches might.  *Example*: For the broad-matched keyword *used book* and negative keyword *-college*, your ad would be matched per the following:   |  |  | | --- | --- | | Ad will appear for the query: used book seller | Ad won't appear for the query: used college book |   **About Embedded Match Keyword Targeting**  Embedded match is a sophisticated form of keyword matching that allows you to prevent your ad from appearing in relation to certain phrase or exact matches. This is popular when an advertiser sells merchandise related to a movie or book, but not the actual movie or book.  *Example*: An advertiser selling merchandise for the movie *Toy Story* merchandise might use the embedded match option of a negative keyword and exact match on *-[Toy Story]*. This way, the advertiser's ads appear for *Toy Story dolls* and *Toy Story products*, but not for the exact match *Toy Story*.  **Managing Keywords**  **Developing and Maintaining Keyword Lists**  **Creating a Keyword List**  Keywords trigger ads, ads influence clicks, and clicks can earn traffic for your site, bringing you potential sales and leads. Since keywords start this advertising process, it's important that you choose keywords relevant to your business from the beginning.  Keyword creation involves a five-step process:   1. Build a keyword list: Create a list of terms that refer to your business, service, and products, and think of common phrases people may use to think of something similar. You can get additional keyword suggestions from the Keyword Tool within your account. 2. Group your keywords by theme: Grouping your ads and keywords together in their own ad groups by theme can help you get better performance from your ads. 3. Set appropriate match types for each keyword (Search Network): Picking the right variations of your keywords can help reduce costs, or increase traffic while balancing impressions with meaningful clickthroughs or leads. Review the rest of this lesson to understand how to use match types to their full advantage so your campaign is as effective as possible. 4. Remove unnecessary keywords: Refining your keyword list can help you save on unnecessary costs in the long run, and help you better target users. Removing irrelevant keywords means the users who are most likely to be interested in your business, service, or product will be more likely to see your ads, more often. 5. Test run the campaign: Keywords need a chance to run before you can really determine how well they're doing. Try to let them run for at least 30 days before evaluating their performance.   Be sure to regularly review and refine your keyword list. It's important to review your keyword performance regularly. This can help you fine-tune your campaign performance so it's as cost-efficient and effective as possible, saving you time and money.  **Keyword Tool**  To help you identify relevant keywords and to simplify the process of adding them to your ad groups, AdWords offers the Keyword Tool. You can access this tool from the Keywords tab after clicking the **Add keywords** button at the top of the keyword table. This tool will provide additional keyword ideas, including synonyms and spelling variations. You can build relevant keyword lists, review traffic estimates, and add your keywords directly to your ad groups from this tool.  **Keyword Monitoring & Troubleshooting**  **Monitoring Keywords**  Checking your statistics is the best way to see how your keywords are helping your business. You can see how your keywords are doing by checking the following two resources:   1. **The Quality Score column**   The Quality Score column displays your keyword's [Quality Score](http://adwords.google.com/support/aw/bin/answer.py?answer=140351) to help you monitor its performance. This column is disabled by default in new accounts, but you can make it show on any tab with statistics for your campaigns, ads, and keywords. Click **Columns** in the toolbar above your table. Select "Qual. Score" and save your changes.   1. **The Keyword Analysis field**   This field gives you an in-depth view of your keyword's performance. It lets you know if your ad is not showing for the keyword, and why. It also includes your Quality Score details, which explains whether problems with keyword relevance, landing page quality, or landing page load times are negatively impacting your Quality Score. Learn more about the [Keyword Analysis field](http://adwords.google.com/support/aw/bin/answer.py?answer=76846), including how to access it.  To view the Keyword Analysis, click the icon next to any Keyword in the **Status** column on the Keywords tab.  **Try it Now: Quality Score**  Learn how to find a representation of your keywords' Quality Score.  Follow the instructions below to locate a representation of your keywords' Quality Score.   1. Sign in to your AdWords account at https://adwords.google.com. 2. Select the campaign and ad group. 3. Click the **Keywords** tab. 4. Hover your mouse over the speech bubble in the status column for a given keyword. 5. Note the Quality Score which appears on a scale from 1/10 to 10/10.   Questions to consider:   1. How does the Quality Score on a search-based ad affect its performance on the Display Network? 2. How often is Quality Score calculated? 3. In general, how will a higher Quality Score affect cost and ad position?   **Troubleshooting Keywords**  If a keyword underperforms, its Quality Score will decrease and it may become ineligible to trigger your ads for certain search queries at its current cost-per-click (CPC) bid. This most often happens to keywords that are very general and therefore do not perform very well. For instance, a keyword with a low Quality Score may only be eligible to trigger ads on certain variations of your broad- or phrase-matched keywords.  To monitor your keyword's performance, check the Quality Score column on the Keywords tab of your Ad Group Details page. Or, to get a detailed view of performance and Quality Score, click the speech bubble icon next to any keyword, and more information will appear.  If your keyword has a poor Quality Score and isn't accruing much traffic, try following [these optimization tips](http://adwords.google.com/support/aw/bin/answer.py?answer=16928) to improve your Quality Scores, or try raising the keyword's CPC bid. We want to give users a positive ad experience while keeping your costs low, so we encourage you to try optimizing your account before increasing your bids.  **Keywords Guidelines and Best Practices**  **Keyword Guidelines and Policies**  AdWords advertising policies include requirements for the keywords you choose and their related ads. These policies are focused on ensuring that users see AdWords ads that are relevant to a given page, whether it contains search results or other content. They are also intended to prohibit misuse of the AdWords targeting system, including use of another entity's trademark without permission, or false advertising.  [Review AdWords' advertising policies](https://adwords.google.com/support/aw/bin/static.py?page=guidelines.cs)  **Keyword Best Practices**  Keywords lay the groundwork for the ad groups and ads you create. Follow these general tips when managing your keywords:   * Group your keyword list into similar items, such as by product line. Each group makes up an ad group. You can write multiple ads for each ad group, so keyword groupings should match a single theme. For example, organize keywords about organic coffee in one ad group and keywords relating to gourmet coffee in another. * Broader matching options tend to give you more visibility, but accrue higher costs. Therefore, it's important to monitor broad matched keywords closely to make sure they're performing well. You can use the "See search terms" report to make sure your advertising is being expanded to the right types of searches. You can also include other matching options (like phrase- or exact-match) along with broad-matched keywords in an ad group. * Narrower matching options tend to give you fewer clicks and lower your costs. It's still important to use descriptive words for these matching options. * Negative keywords work well in most cases when you know a term doesn't apply to your business. * Keep your campaign settings in mind. If your campaign is set up to target a very specific geographic segment, more general keywords might work well. On the other hand, if you're targeting one or more countries or territories, you may consider using more specific keywords to better focus your traffic.   Here are a few more tips on general keyword list maintenance:  **Scrubbing and refining keyword lists**   * Keep specific keywords that relate best to your product or service. Remove keywords that are irrelevant or are likely to bring you the least amount traffic. Well-targeted keywords generally have high clickthrough and conversion rates, while irrelevant keywords are likely to have a low clickthrough rate and a low number of conversions. * Keep your keyword lists small and manageable. Try keyword lists of 20-30 tightly themed terms, and expand or refine as needed. * Two- or three-word phrases generally work best. For example, instead of the keyword *coffee*, use *fair trade coffee* or *gourmet coffee beans*. Consider removing any single-word or general keywords. These are often too broad and can lead to clicks from people who are less likely to be interested in what you're offering.   **Testing and refining keywords regularly**  To keep up with the dynamic nature of online advertising, you should continue to test and refine your keywords. Build on keywords that work, and delete others that don't. Track your results by reviewing your campaign performance statistics.  **4.3 AdWords Language & Location Targeting**  **Introduction to Language and Location Targeting**  **Overview of language and location targeting**  Whenever you create a new campaign in your AdWords account, you choose which languages and locations you want to target. Your options include:   1. Language: Target up to 40 different languages. 2. Location: Target any combination of countries, territories, regions, cities, and customized areas that you define.   All advertisers must choose a language and location to target, so it's important to understand what's right for you. Here are general guidelines to follow, which are further discussed in the following topics.   * Target the language spoken by the audience you're trying to reach. This should also be the language in which your ad is written. * Target countries or territories if you want to reach a wide audience across one or more countries. * Target regions and cities if your business serves specific geographic areas or if you want different advertising messages in different regions. * Target customized areas to reach specific geographic areas which may not be available in region and city targeting. * You can combine these targeting options any way you like within the same campaign.   **How language and location targeting works**  **Language:** We only show your ads to users whose Google interface language matches the language(s) that your campaign targets.  **Location:** The AdWords system uses several techniques to help show your ads to users located only in your targeted location(s):   1. We consider the **Google domain** being used (.fr, .de, .kr, etc.). For instance, if a user visits www.google.fr, the Google domain for France, she'll see ads targeted to France. 2. We analyze the **search term** the user submits on Google (a practice known as "query parsing"). If someone enters a search term that contains a city or region, we may show ads targeted to that city or region. For example, if someone searches for "Chicago plumbers," we may show relevant ads targeted to Chicago. 3. When possible, we determine a user's general location based on his or her computer's **Internet Protocol (IP) address**. An IP address is a unique number assigned by Internet Service Providers (ISPs) to each computer connected to the Internet. For example, if someone searches for "plumbers" from a New York area IP address, we may display ads targeted to New York.   You can also use [advanced location targeting options](http://adwords.google.com/support/aw/bin/answer.py?answer=189075) to define when to show your ad to a particular user.  **Setting and enabling language and location targeting**  When you create a new campaign, there will be a point in the creation process where you can choose the languages and locations that the campaign targets. You can edit this selection at any time on your campaign's "Edit Settings" page.  See instructions for [editing your targeted language](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=112875) and [location](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=113247).  **Try it Now: Set Language and Location Targeting**  Whenever you create a new campaign in your AdWords account, you choose which languages and locations you want to target.  To change your language targeting, follow these steps:   1. Sign in to your AdWords account at https://adwords.google.com. 2. On the "All Online Campaigns" page, click the name of the campaign you wish to edit. 3. Select the **Settings** tab. 4. Next to "Languages" click **Edit**. 5. Select the new language. 6. Click **Save**.   To change your location targeting, follow these steps:   1. Sign in to your AdWords account at https://adwords.google.com. 2. On the "All Online Campaigns" page, click the name of the campaign you wish to edit. 3. Click the **Settings** tab. 4. Click **Edit** next to "Location". 5. Select your new locations. You can choose any combination of the following options:    * Target countries or territories.    * Target regions or cities.    * Target custom areas, such as a radius around a location, a custom shape, or another area on the map that you define.    * Add a list of locations to target.    * Exclude locations from your targeted areas. 6. Click **Save**.   Questions to consider:   1. When might you consider targeting another language? 2. What are the different targeting options for location targeting? 3. When might you exclude a location from your campaign?   **Language Targeting Basics**  **Choosing Languages to Target**  Language targeting lets you reach an audience that speaks one or multiple languages. Because people speak many different languages in many different locations, language targeting gives you a good way to reach your users even if they're located in non-native areas.  For example, if you sell Spanish books, you can choose to target your ads to the Spanish language. When we detect that a user speaks Spanish (based on their Google interface language setting), we'll display your ad.  We recommend that you target the language in which your ad and its related keywords are written. For example, if your ad and keywords are written in English, target English-speaking users. Remember that Google won't translate your ad for you.  **Ad Text Using Double-Byte Characters**  With AdWords you can create ad text using double-byte characters, such as those used in many East Asian languages. However, be aware that double-byte characters have special requirements.  Double-byte characters need nearly twice the display space as single-byte characters. For example, the title line of an English ad has a 25 character limit. However, the limit for that same title line is 12 characters for a double-byte language. The second and third lines of English ad text are limited to 35 characters, while the limit for double-byte characters is 17.  Two other rules to follow when creating ads with double-byte characters:  - Use single-byte characters for symbols, such as punctuation marks and currency symbols.  - Use single-byte characters for alphanumeric characters.  Note that when creating a double-byte character ad in the English interface, the character limit shown on the screen is wrong. To avoid receiving an error message, enter only the correct character length. For instance, the title line of a Japanese ad may only be able to fit 12 characters, even though the limit is shown as 25.  **Location Targeting Basics: Country / Territory**  **About Country / Territory Targeting**  You should use country/territory location targeting if you offer services or products to users in one or more countries or territories. If you have a global business, it would make sense to target all countries and territories, ensuring that your campaigns get exposure across the world.  It's common for new advertisers to target all countries and territories in the hope of widening their reach. However, by doing this, you might reach customers who are less likely to convert, such as shoppers located in another country who prefer not to pay international shipping costs.  To help assess where and whom you should target, answer these questions:   * Where does your business sell goods or provide services? * Who is your intended audience?   For example, if you sell DVDs and only ship within the United States, you should target your campaign to the United States. However, if you sell DVDs worldwide, you may wish to target your campaign to all countries and territories. You can also choose to target bundles of countries, such as Western Europe, Africa, or the Middle East.  **Location Targeting Basics: Region / City**  **About Region / City Targeting**  Region and city targeting is best used by advertisers whose audience is concentrated in defined areas. With region and city targeting, you can capture a smaller population segment and receive more qualified clicks. This helps keep your Quality Score high and your costs low. Additionally, you can create more customized ad text and landing pages that highlight special promotions or pricing based on the audience you're targeting.  Region and city targeting usually works best for region-specific businesses, (such as boutiques, restaurants and hotels), or for national businesses running region-specific promotions.  When you use region or city targeting, AdWords displays your chosen region or city (whichever is the most specific) in the last line of ad text to distinguish them from country- and territory-targeted ads. These ads appear on Google and on some of our partner sites.  Region and city targeting may not be offered in your country. The available options are displayed when you set up your campaign.  **Location Targeting: Customized Targeting**  **About Customized Location Targeting**  Customized targeting is best suited for advertisers with an audience in very specific areas. If you select the customized targeting option for your campaign(s), your ads will only appear to customers searching for results within (or located within) a specified distance from your business or within the area you define.  A benefit of customized targeting is that it doesn't limit you to the cities and regions offered by region and city targeting. For example, an advertiser owns a restaurant chain in Southern California. With customized targeting, the advertiser could choose to target the entire southern half of California instead of specific regions or cities.  When setting up customized targeting, you have three options: enter a physical address, select a point on the map, or enter multiple latitude and longitude points to form a polygon.   * **Enter a physical address:** With this option, you enter a street or business address. You then choose a distance (such as 50 miles or kilometers) that forms the radius of a circle around the address. Only users located within this circle, or those who include in their search the names of cities within this circle, will see your ads. * **Select a point on the map:** Instead of entering an address, you can define the center of your advertising circle by dragging the interactive map to place a red marker on your location. This location will automatically be converted to exact latitude and longitude coordinates, which the AdWords system will use in targeting your advertising. * **Multi-point (or polygon):** Multi-point targeting lets you click three or more points on an interactive map to outline the advertising region of your choice. (Again, the system will convert the points you select to latitude and longitude automatically.) Using multi-point targeting, you can create target areas of virtually any size and shape.   **Language and Location Targeting Monitoring and Troubleshooting**  **Troubleshooting Language and Location Targeted Campaigns**  Your ads may occasionally receive clicks from outside your targeted locations. Here are some possible reasons, along with some things you can do (or that we already do) to help ensure that you receive the most relevant clicks possible:   * **A user's IP address is mapped outside his or her actual location.**   + **Example:** The user might be located in Santiago but his or her [Internet Protocol (IP) address](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6322) is housed on a server in Buenos Aires. If you target Buenos Aires, this user might see your ads (even if the user is physically located in Santiago).   + **Solution:** Internet service providers (ISPs) determine the IP address a user is assigned. In some cases a user may be assigned an IP address for a region other than where they are physically located. Unfortunately we can't determine which cases are incorrect, or change the assignment, but we do expose the name of your targeted region below your ad text to help prevent irrelevant clicks on your ads. To further prevent confusion, you can use ad text that highlights your target region, such as "Buenos Aires Flower Shop." * **A user outside your targeted area specifically searches for something Google knows is in your targeted area.**   + **Example:** You might choose to target a specific city, but a user outside the region may include that city in their search while looking for something related to your ad or business. In this case, this user might see your ads (even if the user is physically located outside the target city).   + **Solution:** We've developed this system for your benefit so you reach as many people looking for your goods or services as possible. However, if you find that your clicks aren't producing the results you expected, you might try refining your ad text and keywords to make them more geographically relevant. * **Your targeted area may be larger than you intended and users from a larger area are correctly included based on your settings.**   + **Example:** You may only serve the continental U.S., but you've chosen the to target the entire United States, so your ads are receiving clicks from Hawaii and Alaska.   + **Solution:** Narrow the focus of your region. Or, you may want to choose [customized targeting](http://adwords.google.com/support/aw/bin/answer.py?answer=114826) instead of regional targeting. * **You have targeted the country/territory level and users are performing searches using the matching country-specific Google domain.**   + **Example:** For example, if your campaign targets France, a user with a Spanish IP address may see your ad on Google.fr (Google's French domain).   + **Solution:** If you don't want your ad showing on a country-specific domain to users outside of your targeted country, you can change your campaign's location targeting from the country/territory option to the regional or customized option.   **Language and Location Targeting Strategies and Best Practices**  **International Targeting Strategies**  If you're targeting an audience located in several different locations, it's important that you organize your campaigns and ad groups logically.  A good strategy is to organize and name your campaigns by location, such as "Germany" and "France." Use the appropriate location and language targeting for each campaign -- for instance, you may want to location-target your first campaign to Germany and language-target it to German.  Then, organize your ad groups by product lines, such as "Coffee" and "Tea." Be sure to tailor your keywords and ad text to the intended audience.  Make sure that your keyword list and ad text for each ad group is in the same language. This ensures that the ad appears in the same language in which the keyword was entered. For example, if a user enters a keyword in Japanese, you want your ad to appear in Japanese.  **Best Practices for Language and Location Targeting**  Some more best practices to keep in mind are:   * Before setting location targeting, enter your keywords into [Google Insights for Search](http://google.com/insights/search/) to find out which locations receive the most queries for your keyword. You can then alter your bid and budgets appropriately, raising them for the location with the most traffic, and lowering them for the others. * After your location targeting is set and your campaign has been running for a time, use a Geographic Performance report or Google Analytics to see where your users are coming from. Adjust your budgets, bids, or messages according to how the ads perform in different regions. * If your Geographic Performance report or Google Analytics shows that you're consistently getting clicks with a low conversion rate from certain regions, or clicks from regions where you don't want your ads to show, consider specifically [excluding the region from your targeting](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=114825).   For example, let's say you run an online store that ships products to all of the United States except Hawaii and Alaska. You can target your campaign to the U.S. and exclude those two states. * Point your ads to a specific landing page for your targeted region, if you have such a page. * To add multiple locations, click the **Bulk** link under the **Custom** tab when you edit your locations, and [add up to 100 locations](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=114824) at once. * If you'd like to highlight the address of your business, add [location extensions](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=144545) to your ads.   **4.4 Placement Targeting for the Display Network**  **Introduction to Display Network Placements**  **Key Concepts of Display Network Placements**  The Google Display Network comprises millions of websites, news pages, and blogs that partner with Google to display targeted AdWords ads. When you choose to advertise on the Display Network, you can expand your marketing reach to targeted audiences--and potential customers--visiting these sites every day. We strive to maintain the largest contextual advertising network in the world.  The network reaches over 70% of unique internet users in more than 20 languages and over 100 countries. Of course, you're always in control of your ad targeting: you can narrow or expand your focus to specific countries or regions at any time.  **About Content Network Placements**  Placements are locations on the Google Display Network where your ad can appear. A placement can be an entire website, a subset of a website (such as a selection of pages from that site), or even an individual ad unit positioned on a single page. AdWords offers the following targeting features to help you better target your ads to these placements:   * Automatic placements: If you have keywords in your ad group and are targeting the Display Network, we use [contextual targeting](http://adwords.google.com/support/aw/bin/answer.py?answer=112267) to determine automatic placements where your ads appear. * Managed placements: If you choose to manage placements separately for increased control, you'll use managed placements. You can increase or decrease your ad delivery by setting unique bids for each of your managed placements, or you can use managed placements to restrict the sites in the Display Network where your ads appear. * Excluded placements: You can also choose certain placements on which you don't want to run ads.   **Automatic Placement Targeting Basics**  **How Keywords Are Used for Automatic Placements**  If you have keywords in your ad group and are targeting the Display Network, we use contextual targeting to automatically determine placements where your ads appear. This is what we mean by "automatic placements."  Contextual targeting means that the AdWords system automatically starts by looking through every possible page in the Google Display Network to find content that matches those keywords. AdWords takes contextual matching down to the page level. If a placement has many different pages, only those pages that match your keywords can show your ads.  **About Contextual Targeting and Placement Targeting**  Both of these features target ads to sites within the Google Display Network.  Contextual targeting is a targeting feature of the AdWords system that matches ads to content on a given page based on the content of the page and the keywords themselves. Placement targeting is another targeting feature of the AdWords system that allows you to specifically target a spot on a Display Network page that can be used for AdWords advertising. Publishers on the Display Network can define what ad formats, sizes, or category of content may appear in a given placement.  Learn more about the differences between these types of targeting below.  **Contextual targeting**  Contextual targeting simply means that your keywords are used to place your ads next to content that matches your ads.  For instance, suppose you have created an ad group to advertise digital cameras, and it includes keywords you have chosen like digital cameras and camera cases. Contextual targeting will be used to identify and place your ad on Google Display Network sites with the same themes. That might mean web pages about camera equipment or discussion groups of camera hobbyists, or it could be an email or a newsletter about digital photography.  Contextual targeting is always used when an ad group has keywords and the campaign is opted in to showing ads on the Display Network. It can work with ad groups that have only keywords, and also with ad groups that have both keywords and placements.  **Placement targeting**  Placement targeting lets you choose individual spots in the Display Network where you'd like to see your ads displayed. We'll only look at your managed placements when searching for relevant places to display your ads. Unlike contextual targeting, keywords aren't required.  A placement might be an entire website, or a subset of a site. For instance, if you're selling football boots and you want your ad to appear on a particular football website, or only on the sports pages of a newspaper, placement targeting can help you handpick those pages.  Here are a few things to know about placement targeting:   * A site must be part of the [Google Network](http://adwords.google.com/support/aw/bin/answer.py?answer=6104) in order to be available for placement targeting. * The AdWords [Placement Tool](http://adwords.google.com/support/aw/bin/answer.py?answer=21716) can help you find placements for your ad as you create a new campaign or ad group. * As with all AdWords advertising, you'll compete for space with other advertisers. If you choose very prominent and popular placements, you'll need a higher price to win the ad position.   **Ad group default bids: Automatic placements**  You're prompted to set a Display Network bid each time you create an ad group. It applies to all automatic placements in that ad group. Editing this bid will update the bid for all of the [automatic placements](http://adwords.google.com/support/aw/bin/answer.py?answer=99463&topic=15464) in a given ad group.  If you do not later set an individual bid for placements in that ad group, then your overall Display Network bid will be used.  Here's the general order of bids, from most specific (and highest priority) to lowest:   * Individual placement bids * Managed placements bid * Display Network bid   Bid modifiers, such as changes for ad scheduling or demographic bids, are applied after your primary bid is chosen.  **Individual placement bids**  Individual bids override the ad group default bids. For example, raising a bid for a strong-performing placement allows you to compete more effectively when your ad shows on that placement. If you change a bid but later want to revert back to the default bid, just leave the field blank when editing.  To edit the bid for an automatic placement, select the checkbox next to it in the automatic placement table. Then, click **Manage placement and bid**. This will copy the placement to your managed placements table and allow you to adjust the bid. When you add an automatic placement to your managed placements, historical performance statistics won't be copied over. After you've added a managed placement, you can adjust the bid at any time using inline editing within the managed placements table.  **Setting up Automatic Placements in a Campaign**  Your ads can run on automatic placements if you select the following when setting up your campaigns or ad groups:   * Select **Relevant pages across the entire network** on the Settings tab under "Network Settings." These settings are at the campaign level. * Add keywords to each ad group that you want to run on automatic placements.   **Managed Placement Targeting Basics**  **About Managed Placements**  Managed placements are specific website placements in the [Display Network](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=117120) that you deliberately choose to target. There are a couple of reasons why you may want to add managed placements to an ad group:   1. **Placement management:** You've opted to run ads on the Display Network but only on "Relevant pages only on the placements I manage." This is a network settings option on the "Settings" tab at the campaign level. 2. **Bid management:** You're running ads across the entire Display Network, but you'd like to raise or lower bids for specific placements.    * For example, you may want to be more competitive for placement on a particular website. You can add it as a managed placement and raise your bid for that one placement.    * You may also see an automatic placement that you don't want to entirely exclude but that doesn't particularly interest you. You can add it as a managed placement and lower the bid for that website.   **How Keywords and Managed Placements Work Together**  When you use both keywords and managed placements together in an ad group, the following two things affect how and where your ad will be shown:  **Step 1 - Keywords always do their work first.**  When an ad group has keywords, the AdWords system always starts by looking through every possible page in the Google Display Network to find content that matches those keywords. This happens automatically. AdWords takes contextual matching down to the page level. If a placement has many different pages, only those pages that match your keywords can show your ads.  **Step 2 - Managed placements further control where your ads may appear.**  Managed placements ensure your ads appear on specific placements you've chosen. If you further restrict your network ad delivery to "Relevant pages only on the placements I manage," your ads will show only on the specific sites where you want them to appear. Your ads can appear only on your chosen placements, and only when pages on those placements also match your keywords.  You'll be choosing the set of placements where your ad can show, but contextual targeting will determine the pages where your ad will show within that set of placements. (You don't have to add keywords. In which case, your ad can show anywhere on the placements you choose, even if your ad doesn't precisely match the content on those placements.)  If you want your ads to show anywhere on a given placement, without regard to contextual matching, then create an ad group with placements only, and set your campaign settings to "Relevant pages only on the placements I manage." That way your placement choices (and the AdWords auction) will be the only factor involved in where your ad can appear.  **Pricing for Keywords and Managed Placements**  You're first prompted to add a managed placement default bid the first time you add a managed placement to each ad group. You set one default bid for all managed placements in each ad group. Editing this default bid will update the bid for each managed placement using that bid.  AdWords always uses the most specific bid available. If you later set a placement bid, then AdWords will always use your placement bid instead of the managed placement default bid. When you make a placement bid, you're telling AdWords that you want that bid to have top priority for that particular placement.  Here's the general order of bids, from most specific (and highest priority) to lowest:   * **Individual bid**. If you set individual keyword, placement, or audience bid, the individual bid overrides the ad group default bid. * **Ad group managed placement bid**. * **Ad group Display Network bid**. You're prompted to set a Display Network bid each time you create an ad group. If you don't set this bid, we'll use the default bid. * **Ad group default bid**. If you don't set a Display Network bid for your ad group, our system will use an automatic bid based on an average of all keyword CPCs for the ad group, including the default ad group CPC and individual keyword CPCs.   Bid modifiers, such as changes for ad scheduling or demographic bids, are applied after your primary bid is chosen.  **Selecting Managed Placements**  There are three main ways to add managed placements to an ad group: manually adding, copying from your "automatic placements" table, or using the [Placement Tool](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=112274) .  **Manually add managed placements**   1. Go to the "Networks" tab at the ad group level. 2. Find the "Display Network" table, and click "show details" next to "Display Network: managed placements." 3. When the managed placement table opens, click "+ Add placements."   **Copy from automatic placements**   1. Go to the "Networks" tab at the ad group level. 2. Find the "Display Network" table, and click "show details" next to "Display Network: automatic placements." 3. When the automatic table opens (you may have to scroll down the page), you'll see a list of domains (if any) on which your ads have run.    * If your ad group has never run on automatic placements, this table will be empty, so you won't be able to add managed placements via this method.    * If you have automatic placements, you can select the check boxes next to the ones you'd like to copy to your managed placements table. 4. After selecting one or more placements, click "Manage placement and bid."   **Use the Placement Tool**   1. Go to the "Networks" tab at the ad group level. 2. Find the "Display Network" table, and click "show details" next to "Display Network: managed placements." 3. When the managed placement table opens, click "+ Add placements." 4. Click "Try the Placement Tool" next to the text box for manually adding placements 5. Once the Placement Tool launches, you can find and add managed placements in a variety of ways:    * **Browse categories**: Select placements from topics like Games or Health    * **Describe topics**: Enter words (like tennis) or phrases (like tennis racquet strings) to see a list of placements matching those topics.    * **List URLs**: Find out if specific websites are available on the Google Network, and see similar available placements.    * **Select demographics**: Pick the audience you want, then choose from placements that match that audience.   [Learn more](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=112274) about the using the Placement Tool.  **Try it Now: Add and Edit Placements**  There are three ways to add managed placements to an ad group: you can add them manually, you can copy them from your "automatic placements" table, or you can use the [placement tool](http://adwords.google.com/support/aw/bin/answer.py?answer=112274). If you're looking for placement ideas, try the second and third options.  Follow the instructions below to manually add a managed placement:   1. Sign in to your AdWords account at https://adwords.google.com. 2. At the ad group level, open the **Networks** tab. 3. On the Display Network table, click **show details** next to **Display Network: managed placements**. 4. Click **+ Add placements**. 5. Select an ad group. 6. Add a target URL, omitting "www." Use the placement tool to generate a relevant URL. 7. Click **Save**.   Questions to consider:   1. Managed Placements allow advertisers to hand select pages to show ads. Why might an advertiser wish to target a site or page within a site? 2. Can unique bids for each placement change ad delivery? 3. How can an advertiser prevent an ad from showing on a given website?   **Monitoring Placement Performance**  It's important to review the performance of your ads on all placements to determine whether the placements are effective. If they aren't, you can remove them from your campaign just as you would remove keywords when refining a keyword list.  To run a URL report, click **See URLs** under automatic placements or managed placements on the Networks tab of any campaign. This report will list the pages where your ads have appeared on the Display Network and your ads' statistics.  After you run the report, check the results. Focus on the areas that matter the most by initially sorting the data by column fields such as "Clicks" or "Cost." This helps you understand which domains or URLs give your ads the most exposure.  Here are some tips for analyzing a URL report:   * Implement Google's conversion tracking so you can understand how individual sites are converting for you. * Don't focus on lower overall clickthrough rates (CTR). Remember: A low CTR on a given site does not necessarily mean your ads perform poorly. Users behave differently on Display Network pages than they do on search sites. For more telling information, rely on your conversion data. * When you find placements where ads from one ad group convert well, consider adding them as managed placements on the Networks tab in your ad group. Try raising your bid so that your ads will have a better chance of appearing whenever your keywords put your ad on that placement. Or, try doing the opposite with poorer-performing placements: lower your bid to seek a better ROI on those specific placements. * Respond only to statistically significant data. It may take several weeks before you can see how your ad is doing on a specific site. We recommend waiting until you have enough click and impression data before making decisions. * Use the report to identify and exclude sites that are not converting for your campaign.   **Excluding Placements from Display Network Targeting**  By electing to show your ads on the Google Display Network you can expand your reach to prospects visiting a variety of websites that are relevant to your business. However, there may be times where you feel that certain websites aren't appropriate for your ads. If this is the case, you can exclude placements and categories of placements to prevent your ads from appearing on these sites. With this exclusion feature, you can enjoy the benefits of advertising on the Display Network while still precisely controlling your targeting.  You can prevent your ads from appearing on individual placements and categories of placements at the campaign level and individual placements at the ad group level. To do this, visit the **Networks** tab of any campaign. Expand the "Exclusions" section beneath the table. You can then enter individual placements at the ad group level, and individual placements or categories at the campaign level.  Two things to note:   * Most exclusions apply only to the Display Network. However, if you exclude "parked domains," you'll exclude all [parked domain sites](https://adwords.google.com/support/aw/bin/answer.py?answer=50002) on both the Display Network and the Search Network. * You can exclude up to 5,000 sites in each of your campaigns. We've instituted this limit to ensure that campaigns don't place unnecessary load on our advertising servers.   **Try it Now: Add Placement Exclusions**  Use exclusions to you prevent your ads from appearing on individual websites or categories of webpages. Exclusions only apply to the Display Network unless otherwise noted. Follow these instructions to practice adding exclusions for your ads.   1. Sign in to your AdWords account at [http://adwords.google.com](http://adwords.google.com/select). 2. Click "Campaigns" in the top green navigation bar. 3. Navigate to a campaign or ad group. 4. Click on the "Networks" tab, and scroll down to the bottom of the page. 5. If the excluded placements tables aren't showing, open them by clicking "+" next to the "Excluded placements" section. 6. You'll see an "Ad group level" table and a "Campaign level" table. Each has four action buttons to choose from: **Exclude placement**, **Edit**, **Delete**, and **Download**. ("Edit" and "Delete" only become active buttons after you select one or more existing excluded placement to edit.) 7. Choose an action, and follow the steps that follow.   Questions to consider:   1. When would you use the Sites tab versus the Topics or Page Types tabs? 2. What advertisers might benefit from excluding sites?   **Targeting Placements by Content Type**  **Targeting Video Placements**  You can use the Placement Tool to target video content on sites that are a part of the Google Display Network. Web users visiting a video publisher site may see your ads in or around the videos they watch while browsing the site. If these placements are available for your location and language settings, you can access them via the **Entertainment** placement targeting category within the Placement Tool.  **Targeting Game Placements**  You can use the Placement Tool to target web-based games on sites that are a part of the Google Display Network. Web users visiting a game site may see your ads in or around the games they play while browsing the game site. If these placements are available for your location and language settings, **Online Games** will appear as a placement targeting category within the Placement Tool under "Games > Video Games."  **Targeting Feed Placements**  You can use the Placement Tool to target RSS feeds that are a part of the Google Display Network. Feeds allow web users to track updates and new content for their favorite sites, and allow publishers on the Display Network to syndicate their content to subscribed web users automatically. You can target your text and image ads to specific web feeds across the hundreds of thousands of sites across the Display Network. If these placements are available for your location and language settings, **Feeds** will appear as a placement targeting category within the Placement Tool.  **Try it Now: Add Game and Feed Placements**  Ads can be placed on emerging media placements like games and web feeds through placement targeting.  Follow these instructions to find the screen to add game and feed placements.   1. Navigate to the **Ad Group** tab within your account. 2. Select an ad group. 3. Select the **Networks** tab within the ad group. 4. Select **Show Details** next to Managed Placements. 5. Select **Add Placements**. 6. Select **Try the Placement Tool**. 7. Under **Browse Categories**, select a category, such as Games or Entertainment. If there are in-game placements available, they will show at the bottom of the placement list (only if available to your location and language settings).   A few questions to consider:   1. When might an advertiser want to target to a game or feed? 2. Which ad formats may be targeted to a web feed?   **Targeting Mobile Placements**  You can use the Placement Tool to target placements to mobile sites that are a part of the Google Display Network. Mobile phone users who browse the web and visit these sites may see your ads in these placements. If they're available for your location and language settings, **Mobile Phones** will appear as a placement targeting category within the Placement Tool under "Telecommunications > Mobile & Wireless."  **Placement Targeting Best Practices**  **Overview of Best Practices for Placement Targeting**  When choosing placements, focus on the following:   * Use relevant keywords for automatic placements and to further refine your managed placements. * Using keywords to refine the targeting for your ads on placements is a good option when you're targeting sites that have a wide variety of content (such as news sites and social networks). That way, your ads will be more likely to appear in relevant locations on those sites. Adding keywords will also limit the potential number of clicks and impressions, so you should monitor your ad's performance to make sure you're seeing the results you want. * If you want contextual targeting to be the only deciding factor in where your ads appear, you should create a keyword-only ad group. * If you want your ads to show anywhere on a given placement, with no regard to contextual matching, then create an ad group with placements only, and set your campaign settings to "Relevant pages only on the placements I manage." That way your placement choices (and the AdWords auction) will be the only factor involved in where your ad can appear. * Select placements that reflect your target audience and which reach your users on sites they are most likely to visit. For example, if you want to sell video game equipment, you may want to target placements that appear under the Video Game category. * Try creating rich media and display ads and selecting sites that allow these ad formats in their placements. For example, if you've created an image ad for your campaign, you can target those ads to placements that accept image ads. * Take advantage of targeting different types of content within the Display Network. Beyond text content, many websites contain engaging user content such as videos and games. Try targeting your ads to your potential customer by reaching them through the types of content they might enjoy. For example, if you sell a video subscription service, you might create a video ad for your product and target the ad to sites like YouTube. * If you think you'll be using managed placements mostly to manage sites on which you want to be highly competitive, consider raising the managed placement default bid. This will give you a stronger chance at winning the ranking auction.   **Google Advertising Fundamentals Exam**  **5. AdWords Bidding and Budgeting**  **5.1 Overview of Bidding**  **Introduction to AdWords Bidding**  **How AdWords Bidding Works**  A bid is the amount you're willing to pay per click, per thousand impressions, or per acquisition. Each time your ad is eligible to appear, an auction takes place among your ads and all the other eligible ads. Your bid is one of the factors that determines whether your ad shows, and in what position.  The most common type of bid is a maximum cost-per-click (CPC) bid. When you use CPC bidding, you pay only when someone clicks on your ad. Raising your CPC bid can improve your ad's position, and lowering your bid can decrease your ad's position. Keep in mind, however, that ads are not ranked solely by their bid.   * **Ranking on the Search Network:**  Ads are ranked on search pages based on a combination of the matched keyword's CPC bid and Quality Score. Quality Score is determined by the keyword's clickthrough rate (CTR) on Google, relevance of ad text, historical keyword performance, landing page, and other relevancy factors. Having relevant keywords and ad text, a high CPC bid, and a strong CTR will result in a higher position for your ad. * **Ranking on the Display Network:**  Ads are ranked on Display Network pages based on the ad group default bid (when there aren't more specific bids that apply), the ad's past performance on this and similar sites, and the landing page quality. However, if you've set a Display Network bid or a bid for a specific placement, these will overrule the ad group default bid when your ad runs on the Display Network or the placement you've selected. These more specific bids affect your ad rank, so you might consider increasing bids for placements on which you'd like to rank higher.   Visit our [Optimization Tips page](http://adwords.google.com/support/aw/bin/static.py?hl=en&page=tips.html) to read more about account optimization. You'll learn how to maximize performance for ads and improve your ad's position without having to raise your bid.  **Bidding Options**  Depending on your advertising goals and how closely you want to monitor and manage your bids, you can choose one of several different bidding options.  **Focus on clicks: Cost-per-click (CPC) bidding**  In campaigns using this bidding option, you set a CPC bid for each ad group or keyword in your campaign. Your CPC bid refers to the amount you're willing to pay for a click on your ad when the ad appears on Google or one of our partner sites.  With CPC bidding, you pay only when someone clicks on your ad. CPC bidding is recommended if you're mostly interested in getting traffic on your site. You have two options for CPC bidding:   * **Automatic bidding**: You set a daily budget, and AdWords works to bring you the most clicks possible within that budget. If you like, you can set a CPC bid limit to ensure the AdWords system doesn't bid more than a particular amount. * **Manual bidding**: As with automatic bidding, you pay only when someone clicks on your ad. However, this option lets you control your own maximum CPC bids. You can set bids at the ad group level, or for individual keywords or placements.   **Focus on impressions: Cost-per-thousand impressions (CPM) bidding**  In campaigns targeted to the Display Network, you may choose the CPM option. Instead of bidding and paying only for clicks, you can choose to bid for impressions on your ad, and pay for every thousand times your ad appears. If you're mostly interested in branding and getting ad visibility, we recommend choosing this option.  As with manual CPC bidding, you can set bids at the ad group level, or for individual placements. For example, if you find that a particular placement is more profitable, you can raise your bid for that placement.  Note that when CPC and CPM ads compete with each other in the same Display Network auction, the AdWords system uses a system of effective CPM, or eCPM, to compare and rank the ads. For cost-per-click (CPC) ads, the AdWords dynamic ranking system considers the bid, clickthrough rate (CTR), and other relevance factors. The resulting number is the ad's eCPM, or effective cost per 1000 impressions.  CPM ads are ranked for display according to their CPM bid, competing with other CPM ads and with CPC ads. A CPM ad always occupies the entire ad space, with either an image ad or other multimedia ad, or an expanded text ad. For this reason, you might wish to bid higher for CPM ads than you would for CPC ads.  **Focus on conversions: Conversion Optimizer**  This bidding option enables you to specify a maximum cost-per-acquisition (CPA) bid for each ad group in your campaign. The Conversion Optimizer uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It optimizes your placement in each ad auction to avoid unprofitable clicks and to get you as many profitable clicks as possible.  Using historical information about your campaign, the Conversion Optimizer automatically finds the optimal equivalent cost-per-click (CPC) bid for your ad each time it's eligible to appear. You still pay per click, but this feature can decrease the need to adjust your bids manually.  Your campaign must meet the following requirements in order to begin using the Conversion Optimizer:   * AdWords Conversion Tracking must be enabled. * The campaign must have received at least 15 conversions in the last 30 days. The Conversion Optimizer requires this conversion history in order to make accurate predictions about your future conversion rate. * The campaign must have been receiving conversions at a similar rate for at least a few days.   Note: Since you set a maximum CPA with the Conversion Optimizer, it's normal for your actual average cost per conversion to be lower than the maximum CPA bid you set.  **Setting and Managing AdWords Bids**  **Setting AdWords Bids**  The bid you set is up to you. Your maximum CPC or CPM bid represents the highest amount that you're willing to pay per click or thousand impressions, respectively, on your ad. You can set a bid at the ad group level, or for individual keywords and placements. If you don't specify a maximum CPC or CPM bid for a given keyword or placement, the ad group maximum CPC or CPM bid will automatically apply. If you have both keyword-level and placement-level bids within an ad group, and an ad shows on one of the placements for which you've set a bid, the placement bid applies.  Your maximum CPC bid must be at least US$0.01. Your maximum CPM bid must be at least US$0.25.  When setting your CPC or CPM bid, consider the following:   * **The value of a click**. How much is a visitor to your website worth? How likely is it that a click will turn into a conversion (sale, signup, etc.)? If a click has a high value to you, then you might want to set a high bid. If it has a low value, lower the bid. You can get conversion statistics by setting up conversion tracking or by using Google Analytics. Also, keep in mind that higher bids can increase click volume, but they can also result in more expensive clicks. Lower bids can decrease your volume but also get cheaper clicks. Consider this tradeoff between price and volume when you're setting your bids. * **Your daily budget**. Be sure that your daily budget is higher than your CPC or CPM bid. Otherwise, your ad won't show.   **Tools for Managing AdWords Bids**  In addition to the various bidding options, AdWords also offers the tools listed below.  Tip: Only use these tools if you have enough campaign performance statistics to help you make informed decisions about how to use the tools.  **Ad scheduling:** a tool for adjusting your bids for different times of day or days of the week.  Ad scheduling lets you control the days and times your AdWords campaigns appear. In an advanced mode it also lets you set different bid multipliers for different times of the day and the week. The bid multiplier (10% to 1000% of the original CPC) affects all ads in the campaign, including ads with separate search and Display Network bids. When the multiplier time period is over, your campaign will revert to your normal campaign bids. Ad scheduling is more effective than manual operations of the same type - it's fully automated and you don't experience any delays as you might with manual status changes and bid adjustments. You may create up to six time periods per day, each with its own bid multiplier entry.  Ad scheduling is based on account time zone. Ads will appear during the hours shown in your account, not in the time zone of the regions you have targeted. Ad scheduling doesn't change your daily budget. Your overall budget remains the same whether or not you enable ad scheduling.  **Demographic bidding:** a tool for targeting your ads to specific groups of customers visiting certain sites in the Google Display Network.  Many AdWords users want their ads to be seen especially by users of a certain demographic group: for instance, by women, or by people between the ages of 35 and 44, or even by women between the ages of 35 and 44. If you'd like a particular demographic group to see your ad when it appears on certain Display Network sites, you can help make that happen by boosting your bid whenever your ad is eligible to be shown to a member of your preferred group. This is done with the Bid + % system found on the demographic bidding page of your campaign.  **Position preference:** a tool for specifying in which positions you'd like your ads to appear.  Position preference is a bidding feature that gives sophisticated advertisers more control over the positioning of their ads. It helps some advertisers better promote their brands or earn a higher return on investment (ROI). In particular:   * Direct-response advertisers can target their most cost-effective ad rankings. * Brand advertisers can make sure their ads run only in the most visible positions.   Position preference helps you achieve your desired ad position in two ways. First, it attempts to show your ad only when the Ad Rank (maximum CPC x Quality Score) has placed the ad in the positions you selected. Second, if the Ad Rank places the ad in a higher spot, position preference will discount your maximum CPC bid to move the ad into your desired range.  **Best Practices for AdWords Bidding**  **Overview of Best Practices for Bidding**  Here are some best practices:   * Choose the bidding strategy that fits your advertising goals. If you're focused on clicks, choose automatic or manual CPC bidding. If you're focused on building awareness of a product or brand on the Google Display Network, choose CPM bidding. If you're focused on a particular customer action, such as leads or purchases, choose the Conversion Optimizer (CPA bidding). * If you're a newer advertiser and you'd like to use manual CPC bidding, consider using automatic bidding to determine what CPC bids you might want to use. After you use automatic bidding for a few weeks, you can then switch to manual bidding and set your ad group bids to the appropriate levels. * Implement AdWords Conversion Tracking to see how much conversions cost when you're using various CPC bids. * Use the bid simulator to see the possible advertising results you could get if you used a different keyword maximum CPC bid. The bid simulator doesn't predict the future, but it estimates the click, cost, and impression data that your ads would have received over the last seven days had you set different keyword-level bids. To see a bid simulation for a keyword, click the bid simulator icon Bid simulator iconnext to the maximum CPC bid. * Determine which keywords or placements are giving you the best results. Adjust bids and tailor ads as necessary.   **5.2 Overview of Budgets**  **Introduction to Budgets**  **How Budgeting Works with AdWords**  Your daily budget is the amount that you're willing to spend on a specific AdWords campaign each day, on average. The daily budget you set for your campaign is entirely up to you. When the budget limit is reached, your ads will typically stop showing for that day. How quickly your ads are shown during a given day is determined by your ad delivery setting.  On any single day, the AdWords system may deliver up to 20% more clicks than your daily budget calls for. This helps make up for other days within the same billing period in which your daily budget is not reached due to variations in search patterns. (Days in which your daily budget is not reached may include partially paused days.) However, our system makes sure that in a given billing period, you're never charged more than the number of days in that billing period times your daily budget. For example, if you budget US$10 per day, and you're charged for a 30-day billing period, the maximum you would pay is US$300.  **Types of AdWords Budgets**  Each campaign has a daily budget, which can be adjusted any time. You can also specify whether you want to use standard delivery or accelerated delivery. This choice will affect how quickly your ads are shown each day, but in each case your selected budget will apply.   * Standard delivery: We'll spread your ad impressions across the day to make sure you don't accrue all of your clicks early on. If your budget is set below the system-recommended budget, your ads may not receive all possible impressions. * Accelerated delivery: We'll display your ads as often as possible until your budget is reached. If your budget is set below the system-recommended budget, your ads may not receive all possible impressions.   For My Client Center (MCC) accounts, AdWords offers Manager Defined Spend (MDS). This is a simple way for MCC account users to control their managed accounts' budgets. If a client manager moves all of their managed accounts to MDS, the client manager can create and modify these accounts' budgets instantaneously via their MCC dashboard. Additionally, the client manager will be billed for these accounts via one Manager Order-level monthly invoice.  **Setting and Managing Budgets**  **Setting Budgets in AdWords**  The budget you set is up to you. You can edit your budget or view the recommended budget on the **Settings** tab for your campaign.  If you're a client manager and your client accounts are using Manager Defined Spend (MDS), you can modify the client's budget on the **Budget** tab of your MCC dashboard.  To help guide your budget choice, Google calculates a recommended daily budget for each campaign. This recommendation is the daily budget necessary for your ad to appear as frequently as possible for your keywords.  The recommended daily budget includes a detailed budget analysis of your campaign performance, typically from the past 15 days. Based on your recent performance, our system can estimate how a new budget amount can affect the number of ad impressions you could receive. The recommended amount can vary based on your current budget, your recent campaign performance, keyword list, and targeting settings.  Here's a basic idea of how your recommended amount is calculated:   1. Determining your total potential impressions 2. Comparing potential impressions with your recent performance and costs 3. Combining daily estimates 4. Tempering recommended amounts to allow for testing   A higher budget can increase how often your ad is shown, which can result in more opportunity for clicks and conversions. However, setting your daily budget to the amount we recommend is entirely optional. You're always in full control of your AdWords account.  Again, note that Google may allow up to 20% more clicks in a day than your campaign's daily budget specifies. However, our system makes sure that in a given billing period, you're never charged more than the number of days in that billing period times your daily budget.  **Tools for Managing AdWords Costs**  In addition to giving you full control of your budget, AdWords offers several tools that can further help you manage your advertising costs.  **Automatic bidding:** This bidding option enables you to specify a target daily budget for your campaign and let AdWords adjust your maximum CPC bids to maximize the clicks you get for that target budget. If your goal is to hit a particular advertising budget, this bidding option is the simplest way to reach your goal.  **Ad scheduling:** To ensure your ads appear only at particular times of day, you can use ad scheduling to choose specific days and times for your ads to show.  **Conversion Optimizer:** This bidding option uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It optimizes your placement in each ad auction to avoid unprofitable clicks and gets you as many profitable clicks as possible.  **Try it Now: Change the Budget for an Ad Campaign**  Setting your daily budget to the recommended value will maximize your ad's visibility and activity throughout the entire day. If your daily budget is lower than the recommended amount, your ads may not appear every time they otherwise could. Follow these instructions to change the daily budget for an ad campaign.  To quickly change the budget for an ad campaign, follow these steps:   1. In the Campaigns table, click on the budget you'd like to edit. 2. Enter the new budget. 3. Click **Save**.   You can also change the budget for a campaign from that campaign's Settings tab:   1. Select the campaign you'd like to edit. 2. Select the **Settings** tab. 3. Click **Edit** next to the campaign's budget. 4. Enter the new budget. 5. Click **Save**.   A few questions to consider:   1. What steps should you take if your campaign is spending it's budget before the end of the day? 2. When might you consider increasing your daily budget? 3. What are some tools you can use to estimate traffic and spend for a set of keywords?   **Best Practices for Budgets**  **Overview of Best Practices for Budgets**  Here are a few tips to keep in mind when you set your daily budget:   * Keep your total account spend in mind when specifying your campaign budget. Your daily budget applies to individual campaigns, not your total advertising spend. For example, if you have three ad campaigns, each with US$5.00 daily budgets, your average spend may be US$15.00. * Think of your bids in addition to your budget. Your bids are the primary way to control your advertising spend. * If you'd like to try different budgets for your campaign, keep in mind that you may change your daily budget for each campaign a maximum of ten times in a single day. * In addition to your budget and bids, you can optimize your campaign to control your advertising spend. If you find that you're using up your budget before the end of the day, you can optimize your ads and keywords to ensure your ad receives more targeted traffic and shows throughout the day.   Here are a few tips to keep in mind when creating and editing budgets for managed accounts on Manager Defined Spend (MDS):   * Make sure the accumulated monthly spend for the managed accounts that you have on MDS doesn't exceed your company's approved credit line with Google. Please contact us if you don't know your credit line. * You can create as many budgets as you like for each managed account. The duration of each budget is up to you - monthly, quarterly, yearly, etc. We recommend, however, that you're consistent throughout your accounts to make managing the end dates as easy as possible. * The start date of a new budget defaults to three days in the future. For instance, if you create a budget on Feb. 19, the start date would automatically populate as Feb. 22. Be sure to adjust the start date if necessary. * Start dates for new budgets can't overlap with other budgets that may already be set up for the managed account. This is particularly important for accounts that are currently on credit terms with monthly budgets.   **Google Advertising Fundamentals Exam**  **6. Policies and Ad Quality Topics**  **6.2 Ad and Site Quality**  **Introduction to Ad Quality**  **How Ad Quality Is Defined**  People use Google because they find what they're looking for fast - whether it be the latest news, best candy bar, or closest pizzeria. This is the essence of relevance: Google provides users with the most relevant search results based on their search.  Relevance doesn't end with our search results. We also work to show the most relevant ads for every search query. This model works for advertisers as well as users: The more relevant the ads are, the more likely users are to click on them.  We measure relevance for search and ads differently.   * For search results, relevance is automatically determined by many factors, including Google's patented PageRank algorithm. The more relevant a search result, the higher it will be ranked. Learn more about [how Google search results are ranked](http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=70897#3). * For AdWords ads, the most important factor in relevance is the ad's quality, which we measure with a metric called "Quality Score." The higher your Quality Score, the higher your ad will be ranked and the lower your costs will be. Learn more about how AdWords ads are ranked below.   **Introduction to Quality Score**  Quality Score is based on your keyword's click-through rate (CTR); the relevance of your ad text, keyword, and landing page; and several other factors.  A Quality Score is calculated every time your keyword matches a search query -- that is, every time your keyword has the potential to trigger an ad. Quality Score is used in several different ways, including influencing your keywords' actual cost-per-clicks (CPCs) and ad position. In general, the higher your Quality Score, the lower your costs and the better your ad position. This rewards you for having relevant ads.  Check out our [video explaining Quality Score](http://www.youtube.com/watch?v=K7l0a2PVhPQ).  **Introduction to Landing Page Quality**  One of the factors that makes up Quality Score is the quality of your [landing page](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=14086). Landing page quality is influenced by the usefulness and relevance of information provided on the page, ease of navigation, [load time](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=87144), how many links are on the page, and more.  Improving landing page quality can help you gain the trust of your customers and, therefore, keep them coming back to your site. You'll also make it easier for visitors to make a purchase, sign up for a newsletter, or perform any other desired action.  **About Quality Scores**  Quality Score is used in several different ways, including:   * influencing your keywords' [cost-per-clicks (CPCs)](http://adwords.google.com/support/aw/bin/answer.py?answer=6297) * determining whether a keyword is eligible to enter the ad auction that occurs when a user enters a search query * affecting how high your [ad will be ranked](http://adwords.google.com/support/aw/bin/answer.py?answer=6111) * estimating the [first page bids](http://adwords.google.com/support/aw/bin/answer.py?answer=105665) that you see in your account   In general, the higher your Quality Score, the lower your costs and the better your ad position. After each auction is run and your ad is ranked, the AdWords Discounter adjusts your actual CPC so you pay the minimum amount required to exceed the rank of the next ranked ad.  **How Quality Score Is Determined**  A Quality Score is calculated every time your keyword matches a search query -- that is, every time your keyword has the potential to trigger an ad. The formula behind Quality Score varies depending on whether it's affecting ads on Google and the [Search Network](http://adwords.google.com/support/aw/bin/answer.py?answer=90956) or ads on the [Display Network](http://adwords.google.com/support/aw/bin/answer.py?answer=90958).  **I. Quality Score for Google and the Search Network**  While we continue to refine our Quality Score formulas for Google and the Search Network, the core components remain more or less the same:   * The historical [clickthrough rate (CTR)](http://adwords.google.com/support/aw/bin/answer.py?answer=6305) of the keyword and the ad on Google. Note that CTR on the [Google Network](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6104) only ever impacts Quality Score on the Google Network -- **not** on Google * Your account history, which is measured by the CTR of all the ads and keywords in your account * The historical CTR of the [display URLs](http://adwords.google.com/support/aw/bin/answer.py?answer=6314) in the ad group * The quality of your landing page * The relevance of the keyword to the ads in its ad group * The relevance of the keyword and the ad to the search query * Your account's performance in the geographical region where the ad will be shown * Other relevance factors   Note that there are slight variations to the Quality Score formula when it affects ad position and first page bid:   * **For calculating a keyword-targeted ad's position,** landing page quality is not a factor. Also, when calculating ad position on a Search Network placement, Quality Score considers the CTR on that particular Search Network placement. * **For calculating first page bid,** Quality Score doesn't consider the ad or search query, since this estimate appears as a metric in your account and doesn't vary per search query.   **II. Quality Score for the Display Network**  The Quality Score for determining whether an ad will appear on a Display Network placement differs for contextually-targeted ads and for placement-targeted ads. (Learn the [difference between these two](http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=112267).)   1. **Contextually-targeted ads**   The Quality Score for calculating a contextually-targeted ad's eligibility to appear on a particular Display Network placement, as well as the ad's position on that placement, depends on the campaign's bidding option.  If the campaign uses [cost-per-click (CPC)](http://adwords.google.com/support/aw/bin/answer.py?answer=27646) bidding, Quality Score is based on:   * + The historical CTR of the ad on this and similar sites   + The relevance of the ads and keywords in the ad group to the site   + The quality of your landing page   + Other relevance factors   If the campaign uses [cost-per-thousand-impressions (CPM)](http://adwords.google.com/support/aw/bin/answer.py?answer=18267) bidding, Quality Score is based on:   * + The quality of your landing page  1. **Placement-targeted ads**   The Quality Score for determining if a placement-targeted ad will appear on a particular Display Network placement also depends on the campaign's bidding option.  If the campaign uses [cost-per-click (CPC)](http://adwords.google.com/support/aw/bin/answer.py?answer=27646) bidding, Quality Score is based on:   * + The historical CTR of the ad on this and similar sites   + The quality of your landing page   If the campaign uses [cost-per-thousand-impressions (CPM)](http://adwords.google.com/support/aw/bin/answer.py?answer=18267) bidding, Quality Score is based on:   * + The quality of your landing page   Learn [how CPM and CPC ads compete](http://adwords.google.com/support/aw/bin/answer.py?answer=113233) with each other.  **About Landing Page and Site Quality**  **Overview of Landing Page Quality**  Landing page quality is one of several factors that determine a keyword's Quality Score. The quality of a [landing page](http://adwords.google.com/support/aw/bin/answer.py?answer=14086) is influenced by the usefulness and relevance of information provided on the page, ease of navigation, load time, how many links are on the page, and more.  Each of your keywords will receive a landing page quality grade visible in the [Keyword Analysis field](http://adwords.google.com/support/aw/bin/answer.py?answer=76846). The grade is based on the average quality of the landing pages in the ad group and of any landing pages in the rest of the account with the same [domain](http://adwords.google.com/support/aw/bin/answer.py?answer=14845). If multiple ad groups have landing pages with the same domain, therefore, the keywords in all these ad groups will have identical landing page quality grades.  If the Keyword Analysis field shows that your landing page quality is graded "No problems found," your Quality Score will not be affected. If your landing page quality is graded "This page isn't highly relevant," on the other hand, your Quality Score will be negatively affected.  Note: When determining landing page quality grade, the AdWords system follows [destination URLs](http://adwords.google.com/support/aw/bin/answer.py?answer=6313) at both the ad and keyword level and evaluates the final landing page.  **Improving Your Landing Page and Site Quality**  If your landing page quality has a poor grade, it's important to improve it for several reasons. First, it can help you gain the trust of your customers and, therefore, keep them coming back to your site. You'll also make it easier for visitors to make a purchase, sign up for a newsletter, or perform any other desired action. And finally, you can increase your overall Quality Score and lower your cost-per-clicks (CPCs).  You can improve your landing page quality by optimizing your website per our guidelines, which emphasize the following three qualities:  **I. Relevant and original content**  Relevance and originality are two characteristics that define high-quality site content. Here are some pointers on creating content that meets these standards:  Relevance:   * Users should be able to easily find what your ad promises. * Link to the page on your site that provides the most useful information about the product or service in your ad. For instance, direct users to the page where they can buy the advertised product, rather than to a page with a description of several products.   Originality:   * Feature unique content that can't be found on another site. This guideline is particularly applicable to resellers whose site is identical or highly similar to another reseller's or the parent company's site, and to affiliates that use the following types of pages:   + Bridge pages: Pages that act as an intermediary, whose sole purpose is to link or redirect traffic to the parent company   + Mirror pages: Pages that replicate the look and feel of a parent site; your site should not mirror (be similar or nearly identical in appearance to) your parent company's or any other advertiser's site * Provide substantial information. If your ad does link to a page consisting mostly of ads or general search results (such as a directory or catalog page), provide additional, unique content.   It's especially important to feature original content because AdWords won't show multiple ads directing to identical or similar landing pages at the same time. Learn more [about this policy](http://adwords.google.com/support/aw/bin/answer.py?answer=146527).  **II. Transparency**  In order to build trust with users, your site should be explicit in three primary areas: the nature of your business; how your site interacts with a visitor's computer; and how you intend to use a visitor's personal information, if you request it. Here are tips on maximizing your site's transparency:  Your business information:   * Openly share information about your business. Clearly define what your business is or does. * Honor the deals and offers you promote in your ad. * Deliver products and services as promised. * Only charge users for the products and services that they order and successfully receive. * Distinguish sponsored links from the rest of your site content.   Your site's interaction with a visitor's computer:   * Avoid altering users' browser behavior or settings (such as back button functionality or browser window size) without first getting their permission. * If your site automatically installs software, be upfront about the installation and allow for easy removal. Refer to [Google's Software Principles](http://www.google.com/corporate/software_principles.html) for more guidelines.   Visitors' personal information:   * Unless necessary for the product or service that you're offering, don't request personal information. * If you do request personal information, provide a privacy policy that discloses how the information will be used. * Give options to limit the use of a user's personal information, such as the ability to opt out of receiving newsletters. * Allow users to access your site's content without requiring them to register. Or, provide a preview of what users will get by registering.   **III. Navigability**  A key to turning visitors into customers is making it easy for users to find what they're looking for. Here's how:   * Provide a short and easy path for users to purchase or receive the product or offer in your ad. * Avoid excessive use of pop-ups, pop-unders, and other obtrusive elements throughout your site. * Make sure that your landing page loads quickly. Learn [ways to improve your load time](http://adwords.google.com/support/aw/bin/answer.py?answer=87144#tips). * Turn to [Google's Webmaster Guidelines](http://www.google.com/support/webmasters/bin/answer.py?answer=35769) for more recommendations, which will improve your site's performance in Google's search results as well.   **Types of Websites That Receive Low Landing Page Quality Scores**  Users have consistently provided negative feedback on several types of websites. In our commitment to make AdWords as effective as possible for advertisers and users, ads promoting these types of websites may receive low landing page quality scores. In some instances, they will not be allowed to run.  **Website types to avoid**  The following website types will be penalized with low landing page quality scores. If we receive complaints about ads for websites of this kind, they will not be allowed to continue running.   * Data collection sites that offer free items, etc., in order to collect private information * Arbitrage sites that are designed for the purpose of showing ads * Malware sites that knowingly or unknowingly install software on a visitor's computer   **Website types to advertise with caution**  The following website types will sometimes merit low landing page quality scores and may be difficult to advertise affordably. If you choose to advertise one of these website types, be particularly careful to adhere to our landing page quality guidelines -- especially the rule about offering unique content.   * eBook sites * "Get rich quick" sites * Comparison shopping sites * Travel aggregators   **Ad Quality Monitoring and Best Practices**  **Monitoring Your Quality Score**  Due to the dynamic nature of the Internet, your keywords' Quality Scores can fluctuate often. Therefore, it's a good idea to monitor your performance and make adjustments as needed.  To analyze your account performance quickly, use the following resources:   * **Keyword Analysis page**: Check the Keyword Analysis field to see if your keyword is triggering ads and for a breakdown of its Quality Score. To launch the Keyword Analysis field, click the icon in the "Status" column next to any keyword. * **Keyword Status**: View the "Status" column on the "Keywords" tab of your Ad Group Details page. Your keyword status indicates whether or not your keyword is triggering ads on search results pages. Here's the breakdown:   + Eligible: These keywords are eligible to trigger ads.   + Disapproved: These keywords don't comply with our Editorial Guidelines or Content Policy and won't trigger ads until you correct the problem.   + Paused/Deleted: These are keywords you've paused or deleted. They won't enter the ad auction and therefore won't trigger your ads.   + Low search volume: These keywords are suspended because they're associated with very little search traffic on Google properties. They'll be reactivated if we find they could start delivering traffic. [Learn more.](http://adwords.google.com/support/aw/bin/answer.py?answer=118604)   + Below first page bid: These keywords' bids are below the first page bid estimate, meaning that they likely aren't triggering ads on the first page of search results. The first page bid estimate will show as long as your keyword exceeds a minimum Quality Score threshold.   + Low Quality Score: These keywords have very low Quality Scores, which means they're not likely to trigger ads.   To learn how to enable a keyword that isn't running, visit the [Keyword Status](http://adwords.google.com/support/aw/bin/answer.py?answer=99482) troubleshooting topic.   * **CTR Column**: View the "CTR" column on your ad group tab or campaigns tab to see how well an ad group or campaign is performing. The higher the click-through rate (CTR), the better the ad group or campaign is probably doing.   On the ad group level, CTR is broken out in rows by search and the Display Network. In general, a CTR over 1% on Google is very good.  CTR on the Display Network is typically much lower and is relative based on the Display Network placement. For example, if the average CTR for an ad on a particular website is 0.01%, but the CTR for your ad on that site is 0.05%, you're doing great.  For more in-depth performance tracking, we suggest that you set up [conversion tracking](http://adwords.google.com/support/aw/bin/topic.py?topic=16344) or [Google Analytics](http://adwords.google.com/support/aw/bin/topic.py?topic=16002).  **Try it Now: Keyword Analysis**  The Keyword Analysis field tells you if a particular keyword is triggering ads, in addition to the reason why it may not be triggering ads. The field also provides a breakdown of the keyword's Quality Score.  To view the Keyword Analysis field for any keyword, follow these steps:   1. Sign in to your AdWords account at https://adwords.google.com 2. Click a campaign. 3. Click an ad group. 4. Select the **Keywords** tab. 5. Click the icon in the **Status** column next to any keyword.   Questions to consider:   1. Why is it imperative that your landing page works in conjunction with your ad text? 2. How might confusing landing pages discourage your site visitors from taking actions on your site? 3. How does relevant and original content contribute to landing page quality?   **Google Advertising Fundamentals Exam**  **13. Optimizing Performance**  **13.1 Overview of Optimization**  **Introduction to Optimization**  **Overview of Optimization**  Optimization is the process of adjusting parts of your account -- like your keywords and ad text -- as well as your website to improve the quality and performance of your AdWords ads. Through optimization, you can help meet your advertising goals, be it to gain traffic, lower costs, or improve conversions.  Based on your advertising goals, optimization can involve ad text improvements, new keywords, changes to keyword settings, strategic changes to your bids, better organization within your campaign, and changes to ad targeting options. Here are a few more examples:   |  |  |  | | --- | --- | --- | | **Campaign improvements** | **Ad group improvements** | **Website improvements** | | * Organizing campaigns * Changing language and location targeting * Changing ad delivery times and position | * Editing keywords * Editing ad text * Organizing ad groups * Changing bids * Using keyword matching options | * Changing your website to improve flow and relevancy * Choosing the right landing pages |   **Benefits and Goals of Optimization**  Why optimize? Very simply, optimization makes your advertising more effective. In AdWords, this can mean a higher Quality Score, lower costs, and better return on investment.  When it comes to the ongoing success of your advertising, it's crucial to optimize your AdWords campaigns. Regular optimizations can help successful campaigns stay successful. Since the online world is always changing, it's important to periodically evaluate each ad campaign and make tweaks that will help keep it running effectively.  Depending on your goals and the type of changes you make, optimization can have a major impact on several aspects of performance. For example, optimization can help you achieve these benefits:   * more clicks and traffic to your website * higher profits and improved return on investment (ROI) * lower costs * ability to accomplish any other advertising goals   Your advertising goals, or desired results, are perhaps the most important thing to keep in mind when optimizing an account. For example, are you more interested in making sales, branding your business, or increasing traffic to your website? It's important to clearly identify and prioritize the specific goals you want to achieve with your AdWords ads, and then optimize towards those goals. This will enable you to make strategic changes to your account to improve its performance.  Here are some typical advertising goals and the possible focus areas for each goal:  Goal: "I want to get more clicks." Increase your ad exposure by adding relevant keywords and site placements to your ad groups while making your ad text more compelling.  Goal: "I want to increase my clickthrough rate (CTR)." Focus on ad quality. Attract more clicks by refining your ads, and eliminate extra impressions by using negative keywords.  Goal: "I want to improve my return on investment (ROI)." Focus on your ads and keywords to attract the right audience. Then focus on your website. Be sure your landing page and entire website is set up to let users find the specific thing being promoted in your ad.  **Key Strategies for Optimization**  It's important to know that your ideal optimization strategy will depend on the advertising goals you define for your campaigns. With specific goals in mind, you can perform strategic optimizations that are more likely to get you the results you want. In most cases, using a combination of many optimization techniques together -- such as improving your ad as well as editing your keywords -- is the best way to improve the overall performance of your account and increase your Quality Score.  Here are some key strategies depending on your primary advertising goal:  **Improve Your ROI**  Return on investment (ROI) is a measure of the profits you have made from your advertising, compared to how much you've spent on that advertising. To identify and optimize your ROI, you need to measure conversion data instead of clickthrough rate, traffic, or other measures. To optimize for ROI, aim for high Quality Scores which can reduce costs, encourage conversions with enticing ads and by using the right landing pages, and target customers who are likely to convert.   * Lead potential customers to the most relevant page on your site * Add a call-to-action in your ads to highlight the action you want customers to take * Include unique selling points to make your ad stand out * Allocate your budget according to performance * Group highly relevant keywords and ads together so that your ad text will match a user's search * Target the right region and language for your business * Use Conversion Optimizer to get more conversions at a lower cost   **Improve Your CTR**  Clickthrough rate (CTR) improvement is really about making your ads more relevant to your potential customers. Optimization should focus on creating more relevant and compelling advertising to help drive more targeted traffic to your website. Filter out irrelevant searches by refining your keyword list and incorporating negative keywords where appropriate. In addition, your ad text should reflect a user's search as closely as possible. For example, if you're running on the keyword "Paris travel tours," your ad text should also highlight travel tours in Paris.   * Use keywords in your ad title and text to make the ads more relevant * Use negative keywords to eliminate unwanted impressions that won't result in clicks * Create a relevant keyword list to target when your ads will show * Use keyword insertion to make your ad more relevant to a diverse audience   **Increase Your Clicks and Traffic**  If your aim is to draw as much relevant traffic to your site as possible, you may want to consider running on a broader range of keyword variations. Keep in mind, however, that running on very general keywords can negatively affect your Quality Score and increase your costs.   * Create keywords for unadvertised parts of your website * Find new keyword variation ideas using the Keyword Tool * Increase daily budgets (to allow more clicks to occur) and maximum CPC bids (to raise your ad position) and/or increase your Quality Scores * Reach more customers and maximize traffic by targeting the Display Network * Broaden your location targeting settings   **Promote Brand Awareness**  Branding campaigns are designed to increase traffic to your website and enable a customer to interact or learn about your company's brand. If you want to promote your brand, you might decide to run a cost-per-impression (CPM) campaign in addition to a cost-per-click (CPC) campaign.   * Supplement your text ads with image and video ads that are great for branding messages * Use Display Network placements to show your ad to people who are interested in what you sell * Choose a landing page that focuses on the interaction with your brand   **Overview of Optimization Tools**  **Types of Optimization Tools**  There are many free tools in your AdWords account that can be used to find optimization ideas and implement your changes. We've described a few of the most popular tools:  Targeting tools:   * The **Keyword Tool** can provide you with ideas for new keywords that you can add to your ad groups. You can also find negative keywords, estimate keyword traffic, and see additional keywords that may also trigger your ads. * The **Placement Tool** can provide you with ideas for websites and areas in the Display Network where you can show your ads. Use this tool to find placements that are relevant to your campaign and can help you reach additional potential customers. * The **Traffic Estimator** provides traffic and cost estimates for keywords. Get estimates for a keyword's status, search volume, average cost-per-click (CPC), cost per day, and average position. * The **"Search terms" report** and **Search Query Performance report** allow you to see every search query that triggered your ad. If some of these search terms have performed well, you can add them as keywords. If some terms are irrelevant, you can add them as negative keywords to ensure your ad stops showing for that search query.   Optimization tools:   * The **Opportunities** tab is a central location for optimization ideas across your account. It's designed to help you discover ways to potentially improve your account's effectiveness. You review the proposed ideas and can apply the ones you like directly to your account. * **Website Optimizer** allows you to experiment with the content of your website to determine what users respond to best. You choose what parts of your webpage you'd like to test and we'll run an experiment on a portion of your site traffic. The results can help you determine which content produces more sales or other measures of success. * **Conversion Optimizer** uses your conversion data to get you more conversions at a lower cost. It optimizes your ad serving to avoid unprofitable clicks and gets you as many profitable clicks as possible.   Tracking tools:   * **Google Analytics** shows you how people found your site, how they explored it, and how you can enhance their experience. With this information, you can improve your website's return on investment, increase conversions, and make more money on the Web. * **Conversion tracking** helps you measure conversions (user behavior you deem valuable, such as a purchase, signup, pageview, or lead). Conversion tracking can ultimately help you identify how effective your AdWords ads and keywords are for you. You can also use conversion data to decide how much to bid for your ads on Google and the Display Network. * **Account statistics** on your **Campaigns** tab can give you instant insights into your performance. With customizable columns, filtering, and segmentation options, you can focus on the data that matters to you across your account.   **Optimization Tool Use Cases**  Here are some key benefits and potential situations when you might want to use the following optimization tools:  **Keyword Tool** -- Use this tool to brainstorm keyword lists and find negative keywords. Use it while you're creating a campaign or any time you want to expand your keyword list.  **Traffic Estimator** -- Find keyword traffic and cost estimates to identify potential keywords to add or to optimize your keyword bids. By using this tool, you can better forecast your ad's performance based on your CPC bid, targeting options, and other criteria.  **Placement Tool** -- For most advertisers, a good keyword list will provide sufficient targeting. However, if you want more control over the specific sites where your ad appears, use this tool to find relevant websites and areas in the Display Network. For non-text ads like image and video ads, filter out placements that do not accept that ad type and format.  **Opportunities** -- Consider using the **Opportunities** tab when looking for a fast, efficient way to find new keyword ideas or recommended budgets. The changes proposed by the tool are automated and therefore best suit advertisers who do not have complex goals and can make optimization decisions without conversion data.  **Conversion Optimizer** -- Use this tool if your campaign focuses on conversions and you want to optimize your bids on a case by case basis. If you already have conversion tracking enabled, the tool can automatically adjust your bids to help you get you more conversions at a lower cost.  **Website Optimizer** -- Use this tool to test changes to your website's landing page to see which is most effective in improving your conversion results. If your primary goal is improving your return on investment (ROI) and profits, Website Optimizer can help you test which elements of your website produce higher conversion rates, which in turn will help you decide which layout produces the most conversions.  **13.2 Optimizing AdWords Campaigns and Ad Groups**  **Optimizing Campaigns and Ad Groups**  **Overview of Optimizing Campaigns and Ad Groups**  Maintaining organized campaigns and ad groups is important to the performance of your account. Organization helps you achieve your advertising goals, make edits quickly, and target your ads appropriately. By creating well-structured campaigns by theme or product, you'll gain more than just an account that's easy to manage and keep organized. You'll also have sets of ads and keywords that are directly related to each other, which helps to improve your Quality Score and to keep your costs low.  A good campaign structure also allows you to:   * Determine which ads are generating the best traffic and conversions (like sales or leads) * Monitor changes easily * Have better control over budget and costs * Easily locate specific keywords * Easily manage and edit your campaigns   When organizing your account, keep these strategies in mind:   * **Organize your campaigns by topic.** A well-structured campaign consists of tightly-themed ad groups focusing on just one product or service you offer. Create separate campaigns for each of your product lines, brands, or types of services or offerings. Each ad group should contain specific keyword lists that relate directly to the associated ad texts. When each group of keywords, ads, and landing pages all focus on the same specific theme, your advertising will be much more targeted and effective. * **Target the right languages and locations.** Target your audience appropriately by choosing languages and locations that relate to your business. If you target multiple countries, try creating a separate campaign for each country. * **Create highly specific ad groups.** Just like with your campaigns, build your ad groups around a single product or service. Group your keywords and placements into related themes. By doing this, you can create ads that directly match what terms a user is searching for and that lead to a landing page promoting exactly what you're selling. * **Avoid duplicate keywords across ad groups.** Google shows only one ad per advertiser on a particular keyword, so there's no need to include duplicate keywords across ad groups or campaigns. Identical keywords will compete against each other, and the better-performing keyword triggers your ad.   Regardless of how you choose to structure your account, it's important to remain flexible in your strategy -- the structure you first envision when you begin may need further refining as you continue to optimize.  **Tools and Strategies for Optimizing Campaigns and Ad Groups**  There are a number of ways to configure your campaigns and the ad groups within them. Here are some common ways to structure an account:   * **Products and services:** A good rule of thumb for creating an effective campaign structure is to mirror your website's structure. For example, a sporting goods store's website will likely have different sections for each type of product: possibly separate sections for women's and men's clothing with individual pages for women's pants, women's socks, and so on. This advertiser might set up one campaign for women's clothing and have ad groups for pants, socks, and other products, then a similar campaign for men's clothing. By creating campaigns and ad groups around a specific theme or product, you can create keywords that directly relate to the ad text, and ads that link directly to that product's page in your website. * **Performance and budgeting:** One of the most common reasons to create separate campaigns in your account is to set different daily budgets. You may decide to devote more budget to some of your best-selling or most profitable products. By identifying your top performing keywords and placing these in separate campaigns, you can ensure that these keywords have sufficient budget to achieve the best results. This will also allow you to use your budget more strategically, preventing any high-traffic keywords from using all of your daily budget. Separate ad groups may be created whenever you'd like to set different maximum CPCs for keywords that may be highly competitive or that convert less often. * **Themes or functions:** A company that provides only one or a few products or services may still want to set up separate campaigns or ad groups when the same product or service can appeal to a variety of needs. For example, a catering company may want to run separate campaigns or ad groups for weddings, corporate events, and birthdays. This way, the keywords and ad text can be highly specific and directly relevant to what a customer will be looking for. * **Websites:** All ads in an ad group have to promote the same website. For advertisers promoting multiple companies and websites, such as affiliates or agencies, each company or website should have its own account. * **Geographic location:** If your business serves several areas, you might create a separate campaign for each. For example, local businesses such as furniture stores, real estate developers, or car dealerships might create a campaign for each area and then a different ad group for each city or metropolitan area they cover. Similarly, international companies might create campaigns that target each country individually. For multi-country accounts, each campaign should be localized to the local language and should emphasize that services are available in that country. If you run a promotion in one specific city, you might decide to create a campaign that targets that city only. * **Targeting:** You might want to create separate campaigns focused on the Display Network and on search. A separate Display Network campaign allows you to use settings that are more effective for the Display Network than for search, such as different bidding methods. * **Brand Names:** A website that sells a variety of brand-name products may find that branded keywords convert better than generic product descriptions. To test this, the advertiser may want to designate separate ad groups or even separate campaigns for each brand, depending on the variety of products under a given brand label. Please note that the accepted use of branded keywords is different from country to country (see the trademark policy to learn more). * **Seasonal products and services:** Products that are affected by seasonality should be organized into their own campaigns or ad groups so that these can be paused and resumed according to the season. For example, a flower delivery shop may run different campaigns or ad groups for Valentine's Day, Mother's Day, graduation season, and so forth.   By structuring your account effectively, you'll have more flexibility in managing your keywords and ad text, controlling budgets, and setting strategic bids. If you think your account structure could use some changes, you may want to test different configurations until you feel that your account is manageable and helps you achieve your advertising goals.  **Optimizing Keywords**  **Overview of Optimizing Keywords**  Your keywords should describe your products or services and relate directly to your ad text.  Here are some optimization strategies for keywords:   * **When choosing keywords, think like a customer.** What terms or phrases would your customers use to describe your products or services? List any keywords that you think users might search for on Google to find your business. Keep in mind that customers may use different terms to find your product or service than the terms you would normally use. For example, one advertiser might think of his product as "nutrition bars" or "protein bars" while some of his customers might call them "meal replacement bars" instead. * **Choose specific keywords that relate to your business, ad group, and landing page.** Keywords that are too broad can lower your performance by generating many ad impressions but few clicks. To avoid this, delete generic keywords on your list that could relate to a wide spectrum of products or services. One-word keywords are likely to be too generic, so try using two- or three-word phrases. * **Include variations.** To help your ad show more often, include relevant keyword variations including singular and plural versions. If applicable, consider using colloquial terms, alternate spellings, synonyms, and product or serial numbers. Though broad matched keywords can automatically include potential synonyms, you can ensure that you're not missing out on relevant traffic by including variations in your keyword list. * **Take advantage of keyword matching options.** With some keyword matching options, you'll get more ad impressions; with others, you'll get more focused targeting. Negative match keywords are an especially important part of most keyword optimizations. * **Use unique keyword URLs.** Keyword destination URLs send users to a specific page of your website, ensuring that a potential customer arrives immediately at the page that's most to the keyword that triggered your ad.   It's also important to know how keywords work in general. Here are a few tips on keyword formatting and other keyword advice:   * Keywords are not case-sensitive, so '*flights to new york city*' is recognized as the same keyword as '*flights to New York City.*' * You do not have to include punctuation such as periods, commas, and hyphens. The keyword '*eye-glasses*' is the same as '*eye glasses*' but different from '*eyeglasses*.' If your keyword is broad match, variations like this are likely to be targeted already. * Avoid including duplicate keywords across different ad groups and campaigns. Only one of our ads can be shown for each search, and these duplicate keywords will compete against each other to appear.   **Tools and Strategies for Optimizing Keywords**  **Use these tools to find new keywords and to identify which keywords to optimize**   * Use the [Keyword Tool](https://adwords.google.com/select/KeywordTool) to brainstorm ideas for keyword lists and find negative keywords while you're creating a campaign. Once the tool has generated some initial ideas, you can then enter the relevant results back into the tool to generate even more specific keyword ideas. Add relevant keywords to the ad group that focuses on that theme or product. * Use the [Keyword Analysis field](http://adwords.google.com/support/aw/bin/answer.py?answer=76846) on your campaign's **Keywords** tab to see an in-depth view of your keyword's performance, including its Quality Score on a 1-10 scale. You might want to delete keywords with low Quality Scores and add more keywords that are more like those with higher scores. If you really want to run on those keywords, consider moving them to another ad group and test them with a new ad. If they still don't perform well after one month, delete them. * Run a ["search terms" report](http://adwords.google.com/support/aw/bin/answer.py?answer=108218) to see all the search queries that have triggered your ads. You can use this report to identify relevant queries driving traffic to your website and add them as new keywords. If you see any irrelevant terms, add them as negative keywords to your ad group or campaign. * Use the [Traffic Estimator](https://adwords.google.com/select/TrafficEstimatorSandbox) to find keyword traffic and cost estimates to identify potential keywords. By knowing the estimated traffic for your keywords, you can also set appropriate keyword bids that will maximize your ad's exposure within the limit of your daily budget.   **Optimize keywords for better CTR**  If you are CTR-focused, you may want to delete keywords with high impression counts but low numbers of clickthroughs. These keywords may be too general or not relevant enough and are accumulating many impressions but very few clicks. For CTR, it's also very important to focus on negative keywords to prevent impressions that aren't likely to lead to a click. Along with negative keywords, consider trying different keyword matching options like phrase match to reduce the number of irrelevant searches.  **Optimize keywords for better ROI**  The bottom line for any keyword is how much value it generates compared to its cost. To determine the profitability of a keyword, you can track the conversions from that keyword with Google's free [conversion tracking](http://adwords.google.com/support/aw/bin/answer.py?answer=142348) tool. Once you have conversion data, you can identify and delete keywords that accumulate high costs but very few conversions. Once you understand the value of each keyword, you can also increase that keyword's profitability by adjusting its CPC or CPM bid. For keywords that show a profit, increase the bid to increase exposure and generate more traffic. For keywords that aren't profitable, decrease the bid to lower your costs.  Try to understand what stage within the buying cycle a user might be in. For instance, users searching with terms like "reviews" or "ratings" are probably still researching the product and might be less likely to make a purchase at that stage. To target serious buyers, you might try using keyword phrases that include conversion-related words like "buy," "purchase," or "order," and use "reviews" as a negative keyword. You can also include specific product names you sell and model numbers. Users searching on highly specific terms know exactly what they are looking for and could be more likely to convert for you.  **Use appropriate keyword matching options to control who sees your ads**  Experiment with [keyword matching options](http://adwords.google.com/support/aw/bin/answer.py?answer=6100). The four matching options determine which Google searches can trigger your ads to appear, helping you control who sees your ads. With broad match, you'll typically receive the most number of ad impressions.  **Use negative keywords to eliminate unwanted clicks**  [Negative keywords](http://adwords.google.com/support/aw/bin/answer.py?answer=63235) can help increase your ROI and conversion rates by preventing your ad from showing for searches that include that word or phrase. By filtering out unwanted impressions, negative keywords can help you reach the most appropriate prospects, reduce your costs, and increase your return on investment.  When constructing a negative keywords list, try to be as exhaustive as possible. However, be careful that none of your negative keywords overlap with your regular keywords, as this will cause your ad not to show for that keyword. For instance, an advertiser for a financial institution that provides loans but does not offer actual rate quotes may want to include 'rate' and 'rates' as negative keywords. However, if he wanted to include 'fixed rate mortgage' in his keyword list, he should not include 'rate' among his campaign negative keywords list.  You can use negative keywords for a number of reasons:   * **Filter out different products or services**: For example, a real estate agent who is focused on selling homes may wish to include not only the negative keywords *rent* and *renting*, but also use the Keyword Tool to find ideas for variations such as *rents, rental,* and *rentals* to use as additional negative keywords. * **Filter out irrelevant searches**: For example, an advertiser may discover that the name of one of his products also happens to be the name of a musical group. In this case, it’s a good idea to include negative keywords such as *music, band, concert, ticket, lyric, album, mp3,* and the pluralized versions of these words. * **Filter for serious buyers**: Advertisers hoping to make sales may want to filter out research-oriented searches by adding negative keywords like *review, rate, rating, compare, comparing, comparison*, and the pluralized versions of these words.   Use the [Edit Campaign Negative Keywords](https://adwords.google.com/select/CampaignNegatives) tool to add negative keywords to an entire campaign at once.  **Optimizing Ad Text**  **Overview of Optimizing Ad Text**  Ad text plays a crucial role in determining the success of your AdWords advertising. A potential customer's decision to visit your site is based solely on your ad and how it relates to what the customer is doing on the Web at that moment. The content of your ads should capture a user's attention and set your business apart. Compelling ad text can drive relevant traffic to your website and attract the type of users you'd like to turn into customers.  Here are some basic optimization tips for ads:   * **Include keywords in your ad text.** Include your keywords in an ad's text (especially the title) to show users that your ad relates to their search. If part of your ad uses the same words a user searches for, that phrase will appear in bold, adding even more attention to your relevant ad. * **Create simple, enticing ads.** What makes your product or service stand out from your competitors'? Highlight these key benefits in your ad. Be sure to describe any unique features or promotions you offer. * **Use a strong call-to-action.** Your ad should convey a call-to-action (such as *buy*, *sell*, or *sign up*) along with the benefits of your product or service. A call-to-action encourages users to take the action you value most once they reach your landing page. * **Choose an appropriate destination URL.** Relate your ad text to offers that you make on your landing page to help users complete the sales cycle. Ensure that the destination URL (landing page) you use for each ad directs users to the most relevant page within your website. Ideally, that webpage will be dedicated to the specific product or service that is highlighted in your ad. * **Test multiple ads in each ad group.** Experiment with different offers and call-to-action phrases to see what's most effective for your advertising goals. Test variations of the same core message and see which one performs the best. If your ad serving option is set to "optimize" (the default setting), Google automatically tries to show the best performing ad more often.   **Tools and Strategies for Optimizing Ad Text**  You should test and experiment with different ad text strategies until you find what works for you and the specific message you're trying to convey. Here are a few ad strategies for common advertising goals.  **Optimize ads for ROI**   * **Define a clear call-to-action.** A clear call-to-action is especially important if your goal is to maximize your return on investment. Guide customers towards the action they should take once they reach your site (such as "Buy Flowers for Mom!" or "Order online today"). The call-to-action should reflect the action that you consider a conversion, whether it's a sign-up, a request for more information, or an actual sale. This makes your ad feel actionable and suggests what a customer can accomplish by visiting your website. Especially for ads on the Display Network, a good call-to-action will set the right expectation for users in various stages of the buying cycle. * **Relate ads to their landing pages.** The destination URL you choose for each ad should directly relate to the product or service described in your ad. For example, if a realtor's ad highlights apartments for sale in London, the ideal landing page should feature available apartments for sale in London rather than the realtor's homepage. Customers are much more likely to buy if they don't have to search your website for what they're looking for. * **Filter out unqualified clicks.** If you want to separate potential customers from those who aren't ready to buy, use descriptive phrases in your ad text. For example, if your product is high-end, you can discourage bargain hunters by describing your product as "Premium Quality" or "Luxury." Similarly, filter out users who only buy via phone by including something like "Purchase online." Words like "buy," "purchase," and "order" can also help ensure that ad clicks come from qualified customers who are ready to make a purchase.   **Optimize ads for CTR and traffic**   * **Be descriptive.** Since your ad text is your chance to communicate your offerings to each potential customer, start by clearly identifying what you're selling. Also, use the space to describe specific benefits like "60-day Returns," unique qualities like "Award-winning," or other things that make your product or service stand out from other similar businesses. * **Include deals and benefits.** If you offer a special discount or service like free shipping, highlight this in your ad. Try to emphasize any benefits offered on your website such as "15% Off" or "Secure Online Ordering." This can help make your ad more appealing to customers and they may be more likely to click your ad to learn more. * **Match your keywords as closely as possible.** Ideally, the ad text seen by a potential customer should reflect the keyword they searched for as closely as possible. If the ad closely matches their search, it will appear more relevant and will be more likely to be clicked. An additional benefit of including keywords from your ad group in your actual ad text is that those keywords can appear in attention-grabbing bold type when someone views your ad. * **Consider keyword insertion.** More advanced advertisers might want to use keyword insertion in their ad text. This will plug your keyword into your ad text when a user searches on that query. This is a good solution for advertisers using keywords with different model numbers or brands. For example, the same ad's title can appear as either "Buy #320 Widgets" if a user searches for "320 Widgets" or appear as "Buy #88 Widgets" if a user searches for "88 Widgets." If a user's search matches an expanded version of your keyword but not the exact keyword itself, your ad will show the keyword instead of the expanded version; therefore, include relevant variations in your keyword list to get the most out of keyword insertion. When a user sees an ad with the same term they searched for, they'll be more likely to click the ad.   **Optimize ads for branding**   * **Try different ad formats.** To promote brand awareness, try visual ad formats like image ads. Graphical messages can grab attention and allow a customer to engage with your brand. Incorporate different ad formats into your ad groups to entice a user to visit your website.   **Track and learn from your ad performance**   * Run an [Ad Performance report](http://adwords.google.com/support/aw/bin/answer.py?answer=44585) and use that data to identify low and high performing ads. For high performing ads, you can try testing a small variation of that ad with different messaging or a different landing page to see if you can get even better results. If ads are low performing, you might consider deleting them or editing them to be more like your high performing ads. * Depending on your goals, you might use different metrics to measure your ads' success. Remember that your ad with the highest CTR may not have the highest ROI. And when measuring an ad's ROI, consider cost-per-conversion as well as the conversion rate. * It's difficult to predict what will perform best for you before you actually try it. Test out several versions of ad text to evaluate which one performs the best for your business. Keep in mind, however, that including too many different versions of an ad will make it more difficult to manage and accurately assess ad text performance.   **Optimizing Language and Location Targeting**  **Overview of Optimizing Language and Location Targeting**  It's key that you choose the right targeting options for each of your ad campaigns. This helps keep your ads effective and your return on investment high. By choosing the right targeting, you will be able to reach your potential customers in the areas you serve or do business in.  Your ads are targeted to reach a certain audience based on the **language targeting** and **location targeting** you chose. With this information, AdWords works to ensure that your ad appears to your chosen audience.  To help assess where and who you should target, answer these questions:   * Where does your business sell or provide services? * Who is your intended audience?   All advertisers must choose a language and location to target, so it's important to understand what's right for you. Be sure to target only the languages and locations that are relevant for your business. For example, if you ship your products to locations within a certain distance of your business, target just that region. If your ads are written in French, target only users who speak French. By targeting the right audience, you'll make sure that your ads appear only to people who are potential customers.  Note that your location targeting settings will affect your ads on the Display Network as well as on Google. For example, if your ad targets France, it will not be shown to users in Japan, regardless of whether the user is searching Google or browsing a website in the Display Network.  **Tools and Strategies for Optimizing Language and Location Targeting**  It's important to set your ad targeting to reflect where and with whom you do business. Here are some ways to optimize your targeting.  **Target the right language for your business**   * **Single language** - Target the language in which your ad is written. For example, if your ad is written in English, target English-speaking users. Remember that Google won't translate your ad for you. * **Multiple languages -** If you want to target more than one language, create a separate campaign for each language. * **Combine with location targeting** - As people speak many different languages in many different locations, language targeting also gives you an excellent way to reach your users even if they are physically located in non-native areas. For example, if you are a company based in the UK and want to target the English-speaking population of Spain, you can set your country targeting to Spain and your language targeting to English. When we detect that a certain user in Spain speaks English, your ad can be shown. We recommend creating separate campaigns for each country and language pair. This will ensure that wherever your potential customers are located, they will see your ads in their language.   **Target the right location for your business**   * **Country targeting** - Target countries or territories if your business or website serves a wide audience across one or more countries. This option is best suited for businesses whose services or products are available nationwide or internationally. * **Region and city targeting** - Target regions and cities if your business serves specific geographic areas or if you want different advertising messages in different regions. With region and city targeting, you might receive more qualified clicks from a smaller, more relevant population. Region and city targeting is best used by advertisers whose audience is concentrated in defined areas. * **Customized targeting** - Target customized areas if your ad is relevant only to a very precise geographic area where you do business. With customized targeting, your ads will only appear to customers searching for results within (or are themselves located within) the area you define. Customized targeting is best suited for advertisers with an audience in very specific areas.   **Targeting by Country and Territory**  It's common for new advertisers to target all available countries and territories in the hope of widening their reach. However, you should only consider this option if you offer services or products to users in one or more countries or territories. If you have a global business, it would make sense to target all countries and territories, ensuring that your campaigns get exposure across the world.  For example, if you sell a product and can ship to anyone nationwide, you might target your campaign to the entire country. This option is good for national businesses and online retailers who sell and ship to customers nationwide. However, even these types of businesses might not want to target an entire country if they want to promote local branches, use region-specific ad text, target special offers to certain locations, or measure the success of their ads in each region separately.  **Targeting Internationally**  International targeting means that you target more than one location. For example, a business might want to target several countries where customers speak the same language (such as targeting English speakers in the United States, Canada, and Australia). Consider setting up a separate campaign for each main location (such as each country) and selecting the relevant language for each campaign. By creating separate geographic campaigns, you'll make it easier to manage your account and track each region's return-on-investment. It also means that you can create very customized and targeted campaigns by tailoring your keywords and ad text to each individual market. Make sure that your keyword list and ad text for each ad group is in one language. This ensures that the ad appears in the same language in which the keyword was entered. For example, if a user enters a keyword in Japanese, the ad will appear in Japanese.  **Optimizing Display Network Placements**  **Overview of Optimizing Display Network Placements**  With **managed placements**, you choose individual websites within Google's Display Network where you'd like your ads to appear. To use managed placements most effectively, make sure the content of the placements is relevant to the ads in that ad group.  Here are some optimization strategies for managed placements:   * **Use only relevant placements.** The right placements will help you find potential customers interested in exactly what you're advertising. To reach additional traffic, use the Placement Tool to find placement ideas that are relevant to your campaign. * **Delete poorly-performing placements.** Placements that have not performed well for you might need to be deleted. By deleting the placements that aren't bringing you qualified traffic, you can eliminate irrelevant impressions on your ads and improve your Quality Score. In addition, you may want to exclude specific placements if you want to target the Display Network as a whole. * **Use sites that are compatible with your ad.** Make sure that the placements you select will accept the ad formats and sizes that you plan to run. For example, if you want to run image ads in a letterbox format, make sure that you've selected relevant placements that support that ad format and size. * **Use the most effective bidding strategy.** Placement-targeted ads can use cost-per-click (CPC) pricing or cost-per-thousand impressions (CPM) pricing. CPC is generally preferred by advertisers concerned with clicks and who ultimately value clickthroughs to their website. CPM is generally preferred by those who are brand-focused and want visibility across the Web. Note that to use CPM bidding, your campaign must target the Display Network only. You can also increase your Display Network bids to help show your ad more often on the Display Network. * **Experiment with different bids.** To improve the position of your ads, you can try increasing the maximum CPM or CPC bid for individual placements that perform well for you. Along with your ad's quality, a higher maximum bid can help your ads appear more often on your selected placements. * **Assign destination URLs.** Placement-level destination URLs send users to a specific landing page. This can help make sure that potential customers are taken to the exact page within your website that's most relevant to the content on that placement. * **Group your placements by theme.** Review your placements and look for themes within the overall list. Consider creating separate ad groups with highly specific ads for each of these smaller groupings. The more precisely you target your audience, the better chance of success your ad will have. * **Combine with keywords.** Mixing placements with keywords in the same ad group can be a good way to refine Display Network campaigns. Your keywords determine whether or not your ads can appear on a placement you've chosen. Therefore, make sure that your keywords are relevant to your specific placements. If you add negative keywords to an ad group with placements, your ads will be less likely to appear on placements about the negative topics you've entered.   With **automatic placements**, your keyword list will determine which placements on the Display Network will show your ads. To optimize where your ads can automatically show on the Display Network, focus on your keyword lists and ad text.  Here are some optimization strategies for automatic placements:   * **Use relevant keywords.** The AdWords system always starts by looking through every possible page in the Google Display Network to find placements that match your keywords. Only the pages that match your keywords can show your ads. Therefore, it's very important to only use keywords that are highly relevant to your business, product, or service. * **Group keywords by theme.** A placement is chosen based on its relevance to your entire ad group's keyword list. To optimize your performance on the Display Network, make sure your keywords share the same theme, such as describing the same product or service. If you have keywords describing several themes or products (such as roses and gift baskets, or hotels in Paris and hotels in Hawaii), separate them into different ad groups. * **Write ads that match your keywords.** Your ad text is not taken into consideration when automatic placements are chosen for you. However, it's important for your overall success that your ad text matches the same theme as its corresponding keyword list. If your keyword list's theme is wedding bouquets, your ad will likely be placed on a site about that topic, so you won't want to show an ad about Valentine's Day bouquets.   **Tools and Strategies for Optimizing Display Network Placements**  **Find relevant placements**  Use the Placement Tool to select websites and other placements in the Display Network where you'd like your ad to appear. The tool appears when you create a new campaign or ad group starting with placements, or when you click the **Add placements** link on the Placements tab of an existing campaign.  For campaigns focused on branding or traffic, think of what type of websites your target audience might visit. For campaigns focused on ROI and conversions, consider what type of website a potential customer is likely to visit when they're most likely to make a purchase or convert.  **Track success with Placement Performance reports**  The Placement Performance report shows performance statistics for your ads on specific domains and URLs in the Display Network. Use this information to optimize your placements on the Display Network and improve your return on investment. For example, use the report to find placements where your ads are earning the most clicks. If you find that your ad converts particularly well on a given website, try adding that website to your ad group as a placement, with a higher placement bid to help your ad appear on that site more often.  **Focus on conversions, not CTR**  It's important not to worry if your clickthrough rate (CTR) on Display Network sites is lower than what you're used to seeing on the Search Network. It's normal for CTR to be lower on the Display Network because user behavior on Display Network pages is different than on search sites -- users on Display Network pages are browsing through information, not searching with keywords. Remember:   * A low CTR on a Display Network site doesn't mean you're performing poorly. * Your ad performance on the Display Network does not affect the performance, cost-per-clicks (CPCs), or position on Google search pages or on other pages in the Search Network.   For these reasons, we recommend that you use conversion tracking data and ultimately your ROI -- and not your CTR -- as the true performance gauge for your placements and Display Network performance.  **Use performance data to refine placements**  Depending on your advertising goal and the kind of performance data available to you, here are some actions you might consider taking to refine your placements:   * If certain types of sites are performing well, add more placements that are similar. * Allocate more budget to placements that are doing well. * Review low-performing placements and determine if it would be better to target just a section of that site rather than the whole domain. Or, delete the lowest performing placements, especially if they are high cost.   **Optimizing Bids and Budgets**  **Overview of Optimizing Bids and Budgets**  Your budget and maximum bids are tools to help you control costs while you work to get the most profit from your ads. It's important to use performance data to determine where your advertising spend will make the most impact. Then, test and analyze how you divide your spend to find the strategy that best helps you achieve your advertising goals.  Your **daily budget** helps determine how often your ads can show throughout the day. If your daily budget is too low, your ad won't appear every time it is searched for. However, if a campaign is not limited by budget (does not consistently meet that budget), then changes to budget have no effect on campaign performance. A good budget strategy for budget limited campaigns can maximize your ad exposure and take advantage of the traffic available to you.  Your **bids**, on the other hand, help determine your ad position on the page and your profit margins. A good bidding strategy can help ensure your campaign is profitable and can impact your overall return on investment (ROI).  Here are some key things to know about optimizing bids and budgets.  **Understand your ROI** When many advertisers invest money in an ad campaign, they typically expect to gain back that amount, and more, in profits. It's crucial that you understand what you can gain from your advertising spend. If you hope to make a profit, make sure that you take the time to analyze and track your bids and the return you receive. Note that it's your bids, and not budget, that directly impacts your ROI.  **Understand the relationship between cost and quality** Before you consider changing your bids and budgets, make sure you understand how a good Quality Score can enhance any spending strategy. The higher a keyword's Quality Score, the lower the price you pay for each click (called your actual cost-per-click) and the better its ad position. For ads and keywords that are not performing well, sometimes a quality-related change will have more impact than a spend-related change. Optimizing for quality will nearly always benefit your budget and bidding strategy, and it can also help reduce your costs in the process.  **Allocate your budget according to performance** An important aspect of budgeting is making sure you have appropriate budgets for each campaign. Try to prioritize your products or services and then match budgets to each campaign based on priority. If you'd like certain keywords to receive maximum traffic, make sure they're in campaigns whose daily spend isn't consistently reaching or exceeding its daily budget. If your campaign often meets its budget, there is a chance that only your more general or high-traffic keywords will trigger your ads, overshadowing keywords that might be more profitable. In this case, a new campaign can help set aside budget for those profitable keywords.  **Experiment to see what works** Test different bid amounts and budgets, and measure how effective the change is. Test bids for profitability and ROI, and test budgets for ad exposure. We recommend adjusting amounts in small increments to allow your keywords to accrue performance data with the new settings. Allow at least a few days between changes so you'll have enough performance data to make an informed evaluation. In addition, your daily costs, profits, and sales might rise and fall with regular fluctuations in search volume. Therefore, you'll want to re-evaluate these amounts regularly to make sure your campaigns are continually effective.  **Tools and Strategies for Optimizing Bids and Budgets**  **Evaluate your keywords' value**  The bottom line for any ad or keyword is how much value it generates compared to its cost. To determine the profitability of a keyword, you can track the conversions from that keyword with Google's free [conversion tracking](http://adwords.google.com/support/aw/bin/answer.py?answer=6099) tool or [Google Analytics](http://adwords.google.com/support/aw/bin/answer.py?answer=55538). With this conversion data, you'll know how profitable your keywords are with their current bids and can identify which keywords could be more successful with adjusted bids.  For keywords that show a profit (such as having high conversion rates and low costs), you might try increasing their maximum cost-per-click (CPC) bids. While costs may increase, your ad position could rise and provide more ad exposure, potentially increasing your conversion rate and return on investment (ROI). In some cases, it may make sense to lower the bid for a keyword even if the keyword is profitable; by lowering the bid, you can lower the average amount paid, which may increase the profit margin for that keyword.  For keywords that aren't profitable (such as having low conversion rates and high costs), you might try decreasing their bids to lower your costs. A lower bid is likely to decrease the keyword's average position, the number of impressions and clicks it receives, and as a result, the cost it incurs. Not only can this strategy improve your ROI on low-performing keywords, but in some cases, it can also free up part of your budget to invest in more valuable keywords.  **Optimize for ROI**   * **Use conversion tracking** to track your cost-per-conversion. The cost for each conversion should be less than the amount you receive for that conversion. For example, if you receive $10 for each sale but spend $11 on clicks to get that sale, you should optimize to improve your ROI. * **Use advanced ad scheduling** if your campaigns make more sales or other conversions during certain times of the day. By using the advanced mode in [ad scheduling](http://adwords.google.com/support/aw/bin/answer.py?answer=136677), you can automatically increase your CPC bids during times that are most profitable for you, and decrease your bids when it's less important that you appear in a high position. This is a great way to reduce your costs during the days and hours when you're less likely to convert users into customers. * **Reallocate budget** from campaigns that don't convert well to high ROI campaigns that are limited by budget. If a campaign is not limited by budget (isn't consistently meeting its budget), then allocating more budget to it will have little or no effect on that campaign. * **Test your bids adjustments** until you achieve your optimal performance. You may lower your bid too much and see conversions go down significantly, or you may raise it too much and see no changes in conversions. Through testing and measuring, you should be able find the amount that most effectively reaches your advertising goals. * **Set Display Network bids** so you can bid separately for ads on the Display Network. If you find that you receive better business leads or a higher ROI from ads on Display Network sites than on search sites (or vice versa), Display Network bids let you bid more for one kind of site and less for the other. * **Use the Conversion Optimizer** to get more conversions at a lower cost. The [Conversion Optimizer](http://adwords.google.com/support/aw/bin/answer.py?answer=60150) uses conversion tracking data to get you more conversions (like sales, leads, and signups) at a lower cost. You set the maximum cost-per-acquisition (CPA) you want to pay for a sale or lead, and the tool adjusts your CPC bids to get you as many profitable clicks as possible. This can help you minimize unprofitable spend and maximize your investment on keywords that produce results. * **Use the Keyword Positions report** in Google Analytics to help decide how to adjust your keyword bids. This report in the "Traffic Sources" section shows in which positions your ad performs best. If you learn that your ad actually converts better when it's at a lower position, consider adjusting your bids to achieve the best performing position.   **Optimize for clicks and traffic**   * **See the effect of different keyword bids.** You can optimize your keyword bids using the [bid simulator](http://adwords.google.com/support/aw/bin/answer.py?answer=138148) or [Traffic Estimator](http://adwords.google.com/support/aw/bin/answer.py?answer=8692) tools. Enter a new maximum CPC amount into either tool to see how your keywords might perform at that bid amount. * **Increase the bids for valued keywords** to improve your ad position. Because ads with higher positions tend to receive more clicks, you're likely to gain an increase in traffic. However, it's important to experiment with different bids to identify which ad positions are the most cost-effective. Appearing in the top position can seem like a great goal, but it may be too expensive and not provide you with the best return on investment. * **Try automatic bidding**, a feature that automatically adjusts your cost-per-click (CPC) bids in order to get you the most traffic available within your budget. * **Experiment with a higher budget** to allow your ads to show more often (only for campaigns that are currently limited by budget). If you can't increase the campaign's budget but want to increase the traffic to those ads, consider reallocating budget from some of your other campaigns. * **Use the recommended budget** to help choose a budget amount. For budget limited campaigns, you can use the recommended daily budget to help receive as much of the traffic that's available to you. * **Bid to appear on the first page of paid search results.** On the [Keyword Analysis field](http://adwords.google.com/support/aw/bin/answer.py?answer=150568) in your AdWords account, you'll see a metric labeled "Estimated bid to show on the first page." This metric, also called the [first page bid estimate](http://adwords.google.com/support/aw/bin/answer.py?answer=105665), approximates the CPC bid needed for your ad to reach the first page of Google search results when a search query exactly matches your keyword. To maximize traffic to your ad, consider using the first page bid estimate as a basis for your bidding strategy. * **See what you're missing**. Use the [Impression Share report](http://adwords.google.com/support/aw/bin/answer.py?answer=52760) in your account to see the percentage of possible impressions that your ads could have received if your campaign budgets were higher. You'll see the percentage of searches your ad didn't show for due to daily budget restrictions. Use this data to consider if that missed traffic is important enough to increase your budget in order to regain those additional impressions.   **Optimizing Ad Scheduling, Serving and Positions**  **Overview of Optimizing Ad Scheduling, Serving, and Positions**  For more control over the display of your ads, AdWords offers some advanced optimization features. We've outlined a few features that can help you influence the situations below.  **When your ads show** Ad scheduling lets you specify certain hours or days of the week when you want your ads to appear. For example, you might schedule your ads to run only on weekdays or from 3:00 until 6:00 p.m. daily. With ad scheduling, a campaign can be set to run all week or for as little as 15 minutes per week.  **Where on the page your ads show** Position preference lets you tell Google which ad positions you prefer among all the AdWords ads on a given page. For example, if you find that your ad gets the best results when it's ranked third or fourth on the page, you can set a position preference for those spots. The usual AdWords ranking and relevance rules apply, so position preference will *not* effect the way your ads are ranked. Position preference simply means AdWords will try to show your ad whenever it is ranked in your preferred position, and avoid showing it when it is not.  **Which ad shows** If you have multiple ads in a single ad group, AdWords determines when to show each ad based on your ad serving settings. "Optimize" is the default setting for all your ads and means that we'll try to show your higher performing ads more often. "Rotate" will serve all of the active ads in an ad group more evenly on a rotating basis, regardless of their performance.  **Tools and Strategies for Optimizing Ad Scheduling, Serving, and Positions**  **Ad Scheduling**  Ad scheduling can help you better target your ads by selecting the times when you want to show ads. For example, if you offer special late night deals, you can set up a campaign to show those ads only at night. Ad scheduling also includes an advanced setting which lets you [adjust pricing](http://adwords.google.com/support/aw/bin/answer.py?answer=136677) for your ads during certain time periods. With the advanced setting, you can set a maximum of six different time periods per day, so choose carefully. For example, if you find that your ads get the best results before noon, you can set your bids higher during that time frame to try and get more impressions and clicks.  Before you [set up ad scheduling](http://adwords.google.com/support/aw/bin/answer.py?answer=136676), understand that it does not guarantee your ads will receive impressions or clicks. The usual AdWords rules still apply, and your ads will compete for impressions with other ads as they normally do. If you schedule a campaign for very short periods of time, or only at times of great competition for the keywords or placements you have chosen, your ads may not get the chance to run very often.  **Position Preference**  This advanced bidding feature gives more control over the positioning of ads. Some advertisers find this helps them better promote their brands or earn a higher return on investment (ROI). In particular:   * Direct-response advertisers can target their most cost-effective ad rankings. * Brand advertisers can make sure their ads run only in the most visible positions.   There is no "right" position for all ads. Many people want to be ranked #1, but some advertisers prefer the lower costs that come with lower positions. Others find that certain keywords get a better return on investment (ROI) when their ad runs in a specific position. We encourage you to experiment and discover which positions are best for your keywords and your ads. See more [position preference tips](http://adwords.google.com/support/aw/bin/answer.py?answer=36482) in our Help Center.  Before enabling position preference, understand that setting a position preference can sharply reduce the number of impressions and clicks a keyword receives. We encourage advertisers to choose as broad a range of positions as they are comfortable with. When adjusting your preferences, remember that with each change, it may take a few days for the system to adjust and run your ads consistently in your new preferred positions.  **Ad serving settings**  In the "Advanced settings" section of your campaign's **Settings** tab, you can specify how you'd like the ads in your ad group to be served.   * **Optimize (default):** Optimized ad serving tries to show your higher performing ads more often than the other ads in your ad group. Performance is based on historic clickthrough rates (CTRs) and Quality Scores as compared to other ads within that ad group. By using this ad serving option, your ad group might receive more impressions and clicks overall, since higher-quality ads can attain better positions and attract more user attention. * **Rotate:** Rotated ad serving tries to show all the ads in the ad group more evenly, regardless of which one has the best CTR. This can be a good option if you specifically want to test different ad text variations to see which message performs the best.   We recommend that you stick with the default "Optimize" ad serving setting for best results.  **Campaign and Ad Group Optimization Best Practices**  **Best Practices for Optimizing Campaigns and Ad Groups**  Here are a few important steps and strategies to consider for any account optimization:  **1. Know your goals**  Before anything else, you need to understand your advertising goals. What do you want to achieve with your ads and how will you know if you succeed? For example, does a particular campaign aim to generate sales, increase traffic to your website, or promote your company's brand? If you're focused on profits, for instance, you'll want to know how valuable a click is rather than just how many clicks you're getting. By knowing your main advertising goal, you can choose optimization strategies that will best help you meet that specific goal.  **2. Measure the results**  After performing an optimization, track what effect your changes have had. Your conversion rates, CTR, first page bid estimates, and other statistics can be good indicators of how well your ads perform. For most advertisers, the key measure of success is the return on investment (ROI). Use [conversion tracking](http://adwords.google.com/support/aw/bin/answer.py?answer=6099) and [Google Analytics](http://adwords.google.com/support/aw/bin/answer.py?answer=55538) to see which ads and keywords are most profitable. You can use these account statistics to compare pre- and post-optimization performance. Learn more about evaluating your [account performance](http://adwords.google.com/support/aw/bin/answer.py?answer=6750).  An easy way to identify performance changes in your account is to create [custom alerts](http://adwords.google.com/support/aw/bin/topic.py?topic=21809) for the metrics you want to measure. Once you've created an alert and specified the parameters of what you'd like to monitor, we'll automatically notify you when those metrics change within your campaigns and ad groups.  **3. Experiment and adapt**  Allow your ad performance to educate you about effective strategies for achieving your goals. As you observe your ads over time, you might notice things that are working especially well or not so well. For example, if you find users aren't responding to a particular ad text, delete that ad and try something else.  It's important to remember that optimization changes can take a few weeks to perform to their full potential. This is usually due to the time it takes for new or edited keywords and ads to build up their recalculated Quality Scores. Therefore, wait at least two weeks before analyzing the impact of your optimization. Also, wait a few weeks before making any other large changes to that campaign.  **13.3 Optimizing Websites and Landing Pages**  **Introduction to Website and Landing Page Optimization**  **Overview of Optimizing Websites and Landing Pages**  Through AdWords, you can tailor your ad text and keywords in order to maximize your clicks and drive users to your website. However, getting users to your pages is only part of what you need for a successful website. If your users reach your site, but leave right away, then you're not getting significant return on your investment. To attain a high-quality, highly effective website, you'll need to optimize your website content.  But where to start? First, you have to know the goals of your site. Goals are activities on your website that are important to the success of your business. Obviously, a sale is a goal if you sell online. Email registrations, requests for a sales call, or even viewings of a video are other examples of goals. If you haven't built one or more key activities into your site, then no amount of site re-working is going to help. Without goals, you'll have no way of knowing how well you meet your visitors' needs or of measuring your website ROI.  Once you know your goals, then you have something else to think about: the user. Who is the audience of your website? Who are you trying to connect with? How can you guide them to take the actions you want on your site in a way they will respond to? Because it's the user reaction that will be determining whether or not you meet your goals, it's the user who should be the focus of your optimization efforts.  Google also believes in focusing on the user, which is one reason we've developed Landing Page Quality Guidelines, outlined in more detail in [Section 6. Policies and Ad Quality Issues](http://adwords.google.com/support/aw/bin/static.py?page=guide.cs&guide=23294). These guidelines are helpful to keep in mind when optimizing your site, as you try to balance the quality of your page with what will drive conversions. Unsurprisingly, the characteristics of a highly effective site are quite similar to those of a high-quality site. What makes pages successful are often the same things that users value -- like fast load time and unique content, two elements of high-quality landing pages.  There are three primary elements of quality to keep in mind when optimizing your site:   * **Relevant and original content:** Attracts users and keeps them returning to your site. * **Transparency:** For websites, this means being clear about the nature of your business, how your site interacts with the user's computer, and how you use a visitor's personal information. * **Navigability:** Providing an easy path for users to find what they are looking for on your website.   These three elements have an important impact on the user experience of your site. Taking the time to put yourself into a user's mindset when visiting your site is the most important thing you can do to optimize your site. However, there are plenty of more specific ways to do that as well, which we'll review in this section.  **Benefits of Optimizing Websites and Landing Pages**  There are numerous benefits to optimizing website content:   * Increasing ROI on your advertising * Teaching you about the likes and dislikes of your customers * Trying out alternatives used by competitors * Breaking down preconceptions about what works * Convincing your team to try something bold or different   The most significant benefit, and goal, of optimizing websites is to keep users on your pages and improve your return on investment. Recent research suggests that users decide to stay on or leave your site in just a few seconds. This limited window of time in which to grab and retain a user's attention makes optimization crucial. By designing a website where users can quickly find what they want, you'll make it easier for them to reach the conversion page and take the action that means business results for you.  Even if you're an advertiser who's more concerned about brand awareness than driving traffic to a conversion or landing page, it's still worthwhile to optimize that page because landing page quality can affect other factors. As a component of overall AdWords Quality Score, high landing page quality can affect your ad rank. In this way, improving landing page quality, say, by making changes to the layout of a page to improve navigability, may increase the Quality Score of an ad group.  Let's use an example. Say you're advertising for a paid newsletter sign-up form that costs $30 and receives about 100 sign-ups a week. Using conversion tracking, you find that although many users are clicking your ads, you're not getting many newsletter sign-ups through the form. You can optimize your landing page so that users easily find the newsletter sign-up form when they first arrive at the page. Designing a better-performing page, even if it only increases your conversion rate by 1%, means a yearly revenue improvement of more than $1500 for you.  **Basic Techniques for Website and Landing Page Optimization**  **Overview of Tools for Optimizing Websites and Landing Pages**  Google offers two essential tools for optimizing websites and landing pages: Google Analytics and Website Optimizer.  Google Analytics is a powerful analytical tool that can provide you with a wealth of information and knowledge about your audience. It is covered in more detail in [Section 11](http://adwords.google.com/support/aw/bin/static.py?page=guide.cs&guide=23299). Google Analytics offers many different reports and strategies for understanding user behavior on your site so that you'll know what is working and what isn't.   * Use the **Top Landing Pages** report in Google Analytics to learn how well (or poorly) your landing pages are performing. You want to find pages that have both high "entrances" and a high "bounce rate." These pages are costing you a lot of visitors. * To learn where users are leaving your site, review the **Top Exit Pages** report. With this report, you should look for pages that are designed to sell, but have high exit rates. If a product page that's supposed to persuade customers to add products to their shopping cart instead has a high exit rate, it could be a good candidate for optimization. * Use the **Funnel Visualization** report to identify where you are losing visitors on the path to conversion. This will show you where visitors lose interest and where there may be good optimization opportunities. * If the goal of your site isn't e-commerce, then you may find the **Site Overlay** report helpful. It will reveal which links visitors click on the most on any page. Try to improve your content mix based on what you learn from this report.   Website Optimizer, which will be discussed in greater detail throughout this section, is also an excellent tool for improving the effectiveness of websites and landing pages. It automates the testing process and shows you which content will result in the most conversions. Because Website Optimizer is a free tool, using it to discover better-performing content can dramatically increase your sales without increasing your spending.  **Basic Strategies for Optimizing Websites and Landing Pages**  Below, we've highlighted some strategies for improving landing pages on your site, as well as techniques that can be used to improve the performance of your site overall.  **Improving landing pages** When selecting a destination/landing page for your ad, above all, make sure the page is one where users can find the product or service promised in your ad. Keep your original objectives (sales, leads, downloads) in mind. Refer to specific keywords, offers, and calls to action on your landing pages.  Make sure the landing page you select provides information that is tailored to the keywords a user is searching for. For example, if users typically reach your site when an ad is displayed on the keyword "digital cameras", your landing page would perform better if it displayed information specifically about cameras, rather than taking them to your homepage or to information about televisions and video players as well. Try to use the same terminology to align your landing page copy closely with your ad text, so it will meet the user's expectations (and interests).  **Content** Relevant and original content attracts users and keeps them returning to your site. When it comes to landing pages, relevant content means content that's related to the ad or link a user just clicked. Pages with appropriate <title> tags are easier for users to find and search engines to index. You'll also find that other sites like to link to pages with useful information, which can improve your natural search engine rankings.  In some cases, less content is more effective content when there are so many choices that it becomes overwhelming. For example, if you have a long text list of individual products, try reducing the number of choices available on a page by switching to a shorter list of product categories represented by pictures. In general, swap dense blocks of text, where links can get lost, for short blurbs with important information highlighted or visually separated. In particular, streamline the text of headlines so they can be more easily scanned and understood by a user.  **Transparency** Consider the audience, or audiences, of your site. How do you intend to build credibility and trust with them? To maximize transparency, you should openly share information about your business and clearly define what your business is or does. If your website requests personal information from the user, such as for a sign-up form, don't ask for more information than you really need, and be explicit about how the information will be used. Link to a privacy policy or give the option to limit how their personal information is used (e.g. to opt out of receiving newsletters).  If you use trust seals or credibility indicators intended to make your visitors more comfortable, make sure that they're effectively located. If they're hidden at the bottom of the page, they won't build your reputation with visitors; placing them near a purchase button or shopping cart is a better choice. Where possible, also use recognizable logos.  **Navigation** When visitors come to your site, they should be able to quickly understand how to navigate your site and find the information they're looking for. Take a look at your sitemap or navigation bar, then make sure most users are able to find what they want in three clicks or fewer.  Keep your layout clean and simple, with clearly marked buttons and links that prospective customers won't have to puzzle over to understand. Buttons or links that are simply labeled (e.g. "Learn More", "Next Step", "Buy Now") can function as calls to action that gently lead visitors down the desired conversion path. Make sure these are in a high-contrast color and easy to see on the page without needing to scroll down. At the same time, try to reduce visual distractions that can confuse users or draw their eye away from the call to action, such as flashy or unrelated images.  However you choose to optimize your website, imagining yourself as your prospective customer and fine-tuning your site as necessary can result in a better experience for that prospective customer, and thus better results for you. And if you find it hard to put yourself in the mindset of a customer, see if you can find a customer -- or someone who is unfamiliar with your site -- to sit with you and walk through some simple tasks on your site. Getting the fresh perspective can reveal issues or areas of confusion you might never have anticipated.  **Google Advertising Fundamentals Exam**  **15. Selling and Representing AdWords**  **15.1 The AdWords Value Proposition**  **The Wide Reach of Google AdWords**  **The Wide Reach of Google AdWords**  Google AdWords equals relevant real-time distribution on a massive scale, 24 hours a day, seven days a week. Ads are distributed across the [Google Network](http://adwords.google.com/support/bin/answer.py?hl=en&answer=6104), which consists of Google properties like Google.com, Blogger and Gmail, the [Google Search Network](http://adwords.google.com/support/bin/answer.py?answer=90956), and the [Google Display Network](http://www.google.com/adwords/displaynetwork). Users who click your ad are brought directly to your website.  Unlike traditional advertising and many forms of online advertising, where messages are broadcast to a general audience, ads on Google are shown only to people who indicate an interest in a specific topic. This is done when users type their query into the search box on Google search or the Google Search Network. On the Google Display Network, this is done through our sophisticated technology that contextually matches the content of the webpage to the theme of your keywords.  **Try it Now: Match Features with Marketing Goals**  Learn how to decide which AdWords targeting features most effectively meet your marketing goals.  Imagine that you have an advertiser that is launching a wedding planning business in Chicago, New York City, and a 50 mile radius around Los Angeles. They want to reach men and women between the ages of 25 and 65, who are actively searching for help on planning their own wedding or the wedding of a friend or family member.   1. Sign in to an Adwords account. 2. Choose **Create new campaign**. 3. In the 'Locations, Languages and Demographics' section, click **select one or more other locations**. Click **Browse** at the top and click **remove all** in the 'Selected Locations' box. 4. In the menu at the top, choose the plus sign next to Illinois, find Chicago, and check the box. Do the same for New York City. 5. Next, navigate to the **custom** tab at the top. Type 'Los Angeles, California' and then type '50' into the 'Show my ads within' box. Close the window and discard your changes. 6. In the 'Networks, Devices & extensions' section, select **Let me choose** and for the Display Network choose the 'Relevant pages only on the placements I manage' option. Choose **CANCEL** at the bottom.   Questions to Consider:   1. Even though the client is only offering their services in three locations, would it make sense to target the entire country? Why might it be worth considering this? 2. Within the Google Display Network, we chose the option that enables you to show on 'relevant pages on the placements that I manage.' What types of placements do you think these ads should appear on? 3. What other types of targeting are available on the Google Display Network that could further help this advertiser reach their desired audience?   **The Value Proposition of AdWords Relevance**  **Why Relevance Is Important to Us**  Why is relevance so important? High-quality ads benefit the entire online advertising system of Google, users, advertisers and publishers. If Google AdWords serves high-quality ads, then users learn to trust our ads as a relevant source of information. They click more often, which brings advertisers more targeted leads. Website publishers also benefit from relevant ads. If ads are relevant on the publishers' websites, then more users will click on the ads, thus providing revenue for the publisher.  If advertisers see a high return on investment from their advertising, they'll likely increase their spending with AdWords. This, in turn, gives Google a strong incentive to continue serving high-quality ads. If one party doesn't do its part, the entire system suffers. Our mission is to preserve the quality of all parties, and thus the health of the AdWords ecosystem.  **Targeting with Precision and Scale**  With traditional advertising and many forms of online advertising, ads are simply broadcast to a wide range of audiences. Google AdWords ads, however, are targeted to people's specific interests. In fact, a potential customer will only see your ads when he/she is searching for products and services like the ones you offer.  What's more, with AdWords you can target your ads to countries or territories, or to specific regions and cities. When someone enters your keyword on Google, the AdWords system uses several factors to determine whether to show your ad:   * We consider the Google domain being used (.fr, .de, .kr, etc.). If a user visits www.google.fr, the Google domain for France, she'll see ads targeted to France, regardless of her current location. * We analyze the actual search term the user submits on Google to determine when to show ads targeted to a specific region or city. If someone enters a search query that contains a recognizable city or region, we may show appropriate regional or custom-targeted ads. For example, if someone searches for 'New York plumbers,' we may show relevant ads targeted to New York, regardless of the user's physical location. * When possible, we determine the user's general physical location based on their computer's Internet Protocol (IP) address. An IP address is a unique number assigned by Internet Service Providers (ISPs) to each computer connected to the Internet. This applies to regionally or custom-targeted ads as well as all ads shown on Google.com. With regional and custom-targeted ads, if someone searches for 'plumbers' from a New York area IP address, for instance, we might display ads targeted to New York, even though 'New York' wasn't in the search query. With ads shown on Google.com, we also use IP address to target ads. For example, if a user with an Australian IP address visits Google.com, we'll display ads targeted to Australia, even though the user isn't accessing Google.com.au. * Additionally, a user's language setting will determine which ads they can see. The 'Preferences' link on the Google homepage lets users choose the language in which they want to search. When the user sets the language preference, Google only displays ads that are targeted to the chosen language. For example, users who choose Spanish as their language preference see ads targeted to Spanish speakers. If the user doesn't specify a language preference, the Google domain (like Google.fr) determines the default language preference (in this case, French).   **Precisely Controlling Ad Campaigns to Meet Advertiser Goals**  In addition to targeting by location, there are a number of other ways to control ad campaigns to meet advertisers' goals.   * Network Devices - Where ads show on the Google Network is an important way to target the right audience. Ads are distributed across the Google Network which consists of Google properties like Blogger and Gmail, the Google Search Network, the Google Display Network and mobile devices with full internet browsers. For example, if I'm an advertiser and my goal is to only show on Google.com and nothing else, then I have that option. If I want to add mobile devices, I'd be able to make that change in the AdWords interface 24 hours a day, seven days a week. Selecting the right networks and devices will help target ads to the most relevant audience. * Placement Targeting - Placement targeting lets you choose individual spots in the Display Network where you'd like to see your ads displayed. For example, if my goal was to precisely target a website within the Google Network, then I can create a placement targeted ad. Instead of selecting keywords, I will select placements (or webpages) for ads to show. This is a great way to get ads on websites that are relevant and/or complementary to the products or services being sold. * Exclusion Tools   + Site and Category Exclusion - lets you prevent your ads from appearing on individual websites or categories of webpages. For example, if my goal was to make sure my ad was not showing on my competitors' websites, then I can add their website to my site and category exclusion tool. My ad will no longer accrue clicks or impressions on those sites.   + IP Exclusion Tool - enables you to specify [IP addresses](http://adwords.google.com/support/aw/bin/answer.py?answer=6322) where you don't want your ads to appear. For example, if I was an advertising agency and I wanted to block my own IP address, I could use this tool to block my AdWords clicks and impressions.   **The Value Proposition of AdWords ROI**  **Pricing**  There are a few ways that Google AdWords has created value for return on investment. Let's see how Google does this through pricing:   * **Cost Per Click Model** - With keyword advertising, the cost-per-click model is one way advertisers have a strong return, since they are only charged when a user clicks on the ad. * **AdWords Discounter** is a feature built into AdWords that will charge you the lowest possible CPC while still maintaining your position for each keyword. So even if you set an ad group maximum CPC of US$1.00, you won't necessarily be charged this full amount for every click. Your actual CPC (the amount you actually pay per click) is often less than the maximum CPC bid you specify for your ad group or keyword. * **Smart Pricing** is a feature that automatically reduces the price advertisers pay for clicks if our data shows that a click from a Display Network page is less likely to result in a conversion. This means that if our smart pricing system predicts a particular Display Network page is likely to have a low conversion rate, we will automatically reduce the price advertisers pay for that click.   **Reporting and Metrics**  The reporting features of Google AdWords, in many opinions, is the biggest selling point. Because Google accounts for all clicks and impressions for every keyword, Google is able to report which keywords are performing well and which ones aren't. There's even more data that is collected and provided to make data driven decisions about managing your advertising campaigns.  This allows for advertisers to change their ad campaigns based off of these reports. The great part about it is that advertisers can make these changes 24 hours a day, 7 days a week.  **How Brand Building with AdWords Aligns with Advertiser Goals**  Both Google Search advertising and Display advertising help advertisers meet their branding needs.   * **Build brand awareness**: The Display Network allows you to build awareness by having a massive reach on both commercial sites, such as AOL, and very niche sites. * **Understand a user's purchase intent**: AdWords (in combination with Google Analytics) can show you the time customers spend on your site. You can see which customer segments spend the most time on your site and which customers leave your site after getting to the landing page. * **Understand if your ads are driving people to your site**: Your ad text clickthrough rate (CTR) and total number of clicks show your ad's performance. * **Understand which sites your ads appear on**: The placement report shows the statistics for your ads on specific domains and URLs in the Display Network. * **Test how messaging impacts brand**: Use Google search to test a few different messages to see what resonates with customers. For example, if a middle-of-the-line jewelry store wants to see how to market itself. should it sell on value, uniqueness or luxury? What are the most important competencies to highlight? By using Google search to test a few different messages quickly and inexpensively, the jewelry store can identify which messages customers respond to. Certain messages may work well with some search terms but perform poorly with others.   **Overview of Value Proposition for Metrics**  There are several ways you can track your AdWords ads and gauge the success of your campaigns. We've listed them here, starting with the most basic and moving toward the more advanced features.   * **Account Snapshot charts** offer a quick overview of your account performance, based on your chosen date range and metrics. The Account Snapshot page is typically the first page you'll see when you sign in to your account. If it isn't, you can make it your regular start page by clicking the link at the bottom of your Campaign Summary page. * **Campaign statistics** include summary tables at each level of your account: campaign, ad group, and keyword. On your Campaigns tab, you can find customizable data on your clicks, impressions, clickthrough rates (CTR), average costs-per-click (Avg. CPC), and more. Use the date range selection fields at the top of each table to see data for a specific time period. Download these tables as reports on a recurring basis. * **Conversion Tracking** is a way to monitor and evaluate how well your ad campaigns convert into meaningful actions like sales or newsletter signups. By tracking your conversions, you can see how many users took a certain action as a direct result of your AdWords ad campaigns. * **Google Analytics** is a free tool in your AdWords account that offers insight into your campaign performance and website design. It shows you how people found your website, how they explored it, and how you can enhance their web experience. It can also help you understand how to improve your conversion rate and advertise more effectively.   **Most Commonly Used Reports**   * **Keyword reports** let you view statistics on how your keywords are performing across all campaigns, in selected campaigns, and in selected ad groups. See which keywords have stronger performance relative to the average position of the ad and the actual CPC when the ad was clicked. With this information, you can make data-driven decisions about what keywords to keep, what to bid, and what keywords to delete. * **Ad reports** let you see statistics on how specific types of ad variations are performing. If you have more than one ad text in an ad group, then you may want to see which ad performs best. Delete poorly performing ads and create variations of the well performing ad to optimize your campaign. * **Placement reports** show performance statistics for your ads on specific domains and URLs in the Display Network. You can use this report to learn where your ad is showing on the Display Network. Using this information, you can select which websites you'd like to continue showing on, and exclude the websites where you don't your ad to show. * **Search term reports** shows performance data for search queries which triggered an ad that received clicks. Use this report to determine the correct match type for your existing keywords. If you'd like to get additional traffic to your site, this report can identify new keywords that you can add to your keyword list. Finally, if you see that your ads are appearing for non-relevant keywords, add those keywords as negative keywords to make sure that your ads don't show up for those terms. * **Hourly reports** can be run with account, campaign and ad group reports. You can see what hours of the day your ads receive the most amount of traffic. While we don't give the exact time of day, we will give you the hour range of the day when your ad received the clicks (e.g. 1-2pm). Use this data to schedule your ad for the times of day when the ad performs the best.   **How AdWords Aligns with Direct Response Advertiser Goals**  Advertising on Google can help an advertiser meet many objectives. When selling AdWords, determining your customers' challenges and goals in advance can help you sell a Google advertising program that will meet their objectives and ensure success. For example:   * If your client's goals are to generate leads, then AdWords reporting (in combination with conversion tracking) can show how your advertising campaign is driving goals such as event registrations and signups. * If your client's goals are to increase sales, then AdWords reporting (in combination with conversion tracking) can show the response to your advertising campaign. * If your client's goals are to increase return on investment (ROI), then AdWords reporting (in combination with conversion tracking) can show the number of sales versus the cost to run the advertising campaign.   Once you know your customers' goals, you can use AdWords reporting to determine if you've reached those goals. If you have not, you can use reporting to make data-driven decisions for optimizing the advertising campaign to reach those goals.  **15.2. Selling the Benefits of AdWords**  **Understanding Customer Needs**  **Overview of Understanding Client Needs**  When you have a strong rapport with your clients, it's easy to find out what their needs are. Communicating value in a clear and succinct way, and clear recommended actions are key elements of this. But the first step is asking the right questions, and listening.  **Conducting a Client Needs Analysis**  You can perform a needs analysis to determine a client's current online marketing involvement, learn about their company/organization landscape, know who the decision makers are, and uncover company pain points.  Information about client needs can be obtained through a variety of research methods: individual research, everyday conversations, and formal assessment calls. The following questions are a good warm-up to any conversation and provide you with the necessary background information to build future questions:   * Are you currently doing any marketing for your business? * What are your marketing goals? * What are your best-selling products or services? * Where else are you running ads online? Offline? * Do you evaluate the return on your marketing investment? * Do you have a website? * Who handles marketing strategy for your business? * How do you determine your marketing budget? * Do you have a seasonal business? * Do you have brick-and-mortar stores? * Who are your competitors? * What's your target audience?   In order to effectively build an AdWords account, it's important that you collect the right information from a business. Preparation is critical to your ability to sell Google AdWords. Before speaking with an advertiser about their online marketing needs, you'll want to do the following:   * Review their website: Have a basic understanding of the advertiser's business. What is their flagship product or service? * Do some research: Are there articles about the business online? Are they already doing online marketing? Are they in the organic search results? How competitive is the ad space? * Learn to speak their language: What vertical are they in? What is their sales cycle? Are there unfamiliar terms? Is there seasonality? What challenges might they face? * Begin to plan: How might you build an AdWords account for this advertiser? What products or services would you include in an initial marketing strategy? What products or services might you recommend for expansion?   **Aligning Client Needs with Goals and Opportunities**  Many businesses struggle with the same challenges when confronted with making an investment in online marketing. Here are a few typical challenges and examples of their results:   * Limited time: Unable to effectively pursue new marketing strategies * Lack of experience: Mistakes in online marketing campaigns * Resource constraints: Cutting corners * Not targeting audience effectively: Failure to generate revenue * Inability to measure success: Suboptimal use of marketing budget * Limited marketing strategy: Missing out on customer segments * Limited budget: Limited investment in future   Sales representatives can also help clients understand the possible opportunities to get more sales or increase brand awareness -- including opportunities that they may not be aware of. These questions are designed to build awareness of AdWords features.  You can also help clients understand the possibilities in accurately addressing marketing needs -- including marketing needs that they may not be aware of. Here are a few questions designed to build awareness of AdWords features:   * Are you concerned that you're spending too much / not spending enough on marketing? (feature revealed: control over budget) * Are you worried that your current media plan isn't as efficient as it could be? (features revealed: flexibility and local targeting) * Are you concerned you may not know how to best target your advertising to your audience? (features revealed: reporting and targeting) * Are you satisfied with the level of traffic, conversions etc., that you're seeing? (feature revealed: marketing reach and reporting)   Then you can drill a bit deeper to help your clients establish what impact the problem they identified has on the client and their business:   * Do you feel like you don't understand user behavior as well as you could? (problem uncovered: can't track landing pages) * Does that have any related effects on making decisions about your product offering? (problem uncovered: unable to track performance)   You can also show clients how they can add value to their business by asking questions to highlight opportunities.   * How would online advertising help you achieve your goals? * If you could improve your marketing ROI, what would your next step be? * How would it help if you had more information about which of your products or services perform best online?   **The Basic Google Sales Pitch**  **The Value of Hiring a Qualified Third Party for Account Management**  Search engine marketing campaigns allow you to effectively target customers searching for products and services that you offer. But managing an online marketing campaign can require close attention and diligence. A qualified professional has experience and proficiency in creating AdWords campaigns for businesses, so they can save you time and resources by managing your campaign for you.  **AdWords and Google Marketing Reach**  Google helps you reach consumers in a relevant, accountable way. Reach the audiences that matter most to your business. More than 170 million people use the Internet in the United States. Google’s network reaches 80% of these potential customers. You can target potential customers by neighborhood, city, state, or country. AdWords is available in 38 different languages and 250 countries.  **AdWords Relevance**  Connect with consumers when it’s relevant. AdWords shows ads to potential customers when they're actively searching for what businesses like yours have to offer. Your ads are being placed when decisions are being made. Of consumers making in-store purchases in key categories, 89% have conducted online research prior to purchase.  **AdWords Return on Investment (ROI)**  Measure and improve your return on investment. AdWords gives you a range of helpful online tracking tools so you can understand what’s working, what’s not, and which adjustments you can make to maximize your investment. It costs nothing to develop AdWords ads and there’s no minimum spend. You only pay when consumers click on your ad to go to your site. You can adjust, pause, or stop your campaigns at any time.  **AdWords Impact on Conversions**  In online advertising, a conversion occurs when a click on your ad leads directly to user behavior you deem valuable, such as a purchase, signup, page view, or lead. Conversion tracking, then, is a way to monitor and evaluate how well your ad campaigns convert into a meaningful action like a sale.  Because AdWords delivers people information about the products and services they're already looking for, it can help to drive conversions.  Your AdWords account includes a free conversion-tracking tool to measure your conversions and ultimately help you identify how effective your AdWords ads and keywords are for you.  To get started, just click 'Conversion Tracking' at the top of your account's 'Campaign Management' tab. Then click 'Create an Action' and follow the steps provided.  **AdWords Costs and Flexibility**  **Costs**  AdWords advertisers can choose cost-per-click (CPC) or cost-per-impression (CPM) pricing, whichever best suits their needs.  Under the Google AdWords CPC pricing model, advertisers pay for ad clicks, not impressions. If an advertiser's ads appear 50 times and receive five clicks, the advertiser is charged only for those five clicks. With CPM pricing, advertisers who prefer impression-based pricing can set their own price and receive traditional CPM metrics.  AdWords advertisers enjoy a tremendous level of control over their costs. They can set a maximum daily budget to help manage costs over the month and specific amounts they're willing to pay per click or per thousand impressions, which the AdWords system will never exceed.  AdWords advertisers can also set up Google's free conversion tracking tool and receive account reports by email so they can monitor their sales conversions and return on investment. (Please see the Reports and ROI lessons for more information.)  **Flexibility**  Because Google AdWords offers such a high degree of flexibility and control, it's an especially effective marketing tool to help advertisers:   * Generate leads * Generate sales or conversions * Create brand awareness   **Handling Common Questions and Concerns**  **Overview of Common Questions and Concerns**  Before beginning your sales process, you can prepare to address common concerns or objections from potential clients. Here are a few examples:  **Proof of Publication**  Budgets are used to determine the frequency in which advertiser ads show. With our flexible display approach, we may fulfill more of an advertiser's budget in the morning, afternoon, or evening, depending on user traffic patterns.  As always, our goal is to provide the most effective advertising possible for a set budget. The AdWords system is dynamic and works to serve ads throughout the day to maximize visibility for a budget. If an ad is not showing for every search query, there may be an opportunity to increase the budget in order to increase sales.  **Explaining Google AdWords Policies and Invalid Clicks Issues**  Invalid clicks are clicks generated by prohibited methods. Examples of invalid clicks may include repeated manual clicking or the use of robots, automated clicking tools, or other deceptive software. Invalid clicks are sometimes intended to artificially or maliciously drive up an advertiser's clicks or a publisher's earnings. Sources of invalid clicks may include:   * Manual clicks intended to increase your advertising costs or to increase profits for website owners hosting your ads * Clicks by automated tools, robots, or other deceptive software   We closely monitor these and other scenarios to help protect advertisers from receiving invalid clicks.  How Google Combats Invalid Clicks  The security of Google AdWords advertisers is important to Google. Our proprietary technology analyzes clicks and impressions in an attempt to determine whether they fit a pattern of use that may artificially drive up an advertiser's clicks.  The goals of our system are to automatically identify clicks generated by unethical users and automated robots and to filter out these clicks before they ever reach your reports. However, if we believe you've been charged for invalid clicks in the past two months, we'll apply a credit to your account.  Google has three powerful tools for protecting clicks on AdWords ads:  Detection and filtering techniques: Each click on an AdWords ad is examined by our system. Google looks at numerous data points for each click, including the IP address, the time of the click, any duplicate clicks, and various other click patterns. Our system then analyzes these factors to try to isolate and filter out potentially invalid clicks.  Advanced monitoring techniques: Google uses a number of unique and innovative techniques for managing invalid click activity. We can't disclose details about the software, except to say that we're constantly working to expand and improve our technology.  The Google Team: In addition to our automated click protection techniques, we have a team that uses specialized tools and techniques to examine individual instances of invalid clicks. When our system detects potentially invalid clicks, a member of this team examines the affected account to glean important data about the source of the potentially invalid clicks.  **Explaining the Search and Display Networks**  The Google Network lets advertisers reach users across the Internet - from small newsletters to large search engines. Since search results pages make up a very small fraction of all pages viewed online, the Google Network provides a cost-effective way to reach users on the greater portion of the web. The Google Network is split into the Search Network, which includes Google and other search sites like Ask.com, and the Display Network, which includes Gmail, newsletters, and sites like the New York Times and HowStuffWorks.  In the Search Network, search targeting applies to keyword-targeted ads shown on Google search results pages and on other search sites. Ads shown on these pages appear alongside the search results and are specific to that particular search query. If the advertiser's keyword matches the user's search term, the advertiser's ad could appear.  The Display Network has the advantage of reaching potential customers at different points of the buying cycle. Not every potential customer is focused on conducting a search. Not every visitor is ready to buy at a given moment. The advertiser's challenge is to capture their attention at the right time.  For example, a user might begin a search for digital cameras with just an interest in reading reviews. While reading a review, though, that user might note the ads of online retailers or click on the ads themselves. With search-only advertising, this customer would have been missed.  With the Display Network, you can run ads in text and rich media ad formats. Image and video ads can be especially important in branding and marketing efforts. Google charges no additional fee to serve these ads. That's just another benefit of partnering with Google AdWords.  Here's one more benefit: If our data shows that a click from a Google Network page is less likely to turn into actionable business results - such as online sales, registrations, phone calls, or newsletter signups - we may automatically reduce the bid for that site. With no extra effort from you, Google technology helps you realize consistent value across Google and the Google Network.  **15.3 Maintaining Client Relationships**  **Product**  **Connecting with Your Customer**  Let's explore the various options of how to manage your relationships with your customers. The areas that we will cover today are:   * Supporting your customers * Customers reaching your business * Protecting clients' information * Account ownership   **Value of Hiring a Third-party Professional**  Many advertisers may choose to work with you because they may not have a significant amount of time to invest in learning AdWords and managing their own advertising account. These advertisers put a significant amount of trust in hiring your business to help save time while maximizing the return on their investment. As a Google Advertising Professional, you should consider your client's core advertising needs and try to match them with your services.  You should understand your core value proposition compared to the other third-party professionals. We have outlined different considerations such as providing performance reports, optimization considerations and customer support considerations that will allow you to understand where you can provide value. We've also outlined additional educational opportunities to help you achieve your and your customers' goals.  **Services and Operations**  Now that we've talked about the product, let's talk about the services that you want to consider offering with your products, such as reporting, optimization, and account and relationship management.  **Reporting**  There are a lot of considerations when thinking about reporting. Here we've outlined a few things for you to consider when offering reports. We will cover:   * How often to share * What to share at the very minimum * Explaining account performance   **What to Share on Reports**  Update your client frequently with progress and areas of improvement. Always offer multiple metrics for success. This will ensure the client's expectations or definition of success don't get tied directly to one statistic. At the very minimum, here are some of the useful metrics to share:   * Clicks * Impressions * Average CPC * Ad rank * Cost spent on Google AdWords   You can also explore tools in the AdWords interface, as well as other free tools such as Google Trends, Insights for Search, Related Searches, and the Wonderwheel to help your clients reach their audience.  The more advertisers you support, the more information you probably want to share with them.  **How Often You Should Share**  Another consideration is how often would you like to report this information to your customers. You have a number of options, and we outline a few below:   * Send customers reports when they request them * Send a weekly/monthly report via the AdWords interface * Provide 'Report Access' into the AdWords account * Provide your own UI or technology for advertisers to view their reports   **Explaining the Performance of a New Account**  Building a successful AdWords account is an iterative process. First, you set up relevant campaigns grouped by goals. Next, you test your ads and keywords. Once you evaluate your performance, you then optimize the AdWords investment based on your goals. It is a good rule of thumb to set your client's expectations that strong, fully optimized AdWords performance does not happen overnight.  **Protecting Customer Information**  At Google, we're committed to transparency and choice. We let you know what information we collect when you use our products and services, why we collect it, and how we safeguard it. Our privacy policies, videos, and product designs aim to make these things clear so that you can make informed choices about which products to use and how to use them. We suggest using the same approach to protecting your customers' information. Keep in mind that any person or website with access to your Google Account can access all the services tied to it. For example, if you use the same Google Account to sign in to Google Groups and AdWords, someone who knows your Google Account will be able to view your information for both services. Therefore, sharing your Google Account information isn't recommended. The best way to avoid information sharing is to keep your personal Google Account private, and never to enter your Google Accounts username and password on non-Google properties.  When managing your clients' account information, it is important to consider your My Client Center account management structure to put the right safeguards in place for all of your different clients' information.  One way to accomplish this is to set the proper privacy levels within a My Client Center account - and to think carefully about who should have access to what information.  In the My Client Center account, different users may have different access rights:   * The account owner with the sign-in credentials can invite others with different access rights at different levels. * AdWords account users may invite users to share access to their accounts with others at three different levels:   + Administrative (highest level of access)   + Standard (access to most account features)   + Reports (can view and run reports)   We suggest providing the minimum access level that is needed. When there is too much going on in the MCC, there may be issues with multiple users working on the same accounts. Additionally, you don't want too many people to be able to make changes.  Visit our tips FAQ for step-by-step instructions on updating your log-in information. It includes specifics for advertisers who share accounts, client managers, and clients.  **Account Ownership**  It's our hope that every client you have will be satisfied and thriving with your help. However, for one reason or another you or your clients may choose to terminate the relationship. You'll need to consider who will own the AdWords account in the event that one party wants to stop doing business with the other. We recommend that you transfer ownership of the account to the client in these instances. If not, then be up front with the customer as to who will own the account should the relationship be terminated.  **Placement**  **Considerations on Segmenting Your Market**  With so many advertising channels today, it's difficult to understand where and how to place your message to reach the right customers. By segmenting your audience, you'll be able to target your message to those that are most likely to buy or use your services.  Some considerations:   * Do you specialize in a specific vertical or have expertise in a specific industry? This expertise is great because you'll know the industry trends, you'll have a better idea of the types of keywords to select, etc. * Is there a specific demographic that is already drawn to your product? Could you focus on this group or offer additional incentives? * Do you specialize in local businesses that want to target local customers? Or can you work with national accounts?   By asking yourself some of these questions, you'll start to develop a marketing strategy that helps you focus your efforts. |

