AdWords Expert

Gain expertise in monitoring and analyzing performance, optimization and tools for success.

This Learning Center offers lessons about how to monitor and improve your ad performance through analytics and optimization, and streamline account management with free Google tools. If you're just getting started with AdWords, first visit the AdWords Beginner Learning Center.

Chapter 1

Tracking Ad Performance

1 Quality and Performance Basics

About Ad Relevance, Quality and Performance

About Ad Relevance, Quality and Performance

Objective: Learn about how quality impacts Google search results, ads, and the performance of your account. Find out how to monitor your performance.

How AdWords Monitors Performance

AdWords uses a dynamic variable called 'Quality Score' to evaluate keyword relevance. Quality Score is based on your keyword's clickthrough rate (CTR) on Google; the relevance of your ad text, keyword, and landing page; and several other relevance 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 the first page bid estimates that you see in your account. It also partly determines if a keyword is eligible to enter the ad auction that occurs when a user enters a search query and, if it is, how high the ad will be ranked. In general, the higher your Quality Score, the lower your costs and the better your ad position.

Quality Score helps ensure that only the most relevant ads appear to users on Google and the Google Network. The AdWords system works best for everybody-advertisers, users, publishers, and Google too-when the ads we display match our users' needs as closely as possible. Relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.

How You Can Monitor Performance

Due to the dynamic nature of search, your keywords' Quality Scores can fluctuate often. Therefore, it's a good idea to keep tabs on your performance and make adjustments as needed.

To analyze your account performance quickly, use the following resources:

- **Keyword Analysis page**: Check the Keyword Analysis page to get a detailed view about your keyword's performance — including how Quality Score impacts your keyword and ad performance and how you can improve it. You'll also find your first page bid estimate, which tells you the cost-per-click (CPC) bid likely needed for your keyword to trigger ads on the first page of search results. To launch the Keyword Analysis page, point your cursor over the magnifying glass icon beside any keyword in your account; then click one of the 'Details and recommendations' links.

- **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 to appear on search results pages. As mentioned, each of your keywords (except any negative keywords) is identified by a keyword state. Here's the full breakdown:

    - *Active*: Active keywords are eligible to trigger ads. You may see the following two notes beneath the 'Active' status:
        - *Bid is below first page bid estimate of ____:* This will appear if your keyword's cost-per-click (CPC) bid doesn't meet the amount likely to place your ad on the first page of Google web search.

        - *Ads show rarely due to low Quality Score:* This will appear if your keyword's Quality Score is very low and preventing your ad from accruing much traffic. In this case, we recommend following these optimization tips to improve your Quality Score.

    - *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.

  To learn how to enable a keyword that isn't running, visit the Keyword Status troubleshooting topic.

- **CTR Column**: View the 'CTR' column on your Campaign Summary page to see how well a campaign is performing. The higher the clickthrough rate (CTR), the better the campaign is probably doing.

For more in-depth performance tracking, we suggest that you set up conversion tracking or Google Analytics.

Ad Relevance and Quality

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.

However, relevancy doesn't end with our search results. We also work to show the most relevant ads for every search query. This model works for users and advertisers alike: The more relevant the ads are, the more likely users are to click on your ads now and again in the future.

We measure relevancy for search and ads differently.

- For search results, relevance and ranking are automatically determined by over 100 factors, including Google's patented PageRank algorithm.
- For AdWords ads, the most important factor in relevance and ranking is the ad's quality, also called the Quality Score. This measurement is the strongest representation of how useful a user has found an ad to be and is central to the AdWords cost-per-click (CPC) pricing model.

Ad Visibility and Troubleshooting

Account-Wide Issues

Account-Wide Issues

Objective: Learn how to identify and correct issues at the account level that may prevent ads from showing.

Email Verification for Account Activation

In order to activate your account, you must first verify your email address. If you have not verified your email address and you attempt to sign in to your account, you will receive a message to check your email to verify your email address.

Visit your email account, and open the email verification notice from AdWords. Click the link in the email to verify your email address and access your account. Then, continue with the activation instructions.

Submitting Billing Information for Account Activation

After you verify your email address, the next step is to enter your billing information. If you haven't entered your billing information, you'll see a message when you log in to your AdWords account reminding you to do so.

Click on the link in the message, or click on the **My Account** tab and then **Billing Preferences** in your AdWords account to enter your billing information. If you're using a credit card or debit card, be sure to enter the billing address that matches the credit card.

Your ads will appear on Google after you've entered valid credit card or debit card information. In the case of direct debit, a debit authorization may have to be received and processed before your ads will start running. If you choose to pay via prepay, your ads may appear once funds have been received via credit card or bank transfer or after your bank transfer setup is complete.

For more information on the payment options available for your billing location and currency, visit the Billing lesson.

Declined Payment Issues

If we aren't able to process a payment for your account, your ads will temporarily stop running and you'll receive an email regarding the declined payment. You'll also see a message when you log in to your AdWords account.

If you're not sure why a payment is declined, use the following checklist to figure out possible reasons:

- Have you entered valid payment details (such as credit card number or expiration date)?
- Do you have sufficient funds in your account, or have you reached your daily, weekly, or monthly spend limit?
- Have you entered the correct billing address?

If your payment is still declined, contact the financial institution handling the funds to get more details about a declined payment.

Campaign-Specific Issues

Campaign-Specific Issues

Objective: Learn how to identify and correct issues at the campaign level that may prevent your ads from showing.

Paused, Deleted or Ended Campaigns

If a campaign is Paused, Deleted, or Ended, ads within that campaign will not show. Follow the steps below to reactivate your campaign from your Campaign Summary page:

- **Paused**: Check the box next to the name of the campaign, and click the 'Resume' button above the Campaign Summary table.
- **Deleted**: Click on the name of the campaign to go to the Campaign Details page. Then click the 'Undelete Campaign' link that appears next to the campaign name.
- **Ended**: Change the campaign end date. Check the box next to the name of the campaign, and click 'Edit Settings.' Adjust your end date next to the 'Will run until' section, under the Basic Settings heading.

Daily Budget Settings

Your ads might not show if your campaign is close to reaching, or has already reached, its daily budget.

To see whether your daily budget is being met, visit your Campaign Summary page, set the date range above the table to

yesterday, and compare the Current Budget column with the Cost column. If you exceeded your daily budget yesterday, your ads may stop running before today's daily budget is reached.

We might exceed your daily budget when we determine that your ad can benefit from more exposure on particularly heavy traffic days. However, our system makes sure that in a given billing period, you are never charged more than the number of days in that month multiplied by your daily budget. Visit the Billing lesson for more information.

To view the recommended daily budget for a campaign, or to edit the existing daily budget, go to the **Edit Campaign Settings** page, and click **Recommended Budget**. This recommendation will be high enough to capture all of the clicks the system estimates your ads will receive with full exposure.

Remember that this number is only a recommendation, and you should set your daily budget at a level with which you are comfortable. If you don't wish to raise your daily budget, you can try refining your keywords by using the techniques found in the Optimization lessons.

Ads Targeted Outside Your Region

You can target your campaigns to specific languages and geographic regions. However, if these targets do not include your own language settings and geographic location, you will not be able to see your ads.

- To view or edit the language targeting for your campaign, check the Languages section under Target Audience on your Edit Campaign Settings page. Ensure that your Google interface language, which you can view by clicking the **Preferences** link on your Google homepage, is included on the list of selected languages.

- To view or edit the geographical targeting settings for your campaign, check the Locations section under Target Audience on your Edit Campaign Settings page. Ensure that your own geographic location is included within the geographic regions that you have chosen.

For more information about targeting your ads, visit the Language and Location Targeting lesson.

Campaign Negative Keywords

If there is overlap between your negative and regular keywords, the negative keyword will block your regular keywords from showing. To ensure that this isn't happening in your campaign, review the negative keywords and making changes where necessary. This will allow your keywords to show your ad.

To learn more about negative keywords, please refer to the Keyword Matching lesson.

Google Network Issues

If your ad isn't appearing on sites in the Google Network, check to make sure your campaign is opted in to our content or search networks by visiting your Edit Campaign Settings page. (Sign in to your account > Check the appropriate campaign > Click the **Edit Settings** button). You can opt in to the search network, the content network, or both under the **Networks and bidding** section of this page.

For ads to show on partner sites, the ads must:

- Be reviewed and approved
- Be in a campaign opted-in to the Google Network
- Meet partner requirements, which vary

To determine whether an ad is showing on our search or content partner network, check the **Search** and **Content** totals on the Summary tab in your ad group. If no content impressions have occurred, you can check the Average Position column to make sure that your ads have a high enough average position to appear on the Google Network. Many of our partners accept only the ads that rank highest on Google.

Ad Group-Specific Issues

Ad Group-Specific Issues

Objective: Learn how to identify and correct issues at the ad group level that may prevent ads from showing.

Bid and Budget Issues

If the cost-per-click (CPC) or cost-per-thousand impressions (CPM) bid for your ad group is higher than your campaign daily budget, the ads won't run. To lower your CPC or CPM bid from the campaign details page, check the box next to your ad group, and click the **Edit Bids** button.

Ad Group Status

Ads in paused or deleted ad groups will not show. To resume a paused ad group, check the box next to the ad group, and click the **Resume** button above the Campaign Details table. To restore a deleted ad group, click the **Undelete Ad Group** link next to the ad group title and status at the top of the page.

Ad Approval Issues

We may disapprove an ad if it doesn't meet Google's editorial and policy guidelines. If an ad is disapproved, it will stop running. When you have a disapproved ad, an alert box will appear in your account. In addition, your ad will also be marked as 'Disapproved.'

Click on **View reason(s)** under the affected ad to see the specific disapproval reasons. Then make the appropriate changes. Editing your ad will automatically re-submit it for review. Visit our Editorial Guidelines to learn more.

To view all your disapproved ads, you can click **View all ads** in the alert box. You can also go directly to the **Tools** > **Disapproved Ads** page to make corrections to your ads.

Adult Content Issues

Ads for sites containing sexually explicit material will only show alongside search results on Google.com that contain adult material. A Google search results page that contains very little adult content will not display adult ads.

To enable an adult ad to show, use specific keywords that are relevant to your targeted audience. You can also try searching for one of your keywords in combination with a more sexually explicit phrase, such as 'xxx.'

Please note, some of the sites in the Google Network may restrict advertising or keywords based on their own policies regarding content and editorial standards.

Missing Keyword, Placement or Ad Text

If you're running a search campaign, make sure you have at least one keyword and one ad in your ad group. If you're targeting the content network with a campaign setting of 'Relevant pages across the entire network,' make sure the ad group contains at least one ad and one keyword or placement. If you're targeting the content network with a campaign setting of 'Relevant pages only on the placements I target,' make sure the ad group has at least one ad and one placement.

Keyword- and Placement-Specific Issues

Keyword- and Placement-Specific Issues

Objective: Learn how to identify and correct issues with your keywords or placements that may prevent your ads from showing.

Keyword or Placement Bid Issues

If you have chosen to specify values for your keywords or placements, remember to make sure that the CPC or CPM values don't exceed your campaign's daily budget.

Disapproved, Deleted or Paused Keywords

Your ad will not show for keywords that are disapproved, deleted, or paused. You can see the status of a keyword in the Status column on your Ad Group Details page.

- **Disapproved keywords**: Refer to the disapproval email you received for instructions on how to re-enable a disapproved keyword. Or, visit the Editorial Guidelines page or the Content Policy page.

- **Deleted keywords**: Re-add the deleted keyword to your ad group to re-enable it. If you delete a keyword and add it back to your account in any other format or any other location (another ad group, for instance) our system takes the keyword's account-wide performance into consideration. A poor performer can affect an entire ad group or campaign. For this reason, we recommend you regularly review your account's performance and either optimize poorly performing keywords or increase their CPC bids.

- **Paused keywords**: To resume a paused keyword, check the box next to the keyword on your Ad Group Details page and click 'Unpause.'

To launch the Keyword Analysis page and learn more about your keyword status, point your cursor over the magnifying glass icon beside any keyword in your account. A help bubble appears, which gives you a snapshot of your keyword's Quality Score and whether or not your keyword is triggering ads. Then, click one of the 'Details and recommendations' links to access the Keyword Analysis page.

Low Quality Score Issues

If your keyword's bid doesn't meet the first page bid estimate and its Quality Score is very low, the **Status** column of the **Keywords** tab in your **Ad Group Details** page will read **Active: Ads show rarely due to low Quality Score**. Neither the **Status** column nor the Keyword Analysis page will show the first page bid estimate. This is to emphasize the importance of improving your keyword's Quality Score through optimization rather than increasing its bid. Optimization will save you money, plus help ensure the quality of the AdWords program and the overall user experience.

If you see this message in your **Status** column, visit the Keyword Analysis page for more information on your Quality Score.

AdWords Reports

Introduction to AdWords Reports

Introduction to AdWords Reports

Objective: Understand what reports are and how they are used. Learn where to find reporting features and how to create customized reports based on your needs.

AdWords Reports Explained

Reports are collections of statistics that help advertisers analyze their accounts.

The AdWords Report Center can generate fully customizable reports on specific topics such as campaigns, keywords, and ad text. These reports let users identify important trends over weeks, months, or years. Most reports can also be viewed as graphs, which offer a clean look at spikes and dips in traffic, CTR, or other key elements of an account. And because each report can be customized with configurable columns and performance filters, they provide just the information you need to help you identify your strengths and build on them, and to sniff out areas of low performance and optimize these areas accordingly.

You can view your reports online, or you can download them to your computer and view them with a spreadsheet application, such as Microsoft Excel. You also can have reports generated and emailed to you regularly.

Creating AdWords Reports

We currently offer nine types of performance reports, each fully customizable based on the levels and types of data you want included. These report types, which cover the basic data users most often want to see, are:

1.2.1.1 **Keyword Performance**: Displays details on selected keywords and organizes statistics by keyword.

1.2.1.2 **Ad Performance**: Presents relevant statistics for ad variations, such as text ads, image ads, video ads, and local business ads.

1.2.1.3 **URL Performance**: Displays statistics and measures the performance of destination URLs.

1.2.1.4 **Ad Group Performance**: Organizes statistics for each of your ad groups.

1.2.1.5 **Campaign Performance**: Organizes statistics for each of your campaigns.

1.2.1.6 **Account Performance**: Generates statistics for your entire account, or for a portion of your account.

1.2.1.7 **Search Query Performance**: Shows performance data for the search queries that triggered your ads which appeared after receiving clicks.

1.2.1.8 **Placement Performance**: Shows statistics for ads that appeared on specific domains or URLs in the Google content network.

1.2.1.9 **Reach and Frequency Performance**: Find out how many people saw your ads and how many times they saw them over a certain period of time.

Creating your report is as simple as following our four-step form, and then clicking 'Create Report' when you're done. Here's how:

- ***Report Type***: To begin creating your report, select your Report Type from radio buttons beside each report name. Your options on the remainder of the page will ajdust according to the type of report you have chosen.
- ***Settings***: In this section, you establish your report View and Date Range, and which ad groups and campaigns to include.
    - **View**: Choose 'Summary' for a high-level overview of all your selected stats, or choose from among 'Hourly (by date or regardless of date),' 'Daily,' 'Weekly,' 'Day of week,' 'Monthly,' 'Quarterly,' or 'Yearly' metrics for your account.
    - **Date Range**: Use the pull-down menu and select a time period (i.e. 'Last seven days,' 'Last 30 days,' 'This month,' etc.) for your report. For specific dates for summary, Daily or Weekly views, click on the date fields underneath the pull-down menu. Clickable calendars will appear, from which you can select report beginning- and end-dates. (Note: Hourly report data is available from February 1, 2006 onwards).
    - **Campaigns and Ad Groups**: To include all campaigns, choose the first radio button. For individual campaigns or ad groups, choose the manual selection option and click on the campaigns and/or ad groups you want included in your report. Choose as many or as few as you want included.
- ***Advanced Settings***: In this optional section, you can customize columns and filters so your report includes only the data you want to see.

   - **Columns**: Click the 'Add or Remove Columns' link to reveal check boxes for each of the available column categories for your report type. You'll find a wide range of choices, including Impressions, Clicks, CTR, Avg CPC, Cost, Avg Position, Campaign, Daily Budget, Campaign Status, Ad Group, Ad Group Status, Headline, Display URL, and many others. As you add or remove columns, the visual column display is updated based on your selections.
   - **Filters**: Click the link to 'Filter Your Results' for filter options based on your report type. Filters allow you to refine up to four data types. Use the pull-down to select and customize the relevant data types for your report. Depending on your report type, your filter options may include Ad Distribution, Status, Match Type, Site/ Keyword, Avg Position, Clicks, Cost, Avg CPC, CTR, and Impressions, among others.
- ***Templates, Scheduling and Email***: In this section, you'll name your report, save it as a template if you want to reuse your settings, and provide an email and format for receiving your report.
   - **Name Your Report**: Enter a title for your report. Pick a name that will be easy to recognize when you see it on a list of other reports you've created.
   - **Templates**: Check the box to 'Save this as a report template' if you want to run similar reports later.
   - **Scheduling**: If you want to run this report on a regular basis, check the box to schedule automatic reports and choose from the pull-down schedule menu (for delivery daily, every Monday or on the first of every month).
   - **Email**: To receive an email when your report is ready, check the box and then list the email address or addresses you want notified (for multiple addresses, separate each email with a comma). If you want your report attached to the email, check the next box and select your preferred report format from the pull-down menu (.csv, .csv for Excel, .tsv, .xml, .html).

You're almost done! Now, just click the 'Create Report' button and you'll see a screen confirming that your report has been submitted.

At the top of the page you'll see Google's estimate of how long your report will take to generate. (Most reports take a few minutes or less.) Next comes a text box directing you to the Download Center, where you can review your report when it is completed. To the right you'll see details of the report you have just run.

An important note: You don't have to wait at this page for your report to finish running. You can continue to browse through your account, sign off for a time, or even shut down your computer and return later. The report will continue to run and should be ready for you when you return. And if you requested an email notification and / or attached report, the report notice and attachment will be sent as soon as the report is completed.

You can view your report online in three formats: as data only, as graphs created from your data, or as both data and graphs together in one report.

If you prefer to download the report to your computer, you can do so in the same formats you can choose from for emailing your report: .csv (for Excel), .csv, .tsv, .xml., and .html .csv (comma-separated values) and .tsv (tab-separated values) files are encoded in UTF-8. These formats are recommended for users who prefer to process or review report data in text-only format. .csv (for Excel) files are encoded in UTF-16LE, and are compatible with most U.S. and international versions of Microsoft Excel. Select .xml (for 'Extensible Markup Language') to place your statistics in a database or on a website. Select .html (for 'Hypertext Markup Language') if you want to be able to view your report as a webpage. You may also open your report as a Google Spreadsheet for easy viewing and collaboration purposes.

About Report Graphs

If you click on the **View report** link, your report will contain the fields and values you selected along the top. The table is dynamic, so you can sort by each metric by clicking on the name.

To save your graph, click 'Export Report' and select 'Download graph.'

Additional Reports Features

Additional Reports Features

Objectives: Learn how to download and save reports and edit report templates, and get some basic report troubleshooting tips.

About Report Center

Under the **Reports** tab in your AdWords account, you'll see a link for the **Report Center**. Click on this link to view your reports.

In the Report Center, you'll find links to your most recently created reports, under the header **Saved Templates** as well as your scheduled reports and any on-demand reports you saved as templates.

The **Last 15 Reports** section presents the last 15 reports you've created, along with the date range they covered, the dates they were requested, and their status (usually Completed). To view a report in this section, click on the report name.

An important note: Once you create more than 15 reports, the system will automatically delete your oldest report whenever a new one arrives. If you have scheduled a daily report, for instance, the oldest report will be deleted each day to make room for the new one. You can also delete reports you no longer want saved on this list by clicking the **Delete** link on the far right of the report name line.

Within the **Saved Templates** section, you can see all scheduled and on-demand reports saved as templates when you created them. The table tells you the date range for each, the time when each scheduled report will run next, and whether you're receiving the report by email. You can run either an on-demand report or a scheduled report by clicking the link marked **Create Report**.

You can also edit any of these saved templates by clicking the **Edit this template** link. This will open up the template in the **Edit Template** page, which is similar to the **Create Report** page that you used to create the original report upon which you based the template. Here, you can revise your saved template by reassigning report values for **Report Type**, **Date Range**, **View** and **Campaigns and Ad Groups**. And you can further customize your new report by resetting the columns and filters within the **Advanced Options** section.

Once you have edited your template, you can choose to rename the template, schedule reports for automatic delivery, assign an email address or addresses for notification, and select a format for report delivery. Then just click **Save Template** and you're all done creating a new report from your saved template.

To permanently delete a report template at any time, click the **Delete** link.

Email Reports and Multiple Email Addresses

You can receive an email notification of a completed report, or receive the report itself via email in one of five formats that you can specify when you create your report.

Check the box next to the statement **Whenever the report runs, send email to:** when creating the report and then type into the text box the email address or addresses to which you want notification sent when the report is finished. For multiple email recipients, separate each email address with a comma. If you schedule the report to run regularly, you'll be notified each time the report runs.

By checking the box for **with report attached as:** you also can choose to have your report sent as an email attachment. Select your preferred report format from the pull-down menu: csv (for excel), .csv, .tsv, .xml, and .html

Please note that files will be emailed in a zip, or compressed, format. Compressed reports must be less than 2 megabytes in order for the report to be sent via email. If the file is larger than 2 megabytes, you will receive an email notification asking you to retrieve your report from the Report Center.

Basic ROI and Conversion Tracking

Understanding Return On Investment

Understanding Return on Investment (ROI)

Objective: Learn how to calculate your advertising ROI (return on investment).

Calculating ROI

The term 'conversion' refers to converting from leads to customers or users of your service. So if someone clicks on your AdWords ad, and buys something on your site, that click is a conversion from a site visit to a sale. Other conversions you might want to track are page views or signups.

Advertising is only effective if it generates measurable results for your business. Your Google AdWords account is an investment of time and money that you use to drive customers to your website. In this lesson, the resulting conversions are called your return on investment, or AdWords ROI.

ROI can also be called Return on Ad Spend, or ROAS. Your ROI can be calculated as revenue from sales, minus advertising costs, all divided by the cost of advertising. For example, if your advertising costs for the past week were US$500 and you've sold US$1,000 worth of inventory as a result, you have a 100% ROI for the week ((US$1000-US$500) divided by US$500). To express ROI as a percentage, you multiply the result of this formula by 100.

Determining your AdWords ROI can be a very straightforward process if your business is after web-based sales. You'll already have the advertising costs for a specific time period for your AdWords account in your Campaign Summary statistics. You can also create reports via the **Report Center**. The net profit for your business can then be calculated based on your company's revenue from sales made via your AdWords advertising, minus the cost of your advertising. Dividing your net profit by the advertising costs will give you your AdWords ROI for that period in time.

In other cases, your ROI may require a different formula. For example, if you're interested in calculating the ROI for a page view or lead, you'll have to estimate the values of each of these actions. For example, a Yellow Pages ad for your business may cost US$1,000 per year and result in 100 leads. Ten of those leads become customers, and each customer provides an average revenue of US$120. The value of each lead is therefore US$12 (US$1200 revenue/100 leads), and your ROI for the Yellow Pages ad is 20% ((US$1200 revenue minus US$1000 spent)/US$1000 advertising cost) x 100.

A simple alternative to estimating values for your leads and page views is to use a cost-per-acquisition (CPA) measurement. This method will allow you to focus primarily on how your advertising costs compare to the number of acquisitions those costs deliver. Using the Yellow Pages example again, your ads may cost US$1,000, resulting in 10 sales: therefore, your CPA for those ads is US$100. Your CPA should not exceed your profit derived from each acquisition. In the case of the Yellow Pages ad, the CPA is 20% less than the revenue the acquisitions provide.

ROI Example - Camera Shop

Ultimately, your ROI calculation will help you determine the best way to spend your advertising dollars. For instance, if you represent a camera shop that sells photography equipment and provides photography classes, the keywords 'photography' and 'photography classes' could both potentially be valuable to you. However, how would you determine which keyword would have the greater potential ROI for your business?

Assume that you have a US$100 daily advertising budget. The keyword 'photography' generates 110 clicks, resulting in US$120 in sales, but it also costs you US$60 a day. This results in an ROI of 100% for that keyword. The keyword 'photography classes' uses only US$25 of the daily advertising budget, but generates 40 clicks. These clicks result in US$90 in sales, with an effective ROI of 260%. This advertiser would be better served allocating more of their budget to the 'photography classes' keyword because of its higher ROI, despite the potential for fewer clicks for this keyword.

Introduction to Conversion Tracking

Introduction to Conversion Tracking

Objective: Understand and implement AdWords conversion tracking.

Defining a Conversion

An AdWords conversion occurs when someone clicks on your AdWords ad and performs a behavior on your website that you recognize as a completed sale or collected lead. Conversions can include the purchase of a digital camera, a visitor submitting their contact information for an insurance quote, or a prospective buyer downloading a white paper about your company's software capabilities.

The conversion rate listed in your account is the number of conversions divided by the number of ad clicks. Conversions are only counted on Google and some of our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.

Another important term to understand when tracking conversions is 'transaction.' While a conversion represents somebody coming to your site through AdWords and making a purchase, the transaction represents the purchase or desired visitor action itself.

Setting Up Conversion Tracking

Conversion tracking is free - all you need is an AdWords account and access to your website's HTML. Setting up conversion tracking is a straightforward process that gets you started tracking overall conversions with minimal steps. You can also select advanced conversion tracking options with more customized preferences such as assigning unique conversion values. With conversion tracking in general, you can specify conversion types such as purchases or sales, leads, signups, and page views. You can also create your own conversion type from the **Other** option. The advanced settings options will be covered in detail in later topics.

To set up conversion tracking for your active ads, log in to your account and click the **Conversion Tracking** link on the **Campaign Management** tab at the top of your account.

Disabling Conversion Tracking

You can stop or re-start conversion tracking at any time. To do so, log into your account and click the **Conversion Tracking** link on the **Campaign Management** tab, then click **Stop conversion tracking**. To stop sending tracking data to Google or remove the Google Site Stats text, remove the conversion tracking code from your website. Stopping conversion tracking in your AdWords account will remove the statistics and tracking information from your AdWords account pages. However, your reporting data will still be available via the Report Center.

Getting Conversion Tracking Code

Getting Conversion Tracking Code

Objective: Understand how to select your settings and implement your conversion tracking code.

Conversion Tracking Security Level and Language Settings

There are two important options to consider while setting up conversion tracking: the security level of the HTML code you would like to implement, and the language you want to use for your Google Site Stats link and corresponding informational page. The choice of 'http://' or 'https://' conversion tracking code is determined by the security level of your conversion page. Most shopping carts will use the more secure 'https://' option, and you can easily determine your own needs by examining the address bar in your web browser when you access your conversion page. If in doubt, use the more secure 'https://' since it will have no negative effects on your website.

Your choice of language will affect which Google Site Stats link is displayed on your conversion page. It will also give your users information about conversion tracking in a language appropriate for the majority of your site's visitors.

Implementing Conversion Tracking Code

Adding the code to your website is a simple cut-and-paste procedure. Make sure that you copy all of the code from within your account and that when adding the code to your website it is completely within the HTML <BODY> </BODY> tags, as shown here:

[Purchase Conversion Default: Sample code snippet only - DO NOT USE]

```
<html>
<body>
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (1) {
  var google_conversion_value = 1;
}
var google_conversion_label = "Purchase";
//--> </script>
<script language="JavaScript"
src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>
<img height=1 width=1 border=0
src="http://www.googleadservices.com/pagead/conversion/123
```

```
4567890/?value=1&label=Purchase&script=0">
</noscript>
</body>
</html>
```

Verifying Conversion Tracking Code

You can verify if the code is working by waiting for a conversion to occur or completing a test conversion yourself. If you know that a conversion has occurred on your site from an AdWords ad, check the conversion column in your reports to see that the conversion registered. Please note that updates to your account reports may take up to 24 hours.

You can also run through the process yourself by searching on Google, clicking on one of your ads and completing a conversion on your site. However, this method costs you an ad click, so we recommend that you wait for a conversion to occur.

The Google Sites Stats Link in Conversion Tracking

The conversion tracking code snippet will show a visible Google Site Stats text block on your website's user-facing confirmation pages to indicate that a conversion has been completed. This text will only appear to users who have been referred to your site by Google.

You should check your conversion reports to ensure that the conversion has recorded correctly. The Site Stats text link is an important feature of the program. It lets users know that you're tracking their purchase, and gives them a link to more information about Google conversion tracking.

If you can't see the Site Stats link, verify that the conversion code has been added to your webpage with no additional line breaks (compare your page to the conversion code available within your account). Some HTML editing programs will insert line breaks into the conversion code for the lines that are long enough to have wrapped to a second line in your account. The conversion tracking code should not have any line breaks inside of the '<' and '>', unless there is a ';' at the end of the line.

Improving ROI with Conversion Data

Improving ROI with Conversion Data

Objective: Learn to:

1.2.1.10 Analyze conversion statistics
1.2.1.11 Determine the return on investment, or ROI, of your campaigns
1.2.1.12 Improve campaign performance using your conversion data

Overview of Conversion Data

Once you've implemented conversion tracking, two new columns will appear on all of your campaign management screens. The Conversion Rate and Cost/Conversion columns give you a quick overview of how your campaigns are doing, but they don't include any of the advanced statistics available through your Report Center.

The Conversion Rate is the percentage of clicks that become conversions. Cost/Conversion is the cost you've accrued over the time period which you're viewing, divided by the number of conversions you received as a result of those clicks. This data will give you a quick overview of how well your clicks are converting, and the average cost of those conversions.

Ad Group Conversion Data

The conversion tracking statistics available in your AdWords account will provide the data you need to improve your ROI. Statistics are available both at the ad group level and via the Report Center.

Your ad group summaries will include conversion rate and cost-per-conversion data. Again, conversion rate is a basic percentage, highlighting the percentage of clicks you received that resulted in a conversion. Your cost-per-conversion number represents the total cost of clicks for that campaign or ad group, divided by the number of conversions. This number will help you to quickly evaluate your ROI for the ad group as a whole.

Report Center Conversion Data

Your Report Center gives you detailed and specific conversion tracking information. Generating a custom report will give you access to all of your conversion statistics, including the number of transactions and your cost-per-transaction. See the Reports lesson to learn more.

A Custom Report enables you to evaluate keywords based on performance for each transaction type. Even seemingly relevant keywords may not provide the ROI you expect, so careful evaluation of the actual conversion and transaction data is essential for optimizing your campaigns.

After selecting the relevant conversion tracking fields for your report, you can start evaluating your account's performance. Conversion rate and cost-per-conversion are important statistics to monitor, but each individual conversion can lead to multiple transactions as users shop for various products on your site or return later to make additional purchases. Consequently, your transaction and cost-per-transaction statistics can prove even more valuable, since acquiring regular customers is more valuable than any single conversion. Tracking your transaction statistics can provide valuable insight into the effectiveness of your advertising, as well as the effectiveness of your site and the value of your product offerings.

Advanced Option Conversion Statistics: The conversion tracking statistics in your AdWords account provide data for improving your ROI. When you select the advanced option, you'll receive data based on the unique conversion values you have set.

Conversion Tracking Troubleshooting

Improving the conversion performance of low-ROI keywords can help make your advertising budget last. Helpful questions to ask include:

1.2.1.13 Are the keywords targeted and relevant enough to produce the desired results?

If a keyword is too general, you run the risk of getting clicks to your site that aren't really relevant, and have a lower conversion rate. By narrowing the appeal of your keywords (using tennis racquet instead of just tennis), you'll get more relevant clicks and customers coming to your website.

1.2.1.14 If the keywords are well-targeted, then is your site hindering your conversion rate?

Taking a prospect directly to the most relevant page on your site can boost your conversion rate. Improving the usability of your site in general by making it easier for prospects to find and purchase your products or services can make a huge difference in your conversion rates.

Conversion Tracking Limitations

The Google conversion tracking system has a few limitations. Because the tracking code is JavaScript function associated with a cookie, Internet users who have disabled cookies or JavaScript in their Internet browsers won't be tracked. For this reason, multiplying the number of clicks you have received by your Conversion Rate may not always be an accurate way to calculate the number of conversions you have received, but should be a close approximation. In your reporting, clicks which can't be tracked aren't included in your conversion data.

Advanced Conversion Tracking

Introduction to Advanced Conversion Tracking

Introduction to Advanced Conversion Tracking

Objectives: Understand the functions of advanced conversion tracking options.

Overview of Advanced Conversion Tracking

The advanced conversion tracking option enables you to select different values for each transaction type. You can even track dynamic values that change for each transaction (also called 'dynamic variables'); for example, total purchase amounts.

To select advanced conversion tracking options and obtain your modified code, set up conversion tracking and click **Advanced option** to the right of each conversion type. You can set up conversion tracking by clicking the **Conversion Tracking** link, located beneath the **Campaign Management** tab in your account.

Conversion Types

AdWords provides four types of conversions that you can define. These should cover the majority of conversions you'll want to track. These are: Purchase/sale, Leads, Sign-ups, and Page Views. You can also create your own conversion type using the Other label.

1.2.1.15 The **Purchase/Sale** label helps online commerce sites track purchases and sales.

1.2.1.16 The **Leads** label tracks how many users reached a point in your website at which they have contacted your company, such as completing a 'request more information' form on your website.

1.2.1.17 The **Sign-ups** label can track how many users elected to subscribe to a newsletter or to download a white paper.

1.2.1.18 The **Page views** label enables you to track when a visitor navigates to a specific page that you think is valuable.

1.2.1.19 The **Other** label enables you to define your own conversion type.

The transaction types are just labels; you're not restricted to tracking only these types of transactions. Transaction labels can be assigned to any conversion page you would like to track.

Using Advanced Conversion Tracking Code

Using Advanced Conversion Tracking Codes

Objectives: You'll learn how to:

1.2.1.20 Define values for your conversions.

1.2.1.21 Implement and verify your conversion tracking code.

Static Variables in Conversion Tracking

The advanced conversion tracking option enables you to define a value for each transaction. If the value of each transaction (conversion) does not change (that is, it is static), use the **Value** field, which accepts integer values. For example, if you're tracking signups for a newsletter on your site, and you have determined that signups are worth US$25 to your company, you would enter '25' into this field. Entering a value for the conversion into the advanced field will allow AdWords to calculate the ROI associated with that transaction. Using the value of the transaction and the cost data, AdWords can get an accurate cost per conversion.

Non-Static (Dynamic) Variables in Conversion Tracking

You'll often place conversion tracking code on a page that summarizes for your users the total dollar cost of their purchase. Since the value of each customer's transaction is different, the webpage uses what's called a dynamic variable. A dynamic variable is a value that changes based on automated calculations, and is part of the code on the page.

You can track dynamic transaction values by inserting a dynamic variable in the **Value** field when setting up conversion tracking.

Conversion tracking works with most of the popular webpage development languages available. For example, ASP users most likely have a dynamic variable such as <%=totalValue %>, while sites built with PHP resemble <?echo $totalValue?>.

Verifying Advanced Conversion Tracking Code

Verifying that you correctly added the conversion tracking code to your website is as simple as viewing your conversion page in any web browser. If you can see the Google Site Stats link, then the code has been correctly placed and you're now tracking conversions. However, there are some common errors that could provide irregular results for your conversion tracking statistics. Placing your conversion tracking code on the landing page of your ad, for example, would result in a 100% conversion rate. Similarly, if you run a report for your advanced transaction labels and do not receive the correct value for your transactions - or you are returned the correct value but the transaction type is incorrect - check to make sure that you have copied the conversion tracking code correctly and completely from within your account.

Chapter 2

Optimizing Ad Performance

Optimizing Overview

Preparing to Optimize

Preparing to Optimize

Objective: Learn what an optimization is and why all advertisers should optimize from time to time. Then, get started by taking inventory of your website, account, and competitors' websites.

What's an Optimization?

An optimization is the process of adjusting parts of your account — like your keywords and ad text — and your website to improve the performance of your AdWords ads. Optimizations might consist of adjusting:

Your campaign components	Your ad group components	Your website
Organizing your campaigns Modifying language and location targeting Editing ad delivery times and position	Editing your keywords Editing your ad text Organizing your ad groups Changing your bids Using keyword matching options	Choosing landing pages Editing website for flow and relevancy

1. Beginning an Optimization

Now that you know the basics about optimizing, where do you get started? How do you know what needs optimizing? Begin by taking inventory of all things that make up your online advertising campaign. Review the following, and take notes of what is and isn't working well:

- **Your website and landing page quality**: Look at your website from a user's perspective. Does the design flow well? Is it well organized? Is the information useful, honest, and clear? You want your website to be easy to navigate and to communicate your business clearly.

- **Your account**: Review the performance of individual keywords and ads across different campaigns in your account. Check stats such as your keyword clickthrough rate (CTR), costs, and ad position. If your CTR is low or if your costs are high, optimizations are in order. To learn different ways to check your account performance, visit the Quality and Performance Basics lesson.

- **Competitors' sites**: Browse your competitors' ads and websites to help you understand the similarities and differences in your products or services. You can also identify factors that make your business more compelling than the competition (such as special promotions or unique products), which you can then highlight in your ads.

After reviewing the above, the optimization process begins. Continue to the next lessons to find out how to improve landing page quality and account performance.

Why Optimize?

Very simply, optimization makes your advertising more effective. In AdWords terms, this means a higher Quality Score, or higher ad quality. Since quality is directly tied to your ad's performance, position, and costs, optimizations can bring you greater advertising success and lower your costs. Every advertiser can benefit from regular optimizations.

In most cases, using a combination of many optimization techniques together — such as improving your landing page and editing your keywords — is the best bet to improve the overall performance of your account and to increase your Quality Score.

2 Optimizing Your Website

Choosing Landing Pages

Choosing Landing Pages

Objective: Learn how to optimize your website and landing pages, and how to choose effective landing pages for your ads.

About Landing Pages

The landing page is what your site visitor sees first after clicking your ad. Therefore, it's imperative that your landing page works in conjunction with your ad text. If your ad describes a specific product, the landing page should display that product. If your ad describes a general category, that category should appear on the page. In short, your landing page should deliver on your ad's promise.

When optimizing your website and landing page, strive to: (1) Make the content useful, relevant, and trustworthy and (2) Make the site easy to navigate.

Making Landing Pages Easy to Navigate

Landing pages should offer clear, simple navigation, allowing your site visitors to find product overviews and details easily. Remember, confusing landing pages will discourage your site visitors from taking the actions — such as making a purchase — you desire.

Here are some tips to follow:

- Provide an easy path for users to purchase or receive the product or offer in your ad.
- Avoid the misuse of links or browser controls, such as pop-ups, poor back-button functionality, and other obtrusive elements throughout your site.
- Make sure your page loads quickly — under four seconds if possible. Slow load times deter visitors from staying.

To see a more complete list on how to improve your landing page quality, visit the Google AdWords Landing Page and Site Quality Guidelines.

In addition, you can take advantage of the Website Optimizer tool by testing different versions of your content. To learn more, visit the Website Optimizer section in the Help Center.

Making Landing Pages Useful and Relevant

If users don't quickly see what they clicked on your ad to find, they'll leave your site frustrated and may never return to your site or click on ads in the future. Here are some quick pointers to ensure that doesn't happen:

- Link to the page on your site that provides the most useful and accurate information about the product or service in your ad.
- Try to provide information without requiring users to register.
- Create unique content that relates to your service or product and that can't be found on other sites.
- Clearly define what your business is or does.

- Deliver products, goods, and services as promised on your site.
- Treat user's personal information responsibly. Be honest and clear about why and how you might be collecting a person's information.

Landing Page Quality Example

Let's say you sell printers from all major manufacturers, including the fictitious Acme printers. When a user searches for the keyword Acme printers, your ad appears as follows:

Acme Printers
Find hundreds of all-in-one,
home Acme printers. Buy today.
fictitious-website-address.com

What would be a good landing page for this ad? Let's explore the following options:

- **Option 1: Displays a list of all printer manufacturers**. Since your site visitor entered the search query for *Acme printers*, this person is likely interested in Acme printers only. A page that includes all printer manufacturers isn't the most relevant to your visitor's interests.

- **Option 2: Displays the Acme 710c Printer**. The user's query was for all Acme printers, not just specific models. Therefore, this page may be too specific for your visitor's query. At a minimum, you should offer clear navigation from this page to the rest of the site and to similar products within the Acme line.

- **Option 3: Displays Several Different Acme Printers**: This page delivers content that is neither too broad (all printer manufacturers) nor too specific (a single printer model). It's the most relevant to your visitor's query, and is therefore ideal.

Optimizing Your Account

Account Optimization

Account Optimization

Objective: Learn how to optimize your account for optimal performance — from structuring your account to editing keywords and ad text. To review the basics about organizing your account, choosing keywords, and writing targeted ad text, visit the Starting Off Right lesson.

Optimizing Ad Text

The content of your ads should capture a user's attention and set your business apart. Strive for the following:

- **Include keywords in your ad text**. Include your keywords in your ad text (especially the title) to show users that your ad relates to their search.

- **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.

- **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 click on your ad and action they should take when reaching your landing page.

- **Choose an appropriate destination URL**. Relate your ad to offers that you make on your landing page to help users complete the sales cycle.

- **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. If your ad serving options are set to optimize (the default setting), Google automatically shows the best performing ad more often.

- **Try different ad formats**. Google offers both text and rich ad formats, such as image ads. Incorporate different ad formats into your ad groups to entice a user to visit your website. To learn more, visit the Ad Formats lesson.

Optimizing Keywords and Placements

Your keywords and placements should relate to your ad text. Here are some optimization strategies for keyword and placement targeting:

Keyword targeting

- **Choose specific keywords that relate to your business, ad group, and landing page**. Two- or three-word keywords usually work best. For optimal ad visibility, include relevant keyword variations, along with singular and plural versions. If applicable, consider using colloquial terms, alternate spellings, synonyms, and product or serial numbers. The Keyword Tool can help generate lists of possible keywords.

- **Take advantage of keyword matching options**. With some keywords, you'll get more ad impressions; with others, you'll get fewer impressions but potentially more clicks. To learn more, visit the Keyword Targeting lesson.

- **Use unique keyword URLs**. Keyword destination URLs send users to a specific landing page, ensuring your customer arrives immediately at the most relevant page for the keyword that triggered your ad. Edit individual keyword URLs by clicking 'Edit Keyword Settings' above your keyword table.

- **Try Google Sitemaps**: If you're a webmaster or have access to your webpage code, you can use Google Sitemaps as a tool to generate more relevant keywords for your AdWords campaign. Sitemaps enable you to automatically submit all your webpages to Google and receive detailed reports on those pages' top Google search queries. You can then use the reported top search queries as keywords for your AdWords account.

  For more information, visit Google Sitemaps.

Placement targeting

- **Choose sites or related placements that are relevant to your business**. The more relevant the sites you target, the better the chances that your ad will show. To create an effective list, we strongly suggest using all methods available in your account when choosing placements. To learn more, visit the placement targeting lesson.

  When using the Placement Tool to find and select websites and related placements, pay attention to the Ad Formats column in the list of available placements. If you run only certain kinds of formats — for instance, image ads only, or text and video ads only — make sure the placements you select accept your format.

- **If necessary, target site sections**. If an entire website isn't relevant to your ads, you have the option to target only the relevant parts of the site. This option may be appropriate if the site covers a variety of topics, of which only some relate to your ads. For example, if you sell kitchen appliances, you might choose to advertise only on the food section of a news site rather than placing ads across the entire site.

  (Note that site sections are slightly different from publisher-defined placements. In a publisher-defined placement, the publisher decides what pages or portions of his site you may target. With a site section, you yourself use URLs to pick which parts of the site you want to advertise on.)

Using keywords + placements You can add keywords and placements to any AdWords online campaign. Keywords can help place your ads on both the search and content networks. Placements affect only the content network.

When you choose both keywords and placements, you'll be targeting your content network ads twice: once by keywords and once by placements. Use the **Networks and bidding** section of your Edit Campaign Settings page to determine how your keywords and placements work together.

Here's an example: Suppose in one ad group you target the keyword *roses* and the placement *www.example.com*.

- With the content network enabled and the setting 'Relevant pages across the entire network,' you can let the keyword *roses* display your ad across the content network, but raise your bid whenever *roses* triggers your ad on *www.example.com*.
- With the content network enabled and the setting 'Relevant pages only on the placements I target,' you can choose to have your ad appear only on content pages of *www.example.com*, and only when one of those pages matches *roses*.

Optimizing Account Organization

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.

When organizing your account, strive for the following:

- **Organize your campaigns by topic**. Create separate campaigns for each of your product lines, resources, or brands. This helps you monitor your advertising more easily and make the necessary adjustments to improve your campaign performance.

- **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 splitting them into separate campaigns by country. To learn more, visit the Language and Location Targeting lesson.

- **Create highly specific ad groups**. Just like with your campaigns, build your ad groups around a single product or service. Then, group your keywords and placements into related themes. By doing this, you can create ads that most accurately promote 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 in different ad groups or campaigns. Identical keywords compete against each other, and the better-performing keyword triggers your ad.

Advanced Optimization Features

Advanced Optimization Features

Objective: Learn about some advanced optimization features, available at the campaign level of your account.

Optimizing with Ad Serving

If you have multiple ads in a single ad group, AdWords determines when to show your ads based on your ad serving settings. You can choose between two different ad serving options on your Edit Campaign Settings page, under the Advanced Options heading:

- **Optimize**: This is the default setting for all your ads. Over time, our system determines which ad is performing better based on higher historic clickthrough rates (CTRs) and Quality Scores compared to other ads within the ad group. Based on this data, we'll show your higher performing ads more often. You can see which ad is being served more often by viewing the % Served column on your Ad Variations table.

- **Rotate**: This option will serve all the active ads in an ad group more evenly on a rotating basis, regardless of their performance. Your ads will enter the ad auction an approximately equal number of times, and our system will consider the ad's Quality Score when ranking the ad.

We recommend that you stick with the default optimize ad serving setting for best results.

Optimizing with Ad Scheduling

Ad scheduling lets you control the days and times your AdWords campaigns appear. If you want to run an ad campaign only on Tuesdays, or from 3:00 until 6:00 pm daily, you can do it with ad scheduling.

Ads are scheduled on the campaign level, from the 'Edit Campaign Settings' page. Each campaign can have up to six scheduled segments per calendar day. Segments can be as short as 15 minutes or as long as an entire day of 24 hours.

Two steps are needed to set up ad scheduling for an AdWords campaign. First you must enable ad scheduling for that campaign. Once ad scheduling is enabled, you choose the days and times when you want your ad to run.

Here's how to enable ad scheduling:

- Sign in to your AdWords account.
- From the **All Campaigns** page, click the campaign you want to work with.
- Near the top of the page, click **Edit Campaign Settings**.
- On the next page, click **Turn on ad scheduling**.

Ad scheduling is now enabled for this campaign. You'll also be taken to the **Ad Scheduling** page, where you can set your schedule.

On the Ad Scheduling page you'll see the seven days of the week with 24 hourly blocks for each day. Green blocks indicate that your ad is scheduled to run during that hour. Gray blocks mean your ad will not run during that hour. Click **Edit** next to any day of the week you wish to edit, and use the pull-down menus to select your time periods.

To make changes to many days at once, find the line marked **Bulk edit** and select **all days**. Then use the pull-down menu to edit the times your ad will run on all days. For instance, if you select 1:00 to 4:00 pm, your ad will run at that time on all seven days of the week.

Ad scheduling also includes an advanced mode, with a bid multiplier feature that lets you raise or lower your bid during certain time periods. For example, if you find that this campaign gets the best results between 8:00 and 11:00 am, you can bid more for impressions or clicks during that period by entering a percentage higher or lower than 100%. For instance, if your default bid for a campaign is $1.00 CPC, and your bid multiplier entry for Tuesdays is 120%, then your CPC bid for Tuesdays only would be $1.00 * 1.2 = $1.20. By contrast, a bid multiplier entry of 50% ($1.00 * 0.50) would lead to a $0.50 bid during that time period. The bid multiplier may be as little as 10% or as much as 1000% of your usual bid.

The bid multiplier affects all ads in any campaign, including ads with separate search and content bids. When the time period for a given multiplier ends, your campaign will revert to your normal campaign bids. To enable advanced mode and use the bid multiplier, click the **switch to advanced mode** link near the top of the Ad Scheduling page. Then click 'Edit' next to any day as normal. You'll see an input box for the bid multiplier next to the usual pull-down menus.

When you are satisfied with your ad schedule, click **Save Changes**. Your changes will take effect almost immediately. To adjust your schedule for this campaign in the future, return to the **Edit Campaign Settings** page as described above. Click **Edit times and bids** to visit the Ad Scheduling page.

Once you enable Ad Scheduling, a small clock next to a campaign name on the **All Campaigns** page will indicate that ad scheduling is enabled for that campaign.

Here are a few more things to know about Ad Scheduling:

- Ad scheduling, whether in regular or in advanced mode, will not raise or lower your budget. The AdWords system will still try to reach your usual daily budget in whatever number of hours your ad runs each day.
- Ad Scheduling 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.
- Ad scheduling can be used on campaigns that use keyword targeting and placement targeting.
- Ad scheduling will not work with the AdWords Budget Optimizer™. In order for the Budget Optimizer to best serve an account, it must have the freedom to show ads at all times.

Optimizing Ad Position: Position Prefernce

Optimizing Ad Position: Position Preference

Objective: Understand how AdWords advertisers can set a position preference for their ads.

Introduction to Position Preference

Position preference lets users tell Google where they would prefer their ad to show among all the AdWords ads on a given page.

If an advertiser finds that her ad gets the best results when it is ranked (for example) third or fourth among all AdWords ads, she can set a position preference for those spots. AdWords will then try to show her ad whenever it is ranked third or fourth, and avoid showing it when it is ranked higher or lower. If the ad is ranked higher than third for a given keyword, the system will automatically try to lower the bid to place the ad in the preferred position.

Position preference does not mean that an ad will always appear in the position specified. The usual AdWords ranking and relevance rules apply. If an ad doesn't qualify for position #1, setting a position preference of 1 will not move it there. Position preference simply means AdWords will try to show the ad whenever it is ranked in the preferred position, and to avoid showing it when it is not.

Position preference also does not affect the overall placement of AdWords ad units on the left, right, top or bottom of a given page. It only affects ranking relative to other ads across those units.

Position preferences are not guaranteed. An ad may still appear in other positions, though the AdWords system makes every effort to display ads according to preferences. When a user sets a new preference, it may take a few days for the AdWords system to begin delivering the ad according to those preferences.

About Available Positions

The position preference feature uses pull-down menus for high and low position settings. 1 is the highest (top) position, and 10+ is the lowest available setting. Choosing a setting of 10+ means your ad will show in positions of 10, 11, 12 and beyond.

Advertisers can request that their ad be shown only when it is:

- Higher than a given position (such as above 7).
- Lower than a given position (such as below 4).
- Within a range of positions (such as from 2-8).
- In a single exact position (such as position 2).

Separate position preferences can be set for any or all of the keywords in a campaign.

Setting Position Preference

Position preferences are set in two steps. First, position preferences must be enabled for a particular campaign. Then preferences can be set for individual keywords within that campaign.

To enable position preferences for a campaign, follow these steps:

- Log in to your account at https://adwords.google.com.
- On the 'Campaign Summary' page, select any campaigns you want to enable for position preference.
- Click **Edit Campaign Settings**.
- Find the 'Advanced Options' section.
- Select the box to enable position preferences.
- Click **Save Changes**.

To set position preferences for your keywords:

- Return to the 'Campaign Summary' page.

- Click the name of a campaign to edit.
- Click an ad group within that campaign.
- On the 'Ad Group Details' page, select the box next to any keywords for which you want to set position preferences.
- Click the **Edit Keyword Settings** button (located above the keyword list).
- On the 'Edit Keyword Settings' page, you'll see the feature in the far right column.
- Use the pull-down menus to choose the range you want for each keyword, from 1 to 10+. The left-hand number is the highest position you'd like your ad to take. The right-hand number is the lowest position your ad will take. (Remember, these are only preferences, not guarantees.)
- Click **Save Changes**.

Once you've set your preferences, you can view them from the main 'Ad Group Details' page by clicking the word **Show** next to each term in the **Settings** column. Your position preferences will remain in effect until you edit them or disable position preference for that campaign.

Potential Impact of Position Preference

Setting a position preference can sharply reduce the number of impressions and clicks a keyword receives. Targeting just one or two positions means an ad will not show at times when it otherwise might have. We encourage advertisers to choose as broad a range of positions as they are comfortable with.

There is no single "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 ads run in a specific position. The more advertisers test different positions and results, the more likely they are to find the positions that best suit their needs.

If an advertiser doesn't set a position preference, their ads will continue to run normally in all positions. If they enable position preference but don't set individual preferences, their ads will also run normally in all positions.

Position Preference with Other Features

Does position preference work with the Budget Optimizer™? No. The Budget Optimizer sets and adjusts bids automatically based on overall budget, and so cannot work effectively when the advertiser also sets position preferences manually.

Does position preference work with content bids? Yes and no. Advertisers may run both features in the same campaign at the same time. However, since position preference doesn't apply to Google's network of content sites, any preferences set will not affect the content bids.

Will the keyword tool suggest position preferences? No. The keyword tool is not affected by position preferences and does not suggest preferences.

Does the Report Center show my position preferences? Yes. Your reports now show your position preference, as well as the average position your ad actually received. (If you changed your position preferences many times in a given reporting period, the average position may not be very meaningful.) Keywords without position preferences are marked "any."

Does position preference work with ad campaigns and ad groups that have placements? Yes and no. Placements don't affect ads running on the search network. If the campaign has targeted the search network and an ad group contains keywords, the position preference can apply to search network results. If a campaign targets the content network only, or placements only, then position preference won't apply.

Does position preference work with preferred CPC bidding? No. If you select preferred CPC bidding, the AdWords system automatically adjusts your ad position as it works to hit your preferred CPC bid. This position adjustment is incompatible with the position preference feature.

Specific Optimization Strategies

Increasing Traffic and Clicks

Increasing Traffic and Clicks

Objective: Learn how to optimize campaigns to increase traffic by creating unique keyword variations and taking different steps to increase clicks on your ads.

Increasing Site Traffic

Please note that the industry typically defines 'site traffic' as page views where webmasters can sell ad space. However, the AdWords definition of increasing traffic means increasing clicks on an advertiser's ad(s).

The main methods of increasing traffic include:

2.3.1.1 Adding new or unused keywords
2.3.1.2 Creating keywords for unadvertised parts of the advertiser's website
2.3.1.3 Including more general keywords
2.3.1.4 Separating high-traffic keywords

2.3.1.5 Increasing daily budgets
2.3.1.6 Increasing Maximum CPC or Quality Score
2.3.1.7 Setting your distribution preferences to maximize traffic
2.3.1.8 Broadening your location targeting settings

We'll expound on some of these methods below.

Optimizing by Adding Keywords

Let's consider the example of an advertiser selling a product line for 'Acme Printers' who wants to increase traffic.

In addition to using the keyword 'Acme printers,' you may consider adding variations such as 'Acme Printer,' 'Acme jet.' Make sure you only add unique variations of your keywords that may not be already covered by expanded broad matches. Always include plurals as well. Although plurals are generally included in broad match, you should still include them to ensure your ads show for as many relevant queries as possible. Keep in mind that plurals can perform differently in some cases, so you may want to set different maximum CPCs for them.

Browse your site to identify major product categories. You can create ad groups that target specific product types or models. Advertising new products that aren't already featured within your account is an effective way of increasing traffic. In this example, you can create an ad group to promote your Acme printer supplies and generate more traffic from current Acme printer owners.

Optimizing with General Keywords

You can also increase traffic by creating ad groups for more general keywords. Continuing with the 'Acme Printer' example used throughout this lesson, you could use 'printers,' 'color printers,' 'inkjet,' etc. Words like this will generate a lot of impressions and, if they're relevant, clicks. Just remember to find the most general terms that are still relevant to your product or service. If they're irrelevant, they can generate poor quality leads to your website. Also, general searches are generally performed by users who are early in the research stage of the purchasing cycle. It's important to have a presence at this stage; however, you may want to start with low CPCs to allow for clicks that may not immediately result in a conversion.

Optimizing by Separating High-Traffic Keywords

An important aspect of optimization is generating specific ads to go with new keywords you create. Consider the keyword variations 'Acme color printers,' 'Acme inkjet printers,' and 'Acme laser printers.' These keywords are more specific than 'Acme printers,' and would benefit from their own ad text tailored around the keyword. You may want to separate these keywords into their own ad groups.

Moving a high-traffic keyword into its own ad group and placing that keyword in the ad title will likely increase the number of clicks from the same number of impressions, which will also improve its CTR.

Optimizing with Location Targeting and Ad Distribution

You can broaden your location targeting settings or ad distribution preferences to maximize traffic.

Make sure that your location targeting settings reflect the areas of the world where you do business. Target your ad internationally if your offer applies to other countries. Even if your site isn't tailored to foreign countries and languages, you can still target your campaign to groups of users. For example, setting your language targeting to 'English' would ensure that your ad is shown to any user whose browser language is set to English anywhere in the world.

The Google Network of search and content partners offers a great opportunity to gain additional traffic. You may wish to edit your campaign settings so your ads are eligible to appear on this network.

Optimizing by Increasing Daily Budget or CPC

If you'd like certain keywords to receive maximum traffic, make sure they're in campaigns whose daily spend isn't reaching or exceeding its daily budget consistently. To increase traffic on all keywords in a campaign, increase the daily budget for that campaign. To increase traffic for specific keywords only, move them into a separate campaign, then set the daily budget high enough to yield the highest number of clicks.

Increase your maximum CPC or optimize your ad, keyword, or campaign to improve your Quality Score and to earn a higher rank. Because ads with higher ranks receive more clicks, you'll gain an increase in traffic.

Increasing Conversions

Increasing Conversions

Objective: Learn how to optimize campaigns to increase conversions. (Advertisers define 'conversions' differently; however, for this topic, we'll assume a conversion is a product sale.)

About the Buying Cycle

Before you optimize for conversions, you should first understand the buying cycle. Consumers go through the following stages when buying a product:

2.3.1.9 Awareness
2.3.1.10 Interest
2.3.1.11 Consideration
2.3.1.12 Purchase
2.3.1.13 Retention
2.3.1.14 Advocacy

Let's consider a scenario of a consumer buying an MP3 player. You should be prepared with keywords to address each part of this buying cycle. For example, at the consideration/purchase stages, you should include keywords such as 'buy an MP3 player.' Or, at the retention and advocacy stages, you should include keywords such as 'MP3 player accessories' or 'MP3 player headphones' to target loyal owners of the product.

Using Negative Keywords to Increase Conversions

Using negative keywords can help filter out users who aren't actually in the purchase stage. Here are some sample negative keywords to consider:

2.3.1.15 Adding '-free,' as a negative keyword is important if you don't offer a free product or trial. A user searching for a free product is less likely to make a purchase.
2.3.1.16 Adding '-information' or '-info' will filter out users who are early in the buying cycle and generally not looking to purchase.
2.3.1.17 Adding '-how to,' '-what is,' and '-definition' will also filter users who are still just interested in researching the product, not making a purchase.

Adding these kinds of negative keywords will help qualify users as potential buyers. If you feel these negative keywords don't apply to your website, you may simply include them in their own ad group so you can track their performance separately. For example, when selling MP3 players, you can add the broad-match keyword 'how to use an MP3 player' in its own ad group in order to test the performance of the keyword.

Using Specific Keywords to Increase Conversions

More specific keywords tend to convert at a higher rate than general keywords. For example, consider the following keywords: 'Acme,' 'Acme printers,' 'Acme 710,' and 'Acme 710c.' Usually a more specific keyword like 'Acme 710c' will convert at a higher rate than 'Acme.' Users searching for brand names, product IDs, or even SKU numbers have typically already researched their product and want to make a purchase.

Some relevant keywords may not convert well. Consider the keyword 'Acme laser printers.' Let's also assume your website doesn't sell laser printers. You could argue this keyword is still relevant. Someone searching for a laser printer may be willing to purchase another high-quality printer. However, because it's not exactly the product the user is searching for, he or she is probably less likely to buy it. You should review your reports to gather data on keywords like this. If you're just starting your ad campaign and want to focus on conversions, you may wish to hold off on these types of keywords until your other, more-accurate keywords are performing well.

These keywords also present a challenging situation for writing ad text. You shouldn't use 'Acme Laser Printers' as your ad title because your website doesn't actually offer those products. This is a disadvantage, since competitors will be able to use the keyword phrase in the title and have stronger CTRs as a result.

Including Prices in Ad Text

You should experiment with including prices in your ad text. 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. However, if you omit the price and the user goes to your website before deciding it's too expensive, you pay for their visit.

We also recommend that you review competitors' ads to watch for the prices they offer. If your price is lower, you should highlight this fact.

Adjusting Keyword Bids to Maximize ROI

Adjusting Keyword Bids to Maximize ROI

Objective: See how your maximum cost-per-click (CPC) or maximum cost-per-thousand impressions (CPM) can affect your return on investment (ROI). Learn how to identify related factors and adjust bids to increase your ROI.

Factors to Consider

The following two factors influence your keyword performance:

2.3.1.18 ***How long the keyword has run***: If your keyword has only been active for a short period of time, or has only accrued a small number of impressions, clicks, or conversions, you generally won't have enough information to decide if this keyword is performing well for you.

2.3.1.19 ***Keyword position***: Keywords may perform differently based on their ad's position on the page.

Before you delete any keywords for not performing well, you may wish to consider these factors. You may also wish to edit your bids to experiment with different positions on the page.

Determining Your 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 tool or another third-party system. For more information, see our Conversion Tracking lesson.

Once you understand the value of each keyword, you can increase that keyword's profitability by adjusting your 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. Remember that decreasing your CPC or CPM bids could have a drastic impact on the volume of clicks and conversions for that keyword. In some cases, if a term is driving a large volume of conversions, you may decide to hold that term to a lower ROI threshold so as not to sacrifice volume. 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 will lower the average amount paid, which may increase the profit margin for that keyword.

Use your Placement Performance 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.

It's best to adjust your bids in small increments, and then allow the keywords to accrue impressions, clicks and conversions with the new settings. Allow at least 24 hours between changes so you'll have enough performance data to make an informed evaluation. In addition, because the market is always changing, you'll want to re-evaluate your bids regularly.

Adjusting CPCs Above the Minimum Bid

If a keyword isn't performing well and becomes inactive for search, you can increase your CPC bid to improve its performance. (CPM bidding isn't available for ads targeted to the search network.) If your keyword is inactive for search, we'll list the minimum bid in the keyword status column in your Ad Group Details page. If your keyword is active and underperforming, you can find your minimum bid by:

2.3.1.20 Creating a Custom Report for minimum bids through your **Reports** tab.

2.3.1.21 Editing your keywords' CPCs or URLs in your ad group Details page. (Select the keyword or keywords you'd like to view, and click the **Edit Keyword Settings** button.)

Chapter 3

The AdWords Toolbox

Account Performance Tools

Keyword Tool

Keyword Tool

Objective: Need more keywords? Learn to use this tool to:

- find and add new keywords to your ad groups
- refine your keyword list
- find negative keywords, and

- see additional keywords that can also trigger your ads (expanded matches).

About the Keyword Tool

The Keyword Tool has many uses. It can help you find new or negative keywords, improve your keyword list, estimate keyword traffic, and see additional search terms that may trigger your ads. After you've finished selecting your keywords, you can add them directly to an ad group or download them in a *.csv* (spreadsheet) file.

Before you begin ...

Before you select your keywords, carefully review the variations returned by the Keyword Tool. Ask yourself if someone searching on these keywords would be looking for your product or service.

If you aren't offering what some of the returned keywords describe, these keywords would be less relevant to your business. You can manually add them directly to your list as negative keywords. For example, if you only sell new books, you can add '-' to the keyword *used*, since you don't sell used books. Your negative keyword would be *-used* within an ad group featuring books.

Adding negative keywords can help reduce untargeted impressions for your ad and preserve your account's clickthrough rate (CTR). CTR is important because it's part of the Quality Score formula that helps determine your ad's position on the page.

Using the Keyword Tool

Access the Keyword Tool from within your ad group to get results based on your existing campaign settings and your account's performance history:

- Sign in to your AdWords account at https://adwords.google.com.
- Select the appropriate campaign and ad group.
- Select the **Keywords** tab.
- Click **Keyword tool**.
- In field labeled **How would you like to generate keyword ideas?**, use the options labeled **Descriptive words or phrases**, **Website content**, or **Existing keyword** to create a keyword list. You can switch between options without losing your work. Detailed instructions for using each option are below.

- Show or hide columns in the statistics table for each group with the **Choose columns to display** drop-down menu.
- If you show the **Estimated Ad Position** or **Estimated Avg. CPC** columns, a field labeled **Calculate estimates using a different maximum CPC bid** will appear. If you leave the field blank, the estimates in these two columns will be based on the maximum cost-per-click (CPC) bid that would likely put your ads in the first, second, or third position on a Google search result page. To see how the estimates change, enter a different maximum CPC and click **Recalculate**.
- Use the drop-down menu in the **Match Type** column if you'd like to change the match type for all your keyword results. The keywords are a broad match by default.
- Click **Add** next to a particular keyword to move it to the keyword list in the shaded box. Use the drop-down menu next to **Add** if you'd like to change a keyword's match type first. Keywords already in your ad group will be marked, and you won't be able to move them.
- Click **Add your own keywords** to expand a field and add any more keywords that you think of. Click **Add to List** when you're done.
- Click **Get more related keywords** to generate additional keyword ideas based on the keywords you selected for your ad group. This feature is a useful way to refine your original Keyword Tool results.
- Download keywords by clicking *text, .csv (for excel),* or *.csv.* You'll need a spreadsheet program to open a .csv file.
- Click **Save to a different ad group** if you'd like to save your keywords to a different ad group than the one from which you accessed the tool. Choose your preferred campaign and ad group from the drop-down menus.
- Click **Estimate Search Traffic** to see traffic estimates for the keyword list you've built.
    - Click **delete** next to any keywords you no longer want.
    - Click **Save Changes** at the bottom of the page when you're happy with your keyword list.
    - *Your new keywords will be lost* if you click **Cancel**. We recommend that you not click **Estimate Search Traffic** until you've finished building your keyword list.

If you didn't go to the **Estimate Search Traffic** page, save your keywords by clicking **Save to Ad Group** in the shaded box.

'Descriptive words or phrases' option

Choose this option to generate keyword ideas from terms that describe your product or service. This option will be selected for you by default.

2. In the field provided, enter terms describing your product or service. Make sure that you enter only one word or phrase per line. For example, if you sell pies, you might enter the terms:

   home-made pies
   apple pies
   peach pies

1. Leave **Use synonyms** checked to get the widest range of keyword results. If you uncheck the box, the Keyword Tool will only give results that contain at least one of the terms you entered.
2. Click **Filter my results** to restrict the keyword ideas that the tool generates.
3. Click **Get Keyword Ideas**. The results will be organized in order of relevance to the terms you entered.
4. Follow steps 6 - 15 at the top of the page.

'Website content' option *(limited language release)*

Choose this option to generate keyword ideas based on the content of any webpage.

5. Enter the full URL of a webpage in the field provided (example: *http://www.google.com/index.html*). In most cases, we would recommend entering your ad group's destination URL.
6. Check **Include other pages on my site linked from this URL** if you'd like the Keyword Tool to evaluate other webpages with the same domain that are one link away from the URL. For instance, *www.mysite.com/apples* has the same domain as *www.mysite.com/oranges*.
7. Click **Or, enter your own text in the box below (optional)** if you'd like to enter your own text rather than use a URL. A field will expand in which you can input text relevant to your product or service. For instance, you could enter seasonal marketing or advertising print copy that may not be available on your website for the entire year.
8. Click **Filter my results** to restrict the keyword ideas that the tool generates.

9. Click **Get Keyword Ideas**. The results will be organized into groups of related terms. The group most relevant to the webpage you entered will appear first.
10. Follow steps 6 - 15 at the top of the page.

'Existing keyword' option

Choose this option to generate keyword ideas based on one of your existing keywords that has earned a high clickthrough rate (CTR).

11. Click **Filter my results** to restrict the keyword ideas that the tool generates.
12. Click one of the keywords listed in the shaded area to get keyword ideas. The results will be organized in order of relevance to the keyword you selected.
13. Follow steps 6 - 15 at the top of the page.

Reviewing Your Keyword Results

The keyword results returned from your search will be listed in a table. You can view your keywords along with various statistics and sort by the columns provided. Use these features to help you decide which keywords will be the most cost-effective and relevant for your business or service.

I. Keyword Match Type

The tool automatically produces results based on the broad match variation of the keyword(s) entered. All views include a *Match type* column. You can change the match type shown and add other keyword matching variations directly to an ad group. However, changing the match type via this column won't actually change the broad match statistics shown, and is intended only to assist you in managing your keyword list.

II. Keyword Tool Views

Show or hide columns in your Keyword Tool results with the **Choose columns to display** drop-down menu. Each column shows estimated performance statistics about the keyword results to help you pick the best ones to add to your ad group. Available statistics are:

- Estimated Ad Position: Your ads' estimated position on Google for these keywords
- Estimated Avg. CPC: Your ads' estimated average cost-per-click (CPC) on Google for these keywords
- Advertiser Competition: The number of advertisers worldwide bidding on each keyword relative to all keywords across Google
- Previous Month's Search Volume: The relative number of users who searched for these keywords on Google
- Avg. Search Volume: The average monthly search volume on Google for each keyword over a recent 12-month period

- Search Volume Trends: Fluctuations in Google search volume for each keyword over a recent twelve-month period
- Highest Volume Occurred In: The month that each keyword received the highest Google search volume within a recent 12-month period

Site and Category Exclusion Tool

Site and Category Exclusion Tool

Objective: Learn how to prevent your ads from appearing on certain websites and groups of webpages in the Google content network.

About the Site and Category Exclusion Tool

There may be times when--for any reason--you feel that certain websites in the Google Network aren't a good match for your ad campaign. When that's the case, the Site and Category Exclusion Tool can prevent your ads from appearing on those sites as well as groups of sites related to specific categories.

The process is relatively simple: you name the sites where you don't want your ad to appear, and Google blocks your ads from appearing on those pages.

Using the Site and Category Exclusion Tool

To access and use the Site and Category Exclusion Tool:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click the **Tools** link on your **Campaign Management** tab.
3. Click **Site and Category Exclusion**.
4. Select a campaign from the drop-down menu.
5. Select the **Sites** tab and enter sites within the content network from which you'd like to exclude your ads.
6. Select the **Topics** and **Page Types** tabs and select the categories you'd like to exclude.
7. Click **Save all exclusions**.

Exclusions are applied at the campaign level: you can exclude individual campaigns from a site, but not individual ad groups or an entire account at once.

Campaign Optimizer

Campaign Optimizer

Objective: Learn how to use the Campaign Optimizer to get a customized proposal for improving your campaign's performance.

About Campaign Optimizer

The Campaign Optimizer uses Google's advanced technology and experience with AdWords ads to your advantage. The tool automatically analyzes your campaign (including your budget, keywords, ad text, and landing page) and generates a proposal to improve your campaign's performance. You can then review the proposed changes and accept the ones you want to apply.

Here's more detail about how we analyze your campaign:

- *Budget analysis*. We assess your campaign history to determine whether you've missed ad impressions due to a low budget. If we find this is the case, you'll see a summary of the clicks and impressions you could be getting, along with a budget proposal.
- *Keywords*. We automatically analyze your landing page and the current performance of your keywords to determine what is or isn't working well for your campaign. For each ad group, we use this information to propose changes to your keyword list. Changes may include:
    - Adding new keywords
    - Deleting poor performers
    - Changing keyword matching options (broad, phrase, or exact)
    - Adjusting cost-per-click (CPC) bids
- *Ad text*. The Campaign Optimizer automatically reviews your ad text and may propose small changes in capitalization or punctuation. These changes are based on optimization tips we've found to be successful

We're aware that you know your business best. In order to ensure the success of your campaign, please review the Campaign Optimizer's automated proposals carefully. Some of the proposed changes may not suit your advertising goals, so only accept those changes that you like.

Using Campaign Optimizer

Follow these steps to use the Campaign Optimizer:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click on the name of the campaign you want to optimize.
3. Click **Optimize Campaign** above your ad group table.
4. Click **Get Started** after reviewing the introductory page.
5. Review the campaign-level proposal (if present) and choose the action you wish to take.
6. Click **Save and Continue** to view a list of your ad group proposals.
7. Click **Review** to see detailed proposals for an ad group.
8. Follow the instructions in the Campaign Optimizer to review the remainder of the ad group proposal.
9. Click **Apply Changes and Continue** when you're finished with the ad group.
10. Repeat steps 7-9 for any remaining ad groups.

A few additional tips for reviewing your proposal:

- Don't navigate away from the proposal until you're finished with it. If you exit the proposal before applying your changes, your proposal will be lost.
- Review your proposal carefully. The proposal is automated, so some changes may not be relevant for your campaign.
- Check the **Approve** box next to the changes you like. Only changes that you approve will be applied to your campaign.
- You can also access the Campaign Optimizer from the **Tools** page on the Campaign Management tab. Click **Campaign Optimizer**, then select the campaign you want to optimize.

Edit Campaign Negative Keywords

Edit Campaign Negative Keywords Tool

Objective: Learn how to add campaign negative keywords to your account.

Using the Edit Campaign Negative Keywords Tool

About the Tool

Negative keywords prevent your ads from appearing whenever a user includes a certain term in his or her search query. The Edit Campaign Negative Keywords tool lets you add those negative keywords to any campaign. For example, if you're advertising your bookstore, but you don't sell textbooks, you might want to add the negative keyword "-textbooks" to your campaign. This will stop your ad from appearing alongside searches like "textbooks" or "used school textbooks."

Using the Tool

To access and use the Edit Campaign Negative Keywords tool:

1. Log in to your AdWords account at adwords.google.com
2. Click the **Tools** link on your Campaign Management tab.
3. Click **Edit Campaign Negative Keywords**.
4. Select the campaign you'd like to edit from the drop-down menu, and click **Go**.
5. Enter your negative keywords in the 'Enter words manually...' field, and click **Add Keywords**.
    - If your negative keywords appear in more than one ad group, use **Clean Sweep** to remove them from the ad group level and add them at the campaign level. Use the drop-down menu in step one to select the location of the negative keywords, and click 'Run Clean Sweep.'

If you need help identifying appropriate negative keywords, visit the Keyword Tool. This tool displays lists of keywords that may trigger your ad. If any of the keywords suggested by the Keyword Tool don't relate directly to your ad group, adding them as negative keywords will help you better reach your target audience.

The Traffic Estimator

The Traffic Estimator

Objective: Thinking about adding a new keyword to your account? With the Traffic Estimator, you can see how your keyword might perform. Learn what this tool does and how to use it.

About the Traffic Estimator

The Traffic Estimator provides traffic and cost estimates for new keywords before you add them to your campaign. You can also review estimates for current keywords already running in an ad group.

When you enter a keyword into the Traffic Estimator, you get estimates for your keyword's status, search volume, average cost-per-click (CPC), cost/day, and average position. By using this tool, you can better forecast your ad's placement and performance based on your CPC bid, targeting options, and other criteria.

Using the Traffic Estimator

You can access the Traffic Estimator from within your AdWords account -- either when you're creating or reviewing a keyword for a particular ad group, or from the Tools page on your **Campaign Management** tab. The estimates you receive are based in part on the values you enter (or on your current ad group and campaign settings), including your CPC bid and targeting options. If you're flexible on your costs and targeting, it's a good idea to play around with these fields to see different results.

To use the Traffic Estimator when creating a keyword in your account:

1. Log in to your AdWords account at adwords.google.com.
2. Click the campaign containing the ad group for the keywords you want to add or review.
3. Click the appropriate ad group.
4. Select the **Keywords** tab.
5. Click **Edit Keywords** at the top of the table.
6. In the field provided, enter your keywords so that each word/phrase appears on its own line.
7. Click **Estimate Traffic**. You will see all of the estimates for each of your keywords entered. If necessary, you can adjust your CPC bid and recalculate your estimates.

8. Click **Save Changes** to keep the new settings or **Cancel** to delete them (your original settings will be applied).

When using the Traffic Estimator from within your account, at the bottom of the estimates page you have the ability to make changes to your keywords and CPC bids, and then re-estimate the traffic.

Note that when using the Traffic Estimator from within your account, you will see the predicted status of your keyword. Please see the lesson on monitoring performance for more information on the keyword status.

To access the standalone Traffic Estimator tool through the Tools page in your account:

9. Log in to your AdWords account at adwords.google.com.
10. Click the **Tools** link on the **Campaign Management** tab.
11. Click **Traffic Estimator**.
12. **Enter keywords**: In the field provided, enter your keywords so that each word/phrase appears on its own line.
13. **Choose a currency**: Select your currency, then enter a specific CPC bid for your estimates, or let us suggest a value. Our suggested value should deliver ads in the top position 85% of the time. If you feel you don't need your ad in the top position 85% of the time, you can reduce the CPC bid.
14. **Choose your target languages**: Select which languages you'd like to target.
15. Select **Location Targeting** (countries, regions and cities, customized)
16. **Choose one or more target countries**: Select which country you'd like to target.
17. Select if you want the estimates provided to be customized based on your account history.
18. Click **Continue** to see your estimates.

The Traffic Estimator works for ads with keyword targeting only; it does not work for ads with placement targeting using either CPC or CPM bidding.

Reviewing Your Traffic Estimates

When you use the Traffic Estimator, you'll see the following estimates for each keyword entered:

Search Volume: Indicates the amount of search traffic received by your keywords. This information can help you determine how competitive ad placement is for a particular keyword. The green bar shown represents a general low-to-high quantitative guideline.

Estimated Avg. CPC: The average amount you'll pay for each click. The AdWords Discounter automatically adjusts your actual CPC so you pay only one cent more than the minimum amount required to keep your ad's position. Therefore, the displayed amount may be lower than your 'official' CPC bid above.

Estimated Ad Positions: The average position in which your ad may show. '1' is the highest position on the first page of search results. There is no 'bottom' position. Values may contain ranges because the Traffic Estimator displays estimates as averages based on dynamic keyword activity among advertisers. Also, average ad positions are not fixed; they may vary depending on bidding activity and your keyword's quality.

Estimated Clicks/Day: The number of clicks your ad may receive each day.

Estimated Cost/Day: The average amount you may spend per day.

The values provided by the Traffic Estimator are only estimates, not guarantees. They will vary depending on conditions such as fluctuations in user behavior and dynamic search and pricing activity. The Traffic Estimator works for ads with keyword targeting only; it does not work for ads with placement targeting using either CPC or CPM bidding.

For more information about cost control, overdelivery, and ad ranking, refer to the lesson on Pricing and Ranking.

My Change History Tool

My Change History Tool

Objective: Learn how to use the My Change History tool to view changes you've made to your account since January 1, 2006.

About the Change History Tool

The My Change History tool allows you to view all changes for a particular time period or to filter the results by the type of change (such as budget adjustments or keyword edits). If multiple users with different logins manage your account, you can also use the tool to see who made certain changes.

Reported Changes

This tool will report the following changes:

- Daily budget adjustments
- Keyword edits or additions
- Changes in ad distribution preferences
- Changes made via the AdWords API

The tool won't display the following changes:

- Maximum cost-per-click (CPC) adjustments made by the Budget Optimizer(TM)

- Changes made by the Ad Automator
- Ad approval or disapproval
- Password changes (for security reasons)

Using the Change History Tool

To access My Change History, follow the steps below:

1. Log into your AdWords account.
2. Click 'Tools' on the **Campaign Management** tab.
3. Click **My Change History** under the *Analyze Your Ad Performance* section.
4. Select the date range for which you'd like to see changes.

Additional notes about the tool:

- You may see incomplete results if you request data for a time period that extends before January 1, 2006, or if no changes were made to your account during the time period selected.
- It can take a few minutes for your changes to appear in **My Change History**. If you don't see your most recent changes, please check again later.

3.2 Troubleshooting Tools

Ads Diagnostic Tool

Ads Diagnostic Tool

Objective: Learn how to use the Ads Diagnostic Tool to troubleshoot your ads.

About the Ads Diagnostic Tool

The Ads Diagnostic Tool:

- Reports whether an ad is appearing on the first page of Google search results
- Identifies why a particular ad or group of ads may not be showing

- Determines why a particular keyword may not be triggering ads to appear
- Provides recommendations for increasing ad rank or ad display

This tool reports data for Google search results only and not for ads that show on the content network or other sites in the search network.

With the Ads Diagnostic Tool, you can search for ads that might not be showing for a particular search term or on a specific webpage.

Using the Ads Diagnostic Tool

You can access Ads Diagnostic Tool results in two ways.

Ad Group Details page

To get a quick summary of your keyword performance for a particular ad group, follow these steps:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click the campaign that contains the ad group you want to view.
3. Click the appropriate ad group.
4. Select the **Keywords** tab.
5. Point your mouse at the magnifying glass icon next to any keyword in your ad group. A help bubble will appear with information about your keyword. If your ad isn't showing, click the link for more information.

Note that the quick summary gives a snapshot analysis of your ad performance based on the location and language targeting selections for the associated campaign. If your campaign targets multiple locations or languages, the Ads Diagnostic Tool selects just one language and location combination. For a comprehensive analysis, use the Tools page described below.

Tools page

For more in-depth information about your keywords, follow these steps:

1. Sign in to your AdWords account at https://adwords.google.com.
2. Click **Tools** beneath the **Campaign Management** tab.
3. Click **Ads Diagnostic Tool**.
4. Enter information for either Option 1 or Option 2:
    - Option 1 (Search Terms and Parameters): Use this option if you're concerned about all ads within your account that should be appearing for a specific search

term on Google. Specify the keyword query, the Google domain, the display language, safe search setting, and user location.
  - Option 2 (Search Results Page URL): Use this option if you're concerned about a particular Google search results page that you believe should be showing one of your ads. Copy and paste the URL from the address bar on the search results page where your ad should be showing.
- Click **Continue** when you are finished.

Ad Preview Page

The ad preview page is a companion to the Ads Diagnostic Tool. It lets you perform a test search to see how your ads and search results would appear on a regular Google search results page without accruing extra impressions.

To perform a test search, follow these steps:

- Go to www.google.com/adpreview.
- Enter your search term. Click **Go** or hit **Enter** on your keyboard.
- The search results and ads appear as they would on Google, except the links on the preview page aren't clickable.

You can also use the ad preview page to see if your ad is appearing in other geographical locations.

Disapproved Ads Tool

Disapproved Ads Tool

Objective: Learn how to use the Disapproved Ads Tool to find useful information about any ads in your account that have been disapproved.

About the Disapproved Ads Tool

The Disapproved Ads Tool shows all ads in your account that have been disapproved. You can view the disapproved ad, its location, the reason for disapproval, suggestions for improving your ad, and the date your ad was disapproved.

Additional notes about the tool:

- Advertisers still receive emails regarding any disapproved ads, unless they opt out of email notifications.
- At this time, the tool doesn't reflect the status of approved or pending ads, or keywords for your account.

Using the Disapproved Ads Tool

Access the Disapproved Ads tool by following the steps below:

1. Log into your AdWords account at adwords.google.com
2. Click 'Tools' on the **Campaign Management** tab.
3. Click **Disapproved Ads** under the *Analyze Your Ad Performance* section.

Tips for using the tool:

- Click **Details** in the Disapproval Reason column to learn more about why your ad was disapproved.
- If your ad belongs to a paused or deleted campaign or ad group, this status will be included in the Campaign or Ad Group columns. In this case, you won't be able to make edits. However, you can click **View ad** to review the ad text.
- To edit an ad, click the **Edit ad** link in the far right-hand column. You'll be able to edit your ad from its corresponding ad group; once you save your ad, it will automatically be submitted for review.
- To remove ads from this page (but not actually remove them from your account), use the **Ignore** function at the top of the table. You can also use the drop-down box to view your disapproved ads: *Show all campaigns, Show only active campaigns, Show all but deleted campaigns.*

3.3 AdWords Editor

Introduction to AdWords Editor

Navigating AdWords Editor

You can navigate through your account in AdWords Editor via the tree view on the left side of the interface and the tabs on the right side. Your selections in the tree view and the tabs determine what information you can view and edit.

Tree view: The tree view is a hierarchical view of your account on the left side of your screen. Click the plus and minus signs to expand and collapse the tree view and see the campaigns and ad groups in your account.

Tabs: Once you've selected an account, campaign, or ad group in the tree view, you can use the tabs to select the kind of data you want to view or edit. Each tab shows a part of your account, such as keywords, ad groups, or campaigns. For example, to view the ad groups in Campaign #1, select Campaign #1 in the tree view and click the **Ad Groups** tab.

Tab tool bars: Each tab has a tool bar with buttons for functions within the tab. For example, the **Keywords** tab has buttons for adding and deleting keywords, making multiple changes, and reverting changes. The adding and editing options are also available from the **Data menu**.

Data view and edit panel: The data view displays the details of the selected tab. When you select an item in the data view, you can edit it directly in the row or in the edit panel below the data view.

Installing AdWords Editor

To download and install AdWords Editor, visit the AdWords Editor website. Select Windows or Mac, then click **Download AdWords Editor**. You'll need Windows 2000, Windows XP, Windows Vista, or Mac OS X (10.4 or later).

The first time you run AdWords Editor, you'll be prompted automatically to download your account. To download additional accounts, go to the **File menu > Open Account**.

You may only edit one account at a time. To switch accounts, go to the **File menu > Open Account**, select the account you want to view, and click **Open Selected Account**.

AdWords Editor Features

With AdWords Editor, you can:

- Work offline on your Mac or PC.
- Upload changes to AdWords any time.
- Store and navigate one or more accounts.
- Add, edit, and delete campaigns, ad groups, ads, keywords, and placements.
- Make large-scale changes quickly.
- Perform advanced searches and edits.
- Add comments for your changes.
- Sort and view performance statistics.
- Copy or move items between campaigns, ad groups, and accounts.
- Export a snapshot of your account for archiving or sharing.
- Import an archive or share file and review the proposed changes.

You'll learn more details about these and other features in subsequent lessons.

About AdWords Editor

AdWords Editor is a free, downloadable desktop application for managing your AdWords campaigns. If you have a large number of campaigns or keywords, or if you manage multiple accounts, AdWords Editor can save you time and help streamline your workflow.

The application offers a wide array of features, but the basic process is simple: download your account, make your changes, then upload your revised campaigns when the changes are finalized. You'll learn more details about these steps in subsequent lessons.

Introduction to AdWords Editor

Objective: Learn basic information about AdWords Editor, including key features, how to install it, and how to start using it.

AdWords Editor: Add, Edit and Delete

AdWords Editor: Find and Replace

The **Replace Text** feature enables you to find and replace text in keywords, placements, ads, and destination URLs. Simply select the items you want to search, then run the **Replace Text** tool to make your changes.

For example, to find and replace a certain word in your text ads, follow these steps:

- Select your account name in the tree view.
- Click the **Text Ads** tab.
- In the data view, select the ads you want to edit. To search and replace text in all your ads, go to the **Edit menu > Select All**.
- Click the **Replace Text** link at the bottom of the **Text Ads** tab or go to the **Edit menu > Replace Text in Selected Items**.
- Enter the text to be changed, the fields to be searched, and the new text.
- You can select options to match case or whole words only and to preserve capitalization.
- Click **Find Matches**.
- Click **Replace All** to confirm the changes.

AdWords Editor: Copy or Cut and Paste

You can copy or move keywords, placements, ads, ad groups, and campaigns. For example, you can copy text ads into a new ad group, or move an ad group into a different campaign. To copy or move items from one location to another, follow these steps:

1. Select the appropriate context in the tree view. This could be your account name or a specific campaign or ad group containing the items you want to copy or move. For example, to copy keywords in Campaign #4, select Campaign #4 in the tree view.
2. Click the relevant tab above the data view. For example, to copy keywords, select the **Keywords** tab.
3. Select the items to copy or cut, and go to the **Edit menu > Copy** or **Cut**.
4. Select the destination location in the tree view, and go to the **Edit menu > Paste**. To paste items into multiple ad groups, select the destination ad groups in the data view. Next, go to the **Edit menu > Paste Special > Paste into Selected Ad Groups**.

Tip: Drag and Drop

To move something quickly, select it in the data view and drag it to the new location in the tree view. To copy it, hold the **Control** key.

For example, to move text ads to a new campaign, select the ads in the data view of the **Text Ads** tab, then drag your selection to the destination campaign in the tree view. The original campaign will show those ads as deleted, and the new campaign will show them as added.

AdWords Editor: Advanced Editing Tools

The **Advanced Bid Changes** and **Advanced URL Changes** tools enable you to change large numbers of CPC bids, CPM bids, and destination URLs quickly.

To use the **Advanced Bid Changes** tool, follow these steps:

1. In the data view, select the keywords, placements, or ad groups whose bids you wish to edit.
2. Click the **Advanced Bid Changes** link at the bottom of the edit panel.
3. Specify your changes. The options change, depending on which kind of bid you're changing. Options may include the following:
   - Increase or decrease your bids by a percentage.
   - Remove bids at the keyword or placement level so they use the ad group default bid (**Keywords** and **Placements** tabs only).

    - Constrain any of these changes so that bids do not fall below or exceed certain values.

- Click **Change Bids**.

To use the **Advanced URL Changes** tool, follow these steps:

1. In the data view, select the keywords, placements, or ads with URLs you wish to edit.
2. Click the **Advanced URL Changes** link at the bottom of the edit panel.
3. Specify your changes. You can:
    - Set a specific URL for all selected keywords, placements, or ads.
    - Append text to each URL.
    - Remove a specific URL parameter.
4. Click **Change URLs**.

AdWords Editor: Get Recent Changes

After you download an account to AdWords Editor, the contents of the campaigns are stored on your computer. Before you begin a session of editing a previously downloaded account, it's a good idea to make sure you're working with the most recent version of your campaign information.

To download and review any recent changes that might have been made since the previous download, click **Get Recent Changes** in the tool bar.

Here's an overview of what you'll see once the download is complete:

- Recent changes downloaded from AdWords (also called account updates) are highlighted in green.
- Unposted local changes (changes made in AdWords Editor) are highlighted in purple.
- If your local changes conflict with the downloaded changes, these items will be highlighted in red.
- To isolate updates, local changes and conflicts, use the **View menu** just above the tabs. Here you'll find options for viewing:
    - All unposted local changes
    - Account updates only
    - Account updates with unposted changes only

AdWords Editor: Delete Items

As with adding and editing, you can delete items individually or delete multiple items at once.

To make individual deletions, select the items to delete in the data view. For keywords, ads, or negative keywords or sites, click the **Delete** button in the tab tool bar. For campaigns or ad groups, change the status to **Deleted** in the edit panel. A minus sign (-) will appear next to deleted items in the data view.

To delete a list of keywords, placements, negatives, or text ads from various locations, use the appropriate **Delete Multiple** tool. These tools are available via the **Data menu** or in the tab tool bars.

To find and delete a list of items that meet specific criteria (such as underperforming keywords or text ads that contain a certain word), use Advanced Search. You'll learn more about Advanced Search in the View and Sort Information lesson.

AdWords Editor: Edit Multiple Items

AdWords Editor gives you several options for editing multiple items at once. You can enter a list of changes in the **Add/Update Multiple** tools, or you can select items and edit them manually or with the advanced editing tools. (Advanced editing tools will be covered in the next lesson.)

Add/Update Multiple tools

The **Add/Update Multiple Keywords**, **Placements**, and **Ad Groups** tools enable you to edit, as well as add multiple items at once. When you enter a list of keywords, placements, or ad groups into the appropriate tool, AdWords Editor allows you to specify additions and edits. These tools are ideal for making long lists of specific changes to CPC or CPM bids, destination URLs, or ad group settings.

For example, here's how you'd update multiple ad group CPC bids using the **Add/Update Ad Groups** tool:

1. Prepare a spreadsheet or a list containing your ad groups and their new CPC bids, separated by tabs or commas. The columns should be in this order: campaign, ad group, CPC bid, content CPC bid (optional) and status (optional).
2. Go to the **Data menu > Add/Update Multiple Ad Groups**.
3. Select the second radio button to indicate you'll include columns with campaign and ad group names.
4. Select keyword or placement targeting for any new campaigns that will be added as a result of new ad group names in your list. (You can change individual campaigns later, if necessary.)
5. Paste your ad group list into the **Ad Groups** field.
6. Click **Next** to review the changes.
7. You'll see a list of new and updated ad groups. Use the radio buttons to accept or reject the changes.
8. Click **Finish**.

Select and edit specific items

- To select more than one item, hold the **Control** or **Command** key and click the items you want to edit.
- To select a consecutive list of items, select the first item, then hold the **Shift** key and select the last item in the list.
- To select all items in the data view, go to the **Edit menu > Select All**.

Once you've selected the items to edit, you can edit them in two ways:

- Enter your changes in the edit panel below the data view. Any changes made to a given field will apply to all selected items.
- Use the Advanced URL Changes or Advanced Bid Changes tools. (See the next section, entitled 'Advanced Editing Tools.')

AdWords Editor: Edit Individual_Items

To locate and edit a campaign, ad group, ad, keyword, or placement, follow these steps:

1. Select the appropriate context in the tree view. This could be your account name or a specific campaign or ad group containing the item you want to edit.
2. Click the relevant tab above the data view.
3. Select the item you want to edit in the data view.
4. Make your changes in the edit panel or directly in the data view.

For example, here's how you'd edit a keyword destination URL in your 'Chocolate Ad Group' in Campaign #3:

1. Select 'Chocolate Ad Group' in the tree view.
2. Click the **Keywords** tab.
3. Select the keyword you want to edit.
4. Type your new destination URL in the edit panel or directly in the data view.

Here are some examples of other individual edits:

- Edit campaign settings, such as budget, status (active, paused, deleted), network distribution settings, start and end dates, or language and location targeting.
- Change an ad group's name, status, or maximum CPC or CPM bid.
- Edit the destination URL for a text or image ad.
- Pause a keyword.
- Edit a negative keyword or site.

You can revert any change in AdWords Editor that has not been posted. Select one or more items in the data view and click **Revert Selected Changes**.

AdWords Editor: Add Multiple Items

The **Add Multiple** tools enable you to add large numbers of keywords, placements, ads, or ad groups at once. These tools are available from the **Data menu** or on the tab tool bars. Simply type or paste a list of items into the tool to add them to the locations you specify.

For example, the **Add Multiple Keywords** tool enables you to add keywords to a single ad group, to all campaigns and ad groups, or only to the ad groups you specify. From within the tool, you can:

- Use the drop-down menus to select a specific campaign and ad group for your keyword additions.
- Select **All Campaigns** to add the same keywords to all ad groups in the account.
- Include campaign and ad group names in your keyword list. This option allows you to add keywords to specific ad groups in any campaigns, or to create new ad groups and campaigns for your keywords. If you enter campaign and ad group names that don't exist yet, the tool will give you the option of creating them.
- Replace your existing keyword list with the new keywords by checking the box labeled 'Replace the entire contents of destination ad groups with these keywords.'

After you type or paste your keyword information, click **Next** to review your keywords, and **Finish** to apply the changes.

The other **Add Multiple** tools work much the same way as the **Add/Update Multiple Keywords** tool. You can find detailed instructions for each tool in the AdWords Editor Help Center.

AdWords Editor: Cost and Budget Settings

You can make the following changes to your cost and budget settings in AdWords Editor:

- Change your campaign budget.
- Change your ad group CPC or CPM bids.
- Change the CPC or CPM bids for individual keywords or placements.
- Change maximum CPA bids for ad groups in Conversion Optimizer campaigns.

Note: AdWords Editor currently doesn't support changes to account-level billing preferences. To make these changes, please sign in to your AdWords account at https://adwords.google.com.

AdWords Editor: Add Individual Items

You can add an individual campaign, ad group, ad, keyword, or placement several ways. The two simplest ways are:

- Go to the **Data menu** and select the type of addition you want to make. For example, to add a keyword to Campaign #1, go to the **Data menu > Add New Keyword**.
- Click the **Add** button on the appropriate tab. For example, to add an ad group to Campaign #2, select Campaign #2 in the tree view. Next, go to the **Ad Groups** tab and click **Add Ad Group**.

When you add a new item to your account, a plus sign (+) appears next to it. Learn more about AdWords Editor symbols in the View and Sort Information lesson.

If you want to create a draft version of your additions, without posting them, you can create a draft campaign or a draft account.

Draft campaigns aren't posted to your account until you change the status of the campaign to 'Active.' To create a draft campaign, go to the **Data menu > Campaigns > Add Draft CPC Campaign** or **Add Draft CPM Campaign**.

AdWords Editor: Add, Edit, and Delete

Objective: Learn how to add, edit, and delete campaigns, ad groups, ads, keywords, and placements.

AdWords Editor: View and Sort Information

AdWords Editor: Keyword Grouper

The **Keyword Grouper** breaks up your keyword list into groups of related terms and allows you to automatically create new ad groups with the related keywords. To use this tool, go to the **Tools menu > Keyword Grouper**. When you're finished, your keywords will be copied automatically into the new ad groups and deleted from their original locations.

AdWords Editor: Find Duplicate Keywords

Use the **Find Duplicate Keywords** tool to locate keywords that are repeated throughout your account. To access this tool, follow these steps:

2. Go to the **Tools menu > Find Duplicate Keywords** or go to the **View menu > Duplicate Keywords**.
3. Select the criteria for your search, including:
   - Word order
   - Where duplicate keywords are located

- Match types

4. Click **Find Duplicate Keywords**.

The duplicate keywords will appear in a list on the **Keywords** tab, where you can edit or delete them as necessary.

AdWords Editor: Add and View Comments

You can add comments to keywords, placements, ads, ad groups, or campaigns. Comments can be helpful personal reminders, or they can explain your changes when you share your changes with other AdWords Editor users.

To add a comment, follow these steps:

5. In the data view, select the item on which you want to comment.
6. Click **Add comment** at the bottom of the tab.
7. Type your comment in the text box. (If you collaborate with other people, you may wish to include your initials to distinguish your comments from others.)
8. A red pushpin icon appears to the left of items with comments in the data view. Point your mouse at the pushpin icon to reveal the comment for view.

To view comments, follow these steps:

2. Go to the **View menu > Items with comments**.
3. Click through the tabs to view items with comments.
4. To return to the normal view, go to the **View menu > All**.

AdWords Editor: Sort the Data View

Sort information in the data view by clicking on the column headers. For example, to view a list of keywords alphabetically in the data view, click the **Keyword** column header. Or, to sort your image ads by their dimensions, click the **Dimensions** column header. Click again to reverse the order.

AdWords Editor: Show Performance Statistics

To download and view performance statistics such as clickthrough rate, cost, position, and conversion information, select a date range with the **View Statistics** button in the tool bar. It may take a few moments for the information to download.

Once the download is complete, click through the tabs to see performance statistics for each level of your account. You can control which columns are visible with the column chooser, located at the top right corner of the data view.

The statistics you download will remain in AdWords Editor until you select a new statistics interval or download your account again. You'll receive a warning before your previously downloaded statistics are removed.

AdWords Editor: View or Hide Deleted Items

You can set your preferences to view or to hide deleted items in your account. To change your preferences, go to the **Tools menu > Settings**. Check or uncheck the appropriate boxes under **Hide all deleted and ended items**.

To view the contents of deleted or ended campaigns and ad groups, you may need to change your settings to download these items. In the **Tools menu > Settings** dialog, check the box next to **Download deleted and ended campaigns and ad groups**. The next time you download your account or click **Get Recent Changes**, the deleted items will appear in AdWords Editor.

AdWords Editor: Symbols and Colors

Here are some important symbols, colors, and other visuals you'll see in AdWords Editor:

- Plus (+): added item
- Delta (Δ): edited item
- Minus (-): deleted item
- Red circle: error that will prevent posting (such as a potential advertising policy violation or a structural issue, such as a missing daily budget)
- Yellow circle: warning
- Green circle: item that has passed AdWords Editor checks but hasn't been posted
- Pushpin icon: item with a comment (to see all items with comments, go to the **View menu > Items with comments**)
- Bold: unposted change
- Gray: paused or deleted campaign or ad group
- Strikethrough: deleted item

AdWords Editor: Search and Custom Views

AdWords Editor provides several ways for you to search and filter the information in your ad groups and campaigns:

- Use the **Search** box above the data view to perform a simple word or number search within your account or a specific campaign or ad group.
- Use the **View menu** to filter the information that appears on each tab.
- Click **Advanced Search** to perform a more detailed search for items that meet specific criteria, such as performance statistics or keyword match type. When you use Advanced Search, the results are called a **custom view**.

For example, use Advanced Search to find all poorly performing keywords:

1. In the tool bar, use the **Choose stats interval:** menu to download your recent account statistics.
2. In the tree view, select your account name.
3. Click **Advanced Search** next to the search box.

4. In the **Performance Statistics** section, use the drop-down menus to select specific metrics. For example, to find all keywords with a clickthrough rate lower than 0.5%, select *CTR* from the first drop-down menu, and *is less than:* from the second drop-down menu. Then type '0.5' in the text box.
5. Click **Search**.
6. To view the keywords that match your search, select the account or a specific campaign in the tree view, then select the **Keywords** tab.

To view your entire keyword list again, go to the **View menu > All**. You can return to your last Advanced Search view at any time from the **View menu > Items that match my custom view criteria**.

AdWords Editor: View and Sort Information

Objective: Learn how to view, sort, and search the contents of your account. Become familiar with tools such as Advanced Search, the Keyword Grouper, and Find Duplicate Keywords.

AdWords Editor: Share and Post Changes

AdWords Editor: Accept or Reject Proposed Changes

When you review another AdWords Editor user's proposed changes, you have the option to reject any changes you don't like. Edits that you don't reject will automatically be accepted.

To reject a proposed edit entirely, select the row containing the edit you want to reject, then click **Reject Selected Proposals** in the tab tool bar. This option is also in the **Edit menu**. In the case of a new proposed ad group or campaign, this will also reject any of the proposed edits within that ad group or campaign.

To reject aspects of a proposed edit that conflict with your own unposted local changes, select the row containing the edit you want to reject. Go to the **Edit menu > Reject Selected Conflicting Proposals**.

If instead you want to revert *your* unposted change in the selected row and keep the proposed change, simply click **Revert Selected Changes** in the tab tool bar.

Once you've reviewed the proposed changes, you can take the following actions to clear away the merge panel and signal that the merge is finished:

1. Click **Keep Proposed Changes** to accept all proposals that you haven't explicitly rejected.
2. Click **Reject Proposed Changes** to clear away every proposed change. This action won't affect any edits you've made since importing the proposal.

At this stage, you can either post the edits to the account, or export and share with another AdWords Editor user.

AdWords Editor: Review a Share File

To import a file containing another AdWords Editor user's proposed changes, go to the **File menu > Import Account Snapshot**.

When you import a share file, the **Review Proposed Changes** panel appears. The panel contains a key to the highlighted changes in your account: proposed changes are green, unposted local changes are purple, and conflicts between proposed changes and unposted changes are red.

To view only the proposed changes in the data views of each tab, go to the **View menu > Proposed changes only**. To view only the unposted changes that overlap with the proposed changes, select **Unposted changes with proposed changes only**.

AdWords Editor: Export and Import Account Information

You can export a snapshot of an account, campaign or ad group any time to review or to share with colleagues AdWords Editor offers four export formats, each useful for different purposes. All options are available in the **File menu**.

Use **Export Spreadsheet (CSV)** to show your account and changes to someone without AdWords Editor, or if you simply need access to a file with your current account data, including your unposted changes.

Use **Export Summary (HTML)** to see a clean snapshot of your account with your keywords, placements, and ads together.

Use **Export Backup (AEA)** to preserve a snapshot of an account, campaign or ad group in AdWords Editor Archive (AEA) format. The snapshot can be imported later to restore the account, campaign or ad group to its present state. To import an archive, go to the **File menu > Import Account Snapshot**, and open the file.

Use **Export Changes for Sharing (AES)** to send your edits to other AdWords Editor users for review in the AdWords Editor Share (AES) format. They'll be able to import your changes to AdWords Editor, review your changes, and add comments.

AdWords Editor: Errors and Warnings

AdWords Editor displays red and yellow splats (circles) when it detects issues that may prevent your campaigns from posting properly, such as editorial issues or missing maximum cost-per-click (CPC) values. To review errors and warnings for your changes, follow these steps:

3. Go to the **View menu > Errors and warnings only**, **Errors only**, or **Warnings only**.
4. The items that match your selection will appear in the data view. Click on the tabs to see the errors for keywords, ads, etc.
5. To see details for a specific error or warning, select the item in the data view. An explanation of the error will appear in the edit panel.
6. To return to the normal view, go to the **View menu > All**.

AdWords Editor: Post Changes

To post your changes to your AdWords account, follow these steps:

7. Click **Post Changes** in the tool bar.
8. You'll see a summary of the changes that will be posted to AdWords.
9. Click **Post** to upload your changes, or click **Cancel** to cancel the post.
10. If you click **Post**, you'll see a detailed summary, by campaign, of the progress of your post. (If you wish, keep a record of your post by copying this report into a separate document.)
11. If you need to pause while your changes are posting, click **Pause** in the posting dialog. Then click **Resume Post** when you're ready to begin.
12. Click **Close** when the post is complete.

After you post your changes, you'll see a report of the success of the post. If AdWords Editor isn't able to post your changes, you'll see a summary of the errors. Any campaigns and ad groups containing changes that didn't post successfully will remain in **bold** type.

The changes you've made through AdWords Editor will be reflected in your account immediately. However, as with any changes to your account, there may be a slight delay before the changes are reflected on the Google Network.

AdWords Editor: Check Changes

With the Check Changes feature, AdWords Editor reviews your changes before they're posted to your account, helping to ensure the changes comply with AdWords policies. To check your changes, follow these steps:

13. Click **Check Changes** on the tool bar.
14. Review the count of changes that will be checked.
15. Click **Show Details** to view information for each campaign.
16. Click **Check Changes** to proceed with the editorial checks.

AdWords Editor will review the changes, and return the count of those keywords and text ads that pass checks, and those that do not.

Items that fail checks will display a red circle with an exclamation mark to their left in the data view. To see specific errors, navigate to the keywords or text ads and select them in the data view. A red box below the data view will show explanations of violations as well as suggestions for how to fix them.

AdWords Editor: Share and Post Changes

Objective: Learn how to import, export, and post your account information.

Chapter 4

Google Analytics

Google Analytics Basics

Introduction to Google Analytics

Introduction to Google Analytics

Objective: Learn about Google Analytics, the benefits of web analytics, and how to install the Google Analytics Tracking Code (GATC).

1. Google Analytics provides valuable, in-depth reports in an easy-to-use format for:
   - Web designers
   - Online marketers
   - Management teams
   - Anyone with a website

   Google Analytics gives various layers of understanding about how, why, and for whom their site is (or isn't) performing.

Benefits of Google Analytics

Learning how users interact with your website and using that knowledge to make improvements is key to building an effective online business. Google Analytics helps answer difficult questions such as:

- Why and at what points are visitors abandoning your shopping cart?
- Is your website design driving people away?
- Which marketing initiatives are the most effective for your site?
- Where are your site visitors coming from?
- What do people do while visiting your site?
- What keywords do people use to find your site?

Google Analytics reports give you thorough, easy-to-understand visual reports that:

- Track e-commerce metrics such as revenue, conversion rates and ROI
- Define variables about users as segments and analyze the behavior of each segment
- Help you understand how visitors navigate throughout your website

One example report is the Traffic Sources Overview report. For a selected date range, it shows:

- An overview of the different kinds of traffic to your website
- The percentage of Direct Traffic vs Search Engine Traffic
- Top Traffic Sources
- Top Keywords driving traffic

Getting Started with Google Analytics

When you're ready to install Google Analytics, paste the Google Analytics Tracking Code (GATC) anywhere in to your page's HTML code. Place the tracking code at the bottom of your page's code (directly before the closing </body> tag) to avoid any possible issues with your page loading at a slower rate. If you use certain advanced Analytics features or want to ensure the most accurate tracking, you can place the code between the opening <head> and closing </head> tags of each page in your site code.

We recommend you review the **Setting Up Google Analytics** topic later in this section. It covers the 10 basic steps for setting up your account.

Setting Up Google Analytics

Setting Up Google Analytics

Objective: Learn to install Google Analytics on any website, and decide when you need to use the help documentation.

About Installing Google Analytics

If you have a simple website that is primarily HTML, getting Google Analytics running is easy. Simply install the Google Analytics Tracking Code (GATC) in to the HTML of each page of your website, directly above the </body> tag.

The Google Analytics Tracking code is only a few lines long, and won't interfere with the function of your website. Note that your code references your unique account number, so always use the code provided to you on the **Tracking Status** page of your account. You can access the code within the Analytics tab of your AdWords account by following this path: Analytics Settings > Settings Edit > Check Status. Place the code between the <body> and </body> tags, preferably directly before the </body> tag.

Installing Google Analytics on Complex Websites

Proper set up of Google Analytics is important for receiving accurate and complete reporting from the start. If your website is built using more than simple HTML, we recommend you follow the steps outlined in the next section to quickly and correctly set up Google Analytics.

You should follow these installation steps if:

- Your website contains Flash files or dynamic code
- Your content is hosted on more than one domain
- Your website contains pages with multiple frames
- You plan on altering the tracking code in order to receive advanced reporting statistics
- You want to track e-commerce

Follow the installation process described in the next section to ensure that Google Analytics is effectively set up for your site.

Steps for Installing Google Analytics

This lesson provides an overview of the process you will follow. We recommend reading through the steps before beginning the setup process. If you have additional questions about any of the steps, you can access the Help Documentation or read our detailed Google Analytics Installation Guide.

There are ten basic steps to implementation. Some of these steps are optional.

Step-by-step Installation

1) Create your Google Analytics account by using the wizard in the Analytics tab of your AdWords account.
Follow the installation process described in the Google Analytics Help Center Installation Guide to ensure that Google Analytics is effectively set up for your site.

2) Create **profiles**. Every website has one or more Google Analytics profiles. A profile contains all the reports available for a site, but might only report on a limited set of data or give access to a limited group of users. For example, you might create a profile for your marketing department that excludes internal web pages, and only shows reports for customer-facing web pages.

3) Edit the **Google Analytics Tracking Code** (GATC) to customize your set-up (optional). Please visit our Help Center for more information if you would like to:

· Track multiple domains in a single profile
· Track multiple sub-domains in a single profile
· Track multiple domain aliases

There are also different requirements for tracking, database driven sites, frame-based content, Flash, and outbound links. Step 4 is critical for reporting: Until you add the GATC to your site, Google Analytics will not capture data and your reports will be blank.

4) Google Analytics only tracks pages that contain the Google Analytics tracking code. Copy and paste the code segment into the bottom of your content, immediately before the </body> tag of each page you are planning to track. If you use a common include or template, you can enter it there. You'll need to add this code to each page of your site, either manually, through the use of includes, or other methods.

5) For AdWords advertisers, Google Analytics can currently import cost data from AdWords campaigns. To link your AdWords and Analytics accounts, log in to your AdWords account and follow the steps provided under the Analytics tab.

6) Setting up **Goals and Funnels** is optional but highly recommended. Goals are pages that a visitor reaches by completing a conversion activity, like a purchase, sign-up, download or other important page view. A funnel is the path you expect visitors to take in order to reach a goal. You can use goals and funnels to determine where and why people drop out before completing a conversion.
In this step, you can:

· Differentiate goal and funnel steps if your URLs are dynamically generated, or if your site has only one URL.
· Create one funnel step that allows for diverse pathways to different pages.
· Track outbound links as a funnel step.
· Track downloads and other non-pageviews.

Users often discover problems with their funnels only after they begin to accumulate report data, so it's important to spend some time reviewing the information included in the Help Center on this step. Understanding this data can help you significantly improve your conversion rate.

7) In this step, you attach information called **Campaign Tracking Variables** to the hyperlinks in your ad campaigns. This process is called 'tagging your links,' and it enables Google Analytics to generate reports based on the variables you set. For example, if you have two different banner ads linking

to the same web page, you can add unique variables to each one, and track the performance of each ad separately. You do not have to do this for Google AdWords ads if you have auto-tagging enabled in your AdWords account. Other cost-per-click programs' campaign data can be tracked after completing this step, but not cost data.

8) Set up **filters** in the **Filter Manager** section of your account (Analytics Settings > Filter Manager). Filters allow you to include or exclude specific data from your reports.
For example, you can filter out web traffic from your employees. Our Help Center more thoroughly describes the most commonly used filters and the preconfigured filters in your account. You'll also find detailed steps on customizing and enabling your filters.

9) Add users from the **Access Manager** (Analytics Settings > Access Manager) section of your account. You can add any number of users to your account, and grant them read-only or administrative-level access for each profile.

10) If you run an e-commerce site, enable **Ecommerce Reporting** in your Google Analytics profile settings. Then, with some simple additions to your receipt page, Google Analytics can record transaction and product information. If your site has a third-party shopping cart with a different domain, review the Help Center instructions carefully to avoid common mistakes.

If you have questions about your setup, please visit our Help Center at: http://www.google.com/support/googleanalytics.
If you would like professional help setting up your Google Analytics reporting, you can find a Google Analytics Authorized Consultant here:
http://www.google.com/analytics/support_partner_provided.html.

Introduction to Google Analytics Settings

Introduction to Google Analytics Settings

Objective: Learn to navigate the Analytics tab of your AdWords account, or view information for your Analytics account by visiting Google.com/analytics.

Overview of Google Analytics Settings

The Analytics tab of your AdWords account contains all of your Analytics report data, and provides access to account settings. In the green bar below the tab, you'll see two hyperlinks: 'Analytics Settings' and 'View Reports.'

This lesson will describe the Analytics Settings page in detail. To learn about viewing reports, please see the Reports topics.

Website Profiles

To the right of the View Reports link is a drop down menu that allows you to select the profile for which you would like to view reports. A **profile** is generally one complete set of Google Analytics reports for one domain, such as www.google.com. Each profile contains a specific set of users, goals and filters. Goals and filters will be discussed later.

If you are an account administrator, you can set up multiple profiles to separately track several domains, subdomains (like adwords.google.com), and subdirectories (like www.google.com/analytics/). You can have up to 50 profiles in your account.

Understanding Google Analytics Settings

The remainder of this lesson will focus on the information accessible from the Analytics Settings page if you are an account administrator. From the Analytics Settings link you can manage your website profiles, control which data is included in reports, and control who can access your Analytics account.

Website Profiles Area

In the Website Profiles area of the Analytics Settings page, you can:

- Add new profiles
- View reports for each profile
- Edit profile settings
- Delete profiles
- Check the installation status of the tracking code and conversion goals

The status indicates whether the profile is currently gathering data, and whether goals have been set up. Goals are discussed later in this lesson, and in the topic on Goals and Funnels. These options are available for each profile in your account.

If you have more than ten profiles, there are 'Prev' and 'Next' links that allow you to move through the list. A pull-down menu controls how many profiles are shown at a time. You can use the search box to limit the number of profiles you see, or to find a particular profile. For example, if you have several profiles for different web sites, but you only want to see the profiles for one particular web site, type the profile name, or a portion of it, in the Search box and click the 'plus' icon next to the Search field. Clicking the 'plus' icon will show all profile names that contain the searched word or phrase. Alternatively, clicking the 'minus' icon will exclude all profiles containing that word, and include all other profiles. This is useful if you have several profiles for one website, and want to see all or none of the profiles for that website.

Profile Settings

When you click 'Edit' in the 'Settings' column, you are taken to a **Profile Settings** page.
From here you can edit:

- Main Website Profile Information
- Conversion goals & funnels
- Filters

Edit Main Website Profile Information

When you click 'Edit' link in the upper right of this area, you are taken to a page that allows you to change the profile information. The Profile Name is the unique name you created to identify your profile. The Website URL is the primary web address that the profile is tracking; for example, www.AdWordsExample.com.
The default page should be set to the default (or index) page of your site. For example, http://www.google.com/ and http://www.google.com/index.html both go to the same page, meaning that index.html is the default page. Without the default page information entered correctly, these would be reported as two different pages, and your report data would be flawed. On most sites, the default page is 'index.html', but might be 'default.htm,' 'index.htm' or something else.
If your Analytics account is linked to a Google AdWords account, your time zone will be automatically set to your AdWords preference and you will be able to view, but not edit, the time zone in your Profile Settings. This ensures accurate reporting on your AdWords campaigns.

A **query parameter** is a special character in a URL that differentiates the main URL from a specific query. For example, in this URL, www.google.com/search?q=analytics, the query parameter is the "q" and the query term is "analytics." If your site uses unique session IDs or other query parameters in your URLs that you are not interested in seeing in your reports, you can easily exclude these parameters by entering them into the **Exclude URL Query Parameters** field. Separate each parameter with a comma.

The next two options apply if you conduct commerce on your site. If you want to track transactions, check 'yes' here. Learn more about tracking e-commerce transactions.

Next, you can specify:

- The type of currency you use
- The number of decimal places in the currency (for example 1.00)
- And whether to show the currency symbol before or after the amount

Check the 'Apply Cost Data' box if you want AdWords cost data to be automatically imported into your reports. Click Save Changes when you're done editing these settings.
This returns you to the Profile Settings page.

Edit Conversion Goals and Funnel

The next section of the Profile Settings page allows you to edit conversion goals and funnels. A conversion occurs when a visitor completes an activity that you have identified as a goal of your site. This could be a purchase, a newsletter signup, a download, or any important page view. A funnel is a series of pages through which a visitor must pass before reaching the conversion goal. In your Profile Settings, you can set up and edit **Conversion Goals and Funnels** by clicking 'Edit' next to the goal name.
For more information, please see the topic on Goals & Funnels.

Edit Filters

In the next profile settings section, 'Filters Applied to Profile,' you can edit the filters that are currently applied to the profile. Filters are a powerful tool that enables you to manipulate the data stored in your account so that the data displayed meaningfully depicts your reporting objectives. A commonly used filter type is an **Exclude filter**, used to exclude certain data from your reports. For example, filters can be used to exclude irrelevant pageviews coming from within your own company and not from your visitors, or report only on a specific subsection of your site. You can edit or remove existing filters. Please refer to the topic on Filters for more information.

Edit User Access

The last profile setting section, 'Users with Access to Profile,' allows you to manage your users. A user is a person who can log in to your Analytics account.
When you edit an existing user's settings, you can change their first or last name and their Access type, which can be either **Account Administrator** or **View Reports Only**.

Account Administrators can make any changes to any of your profiles.
When you click the 'Add Users' link you are given the choice of adding a new user, or adding existing users to the profile. If you add a new user, you can specify their access type as previously discussed.

When adding users to your Analytics profiles, it is important to understand that they cannot access your AdWords account using their login email. To view your Analytics reports or perform Analytics administration tasks in your account, they must login to the standalone Analytics product at http://www.google.com/analytics.
Your Analytics users will not be able to access your AdWords campaigns, but will have access to your Analytics reports.

Once you have added a new user, you can view their level of access in the **Report Access** column.

Access Manager
Returning to the Analytics Setting page, there are two other control areas: the **Access Manager** and the **Filter Manager**. In the Access Manager area, you can see your total number of users. Click on the Access Manager link for more information on each user's access levels.

Here you can see the list of User Email Addresses, and you can use the Search field to include or exclude certain users. For example, entering "gmail" in the Search field and clicking the 'minus' icon will exclude all users whose email address contains "gmail." You can also delete users by clicking on the 'Delete' link. Clicking on the 'Edit' link next to a User Email Address enables you to edit the user's name and access privileges, and add or remove profiles which the user can view.

Filter Manager
The final section on the Analytics Settings page is the Filter Manager area, which shows you the total number of filters available. From the Filter Manager link you can edit or delete filters. When you click the Add Filter link to create new filters you can define the filter name, the filter type, and choose which profiles to apply the filter to. Please see the topic on Filters for more information.

Tracking Campaigns with Google Analytics

Objective: Learn to:

- Define and use the Google Analytics campaign tracking variables.
- Interpret the data captured by the campaign tracking variables in your reports.

Overview of Google Analytics Tracking

To track different kinds of advertising you'll need to use **campaign tracking variables**. Campaign tracking variables are identifiers which you attach to the hyperlinks leading to your website. They enable you to uniquely identify all of your hyperlinks, and view reports on the activity on your website generated by those links.

For example, if you include links to your website in an email newsletter, you can attach variables at the end of each link. When a user clicks on a link, your reports will show you on which link he clicked, as well as which newsletter contained that link.

The example hyperlink below has the following campaign tracking variables attached in **bold** (you'll learn how each of these variables is used in the next section):

- Source = **SE1**
- Medium = **CPC**
- Term = **tshirt**
- Content = **ad_version_1**
- Campaign = **Google_T-Shirts**

http://www.example.com/?utm_source=SE1&utm_medium=CPC&utm_term=tshirt&utm_content=ad_version_1&utm_campaign=Google_T-Shirts

Including campaign variables in your hyperlinks is called tagging your links. Properly tagging your links will ensure that your reports include useful information about your marketing efforts.

AdWords Auto-tagging for Google Analytics

Google Analytics makes it easy to track your AdWords referrals effortlessly using the auto-tagging feature. Auto-tagging is enabled by default when you link your AdWords and

Analytics accounts. To turn auto-tagging on or off at any time, update the checkbox in your **Account Preferences** from your AdWords **My Account** tab. Using auto-tagging allows you to bypass the steps to tag the URLs of your AdWords advertisements.

Advertising Campaign Variables in Google Analytics

You can tag your links with one or more of the following campaign variables. :

- Name
- Source
- Medium
- Content
- Term

Name *:* With this variable you can track the different advertising campaigns or product promotions that your business creates. An example of this would be a sporting goods store tracking the effectiveness of their "Spring Ski Sale" advertising campaign. With AdWords auto-tagging, the **Name** variable is the name given to the originating AdWords Campaign.

Source *:* Visitors to your website must come from somewhere. That is, each referral to a website has an origin, or **Source** . Examples of sources are the Google search engine, an email newsletter, or a referring web site. There may be several Sources for each campaign. For example, the "Spring Ski Sale" is advertised in both an email newsletter and a banner ad. In this case, both "newsletter" and "banner ad" would be possible Sources. For AdWords auto-tagged accounts, the Source variable is "Google."

Medium *:* The Medium helps to qualify the source. Together, the Source and Medium provide specific information about the origin of a referral. For example, if the Source is "Google," the medium might be "CPC," indicating a sponsored link. Or, the Medium might be "organic," indicating a link in the unpaid search results. In the case of a "newsletter" Source, examples of Medium include "email" and "print." For AdWords auto-tagged accounts, the medium variable is "CPC."

Content *:* The Content variable indicates the version of an ad on which a visitor clicked. Labeling your content versions allows you to determine which one is most effective at attracting profitable leads. For example, if you had two versions of a banner ad, you could use the Content variable to identify which one is bringing more visits to your site. For

AdWords auto-tagged accounts, the Content variable is the first line of the originating advertisement's ad text.

Term *:* The Term is a keyword or phrase that matches what a user types into a search engine. For example, a link in a cost-per-click (CPC) ad would be tagged with the Term that triggered the ad. In our example, the Term might be "spring weather skis." For AdWords auto-tagged accounts, the Term variable is the keyword that triggered the originating advertisement.

Advertising Campaign Variables and Reports in Google Analytics

There are several reports that allow you to view traffic from tagged initiatives (links which you have tagged with campaign variables).

The All Traffic Sources report (in the Traffic Sources section) shows all the traffic that comes to your site including traffic from tagged links. By default, it sorts the traffic by Source and Medium together, but you can use the 'Show' pulldown menu to organize the traffic by Source or Medium. Your tagged sources and mediums will be included in this list.

To see your traffic sorted according to Content, use the Ad Versions report (in the Traffic Sources section). Your tagged Content variables will be listed in the table.

To see your tagged campaigns, look at the Campaigns report (in the Traffic Sources section). This report will typically list your AdWords campaigns, your tagged campaigns, and "(not set)" traffic that is not associated with any campaign.

To see how well your paid keywords for a particular search engine are performing, navigate to Search Engines and select the search engine that you are interested in. Next, select "paid" within the 'Show' menu. A report for the search engine will appear and the terms (keywords) with which you tagged your campaigns will be listed in the table.

4.2 Google Analytics Reporting

Introduction to Google Analytics Reports

Introduction to Google Analytics Reports

Objective: In this section you will learn about the five report categories and the type of data you can find in each report category.

Google Analytics Report Categories

With Google Analytics reports, you can determine which marketing efforts are driving the most valuable traffic to your site and see how visitors navigate through your site. Track the marketing initiative performance for your AdWords campaigns, email campaigns, search engine referrals, and even traditional media advertising.

There are five report categories

- Visitors
- Traffic Sources
- Content
- Goals
- Ecommerce

Visitors Section

The reports in the **Visitors** section focus on how many visits your site received from different segments of visitors. For example, you can see how many visits you received from each country (Map Overlay). You can see how many visits you received from people whose previous visit to your site was 3 days ago (Recency, under Visitor Loyalty).

The Visitors section is the only section in Google Analytics where you can find the number of people who came to your site. (See Absolute Unique Visitors in the Overview report or in the Absolute Unique Visitors report, under Visitor Trending.) Visits tells you the total number of visits your site received. So, if four people visited your site 10 times each during the active time period, Google Analytics will show that your site received 40 Visits from four Absolute Unique Visitors.

The Visitors section also contains four Visitor Loyalty reports: **Loyalty**, **Recency**, **Length of Visit**, and **Depth of Visit**. Instead of simply stating averages, these reports show the range of visitor interaction on your site. For example, the Visitor Loyalty report shows how many 1st-time, 2nd-time, 3rd-time, etc. visits your site received .

Many of the reports in the Visitors section allow you to compare the overall quality of traffic from different segments of visitors. For example, you can compare visitors from different geographic areas based on their site usage, conversion behavior, and ecommerce profitability (Map Overlay). The following reports in the Visitors section allow you to make these kinds of comparisons: **Map Overlay**, **New vs. Returning, Languages**, the **Browser Capabilities** reports, the **Network Properties** reports, and **User Defined**.

Traffic Sources Section

The reports in the **Traffic Sources** section focus on comparing the quality of traffic you receive from different referrals, search engines, keywords, ads, and marketing campaigns. Most of the reports in this section have **site usage**, **conversion behavior**, and **ecommerce profitability** metrics to compare traffic from different sources.

Direct Traffic focuses specifically on visits from people who clicked a bookmark to come to your site or typed your site URL into their browser. The **Referring Sites** and **Search Engines** reports allow you to compare traffic from sites and search engines respectively and drill down on each site and search engine to compare URLs or keywords from that site or search engine.

The **All Traffic Sources** report allows you to compare *all* traffic across all the sources that send traffic to your site. For example, you can see how paid traffic compares to unpaid traffic or how traffic from Google compares to traffic from another web site.

The **Keywords** report allows you to compare the effectiveness of keywords across all search engines either with or without regard to whether they are paid or organic (unpaid) keywords. The AdWords reports focus exclusively on AdWords traffic.

To compare the effectiveness of AdWords campaigns and ads, use the **Campaigns** and **Ad Versions** reports. These reports will also include any non-AdWords campaigns and ads that you have tagged with campaign variables.

Content Section

Content reports can help you understand how effectively your site engages visitors. The **Top Content**, **Content by Title**, and **Content Drilldown** reports allow you to see which pages on your site were most popular (and therefore, most important), how much time people spent on each page, how frequently people exited your site from each page, and how valuable each page was to your business.

The **Navigation Analysis** reports (accessible from the **Content**

Overview report) allow you to see how visitors navigate through your site. You can use this information to determine whether visitors are easily able to find what they are looking for or if they are getting confused and leaving your site. You can also use the **Site Overlay** to view click, conversion, and ecommerce information overlaid on each link on your site.

The **Landing Page Optimization** reports (also accessible from the Content Overview report) can help you tailor landing pages for your ads and referrals. If visitors don't see information on landing pages that addresses their reasons for visiting your site, they will simply leave without purchasing anything or converting to your goals. You can also use the **Top Landing Pages** report to monitor the overall effectiveness of your landing pages, while the **Top Exit Pages** report displays the pages from which visitors left your site. If there are pages on this report that you don't consider to be logical exit points, you might try to understand why visitors leave from these pages. Consider how you might change the pages or redesign portions of the site so that fewer visitors leave unexpectedly.

Goals Section

The information in the **Goals** reports can help you understand how visitors arrive, or don't arrive at your goals. For example, the **Funnel Visualization** report shows you the points at which visitors progress through or abandon the conversion steps (for example, shopping cart checkout process) you have defined.

Tracking these pages reveals how efficiently your site directs visitors to your goal. If any of the funnel pages are overly complicated or hard to navigate, they'll show signs of significant visitor drop-off and lower conversion rates. This information helps you concentrate on improving the pages with the poorest performance for funneling users toward your site goal.

In addition to tracking the funnels you have defined, you can also use the **Reverse Goal Path** to see if visitors are converting via other click paths.

Ecommerce Section

In addition to the **Ecommerce** metrics (available wherever you see the Ecommerce tab on reports), there is also an **Ecommerce section** that focuses exclusively on ecommerce activity. Please note that no data will appear in these reports (or on the Ecommerce tab in the reports in other sections) unless you have enabled ecommerce reporting.

These reports show revenue (the value of purchases), conversion rate (the percentage of visits that resulted in a purchase), transactions (the number of purchase orders) and Average Order Value (the average revenue from each purchase).

The **Product Performance** reports (Product Overview, Product SKUs, Categories) show you how many different products generate your revenue and you can click on any product name, SKU, or category to view detailed information for that item.

The **Transactions** report lists of all transactions on your site and is useful for seeing all the ecommerce transactions that are being used to calculate ecommerce metrics.

The **Visits to Purchase** and **Time to Purchase** reports help you understand your sales cycle by showing you how long it takes for visitors to purchase.

Google Analytics Report Tools

Google Analytics Report Tools

Objective: Learn to set report date ranges, make date range comparisons, adjust the display of graphics in your reports, filter report data, and export and print reports.

Google Analytics Scorecards

Many reports contain a scorecard which summarizes results across several metrics. The metrics displayed on the scorecard change according to the tab you have selected. For example, the **Site Usage** tab scorecard usually contains the following metrics: Visits, Pages/Visit, Avg. Time on Site, % New Visits, and Bounce Rate. The **Ecommerce** tab scorecard usually contains Visits, Revenue, Transactions, Average Value, Conversion Rate, and Per Visit Value.

Each scorecard box displays a number in large bold font. Comparison data is provided below the number in bold.
The primary number in bold is the aggregate performance for the traffic segment you're examining in the report. For example, if you go to the **Referring Sites** report and then drill down on a specific referral site, the Visits box displays in bold the total number of visits your site received from that referral during the active time period.

If no date range comparison is active, the comparison data describes how the number in bold compares to your site as a

whole. For example, the '% of Site Total' in the Visits box shows the percentage of total traffic that came from the specific referral. Some scorecard boxes, such as Pages/Visit, display the site average ('Site Avg') followed by a percent number in parenthesis. The percent number shows how much performance differs from the site average.
If you have set a comparison date range, a 'Date Range' indicates the number of visits received during the comparison time period and the percentage increase or decrease that occurred from the comparison time period to the active time period.

Google Analytics Report Views

Reports with tables contain 'Views' - five icons at the top right, directly above the scorecard. They correspond to the table view (default), pie view, bar chart view, comparison view, and sparkline view, respectively. The comparison view allows you to quickly see how the performance of each item in the table (for example, referral site, keyword, etc) compares to the site average. The sparkline view displays the same data that appears in the scorecard but adds a sparkline which summarizes performance over time.

Filtering and Sorting Data

The 'Find' field at the bottom of many reports allows you to limit data rows to those that contain a specific word, phrase, or file name. For example, if your homepage is "index.html," enter this text in the 'Find URL' field of the **Top Content** report to view data solely for your homepage.
Or, select 'excluding' from the pulldown menu that appears next to the 'Find' field. This will exclude the data rows that match what you type in the field.
Data rows in a table can be sorted by clicking on the column headings. Click more than once to toggle between ascending and descending order.
Many reports display a 'Segment' pulldown menu above the scorecard. This important feature allows you to change the way the data is displayed in the table. For example, the table in the **Keywords** report lists by default the individual keywords that brought you traffic. However, if you select 'City' from the Segment pulldown menu, the table will display your keyword traffic by city.

Exporting and Printing Data

Most reports enable you to export data by clicking 'Export,' located at the top of the report. You can export data in four formats: PDF, XML, CSV (comma-separated value), and .tsv

(tab-separated value), which can be opened with any spreadsheet program.
To print a report, select PDF and print the resulting document.

Google Analytics Date Ranges

You can view reports for any time period you choose by using the date selection tool. To access the tool, click the date range (for example, "Apr 1, 2007 - May 1, 2007") that appears at the upper right hand corner of your report.

The tool contains two tabs: **Calendar** and **Timeline**. If you want to view reports for a single day, an entire month, or a particular year, you can simply click on the desired day, month or year in the calendar. Alternatively, you can type the date range into the Date Range fields or use the Timeline tab to set a date range. The Timeline contains a slider (two sliders if you have selected 'Compare to past') that you can move and resize to include your desired date range.

To compare two date ranges, select 'Compare to past.' An additional pair of date range fields will appear. Type a start and end date into these fields or use the additional slider on the Timeline tab to select a date range. You can also use the Calendar tab to select a comparison date range.
Once you have specified your desired date ranges, click 'Apply Range' to finish. The date or date range you have chosen will appear in the upper right corner, above your report.

Getting Started with Google Analytics Reports

The Dashboard

The **Dashboard** contains your customized set of reports. The Dashboard is the first screen you see when accessing your reports. It also:

- Provides a summary of each report you've saved
- Allows you to click directly to the complete report

Example: You want to see how much traffic you receive from different cities in California each time you access your reports in Google Analytics. Once you have saved the Map Overlay report for California, you will see a California summary on your Dashboard. You'll also be able to jump directly to the complete report on California instead of navigating to the Map Overlay report and then drilling down to see the California report.

To save a report to the Dashboard, click 'Add to Dashboard' under the report title. To remove a report from the Dashboard, click the x icon at the top right of the report summary. You can also rearrange the order in which report summaries appear on the Dashboard. To do this, simply drag a report summary to your desired location.

Embedded Help

The Google Analytics interface has links to several important Help resources.

- Each metric on a scorecard has a ? icon. Click this icon to learn how the metric is calculated.
- The left navigation of Google Analytics has a box titled Help Resources. This box contains the following links.
- For a short description of the report, click 'About this Report' for a short description of the report.
- For best practice tips relating to the report, click 'Conversion University.'
- For links to Help Center articles relating to the report, click 'Common Questions.'

Emailing Google Analytics Reports

You can email reports to others on an ad-hoc or scheduled basis. To send a report, click Email below the title of the report you want to send. A Setup Email screen appears:

- To email the report immediately, click the **Send Now** tab. Enter a list of recipients in the 'To' field. Specify a format for the email (XML, PDF, CSV, or TSV). Provide a subject and description and click 'Send.'
- To create a new regularly scheduled email, click the **Schedule** tab. Enter a list of recipients in the 'To' field and specify a format for the email (XML, PDF, CSV, or TSV). Provide a subject and description. Select Daily, Weekly, Monthly, or Quarterly from the drop-down menu and click 'Schedule.'
- To add the report to an email that has already been scheduled, click the **Add to Existing** tab. Select the email to which you'd like to add the report and click 'Add Report.'

About Email Schedules

- Daily reports are sent each day (beginning the next day) and report data for the previous day.
- Weekly reports are sent each Monday (beginning the next Monday) and report data for the previous Monday through Sunday.

- Monthly reports are sent on the first day of each month (beginning the first day of the next month) and report the previous month's data.
- Quarterly reports are sent on the first day of each quarter (i.e. January 1, April 1, July 1, and October 1) and report the previous quarter's data.

Note: Scheduling is based on timezones in the United States. The timing of scheduled reports for users outside of the United States varies due to timezone and may result in a significant schedule delay.

Google Analytics Visitors and Traffic Reports

Google Analytics Visitors and Traffic Reports

Objective: Learn which reports are most useful for tracking and maximizing the return on investment of your marketing efforts.

Overview of Google Analytics Visitors and Traffic Reports

Analyze the effectiveness of your traffic sources from the standpoint of conversions, return on investment, and site usage.

By understanding which referrals, search engines, keywords, online ads, etc., you can refer your highest-performing traffic to your site.

Your most rewarding traffic sources are those that refer visitors most likely to convert on the goals you have established for your website, become customers, or simply interact extensively with your site.

Google Analytics Marketing Optimization Metrics

The specific metrics you use to analyze how effectively you drive traffic to your site will vary according to your objectives. If your primary goal is to attract visitors who will interact extensively with your site, you'll find "Site Usage" tab metrics such as 'Pages/Visit,' 'Avg. Time on Site,' and 'Bounce Rate useful.'

If your primary objective is for visitors to convert on specific goals, review conversion rates under the 'Goal Conversion' tab that appears on most reports.

If your objective is geared towards online sales, review the metrics that appear under the 'Ecommerce' tab that appears on most reports.

Google Analytics Visitors Reports

This section provides information on the characteristics of your visitors overall. You can find out where your visitors come from geographically (Map Overlay), what languages they speak (Languages), and what browsers and computers they use (Browser Capabilities). The Visitor Loyalty reports tell you how frequently visitors return to your site and how much they interact with your site (Length of Visit, Depth of Visit).

You can also find out how many unique visitors your site receives, instead of simply looking at the number of visits. Go to Overview and look for 'Absolute Unique Visitors' in the report.

Google Analytics Traffic Reports

The reports in this section deal with all the different places on the web from which your site receives traffic: referral sites, search engines, keywords, ads, and "direct" traffic (visits from users who typed your URL directly into their browser).

Of particular note is the Keywords report and the AdWords reports. The AdWords reports contain an additional tab, 'Clicks.' The Clicks tab provides ROI-based metrics for each of your AdWords campaigns, ad groups, and keywords. These metrics include CPC (cost-per-click), RPC (revenue-per-click), ROI (return on investment), and margin.

In addition, the Keyword Positions report (under AdWords) tells you how search engine result position affects metrics like conversion, revenue, and average value.

Google Analytics Search Engine Marketing Reports

The Search Engine Marketing Reports focus on keywords and their conversion metrics for CPC and unpaid search results. These reports are key to analyzing the effectiveness of your AdWords campaigns, and any other keyword-based advertising programs you participate in. Here are a few examples of the types of reports included in this group.

The CPC Program Analysis report gives you the following data on each CPC program you run:

- Clicks

- Transactions
- Cost
- Revenue
- Clickthrough rate
- Conversion rate
- Cost per click
- Revenue per click

The *Overall Keyword Conversion* report lists metrics by keyword, such as the number of visits and pageviews per visit. By clicking on the plus (+) icon next to any keyword, you can see these same metrics broken down for each Source[Medium]. For example, by drilling down on the keyword "google for kids," you might see the number of visits resulting from searches on this keyword coming from "yahoo[cpc]," "google[cpc]," and "msn[organic]. "

The *Keyword Considerations* report gives you data on keywords that are bringing visitors to your site from search engines, but which you're not using in your CPC advertising. You can use this information to find additional keywords on which you may want to bid.

Google Analytics Content and Goals Reports

Google Analytics Goals and Funnels Process Reports

Total Conversions shows how many conversions your site received over time for each goal.

Conversion Rate shows your site conversion rates over time for each goal.

Goal Verification shows the pages that count towards the goal and the number of times each of these pages was viewed. This report is useful for verifying the specific goal pages that were logged.

Reverse Goal Path report shows the path that converted visitors actually used to arrive at the goal.

The Goal Value report shows the value of the conversions your site received over time.

Abandoned Funnels and **Funnel Visualization** both describe the effectiveness of the funnels you have specifically designed. For example, if you have a specific check out or registration process and you have defined the pages that make up this process, the Abandoned Funnels report will tell you how many visitors who start the process actually complete it. The Funnel Visualization report shows exactly where visitors who abandon the funnel go and how many visitors remain in the funnel after each step.

Google Analytics Site Overlay Reports

The **Site Overlay** allows you to view click, conversion, and ecommerce information, which is overlaid directly on to your website.

Google Analytics Top Exit Pages Reports

The **Top Exit Pages** report lists each page and the activity that occurs on the page. Learn the number of exits that occurred from the page and the percentage of pageviews that resulted in a site exit.

Google Analytics Top Landing Pages Reports

The **Top Landing Pages** report lists all of the pages through which visitors entered your site. For each page, you can see the number of entrances, the number of bounces, and the bounce rate.

Google Analytics Content Reports

The **Top Content**, **Content by Title**, and **Content Drilldown** reports show which pages on your site are most popular. For each page or grouping of pages you can see pageviews (Pageviews and Unique Pageviews), the average amount of time visitors spent on the page (Time on Page), how frequently visitors left your site after viewing the page (Bounce Rate and %Exit), and the '$ Index,' which measures the value of conversions (in terms of ecommerce revenue and/or goal value) made after a visit to the page.

Overview of Google Analytics Content and Goals Reports

The following reports can help you understand how effectively your site maintains visitor interest and how effectively it converts visitors to the goals you have defined:

- Content reports show you which pages are most popular on your site.

- Top Landing Pages helps you identify and examine the effectiveness of the pages through which visitors enter your site.
- Use Top Exit Pages to identify the pages from which visitors exit your site. By examining report metrics for these pages, you can determine whether these pages are logical exit points for visitors or whether you might be able to improve them and keep visitors engaged with your site.
- Visualize how page layout influences visitor navigation choices with Site Overlay.
- Goals and Funnels Process helps you understand how effectively your site converts visitors to the goals you have defined. If many of your visitors abandon their shopping carts or leave your site before converting, you can study your site funnel processes to learn why.

Let's take a closer look at the types of reports included in each of these groups.

Google Analytics Content and Goals Reports

Objective: Learn how to improve your website's usability with the Content and Goals reports.

Google Analytics Ecommerce Reports

Google Analytics Ecommerce Reports

Objective: Learn how to use the Ecommerce reports to collect data on your product sales.

Overview of Google Analytics Ecommerce Reports

The term *e-commerce* refers to the transaction of goods or services online. While other reports can provide ecommerce metrics (see the **Ecommerce** tab in most reports), the Ecommerce reports in Google Analytics are particularly useful for reviewing site transactions (Transactions report), identifying best selling products (Product Performance reports) and studying sales cycle data (Visits to Purchase and Time to Purchase reports).

Understanding Google Analytics Ecommerce Reports

The **Total Revenue**, **Conversion Rate**, and **Average Order Value** reports show your ecommerce revenue, conversion rates, and average order value from purchases over time.

There are three types of Product Performance reports: **Product Overview**, **Product SKUs**, and **Categories**. These reports show transactions, revenue, average price and average quantity for each product, SKU, and product category. You can click on any product, SKU, or category to see detailed information about that product or product grouping.

The **Transactions** report is a list of all the transactions on your site, useful for tracking the vast majority of visitors to your site. Please note that this report isn't able to track 100% of all visitors, so the financial information should be used to track and analyze trends - not as a precise measure for accounting purposes..
You can click on any transaction to view when it occurred.

The **Visits to Purchase** and **Time to Purchase** reports can help you understand purchase latency.

The **Ecommerce** section is not the only place in Google Analytics to view ecommerce information. Most reports in the Visitors section and the Traffic Sources section provide an **Ecommerce** tab. The metrics in this tab show how profitable a traffic source or visitor segment is. For example, you can compare revenue across geographic locations or ecommerce conversion rates across search engines. The ecommerce tab shows the following metrics:

Revenue allows you to compare ecommerce revenue from ecommerce transactions. This number includes tax and shipping. Revenue does not include value from ordinary (non-ecommerce) goal conversions.
Transactions is the total number of ecommerce transactions (purchases).
Average Value is the average value of an ecommerce transaction (purchase).
Conversion Rate is the percentage of visits that resulted in an ecommerce transaction (purchase). This is different from the Conversion Rate displayed on the Goals tab which includes only non-ecommerce conversions.
Per Visit Value is the average value of a visit to your site and is calculated as (ecommerce-only) Revenue divided by Visits. It is different from the Per Visit Goal Value displayed on the **Goal** tab which is based only on the value of non-ecommerce conversions.

Google Analytics Loyalty and Latency Reports

The reports in the Loyalty and Latency section answer the questions:

- How do new visitors compare to returning visitors with respect to the number of visits, number of transactions, total revenue, average visit value, and average transaction value?
- Should you invest more in acquiring new customers or in generating new value for your existing customers?
- How many visits, and how much time, elapses before customers make a purchase?

For example, the *New vs. Returning* report in the Loyalty and Latency section enables you to see how valuable each type of visitor is to your site. Using this report, you may find that your returning customers are far more valuable than your new customers. By cross segmenting this data by campaign, you can see which campaigns are successfully bringing your existing customers back to your website. You can then continue to fund and improve on those campaigns.

Google Analytics Revenue Sources Reports

The Revenue Sources reports answer the questions:

- Which referral sources (such as search engines, newsletters, and referral sites) result in the most revenue?
- Which visitor language preferences account for the most revenue?
- Where do my best customers live?

One powerful feature that can be useful in analyzing your revenue sources is custom segmentation. This feature allows you to identify a specific group of your visitors. For example, if your users identify themselves by age group on your site, you can use the User-defined report to determine conversion metrics for each age-group segment (it's called the User-defined report since you define the variable on which you segment your visitors). As a result, you can see which age group generates the most revenue.

Learn more about how to set up user-defined classifications.

Google Analytics Product Merchandising Reports

The Product Merchandising reports answer the questions:

- How much of each product and product category do I sell?
- How popular is each product with customers who searched on each keyword?

- How popular is each product with customers referred from each source?

One example is the *Product Keyword Correlation* report, which links product purchases back to the keywords originally used in a search. This information provides insight into which products you should be promoting in creative ad content and landing pages to drive the most business through your site. It shows the number of items sold, the total revenue, the average price, and the average order quantity for each product you sell online.

Another example of a Product Merchandising report is the *Product Source Correlation* report. This report links product purchases on the site back to the source from which the sale came, such as cost per click ads or search engine referrals. This report shows the number of items sold, the total revenue, the average price, and the average order quantity for each product you sell.

To begin collecting e-commerce data for your site, you must add some code to the receipt page in your checkout process.

Google Analytics Goals and Filters

Google Analytics Goals and Funnels

Google Analytics Goals and Funnels

Objective: After completing this topic, you will be able to:

4.1.1.1 Explain what goals are
4.1.1.2 Identify when goals should be used
4.1.1.3 Explain what the most common goals are
4.1.1.4 Set up a goal

Overview of Google Analytics Goals and Funnels

A **goal** is a webpage which a visitor reaches once they have completed an action that you desire. In the Analytics tab of your account, you define your goals based on the purpose of your website, and the actions you want your visitors to take.

Examples of common goals include:

4.1.1.5 A receipt page after placing an order
4.1.1.6 A "subscription confirmation" page after a newsletter sign-up
4.1.1.7 A download of a whitepaper
4.1.1.8 The completion of a form requesting follow-up from a salesperson
4.1.1.9 Or any other page to which you are trying to drive your visitors

Goals are often called conversions, because on ecommerce sites, visitors are converted to customers

Funnels

A **funnel path** is a series of pages through which a visitor is expected to pass before reaching the conversion goal. A graph showing the number of visitors to each of these pages is usually shaped like a funnel. Typically the first page counts the most visitors, with additional visitors dropping out at each successive page before reaching the final goal. This is where the name "funnel" comes from.

For example, more visitors may view a product page than enter a shopping cart, and even fewer still may complete the order.

Goals enable you to easily see how many visitors reach a certain page, and understand where visitors may be losing interest and falling off the path along the way.

You can use this information to improve your site's content and design.

Goals help you make smarter decisions about your marketing efforts by telling you:

4.1.1.10 Which marketing campaign or referral results in the most conversions
4.1.1.11 The geographic location of visitors who reach the goal
4.1.1.12 The keywords that lead to conversion

Using Google Analytics Conversion Goals and Funnels

Under the 'Conversion Goals and Funnel' section, select one of the four goal slots available for that profile, and click 'Edit.'

- In the **Goal URL** field, type the web address that marks a successful conversion when reached. Make sure to specify the full URL, including the 'http' prefix.
- In the **Goal Name** field, give the goal a name as you want it to appear in your Goal and Funnel reports. The name should be one you will easily recognize; for example, *Checkout Complete or Registration Confirmation*.
- Then choose whether to activate the goal. Turn the goal On or Off depending on whether you want Google to track the goal at that time. This setting allows you to configure your goal ahead of time, and simply turn it On when you're ready. Notice that after you enter the goal URL and name, they appear grayed-out in the fields below the last funnel step to remind you that your goal is the last step in the funnel.
- The next step is to define your funnel path: the pages you expect visitors to click through to reach a goal.
  For each funnel step, enter a full URL (including the 'http' prefix), and give the step a name such as "Product Page" or "Check Out Page."

While creating these steps is optional, it is strongly recommended, since the **Funnel Visualization** report will show you how effectively you retain visitors throughout the conversion process. When you define steps, you can see if visitors are taking the path you expect, and where they may be losing interest.

For example, if you run an ecommerce site, a recommended funnel would define the checkout steps that lead up to a completed purchase. In this example, the funnel generally would not include individual product pages -- rather, it would consist only of those final pages that are common to all transactions.

The final step is to configure additional settings:

- If the URLs entered in the funnel or goal are case sensitive, select the checkbox that has the correct version of your URL.
  For example, if home.htm is a different page than Home.htm with a capital 'H', check this option.
- If you are using dynamic URLs, you may wish to make use of the matching options when entering

funnel or goal URLs.
<a href=
"http://www.google.com/support/googleanalytics/bin/answer.py?answer=55">Read more about our matching options.

The goal value is used in Google Analytics' return on investment calculations. If you wish to set a value, enter the amount in the 'Goal value' field. You will see your goal value calculations in the **Goals** > **Goal Value** report.

Click Save Changes to create this Goal, or Cancel to exit without saving

With some advanced set up, you can take advantage of some additional important features of goals:

First, you can create funnel steps for Flash pages or other pages where the URL doesn't change.

Also, in one single step of your funnel path, you can gather data on traffic to a whole category of pages. For example, you could configure a funnel path like this:

- Homepage
- Shirts Page or Pants Page or Hats Page
- Check Out Page
- Goal: Thank You Page

Learn more about these goal functions.

Google Analytics Filters

Google Analytics Filters

Objective: After completing this topic, you will be able to:

- Define what filters are
- Explain when filters should be used
- Identify the most common filters
- Explain how to use the predefined filters

Overview of Google Analytics Filters

A **filter** can be applied to modify data in your Analytics reports. They enable you to customize your reports so that data that you deem useful is highlighted in interesting ways.

Filters can also help you clean up your data so that it is easier to read.

Below are some examples illustrating how you can use filters:

4.1.1.13 If you only want to report on a specific section of your website, create a filter that only includes data on visits to a specific subdirectory

4.1.1.14 If in your reports you want to exclude pageviews of your site that come from your employees to make your data better reflect your actual customer traffic, create a filter that excludes pageviews coming from specific IP addresses

4.1.1.15 If your pages are named in a manner that's hard to read - for example, if your page filenames are numbers - design a custom filter to replace these numbers in your reports with more easily read labels

Filters are not retroactive. Therefore all historic data in your profile will not be affected by a filter, only new data will be affected.

Google Analytics Predefined and Custom Filters

There are three types of **predefined filters** built into your account to help you complete common tasks.
The predefined filters allow you to:

4.1.1.16 Exclude all visits from your reports that come from a specific domain. For example, you can exclude all visits from links on the comp.xyz.net domain. Use this filter to exclude visits that originate from a specific network, such as your internal company network.

4.1.1.17 Exclude all visits from an IP address or range of IP addresses.

4.1.1.18 Include only traffic from a subdirectory. Use this filter if you want to report only on a particular subdirectory. For example, if your website is www.example.com, a subdirectory may be www.example.com/motorcycles.

In addition to using predefined filters, you can also create **custom filters**. Creating custom filters gives you complete control over the data on which you report.

For example, if your URLs contain long strings of hard to read characters, you can use a custom filter to make your reports much more readable. Using a relatively simple filter, you can take a URL that looks like this...

www.trinkets.com/store/shoes.php?
item=sneakers&sku=135483&color=white

...and make it appear in your reports looking like this:

/store/shoes/sneakers/white

In brief, the steps for getting started using filters are:

- Create the filter via the Filter Manager link on the **Analytics Settings** page.
- Apply the filter to your profile.
- Allow time for data to be gathered.
- View the profile's reports.

Filters act on data gathered after the filter is applied. Reports that include dates before the filter was applied will not be built using filtered data. It is not possible to reprocess historical data at this time. Therefore, if you begin filtering out traffic from your employees on Wednesday, but you're looking at reports that include Monday and Tuesday in the date range, your employees' traffic will still be reflected in the reports.

If you want to become an advanced user of filters, visit the following links to learn more about these topics.

- Learn which fields can be filtered. Google Analytics stores data in a database. Databases are made up of fields, so understanding which fields you can filter will enable you to create better, more powerful filters.
- Learn how to use Regular Expressions, or RegEx for short. RegEx is used to match text using wildcards. RegEx is useful because you can filter out (or in) many different items at once. For example, you could filter out two different pages from your reports using only one filter. RegEx is a powerful tool and should be fully understood before use.
- Finally, visit our Help Center to learn more about filters.

Driving Improvements with Google Analytics

Improving Revenue and Profit with Google Analytics

Improving Revenue and Profit with Google Analytics

Objective: Learn to use the reports in the Ecommerce Analysis section to identify opportunities to increase revenue and profit.

Evaluating Overall Revenue with Google Analytics

A pharmacy takes orders online and via phone. Often online traffic will lead to phone sales. To determine when online traffic is creating offline sales, the marketing manager charts spikes of phone sales against online traffic to the **Order by Phone** page using the Content Drilldown report (in the Content section). He then determines the source of the referrals to the **Order by Phone** page and targets his campaigns accordingly.

Recall that a **source** is the web page from which your visitor was referred to your site. You can use the **All Traffic Sources** report to find out how effectively each source drives ecommerce revenue. The Ecommerce tab tells you:

- The total revenue that resulted from the source
- The number of transactions from each source
- The average value of each transaction from each source

Use the Referring Sites report to identify your top e-commerce drivers, and build on your success on these sites. For example, by sorting on the Average Value column, you might identify a source that contributes a small percentage of your total revenue, but shows a high average value per transaction. Knowing this, you may want to increase your ad buys on this site. If it's a ratings site, you might want to ask your best customers to write a review on this site.

Use the Map Overlay in the Visitors section and click the Ecommerce tab to see which cities your revenue comes from. As with the Referring Sites report, you may wish to identify high 'Average Value' cities and increase your advertising targeted to those cities.

Please note that, while Google Analytics can track the vast majority of visitors to your site, it is not able to track 100% of visitors. Financial information should not be used for accounting purposes, but rather used as a measure to trackand analyze trends.

Identifying Revenue-Driving Keywords with Google Analytics

The online pharmacy loves to be able to directly track online sales back to the specific keywords on Google. To do this, they use the Search Engines report in the Traffic Sources section. From this report, they can select 'Google' from the table to get a report that shows all keywords from Google. The Ecommerce tab shows how much each keyword contributed to overall online sales.

Evaluating the Performance of Specific Products with Google Analytics

The Product Performance reports in the Ecommerce section are designed to help you understand and explore how each product contributes to your online sales. There are three reports: Product Overview, Product SKUs, and Categories. From these reports, you can click on any entry (product, SKU, or category) to see:

- **Items**: Total number of units sold
- **Transactions**: Total number of e-commerce transactions that included a purchase of this product
- **Product Revenue**: Revenue earned from sales of this product
- **Average Price**: Average price of the units sold
- **Average QTY**: Average number of units sold per transaction

Optimizing Regional Marketing for Products with Google Analytics

The online pharmacy uses the Product Performance reports in the Ecommerce section to target ads to regional markets. These reports lend a compelling argument for local campaigns.

You can focus your product marketing by looking at the regions where each product does best. To to this, use the Product Overview report (under Product Performance, in the Ecommerce section). Click on one of the products shown in the report and you will see a Product Detail report for that product. Then, from the Segment menu, select 'Country/Territory,' 'Region,' or 'City.' The resulting report lists the geographic areas of where the buyers of that product originated.

Optimizing Product Advertising

The online pharmacy also uses the Product Overview report to find out which keywords result in sales of its top performing brands of medication. By clicking on one of the products shown in the report, they can see a Product Detail report for that product. Then, from the Segment menu, they select 'Keyword.' The resulting report shows which keywords resulted in sales of the product.

This technique can be useful if you are trying to sell more of a specific product. You can find out which keywords resulted in the most sales of the product and then increase your spend on those keywords.

Improving Your Content and Site with Google Analytics

Improving Your Content and Site

Objective: Learn to use Google Analytics Content reports to:

- Evaluate your visitors' overall interest in your site
- Identify the most popular and valuable pages of your site
- Evaluate and improve the effectiveness of landing pages
- Evaluate and improve the effectiveness of funnels

Evaluating Page Popularity with Google Analytics

You can use the Top Content report in the Content section to find out which pages are most popular on your site. Included in this report are:

- **Pageviews**: The total number of times the page was viewed across all visits.

- **Unique Pageviews**: Unlike Pageviews, Unique Pageviews does not count repeat visits to a page. So, if page A was viewed twice during a single visit, Unique Pageviews will only count it once. Pageviews, however, will count it twice.

- **Time on Page**: The average amount of time that visitors spent on the page is useful for learning if visitors are looking at the content or if they immediately clicked to go somewhere else. If they're leaving quickly, ask yourself:
  - What information is missing from the page?
  - Is that information on the pages they go to?
  - Can you move more important information onto pages with short average times?
- **Bounce Rate:** The percentage of entrances on the page that result in the person immediately leaving the site. Non-entrance pages always have a Bounce Rate of 0.00%. A high bounce rate indicates that the page is not well matched to the ad or link that is driving traffic to the page.
- **% Exit**: Tells you the percentage of visitors leaving your site immediately after viewing that page. For example, if a page received 100 pageviews and 20 of them were the last pageviews on your site, the % Exit would be 20%. A high % Exit may indicate that something about the page turns your visitors off or it could simply mean that visitors are leaving after concluding their business on your site. Things that might turn away visitors include:
  - A product price that is uncompetitive
  - A landing page that doesn't match well with the advertising that directed the visitor to it

- **$ Index**: If you have assigned values to your goals, or if you have an e-commerce site (learn more about tracking ecommerce transactions), the $ Index indicates how often a page was visited prior to the visitor reaching a goal. The $ Index will be higher when the value of the goal is higher, and when the the page is visited frequently prior to goal completion. If you sort on the $ Index column, the top listed pages will show which pages are most valuable on your site . You can then analyze what's working well with these pages, and perhaps add the same characteristics to your other pages.

Evaluating Directory Content with Google Analytics

If you have organized your site content into directories, use the **Content Drilldown** report (in the Content section) to evaluate the popularity and value of each directory's content. Identify poorly performing directories as candidates for improvement, based on Pageviews, % Exit, and $ Index.

Use the **Content by Title** report (in the Content section) to see the same information aggregated by page title. The Page Title appears at the top of the browser and is written into the page's HTML code. This is useful if you have groups of pages that share the same page title, such as 'Catalog.'

One large company used Analytics to restructure their website to determine which method for navigating their site was the easiest to use and resulted in the most goal conversions. They compared four different methods and learned which performed best using the Content by Title report and the $ Index.

Evaluating Site Interest with Google Analytics

Use the **Depth of Visit** report (under Visitor Loyalty, within the Visitors section) to find out how deep the visits to your site were. If all of the visits are clustered at the top of the graph, visitors are leaving your site after viewing only a few pages - you may wish to enhance your content or find ways to keep visitors on your site. This may require getting feedback from your visitors and asking specifically what they are looking for or would like to see. For more information about enhancing content, refer to the articles available in our Conversion University.

Use the **Length of Visit** report (also under Visitor Loyalty, within the Visitors section) to find out how long visitors are spending on your pages. Similar to the Depth of Visit report, the distribution of visits across this graph can give a good indication of how interesting your site is to visitors.

Evaluating Landing Page Effectiveness with Google Analytics

Use the **Top Landing Pages** report in the Content section to evaluate how effectively your landing pages keep visitors on the site:

- **Entrances**: Shows the number of times a visit began with a view of the page.
- **Bounces**: Shows the number of times the visitor left without viewing any other pages.
- **Bounce Rate**: Shows the percentage of visits the visitor left without viewing any other pages.

A high bounce rate indicates that the landing page is not enticing visitors to click further into the site. This might indicate a mismatch between ad and landing page, or a page design that doesn't make visitors confident of a high-quality online-shopping experience.

Again, use the **Top Content** report (also in the Content section) to review the Average Time and the $ Index of your landing pages. Your most effective landing pages will have the highest $ Index.

It is important not to confuse the bounces listed in the **Bounce Rate** report with the % Exits listed in the **Top Content** report. The bounce rate is the rate at which people leave your site after viewing only a single page. The % Exit is the percentage of people ending their visit to your site on that page.

Evaluating Funnels and Goals with Google Analytics

Is your site achieving its goals? If you have not defined goals for your site, see the topic on Goals.

Visitors drop off the path before completing a goal for many reasons. They may get confused if the steps are too complicated, or they may want to go back and get more information before moving forward.

The abandonment rate is the percentage of visitors who begin down the path to a goal (the funnel), but drop out before reaching the goal. For example, if Goal 1 has abandonment rate of 90%, only 10% of visitors who begin the funnel process actually reach the goal. Use the **Abandoned Funnels** report in the Goals section to evaluate the abandonment rate for each of your funnels.

Use the **Funnel Visualization** report in the Goals section to identify the steps where you lose most of your visitors. In the center of the report, you'll see one box for each step you have defined. The box at the bottom is the goal. Each box shows the percentage of visits that remain in the funnel at each step.

The **Abandonment Points** shown at the right hand side of the report show where visitors went when they abandoned the funnel: either a page or "exit", which indicates that they left the site.

For example, the right hand side of the **Funnel Visualization** report may show that many of your visitors are returning to your 'product information pages' after beginning the checkout process. By including the product information on your checkout pages, you may be able to keep more visitors in the funnel on their way to becoming customers.

Carefully consider how you can re-design the pages in your funnel to keep more visitors. Do visitors drop out immediately or on one of the subsequent steps? Do you do a good job of showing visitors where they are in the process and what they need to do next? Consider:

4.4.1.1 Consolidating steps into fewer pages
4.4.1.2 Enabling visitors to go back and get information without leaving the funnel by opening pages in new windows
4.4.1.3 Reducing the amount of input you require from customers (for example, requiring customers to create a login is known to drive down conversions)

Improving Marketing Initiatives with Google Analytics

Improving Marketing Initiatives with Google Analytics

Objective: Learn to use Google Analytics Traffic Sources reports to evaluate conversions and ROI for marketing initiatives and keywords.

Evaluating Marketing Initiatives with Google Analytics

The reports in the Traffic Sources section are designed to help you evaluate the value of your marketing initiatives. You can see which marketing initiatives, such as paid keywords, unpaid keywords, paid ads, and referrals from other sites, generate the most business for your site.

Most of the reports in this section include three tabs: **Site Usage**, **Goal Conversion**, and **Ecommerce**.

The **Goal Conversion** tab focuses specifically on conversions. The tab includes the following metrics:

4.4.1.4 **Visits**: the number of visits from each campaign or source, etc. Note that this is different than the number of visitors. For example, the report might show 3 visits, but the site may have only received 2 visitors (since one visitor may visit twice).

4.4.1.5 **Goal1, Goal2, etc.**: These columns show your conversion rates for each goal that you have defined.

4.4.1.6 **Conversion Rate**: The percentage of visits which resulted in a conversion to at least one of your goals.

4.4.1.7 **Per Visit Goal Value**: Non-ecommerce revenue divided by Visits. For example, if Goal 1 has an assigned value of $10 and there were two conversions, the total revenue is $20. If there were 20 visits, the revenue-per-visit would be $1. This metric will always be 0 unless at least one of the goals has an assigned value. You can assign values to each goal in the Conversion Goals and Funnel settings, from the Analytics Settings link.

Note: If you have an ecommerce site and you have added the appropriate ecommerce transaction code to your web pages, you will see Per Visit Value on the Ecommerce tab instead of Per Visit Goal Value on the Goal Conversion tab. Per Visit Goal Value is the average of total goal revenue across all visits; Per Visit Value is the average of total ecommerce revenue across all visits.

Use the **Goal Conversion** tab metrics to determine which marketing initiatives are most effective. For example, you can stop paying for ads which have low conversion rates. You may also find it interesting to compare your unpaid referrals to each other and to your paid initiatives.

Examples of Evaluating Marketing Initiatives with Google Analytics

One large online electronics company uses the **All Traffic Sources** report to evaluate which online marketing program is working best. By selecting 'Medium' from the Show menu within the report, they can compare the effectiveness of CPC traffic (i.e. AdWords and other cost per click traffic), online ads, an email newsletter and an extensive affiliate advertising network. Because they are most interested in conversions, they use the **Goal Conversion** tab on the report to evaluate the traffic.

One major web property owner has 15 different sites and relies heavily on affiliate marketing. The owner likes to see which landing pages work best for each affiliate. To see the landing pages to which a specific affiliate is driving traffic, she uses the Referring Sites report and, in the report table, clicks on the affiliate site for which she wants data. Once the **Referring Site** report for that affiliate appears, she selects 'Landing Page' from the Segment menu. This displays a list of the landing pages to which the affiliate sent traffic. The metrics on the **Ecommerce** tab allow her to quickly see which landing pages are working best for that affiliate.

Evaluating Keyword Performance with Google Analytics

You will typically use the **Keywords** report or the AdWords reports to evaluate keywords. The Keywords report allows you to evaluate traffic for both paid and unpaid keywords. You use the Show links (directly above the scorecard) to select "paid", "unpaid", or "total" (both paid and unpaid) keywords. The Keywords report shows all of your keywords across all search engines. As with most other reports in the Traffic Sources section, you can use the Site Usage, Goal Conversion, and Ecommerce tabs to assess the quality of the traffic.

The AdWords reports are provided specifically to help you evaluate and optimize the traffic you receive from AdWords. AdWords Campaigns (and the two associated detail reports: AdWords Ad Groups and AdWords Keywords) have an extra tab called **Clicks** which provides ROI metrics. You will see data on the Clicks tab as long as you have properly linked your AdWords and Analytics accounts. Impressions, Clicks, Cost, CTR (Click Through Rate), and CPC (Cost Per Click) are imported automatically from your AdWords account. RPC (Revenue Per Click), ROI, and Margin compare your AdWords costs with your revenues. Comparing the ROI of different keywords, for example, enables you to determine where you get the best value.

One large shoe seller uses the data from the **Goal Conversion** tab in the AdWords Campaigns (and the two associated detail reports: AdWords Ad Groups and AdWords Keywords) reports to identify the keywords that convert most effectively to the "purchase complete" goal. The marketing manager places the top performing keyword in a preferred campaign with a higher budget and moves the lower performing keywords into a lower spending campaign.

The **Keywords Positions** report shows how position on the search engine result page correlates with Visits, Pages/Visit, Per Visit Goal Value, Revenue, and other metrics. For example, you can find out whether your site received more traffic from the keyword "running shoes" when your ad was in position 2 versus when it was in position 3. You can also find out whether conversion rates are higher for position 2 than position 1. If you notice that, for specific keywords, your conversion rates are the same for all positions, but that you receive less traffic and revenue for the lower positions, you may wish to bid for the lower positions but increase your spend so that your ad is displayed more frequently.

Chapter 5

Managing Multiple Accounts

My Client Center

Introduction to My Client Center (MCC)

Introduction to My Client Center

Objective: With My Client Center, client managers (such as agencies, search engine marketers, and automated bid managers) can more efficiently manage multiple AdWords accounts or large campaigns. Learn more about My Client Center, including steps to setting one up.

What is My Client Center?

Your My Client Center account, also called a client manager account or MCC, is an umbrella account containing access to individual AdWords accounts and other client manager accounts. It acts as a shell account that links individual AdWords accounts in one location. The look and feel of My Client Center is very similar to individual AdWords accounts, with greater functionality.

My Client Center Benefits

With My Client Center, you can access multiple AdWords accounts via the client manager account login - no more logging in and out to switch between AdWords accounts. In addition, client managers can see all their individual and client manager AdWords accounts in one place via the **My Client Center** view. With a My Client Center account, you can:

- Easily view all linked accounts, including other client manager accounts, via the My Client Center view.
- See relevant information for all linked AdWords accounts in one place.
- Use a single login to access all AdWords accounts.
- Generate reports across multiple client accounts at once, or download the client "dashboard" into a .csv file.
- Invite a client to be managed through an automated message.
- Create AdWords accounts in your MCC, and automatically link them to your master account upon creation.
- Manage clients running on the same keywords under different accounts.

Signing up for My Client Center

You can gain your own My Client Center by signing up for the Google Advertising Professional program. This program provides training and resources for third-party providers (such as agencies and resellers) that support Google advertisers by managing their AdWords accounts and their online advertising needs.

Visit the Google Advertising Professionals homepage to become a Google Advertising Professional for free. Upon enrollment, you'll receive your free My Client Center account to help you manage client accounts.

To learn more about this program, visit the Google Advertising Professionals Help Center.

Linking AdWords Accounts to My Client Center

You can easily link an existing or new AdWords account to yours.

Linking an existing AdWords account

1. Retrieve your client's AdWords external Customer ID and account password (which establishes your client's permission to link the account to yours).
2. Log in to your MCC.
3. Click the **Link existing account** link above your client accounts table.
4. Enter your new client's Customer ID and account password into the appropriate fields.
5. Click **Submit**.

Alternatively, if you don't have your client's login password, you can simply enter his/her login email into the corresponding field for **Link existing account**. When you hit **Submit**, the client receives a notification that invites him/her to link to your account. During this process, you'll see a pending notification for the client account in your MCC. Upon the client's acceptance, you'll receive a confirmation notification and the client account will be automatically linked to your account.

Linking a new AdWords account

1. Log in to your MCC.
2. Click the **Create new account** link above your client accounts table.
3. Complete the form, and click **Create Account**.
4. Click **Create a campaign** to create your client's campaign in the AdWords sign-up wizard. Then, return to your MCC to enter your client's billing information. You'll need to enter this information to activate your new client account. You can also return to this step later by clicking the client's account in your main MCC view.

Accessing Client Accounts in My Client Center

When logged in to your My Client Center account, you can navigate to any linked accounts by using the **Jump to client** drop-down menu located at the top the page. This will show you all the accounts linked to your My Client Center account.

Alternatively, you can select an account by clicking on the account name in your My Client Center view. To return to your main view, click on the **My Client Center** link at the top of any page in your account.

My Client Center Dashboard, Alerts and Reporting

Your My Client Center (MCC) not only allows you to manage multiple accounts easily: It also features a "dashboard" view of your managed client accounts, with alerts for important account issues, and provides easy access to robust performance reporting tools.

When you log in to your MCC account, you'll see an overview of your managed client account information. Performance and budget statistics for managed accounts are shown on separate tabbed pages, providing a top-level view of key stats across accounts.

On the Performance page, you'll find stats on clicks, conversions and conversion rates, as well as separate columns for Search and Content CTR, allowing for easier comparison of performance based on network placement. On the Budget page, you'll find information about start- and end- dates, percent of budget spent and total spend for each account.

You may filter your view of managed client account data by selecting time periods for viewing statistics, making it easier to limit your view of account statistics to a particular week, month, year or date range.

Your MCC Dashboard also includes an Alert box telling you about any current alerts associated with your managed accounts. You can view all alerts for your managed accounts by clicking the 'Alerts' link at the top of your MCC; from there, you can search among alerts by selecting 'Refine Search' on the MCC Alerts page. Please read our MCC Alerts FAQ to learn more about this important feature.

Your MCC also lets you run reports for multiple clients through your **Client Reports** tab. Using this feature, you can generate many different report types, including Account, Campaign, Ad Group, Keyword, URL and others. You can also run individual reports for a client by clicking the **Reports** tab from within the client's account. For more details on reports, see the Reports lesson.

My Client Center Limitations

Although My Client Center offers similar functionality as your AdWords account, you currently cannot edit your clients' login information. If you'd like to edit your client's information, you'll need to first log in to your client's individual account via adwords.google.com using the account's associated email and password. Then, you can change individual login preferences from the client's **My Account** tab.

Communicating the Benefits of AdWords

Objective: Learn how to explain the advantages of Google search, distinguish search results from AdWords ads, and outline key points for making a successful AdWords sale.

Selling AdWords

Communicating the Benefits of AdWords

About the Google Search Experience

Search results on Google are generated automatically. No company can buy placement in Google's search results (also known as the 'natural search results'). AdWords ads, which companies can purchase on a cost-per-click (CPC) basis, are clearly marked as 'sponsored links' and appear above and beside the search results. These ads are ranked by performance - that is, their positions are determined by both cost-per-click amounts and clickthrough rates. Therefore, advertisers can't remain in the top position(s) unless their ads are relevant. (For more information on this topic, please see the Ad Ranking lesson.)

About AdWords Targeting

With traditional advertising and most forms of online advertising, ads are simply broadcasted to a wide range of audiences. Google AdWords ads, however, are targeted to people's specific interests.

When a user enters a search query on Google, they'll see the natural search results for that query, along with AdWords ads that are highly targeted to the search topic. Thus, AdWords ads are as relevant and useful as Google's search results. Your ads will reach users at the precise moment when they're looking for your product or service.

About AdWords Marketing Reach

Targeted, relevant AdWords ads appear on Google properties, thousands of partner search sites and content sites (such as How Stuff Works and the New York Times) in the Google Network, and newsletters and email. These ads are seen by over 80% of internet users in the United States alone, and our global network provides extensive ad exposure across the world. (Please see the Google Network lesson for more information about where AdWords ads appear.)

About AdWords 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 and specific amounts they're wiling 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 Understanding ROI lessons for more information.)

About AdWords Versatility

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

The Basic Google AdWords Sales Pitch

The Basic Google Sales Pitch

Objective: Learn how to explain how to get started with the AdWords program, how Google advertising can drive profits, and what steps constitute a successful sale.

About AdWords ROI

Here's an example of how AdWords ads can pay for themselves and eventually lead to increasing returns:

Your client invests US$1,000 in AdWords ads with a US$1 maximum CPC. Because your client only pays for ad clicks, he or she is assured of receiving at least 1,000 clicks (with the AdWords Discounter, your client may receive substantially more clicks at a lower CPC).

If 10% of these clicks result in sales, your client would have made 100 sales. If the average sale amount is one hundred dollars, your client's initial US$1000 investment will have returned US$10,000 in sales. In these cases, your client should advertise on a larger scale and reinvest the profits into his or her AdWords budget, which can increase potential profits even more.

Making AdWords Profitable for Clients

You can design a profitable AdWords program for your clients in four simple steps:

- Identify your client's advertising goals, then create relevant keywords and ads for each of these goals.
- Run 'pilot' campaigns to test the ads and keywords.
- Set up the AdWords conversion tracking tool and reporting tools to analyze the performance of your client's ads.
- Modify and test your client's campaign until you reach a desired ROI. Retain only the most successful ads.

Sample Account Planning Milestones

Here's a sample timeline of events that should occur as you and your client plan to start using AdWords:

Action Item	Owner	Completion Date
1. Identify client and opportunity with Google.	You	Day 1
2. Define marketing objectives, metrics, and budget.	You & Client	Day 7
3. Deliver a written proposal, including sample ads, keywords, and daily budget options.	You	Day 14
4. Client approval and sign-off.	Client	Day 21
5. Launch, monitor, & modify campaigns to meet objectives.	You	Day 28
6. Report findings regularly to your client, and expand and refine their campaigns to increase their ROI	You	On-going

Addressing Common Client Questions and Concerns

Addressing Common Client Questions and Concerns

Objective: Learn how to describe Google's position in the marketplace, explain the effectiveness of search advertising compared to other types of advertising, and address common questions and sales objections.

Why Choose Google AdWords?

With one Google AdWords media buy, your client can single-handedly accomplish what used to take a whole team of media planners. AdWords ads can appear virtually anywhere online worldwide, yet remain targeted and relevant. And because your clients can view, monitor, measure, and edit their AdWords campaigns at any time on their own, they can enjoy unprecedented levels of control over their advertising spending and reach.

Explaining Search Marketing to Clients

Your clients may ask why search marketing is appropriate for them. Search marketing offers significant advantages over other media, such as outdoor, radio, TV and print, particularly in the areas of customer education/information (for branding purposes) and direct response. If your clients are interested in targeting specific audiences and tracking advertising effectiveness more precisely, it's clear that AdWords is right for them.

Responding to Common Client Concerns

Before beginning your sales process, you can prepare to address common concerns or objections from potential clients. Here are a few examples:

'I don't have the budget' or 'I don't need to advertise.'

You can address this concern by offering to start your client's advertising on a smaller scale. For example, you can start a test campaign with a budget as low as just one dollar per day, then monitor the results to show your client how they can achieve significant ROI without incurring high costs.

You may also inform them about AdWords Smart Pricing, which lowers CPCs to the expected value of a click. Please refer to the AdWords Pricing lesson to learn more about how AdWords pricing works.

'This sounds too complicated.'

If your client is concerned that search marketing sounds too complicated, offer to design an AdWords marketing program for them. Use conversion tracking and AdWords reporting to show the progress they're making. You can manage a client's account continually, or, once the account is running smoothly, transition the account management to your client.

The AdWords API

AdWords API Overview

AdWords API Overview

Objective: Learn about the API and whether or not it's for you. We'll cover some basic features and benefits of using it. We recommend that only developers or advertisers with a solid understanding of AdWords follow this lesson.

AdWords API Defined

To access AdWords accounts programmatically, the developer builds web service clients that connect to one or more of the standardized AdWords API Web Services. Developers must have both an approved Developer Token and Application Token to access the API.

Programming Languages Supported

The AdWords API utilizes SOAP and WSDL, which support a growing number of languages - including Java, .NET, Perl, PHP, and XML.

Code samples for each of these languages are available on the AdWords API homepage.

Who Should Use the AdWords API?

The AdWords API is designed for developers representing large, tech-savvy advertisers and third parties who want to automate reporting or campaign management. This includes SEMs (search engine marketers), agencies, and other online marketing professionals who manage multiple client accounts and/or large campaigns.

Since the AdWords API takes technical know-how and programming skills, advertisers with programming knowledge, or who employ developers, will achieve the best results.

To access the AdWords API, you must be an AdWords advertiser, or a developer who represents one, with a My Client Center account.

AdWords API Benefits

The AdWords API is extremely flexible and functional. It gives you the ability to design new and creative ways to use AdWords. What you can do with the AdWords API depends on your programming skills and advertising needs. Here are just some of the possibilities:

- Create and manage campaigns, ad groups, keywords, and ad text (creatives)
- Get traffic and performance estimates
- View clicks, clickthrough rates, and your ad's average position
- Retrieve reports on account performance
- Access and modify ad syndication preferences and login information
- View basic API usage information
- Generate custom, keywords, ad text, and URL reports automatically
- Integrate AdWords data with databases, such as inventory systems
- Develop additional tools and applications to help you manage accounts

In addition, the API is a great substitute for screenscraping, which eventually won't be allowed.

Getting Started with the AdWords API

Getting Started with the AdWords API

Objective: Learn how to sign up for the AdWords API and receive a Developer Token and an Application Token for use in accessing the AdWords API.

Signing up for the AdWords API

To sign up for the AdWords API, you'll need a My Client Center (MCC) account (if you don't have one, you'll create one during the sign-up process). You'll register for the API by providing information about your company, applications and clients. You will also be asked to agree to the AdWords API Terms & Conditions, and to provide payment information for billing purposes.

Here's how to sign up and register for the AdWords API:

5.1.1.1 Visit https://adwords.google.com/select/ApiWelcome and log in with your MCC account information or, if you don't have one, with another Google Account. If you don't yet have a Google Account, you can create one from this page as well.

5.1.1.2 If you don't already have an MCC account, you'll be taken to a page where you can create one. After signing in with your MCC account information, you'll then go to a page where you provide information about your company, clients, and the applications with which you'll be accessing the API. Please provide as much information as possible, as we'll be reviewing your input during our approval process.

5.1.1.3 Next, you'll agree to the AdWords API Terms & Conditions and provide your billing information. Though some advertisers may be eligible for free quota, we still need you to complete this process so we can approve your tokens and allow you to access the API.

After registration, you'll be taken to your new AdWords API Center within your My Client Center. Here, you can view status messages about your token approval, see your Developer Token and Application Token information, and view API usage stats.

After we have reviewed your registration information, we'll inform you of your approval status for a Developer Token and Application Token. Both tokens are required to access the AdWords API.

About Developer and Application Tokens

To access the AdWords API, you need two tokens: A Developer Token (which identifies an approved developer for the API) and an Application Token (which identifies an approved application for API usage). Each token is a unique text string of letters, numbers and symbols that you'll need to include in the header of all your API requests in order to talk to the AdWords server.

All tokens are subject to approval by the AdWords API teams. Once your tokens have been approved, you'll find them listed at your AdWords API Center page in your My Client Center. You should treat your tokens with at least the same level of security as your account log-in and password information.

If you need additional Application Tokens because you plan to access the API with more than one application, you can apply for additional tokens by clicking the 'add' link in the Application Tokens section of your AdWords API Center. Only one Developer Token will be assigned to each developer, however.

With your approved Developer Token and Application Token, you can start writing programs. To get started writing programs in compliance with API standards, refer to the sample code and Developer's Guide, available on the Google AdWords API homepage.

About AdWords API Units

The AdWords API manages traffic through our fee-based API unit system. Developers are charged a rate of $0.25 per 1,000 API units consumed. Some advertisers who access the API solely to manage their own accounts may be eligible for free API unit allocations

API operations consume varying amounts of API units, based on the complexity of each operation (an operation is considered a single action taken upon an AdWords account). For example, requesting the status of a single ad group would be considered one operation. In this case, this operation would consume one API unit. Requesting the status of 1,000 ad groups would therefore utilize 1,000 API units (and cost a developer $.25).

Please review the AdWords API Operations Rate Sheet to learn more.

About AdWords API Fees and Billing

Developers are charged at a rate of $0.25 per 1,000 API units consumed for their AdWords API usage. The AdWords API system assigns different API unit values to different types of operations. While some types of operations may consume just one API unit, others may consume more. Please view our rate sheet for specific charges per operation. And please read our FAQ about credit card billing for the API to learn about API billing cycles.

Advertisers who develop API applications solely to advertise their own businesses may be eligible for a limited allocation of free API units. API developers will be notified if they qualify for the free API unit allocation after their registration information has been reviewed.

AdWords API Web Services

AdWords API Web Services

Objective: Get an overview of the AdWords API data web services. While this information will help you develop programs, more comprehensive documents can be found on the Google AdWords API homepage.

Overview of AdWords API Web Services

The AdWords API provides a set of web services that give programmatic access to AdWords accounts. To access AdWords accounts programmatically, you build web service clients that connect to one or more of the AdWords API Web Services.

AdWords provides the following API Web Services:

- CampaignService
- AdGroupService
- AdService
- CriterionService
- KeywordToolService

- AccountService
- InfoService
- SiteSuggestionService
- TrafficEstimatorService
- ReportService

AdWords API Campaign Data Services

The CampaignService, AdGroupService, AdService, and CriterionService and are collectively known as campaign data services. They have operations that let you manage your AdWords campaigns, ad groups, ads, keywords, and targeting by making requests using data objects, or a list of data objects. In turn, the service typically returns a data object or a list of data objects. When creating the data object, you set fields on it.

Using batch operations (lists) is more efficient than using a single operation. Therefore, we encourage you to use the batch operation wherever possible. For example, the CreativeService provides the *addCreative* operation for adding a single creative and the *addCreativeList* operation for adding a batch of creatives.

Campaigns, Ad Groups, Keywords, and Creatives all have IDs that are set by the AdWords API Web Services. Keyword and Creative IDs are unique only within their Ad Group, while Campaign and Ad Group IDs are globally unique.

About the CampaignService

A campaign is represented by a campaign data structure that has fields describing the campaign, such as *startDate*, *endDate*, *name*, *status*, *dailyBudget*, and so on. To use the CampaignService, you should send requests that pass in or return a single Campaign data object or any array of them.

The CampaignService lets you create, update, access, list, and perform campaign-wide operations such as pausing a campaign or adding new ad groups to a campaign. To make updates or perform operations for an ad group, use the AdGroupService.

About the AdGroupService

An ad group is represented by an ad group data structure that has fields describing the ad group, such as *name*, *status*, and *maxCPC*. In addition, it includes an ID that uniquely identifies it.

An ad group consists of a set of keywords and one or more creatives (ad text) that are triggered by those keywords. The AdGroupService handles all operations that pertain to an ad group as a whole, such as creating ad groups, updating ad groups, adding keywords and creatives, and getting information from ad groups.

About the CriterionService

The Criterion Service lets you get information about targeting criteria. For example, you can get the keywords for a keyword-targeted campaign or the websites for placement-targeted campaigns. You can create and modify keyword and webplacement targeting criteria.

About the AdService

The AdService provides operations for accessing, creating and modifying ads in an AdGroup. Each ad object is the visual representation of an ad. Each ad group has one or more ads, where an ad can be of many different formats (such as text ad or an image ad).

An ad can be in the following serving statuses: enabled, disabled, or paused. Only enabled ads will be served; a disabled or paused ad will not be served.

Other AdWords API Web Services

Other AdWords API Web Services

Objective: In addition to the campaign data services,the AdWords API offers utility services to help you manage AdWords accounts and to assist you in editing campaigns. These utility services are the

AccountService, InfoService, KeywordToolService, TrafficEstimatorService, ReportService, SiteSuggestionService, and TrafficEstimatorService. Learn about these services and where to find additional help resources.

About the AccountService

The AccountService provides operations for creating and modifying AdWords accounts. The AccountService lets you:

- Create and change your login information
- Set the email and language preference
- Return the billing and currency information of an account
- Set the credit card information
- Create new AdWords accounts

For billing and currency information, credit card numbers are not returned. You will need explicit permission from Google to make credit card edits and to create new AdWords accounts.

About the InfoService

The InfoService allows you to obtain basic information about your API usage, including method and operation costs and unit counts.

About the TrafficEstimatorService

The TrafficEstimatorService provides operations that allow you to estimate traffic for various components of your AdWords account. Using this service, you can estimate traffic for keywords, campaigns, and ad groups.

About the ReportService

The ReportService allows you to request a report about the performance of your AdWords campaigns. It currently supports Keyword, Ad Text, URL, and Custom Reports.

The ReportService generates and stores a report in XML format and returns the URL of the report. The report is available in the Report Center of the AdWords user interface. You can also programmatically get the report by downloading the given URL.

Help Resources

The AdWords API homepage provides helpful documentation for getting started. This page is constantly refreshed to keep you updated on new web services, features, and more. The following resources are accessible on this page:

- ***Developer's Guide:*** Provides information about the AdWords API Services, SOAP requests, and more.
- ***Developer's Forum:*** Gives AdWords API developers a place to share thoughts, questions, and read posts.
- ***Sample Code:*** Offers code samples in five programming languages.
- ***AdWords API FAQ:*** Provides answers to commonly asked questions about the AdWords API.
- ***AdWords API Blog:*** Used by the AdWords API team to make announcements to the AdWords development community.
- ***Featured Use Cases:*** Highlights popular uses for the AdWords API.

About the KeywordToolService

Each ad group has one or more keywords that are used to trigger an ad. The Keyword Tool Service lets you generate keywords based on a seed keyword or on the words found on a web page or web site that you provide.

About the SiteSuggestionService

The SiteSuggestionService provides operations for getting web site suggestions four different ways: by category, topics you define, URLs or demographics. For each call, the service returns an array of SiteSuggestion data objects; each object includes the URL of the suggested site, the approximate number of impressions per day, and which types of ads the site accepts (text, image, video). You can then target your ads to these URLs by creating placement-targeted campaigns.

Categories are diverse, pre-defined areas, such as "Book Retailers" or "Veterinarians." Topics are any words or phrases you specify. Demographics target sites for age, household income, gender and ethnicity. For example you can ask for sites that target females from 18 to 34 with incomes over US$24,000.