Managing Your Google AdWords Account

A Step-By-Step Guide

Courtesy of WWW.eMBgroup.co.uk

Google™

Welcome to Google AdWords **coutesy of eMBgroup**

This guide provides an overview of the AdWords Control Centre, the interface that helps you manage and monitor your AdWords account.

The guide will show you how to:

- Access the Control Centre
- View your account performance
- Generate customised reports
- View your billing statements

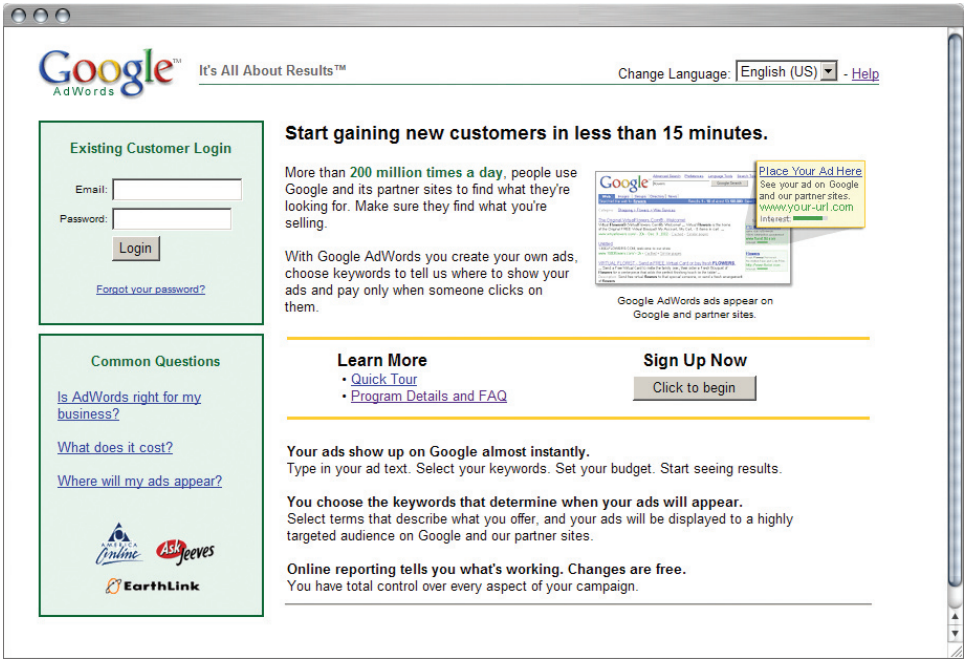
We value your participation in the AdWords programme, and we look forward to providing you with the most effective advertising available.

Getting **started**

Visit the Google AdWords home page at: **www.google.co.uk/controlcenter**

Already have an account? Log in. Enter your email address and password in the "Existing Customer Login" box. Then click the "Login" button.

New to AdWords? Create an account. Click the "Click to begin" button to create an account and get started.


Google AdWords
It's All About Results™
Change Language: English (US) - Help
Existing Customer Login
Email:
Password:
Login
Forgot your password?
Common Questions
Is AdWords right for my business?
What does it cost?
Where will my ads appear?
America Online
Ask Jeeves
EarthLink
Start gaining new customers in less than 15 minutes.
More than 200 million times a day, people use Google and its partner sites to find what they're looking for. Make sure they find what you're selling.
With Google AdWords you create your own ads, choose keywords to tell us where to show your ads and pay only when someone clicks on them.
Place Your Ad Here
See your ad on Google and our partner sites.
www.your-url.com
Interest:
Google AdWords ads appear on Google and partner sites.
Learn More
• Quick Tour
• Program Details and FAQ
Sign Up Now
Click to begin
Your ads show up on Google almost instantly.
Type in your ad text. Select your keywords. Set your budget. Start seeing results.
You choose the keywords that determine when your ads will appear.
Select terms that describe what you offer, and your ads will be displayed to a highly targeted audience on Google and our partner sites.
Online reporting tells you what's working. Changes are free.
You have total control over every aspect of your campaign.

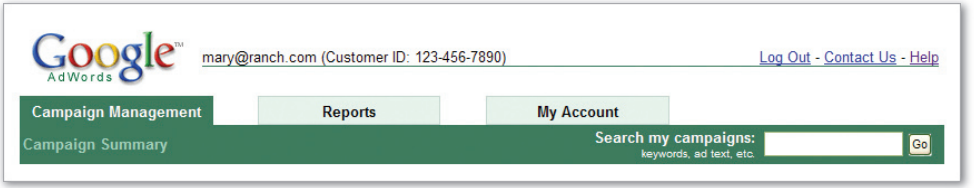
Control Centre **structure**

The AdWords Control Centre is organised by three tabs. Each tab helps you manage one aspect of your AdWords account:

Campaign Management. Check performance statistics and make edits at the campaign, Ad Group, ad and keyword levels (**see pages 8-19**).

Reports. Generate customised reports (**see pages 20-21**).

My Account. Review your billing statements and manage your login information (**see pages 22-23**).


Google
AdWords
mary@ranch.com (Customer ID: 123-456-7890)
Log Out - Contact Us - Help
Campaign Management
Reports
My Account
Campaign Summary
Search my campaigns:
keywords, ad text, etc.
Go

Common **features**

Throughout the Control Centre, these features help you edit and organise your account:

Sortable tables. Click on the table column name to sort data by clickthrough rate, cost-per-click, total cost and more.

Checkboxes. Use these to select multiple campaigns, Ad Groups or keywords to view or edit.

Search box. Find ads or keywords in your account that contain specific text. From the search results, you can jump to the keyword, ad text or campaign that you are interested in.

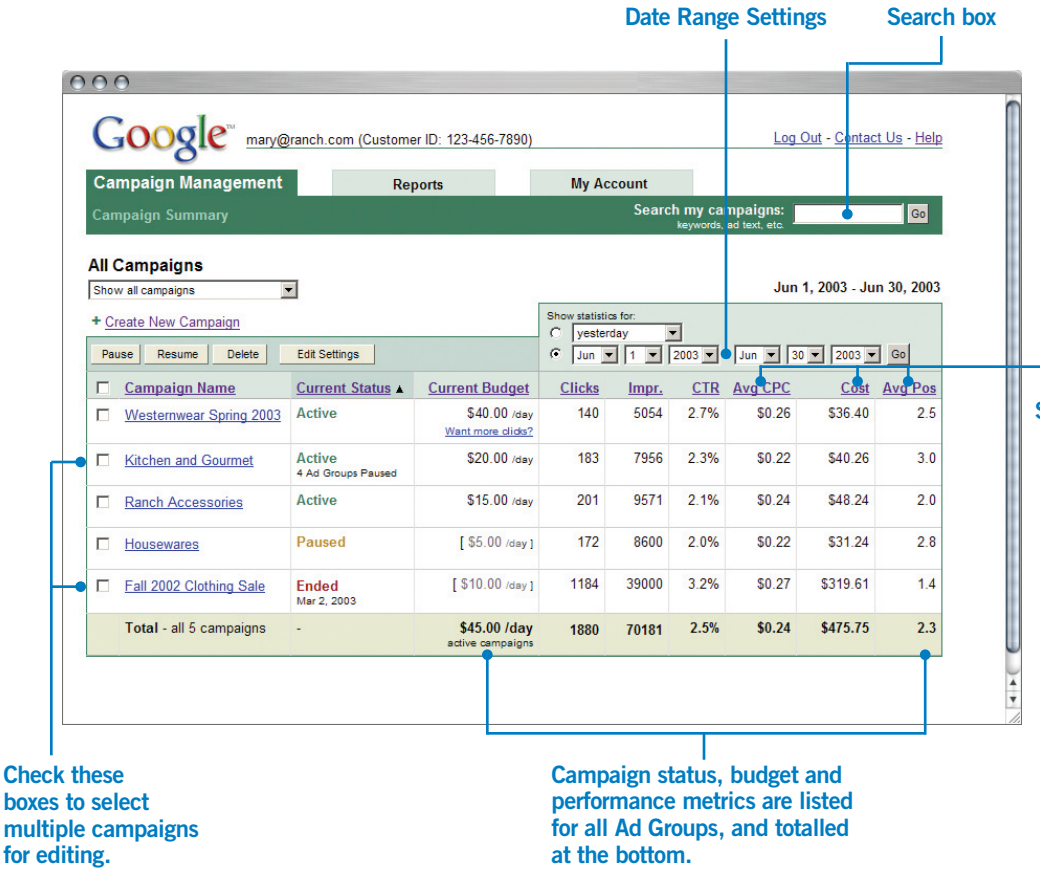
Date range selection. Choose a specific date span or a general range (today, yesterday, last 7 days, this month, last month or all time) to view your campaign information.

There are three links at the top of every page:

Log Out. Ends your session in the Control Centre.

Contact Us. Lets you send an email message to our support team. These messages will be answered by an AdWords Specialist, usually within one business day.

Help. Contains frequently asked questions about AdWords, guidelines and tips on building and maintaining a successful campaign, and general information about the AdWords programme.


Date Range Settings
Search box
Google
mary@ranch.com (Customer ID: 123-456-7890)
Log Out - Contact Us - Help
Campaign Management
Reports
My Account
Campaign Summary
Search my campaigns:
keywords, ad text, etc.
Go
All Campaigns
Show all campaigns
Jun 1, 2003 - Jun 30, 2003
+ Create New Campaign
Show statistics for:
yesterday
Pause
Resume
Delete
Edit Settings
Jun 1 2003 Jun 30 2003 Go
Campaign Name
Current Status
Current Budget
Clicks
Impr.
CTR
Avg CPC
Cost
Avg Pos
Westernwear Spring 2003
Active
$40.00 /day
Want more clicks?
140
5054
2.7%
$0.26
$36.40
2.5
Kitchen and Gourmet
Active
4 Ad Groups Paused
$20.00 /day
183
7956
2.3%
$0.22
$40.26
3.0
Ranch Accessories
Active
$15.00 /day
201
9571
2.1%
$0.24
$48.24
2.0
Housewares
Paused
[$5.00 /day]
172
8600
2.0%
$0.22
$31.24
2.8
Fall 2002 Clothing Sale
Ended
Mar 2, 2003
[$10.00 /day]
1184
39000
3.2%
$0.27
$319.61
1.4
Total - all 5 campaigns
-
$45.00 /day
active campaigns
1880
70181
2.5%
$0.24
$475.75
2.3
Sortable tables
Check these boxes to select multiple campaigns for editing.
Campaign status, budget and performance metrics are listed for all Ad Groups, and totalled at the bottom.

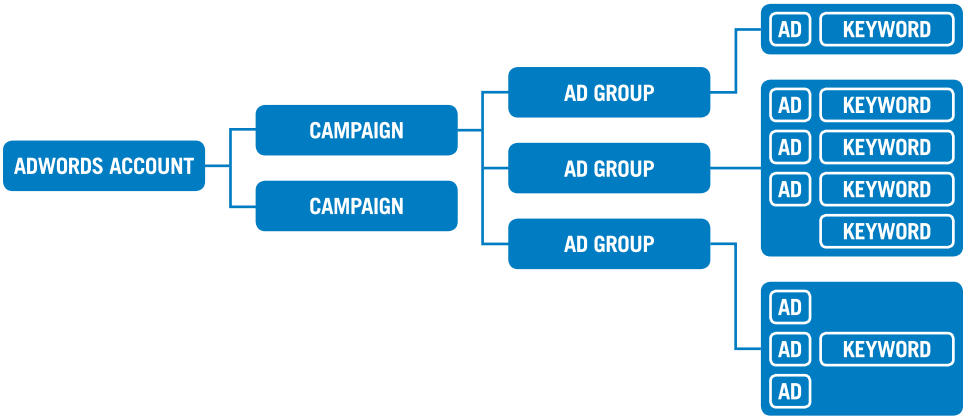
The **Campaign Management** tab

The heart of the Control Centre is the Campaign Management tab. The tools in this tab enable you to create, view and edit your AdWords campaigns.

Your AdWords account is organised into campaigns. Each campaign may contain one or more Ad Groups, and each Ad Group may contain one or more ads with associated keywords.

You can view each level of your account in the Campaign Management Tab. The top level is a summary of your campaigns. Click the name of a campaign to see a list of Ad Groups within the campaign. Click an Ad Group to see the ads and keywords it contains.

AdWords Account structure



Campaigns

The campaign summary view displays performance metrics for each of the campaigns within your account. From this level, you can:

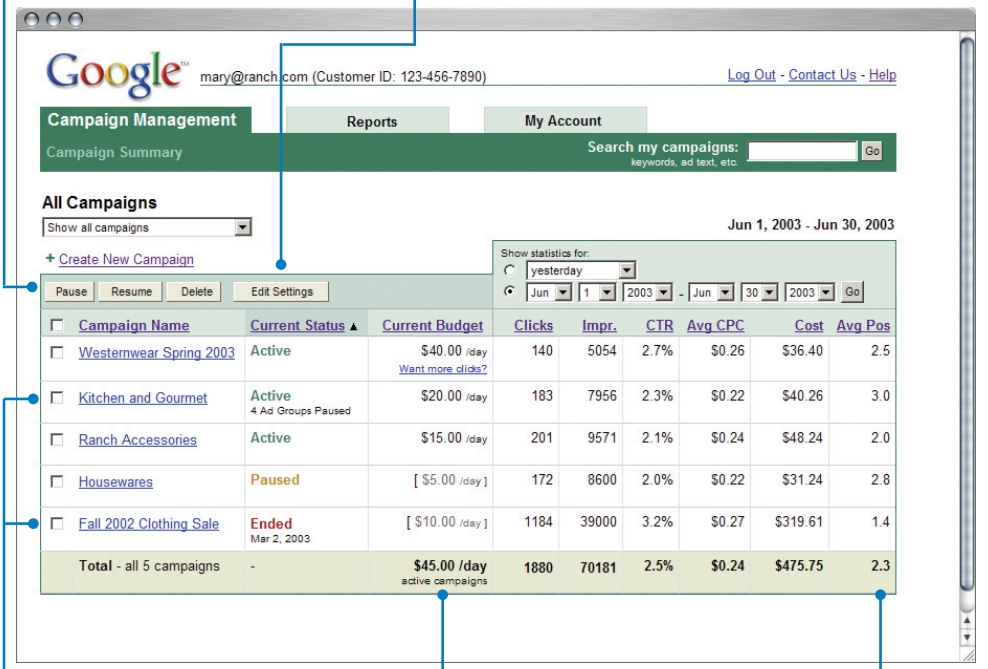
Manage your campaigns. Pause, delete or create campaigns.

Edit campaign settings. Change campaign names, set daily budgets and choose the countries and languages you want your campaigns to target.

View more detail. To see the Ad Group level of your account, click on the name of a campaign.

Pause, delete or create Campaigns

Edit the settings of your campaign.



Click the name of a campaign to see its Ad Groups

Status, budget and performance metrics are listed for all campaigns and totalled at the bottom.

Ad Groups

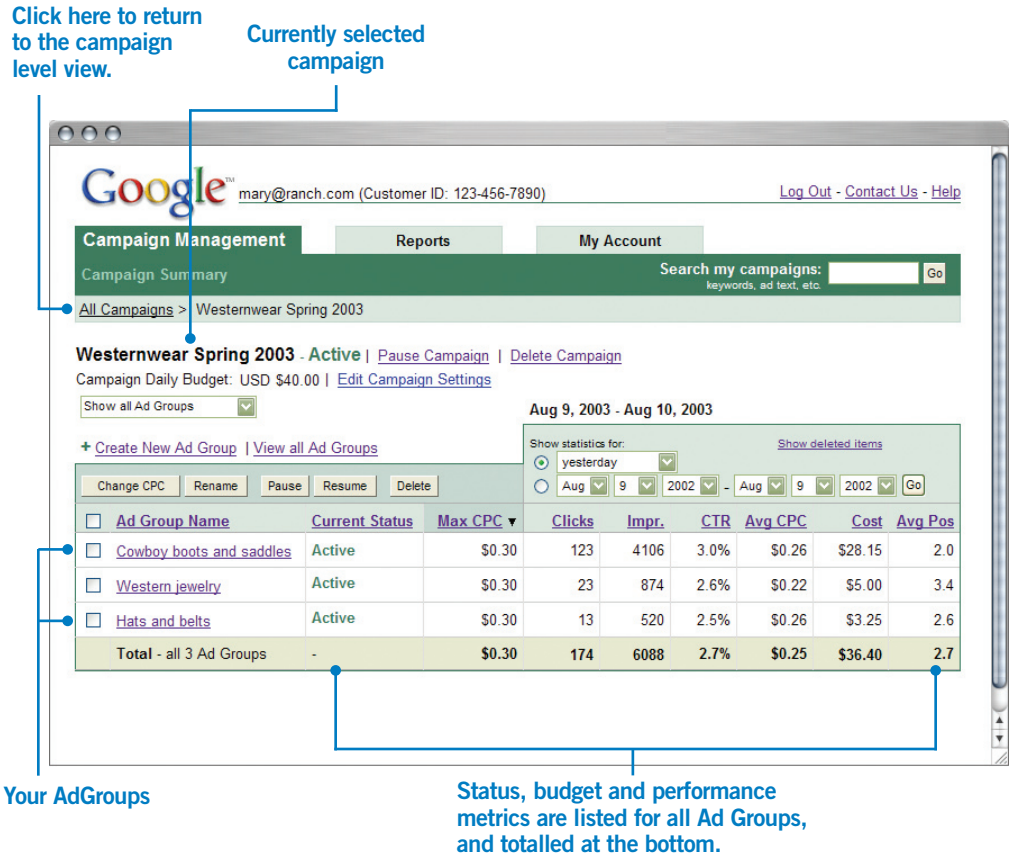
The Ad Groups view shows performance metrics for each of the Ad Groups in a particular campaign. From here, you can:

Create or change Ad Group names. Assign each of your Ad Groups a unique name for your reference.

Manage Ad Groups. Pause, delete or create Ad Groups.

Set your maximum cost-per-click (CPC). View or change the amount you are willing to pay for clicks.

View more detail. Clicking on an Ad Group will show you detailed information about the ads and keywords the Ad Group contains.


Click here to return to the campaign level view.
Currently selected campaign
Google
mary@ranch.com (Customer ID: 123-456-7890)
Log Out - Contact Us - Help
Campaign Management
Reports
My Account
Campaign Summary
Search my campaigns:
keywords, ad text, etc.
Go
All Campaigns > Westernwear Spring 2003
Westernwear Spring 2003 - Active | Pause Campaign | Delete Campaign
Campaign Daily Budget: USD $40.00 | Edit Campaign Settings
Show all Ad Groups
Aug 9, 2003 - Aug 10, 2003
+ Create New Ad Group | View all Ad Groups
Show statistics for:
Show deleted items
yesterday
Aug 9 2002 - Aug 9 2002 Go
Change CPC
Rename
Pause
Resume
Delete
Ad Group Name
Current Status
Max CPC
Clicks
Impr.
CTR
Avg CPC
Cost
Avg Pos
Cowboy boots and saddles
Active
$0.30
123
4106
3.0%
$0.26
$28.15
2.0
Western jewelry
Active
$0.30
23
874
2.6%
$0.22
$5.00
3.4
Hats and belts
Active
$0.30
13
520
2.5%
$0.26
$3.25
2.6
Total - all 3 Ad Groups
-
$0.30
174
6088
2.7%
$0.25
$36.40
2.7
Your AdGroups
Status, budget and performance metrics are listed for all Ad Groups, and totalled at the bottom.

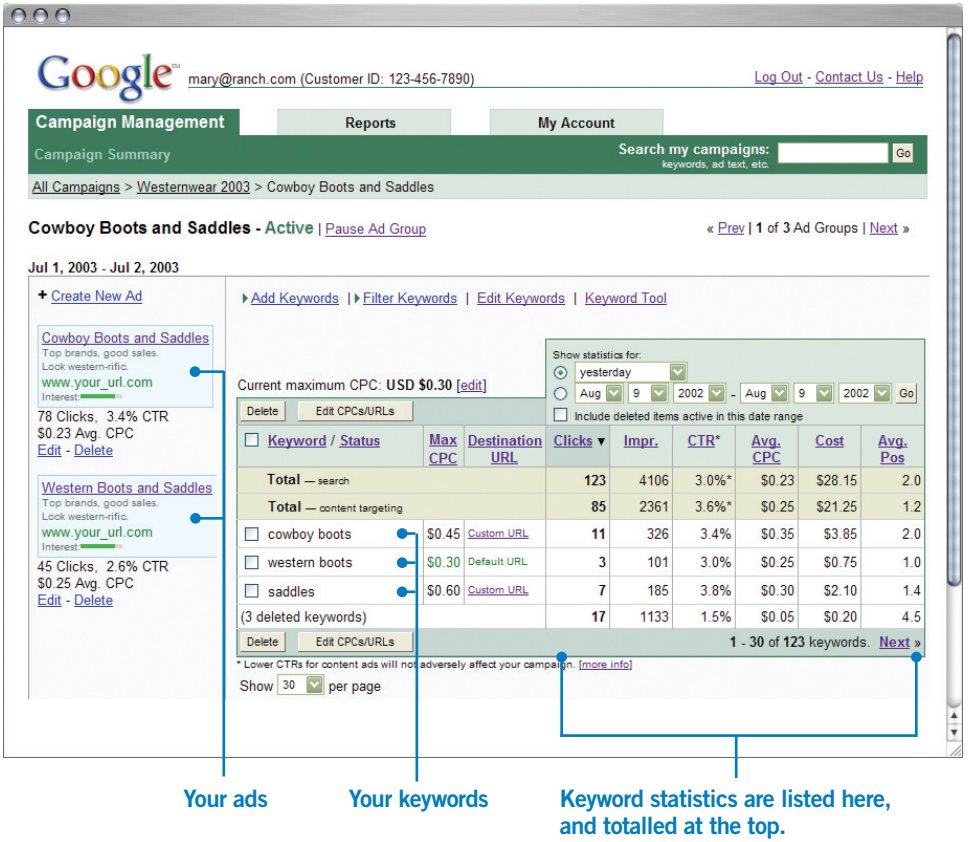
Ad Group details

The Ad Group details view helps you see how your ads and keywords are performing, and it includes:

Ads. View, edit, delete or create ads.

Keywords. View or edit keyword lists (for more about keywords, see page 16).

Performance metrics. View the number of impressions and clicks, average cost-per-click and clickthrough rate (CTR) of your ads and keywords (based on these metrics, you can revise or delete underperforming ads). You can also view the total cost of all your clicks, and the average position of your ad on Google for each keyword.


Google
mary@ranch.com (Customer ID: 123-456-7890)
Log Out - Contact Us - Help
Campaign Management
Reports
My Account
Campaign Summary
Search my campaigns:
keywords, ad text, etc.
Go
All Campaigns > Westernwear 2003 > Cowboy Boots and Saddles
Cowboy Boots and Saddles - Active | Pause Ad Group
« Prev | 1 of 3 Ad Groups | Next »
Jul 1, 2003 - Jul 2, 2003
+ Create New Ad
Cowboy Boots and Saddles
Top brands, good sales.
Look western-rific.
www.your_url.com
Interest:
78 Clicks, 3.4% CTR
$0.23 Avg. CPC
Edit - Delete
Western Boots and Saddles
Top brands, good sales.
Look western-rific.
www.your_url.com
Interest:
45 Clicks, 2.6% CTR
$0.25 Avg. CPC
Edit - Delete
Add Keywords | Filter Keywords | Edit Keywords | Keyword Tool
Show statistics for:
yesterday
Aug 9 2002 - Aug 9 2002 Go
Include deleted items active in this date range
Current maximum CPC: USD $0.30 [edit]
Delete
Edit CPCs/URLs
Keyword / Status
Max CPC
Destination URL
Clicks
Impr.
CTR*
Avg. CPC
Cost
Avg. Pos
Total — search 123 4106 3.0%* $0.23 $28.15 2.0
Total — content targeting 85 2361 3.6%* $0.25 $21.25 1.2
cowboy boots $0.45 Custom URL 11 326 3.4% $0.35 $3.85 2.0
western boots $0.30 Default URL 3 101 3.0% $0.25 $0.75 1.0
saddles $0.60 Custom URL 7 185 3.8% $0.30 $2.10 1.4
(3 deleted keywords) 17 1133 1.5% $0.05 $0.20 4.5
Delete
Edit CPCs/URLs
1 - 30 of 123 keywords. Next »
* Lower CTRs for content ads will not adversely affect your campaign. [more info]
Show 30 per page
Your ads
Your keywords
Keyword statistics are listed here, and totalled at the top.

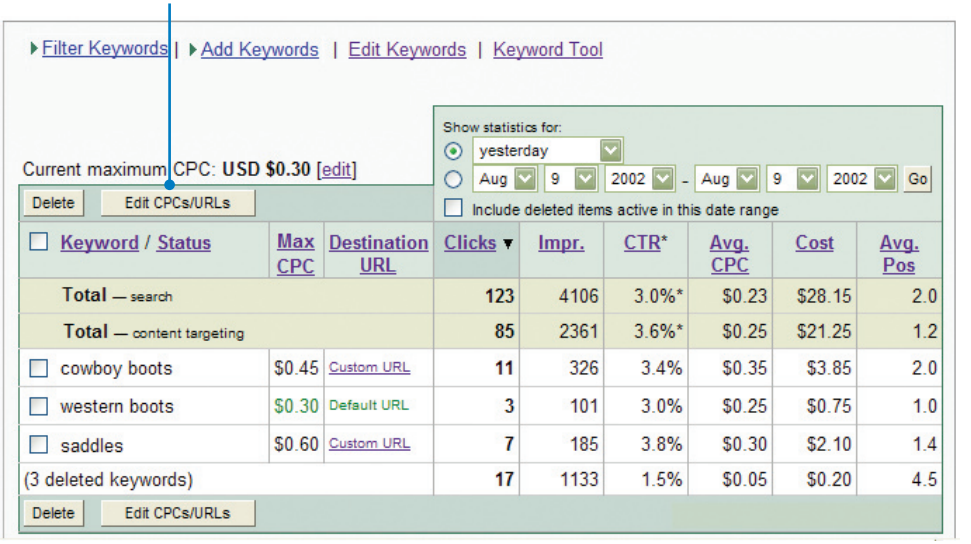
Keywords

A successful AdWords campaign is built on good keywords. The more relevant your keywords are to the terms that users are searching for, the more likely users are to click on your ad.

From the Ad Groups page in the Control Centre, you can see details of your keywords' performance on Google search result pages and search/content sites in our ad network. These performance metrics help you identify which keywords you should keep and which you should refine.

To learn how to choose and/or optimise your keywords and increase your ad's exposure, visit **www.google.co.uk/optimise**.

Specify CPCs and destination URLs for individual keywords



Keyword URLs and CPCs

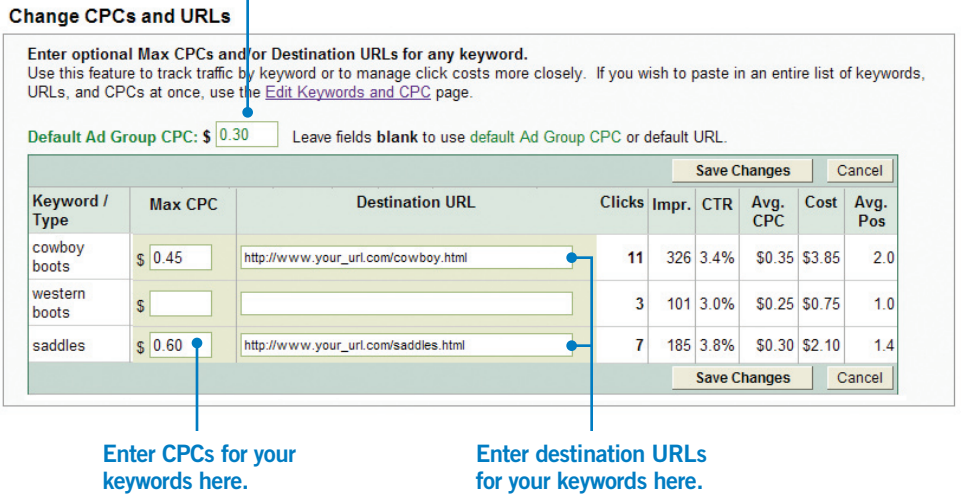
A destination URL specifies the web page users go to when they click on your ad.

By default, each ad in an Ad Group has a destination URL that you set, and all ads in an Ad Group share a maximum cost-per-click (CPC). However, the "Edit CPCs/ URLs" button on the Ad Group details page lets you set unique destination URLs and maximum CPCs for each of your keywords if needed.

Destination URLs. Send users to different web pages based on the keyword that triggers the ad they see.

Max CPCs. Assign unique CPCs if you want to place more weight on certain keywords in your list.

This is the default CPC for the Ad Group. It's used unless you specify a CPC for a keyword.



Enter CPCs for your keywords here.

Enter destination URLs for your keywords here.

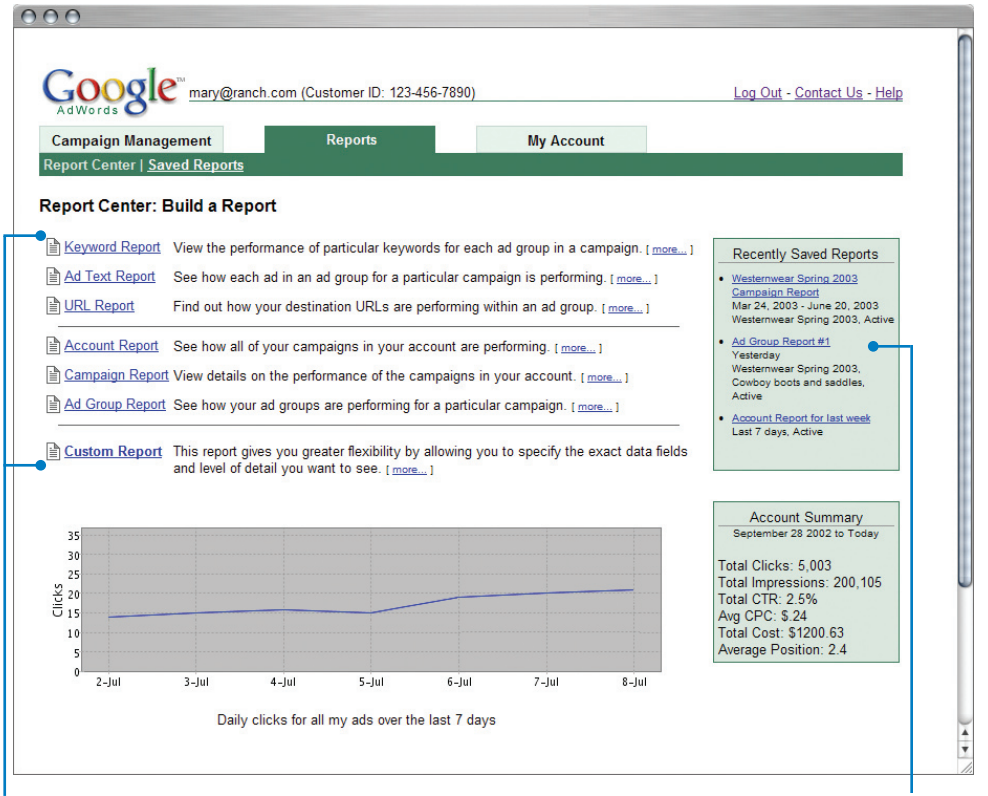
The **Reports** tab

The Reports tab lets you generate and manage customised reports of your account's performance. From this view, you can:

Choose your report preferences. View your reports in a table, in a graph, online or on a downloadable spreadsheet.

Design custom reports. Focus on specific keywords, ad text or overall Ad Groups or campaigns.

Save report parameters. Easily run the same report each time you log in to your account, or set the system to run updated reports and email them to you on a set schedule.



Use pre-made reports, or build your own.

You can run saved reports from here.

The **My Account** tab

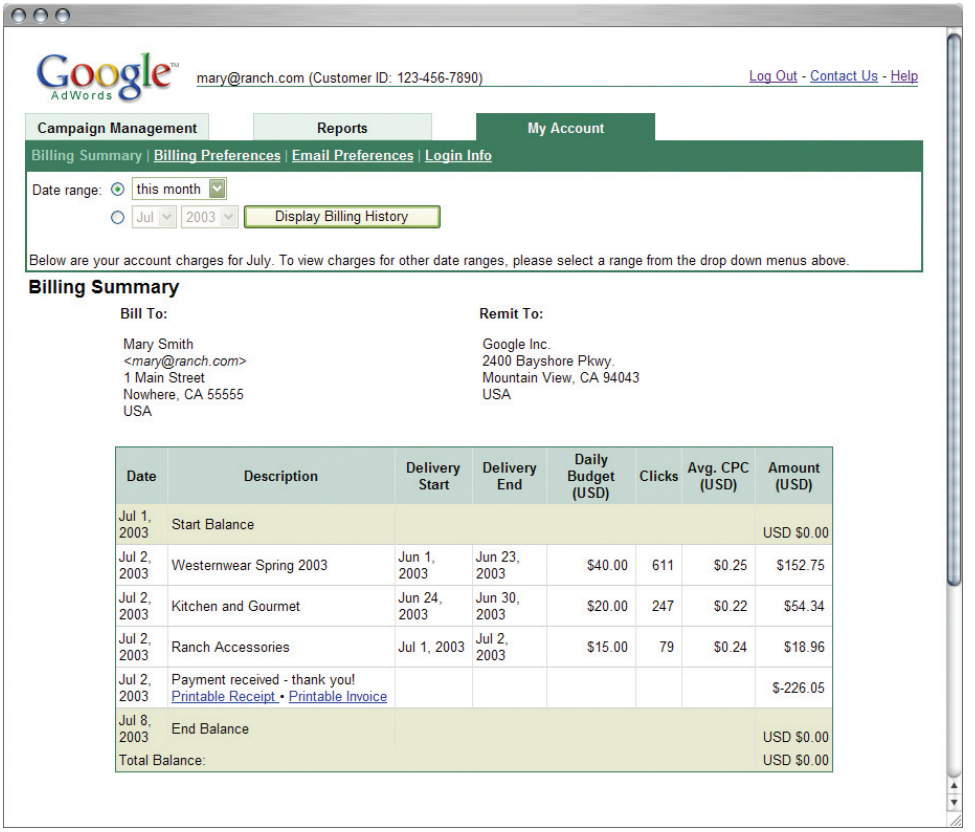
The My Account tab is where you go to view and modify your login and billing information.

Check your billing summary. Your bill reports clicks accrued for each campaign over a given period, along with their cost and the date your credit card was charged.

Update your billing preferences. Be sure to keep the most current credit card and contact information in your account.

Set your email preferences. Choose the types of email communication you would like to receive from us.

Edit your login information. Update your email address and password.


Google AdWords
mary@ranch.com (Customer ID: 123-456-7890)
Log Out - Contact Us - Help
Campaign Management
Reports
My Account
Billing Summary | Billing Preferences | Email Preferences | Login Info
Date range: this month
Jul 2003 Display Billing History
Below are your account charges for July. To view charges for other date ranges, please select a range from the drop down menus above.
Billing Summary
Bill To:
Mary Smith
<mary@ranch.com>
1 Main Street
Nowhere, CA 55555
USA
Remit To:
Google Inc.
2400 Bayshore Pkwy.
Mountain View, CA 94043
USA
Date | Description | Delivery Start | Delivery End | Daily Budget (USD) | Clicks | Avg. CPC (USD) | Amount (USD)
Jul 1, 2003 | Start Balance | | | | | | USD $0.00
Jul 2, 2003 | Westernwear Spring 2003 | Jun 1, 2003 | Jun 23, 2003 | $40.00 | 611 | $0.25 | $152.75
Jul 2, 2003 | Kitchen and Gourmet | Jun 24, 2003 | Jun 30, 2003 | $20.00 | 247 | $0.22 | $54.34
Jul 2, 2003 | Ranch Accessories | Jul 1, 2003 | Jul 2, 2003 | $15.00 | 79 | $0.24 | $18.96
Jul 2, 2003 | Payment received - thank you! Printable Receipt • Printable Invoice | | | | | | $-226.05
Jul 8, 2003 | End Balance | | | | | | USD $0.00
Total Balance: | | | | | | | USD $0.00

Additional **resources**

We hope you will find that the Control Centre is an easy to use, intuitive and powerful way to manage your account. But if you ever have questions, there are many resources available.

Help centre. The first thing to do if you have a question is to click the "help" link at the top right of the Control Centre. From the help centre, you can view the AdWords FAQ, programme overviews, tips for managing your account and more.

Account tasks. For step-by-step instructions on how to perform tasks, including creating a new ad and editing campaign settings, click on the "Account Tasks" section of the help centre.

Contact us. If our online support doesn't address your question, or if you would like to offer suggestions, you can contact us via email:

adwords-uk@google.com

Google AdWords
It's All About Results™
Contact Us - Help
Click here to view our online tutorial and discover the benefits of keyword matching options.
Frequently Asked Questions
Your question may already be answered.
Search Google AdWords
Go
AdWords Overview
• AdWords Advantages
• Program Comparison
• Success Stories
Getting Started
• Step-by-Step
• Pricing & Billing
• Glossary
• Keyword Tools
Editorial Guidelines
• Ad Style & Grammar
• Ad & Keyword Relevance
• Ad Content & Links
Running A Campaign
• Optimization Tips
• Account Navigation
• Account Tasks
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