

# Managing Your Google AdWords Account

A Step-By-Step Guide

Google™



# Welcome to Google AdWords

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

The guide will show you how to:

- Access the Control Center
- View your account performance
- Generate customized reports
- View your billing statements

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

# Getting started

Visit the Google AdWords home page at: [www.google.com/controlcenter](http://www.google.com/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.

Existing Customer Login

Email: [input] Password: [input] Login

Forget your password?

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.



Google AdWords ads appear on Google and partner sites.

Common Questions

Is AdWords right for my business?

What does it cost?

Where will my ads appear?



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 Center structure

The AdWords Control Center is organized 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 customized reports (see pages 20-21).

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



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.



# Common features

Throughout the Control Center, these features help you edit and organize 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're 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.

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There are three links at the top of every page:

**Log Out.** Ends your session in the Control Center.

**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 program.

Date Range Settings      Search box

mary@ranch.com (Customer ID: 123-456-7890)      Log Out - Contact Us - Help

**Campaign Management**      Reports      My Account

Campaign Summary      Search my campaigns:  Go  
keywords, ad text, etc.

**All Campaigns**  
Show all campaigns

+ Create New Campaign

Pause   Resume   Delete   Edit Settings

Show statistics for:  
yesterday  
Jun 1 2003   Jun 30 2003   Go

<input type="checkbox"/>	Campaign Name	Current Status ▲	Current Budget	Clicks	Impr.	CTR	Avg CPC	Cost	Avg Pos
<input type="checkbox"/>	<a href="#">Westernwear Spring 2003</a>	Active	\$40.00 /day <a href="#">Want more clicks?</a>	140	5054	2.7%	\$0.26	\$36.40	2.5
<input type="checkbox"/>	<a href="#">Kitchen and Gourmet</a>	Active 4 Ad Groups Paused	\$20.00 /day	183	7956	2.3%	\$0.22	\$40.26	3.0
<input type="checkbox"/>	<a href="#">Ranch Accessories</a>	Active	\$15.00 /day	201	9571	2.1%	\$0.24	\$48.24	2.0
<input type="checkbox"/>	<a href="#">Housewares</a>	Paused	[ \$5.00 /day ]	172	8600	2.0%	\$0.22	\$31.24	2.8
<input type="checkbox"/>	<a href="#">Fall 2002 Clothing Sale</a>	Ended Mar 2, 2003	[ \$10.00 /day ]	1184	39000	3.2%	\$0.27	\$319.61	1.4
<b>Total - all 5 campaigns</b>			<b>\$45.00 /day</b> <small>active campaigns</small>	<b>1880</b>	<b>70181</b>	<b>2.5%</b>	<b>\$0.24</b>	<b>\$475.75</b>	<b>2.3</b>

Sortable tables

Check these boxes to select multiple campaigns for editing.

Campaign status, budget, and performance metrics are listed for all Ad Groups, and totaled at the bottom.

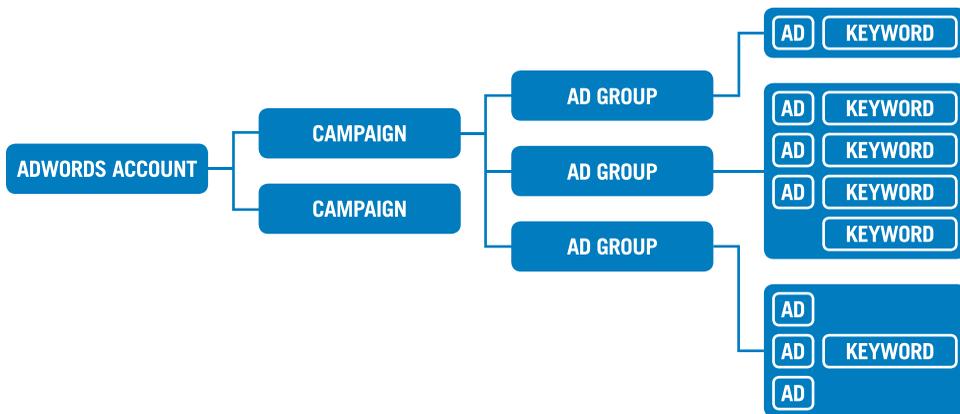
# The Campaign Management tab

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

Your AdWords account is organized 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.

The screenshot shows the Google Campaign Management interface. At the top, there's a navigation bar with 'Campaign Management', 'Reports', and 'My Account'. Below that is a search bar for campaigns. The main content area is titled 'All Campaigns' and shows a table of campaigns for the period 'Jun 1, 2003 - Jun 30, 2003'. The table has columns for Campaign Name, Current Status, Current Budget, Clicks, Impr., CTR, Avg CPC, Cost, and Avg Pos. There are buttons for 'Pause', 'Resume', 'Delete', and 'Edit Settings' for each campaign. A total row is at the bottom of the table.

<input type="checkbox"/>	Campaign Name	Current Status ▲	Current Budget	Clicks	Impr.	CTR	Avg CPC	Cost	Avg Pos
<input type="checkbox"/>	<a href="#">Westernwear Spring 2003</a>	Active	\$40.00 /day <a href="#">Want more clicks?</a>	140	5054	2.7%	\$0.26	\$36.40	2.5
<input type="checkbox"/>	<a href="#">Kitchen and Gourmet</a>	Active 4 Ad Groups Paused	\$20.00 /day	183	7956	2.3%	\$0.22	\$40.26	3.0
<input type="checkbox"/>	<a href="#">Ranch Accessories</a>	Active	\$15.00 /day	201	9571	2.1%	\$0.24	\$48.24	2.0
<input type="checkbox"/>	<a href="#">Housewares</a>	Paused	[\$5.00 /day]	172	8600	2.0%	\$0.22	\$31.24	2.8
<input type="checkbox"/>	<a href="#">Fall 2002 Clothing Sale</a>	Ended Mar 2, 2003	[\$10.00 /day]	1184	39000	3.2%	\$0.27	\$319.61	1.4
<b>Total - all 5 campaigns</b>			<b>\$45.00 /day</b> active campaigns	<b>1880</b>	<b>70181</b>	<b>2.5%</b>	<b>\$0.24</b>	<b>\$475.75</b>	<b>2.3</b>

Click the name of a campaign to see its Ad Groups

Status, budget, and performance metrics are listed for all campaigns and totaled 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're 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

The screenshot shows the Google AdWords Campaign Management interface. At the top, there's a navigation bar with 'Campaign Management', 'Reports', and 'My Account'. Below this is a search bar for campaigns. The main content area shows the campaign 'Westernwear Spring 2003' is active. It lists three ad groups: 'Cowboy boots and saddles', 'Western jewelry', and 'Hats and belts'. A table below provides performance metrics for each ad group and a total row. The table includes columns for Ad Group Name, Current Status, Max CPC, Clicks, Impr., CTR, Avg CPC, Cost, and Avg Pos. The total row shows a Max CPC of \$0.30, 174 clicks, 6088 impressions, 2.7% CTR, \$0.25 Avg CPC, \$36.40 Cost, and 2.7 Avg Pos.

<input type="checkbox"/>	Ad Group Name	Current Status	Max CPC ▼	Clicks	Impr.	CTR	Avg CPC	Cost	Avg Pos
<input type="checkbox"/>	<a href="#">Cowboy boots and saddles</a>	Active	\$0.30	123	4106	3.0%	\$0.26	\$28.15	2.0
<input type="checkbox"/>	<a href="#">Western jewelry</a>	Active	\$0.30	23	874	2.6%	\$0.22	\$5.00	3.4
<input type="checkbox"/>	<a href="#">Hats and belts</a>	Active	\$0.30	13	520	2.5%	\$0.26	\$3.25	2.6
Total - all 3 Ad Groups			-	174	6088	2.7%	\$0.25	\$36.40	2.7

Your AdGroups

Status, budget, and performance metrics are listed for all Ad Groups, and totaled 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.

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](#)

Current maximum CPC: **USD \$0.30** [\[edit\]](#)

Show statistics for:  
 yesterday  
 Aug 9 2002 - Aug 9 2002   
 Include deleted items active in this date range

<input type="checkbox"/> Keyword / Status	Max CPC	Destination URL	Clicks	Impr.	CTR*	Avg. CPC	Cost	Avg. Pos
<b>Total — search</b>			123	4106	3.0%*	\$0.23	\$28.15	2.0
<b>Total — content targeting</b>			85	2361	3.6%*	\$0.25	\$21.25	1.2
<input type="checkbox"/> cowboy boots	\$0.45	Custom URL	11	326	3.4%	\$0.35	\$3.85	2.0
<input type="checkbox"/> western boots	\$0.30	Default URL	3	101	3.0%	\$0.25	\$0.75	1.0
<input type="checkbox"/> 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

1 - 30 of 123 keywords. [Next](#) »

\* Lower CTRs for content ads will not adversely affect your campaign. [\[more info\]](#)

Show  per page

Your ads

Your keywords

Keyword statistics are listed here, and totaled 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 Center, 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 optimize your keywords and increase your ad's exposure, visit [www.google.com/optimize](http://www.google.com/optimize).

Specify CPCs and destination URLs for individual keywords

[Filter Keywords](#) | [Add 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 [\[edit\]](#)

<input type="checkbox"/> <a href="#">Keyword / Status</a>	<a href="#">Max CPC</a>	<a href="#">Destination URL</a>	<a href="#">Clicks</a> ▼	<a href="#">Impr.</a>	<a href="#">CTR*</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	<a href="#">Avg. Pos</a>
<b>Total — search</b>			<b>123</b>	4106	3.0%*	\$0.23	\$28.15	2.0
<b>Total — content targeting</b>			<b>85</b>	2361	3.6%*	\$0.25	\$21.25	1.2
<input type="checkbox"/> cowboy boots	\$0.45	<a href="#">Custom URL</a>	11	326	3.4%	\$0.35	\$3.85	2.0
<input type="checkbox"/> western boots	\$0.30	<a href="#">Default URL</a>	3	101	3.0%	\$0.25	\$0.75	1.0
<input type="checkbox"/> saddles	\$0.60	<a href="#">Custom URL</a>	7	185	3.8%	\$0.30	\$2.10	1.4
(3 deleted keywords)			<b>17</b>	1133	1.5%	\$0.05	\$0.20	4.5

[Delete](#)   [Edit CPCs/URLs](#)

# 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.

### Change CPCs and URLs

Enter optional Max CPCs and/or Destination URLs for any keyword.

Use this feature to track traffic by keyword or to manage click costs more closely. If you wish to paste in an entire list of keywords, URLs, and CPCs at once, use the [Edit Keywords and CPC](#) page.

Default Ad Group CPC: \$  Leave fields blank to use default Ad Group CPC or default URL.

Keyword / Type	Max CPC	Destination URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
cowboy boots	\$ <input type="text" value="0.45"/>	<input type="text" value="http://www.your_url.com/cowboy.html"/>	11	326	3.4%	\$0.35	\$3.85	2.0
western boots	\$ <input type="text"/>	<input type="text"/>	3	101	3.0%	\$0.25	\$0.75	1.0
saddles	\$ <input type="text" value="0.60"/>	<input type="text" value="http://www.your_url.com/saddles.html"/>	7	185	3.8%	\$0.30	\$2.10	1.4

Enter CPCs for your keywords here.

Enter destination URLs for your keywords here.

# The Reports tab

The Reports tab lets you generate and manage customized 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.

Google AdWords mary@ranch.com (Customer ID: 123-456-7890) [Log Out - Contact Us - Help](#)

Campaign Management **Reports** My Account

Report Center | [Saved Reports](#)

### Report Center: Build a Report

- [Keyword Report](#) View the performance of particular keywords for each ad group in a campaign. [ [more...](#) ]
- [Ad Text Report](#) See how each ad in an ad group for a particular campaign is performing. [ [more...](#) ]
- [URL Report](#) Find out how your destination URLs are performing within an ad group. [ [more...](#) ]
- [Account Report](#) See how all of your campaigns in your account are performing. [ [more...](#) ]
- [Campaign Report](#) View details on the performance of the campaigns in your account. [ [more...](#) ]
- [Ad Group Report](#) See how your ad groups are performing for a particular campaign. [ [more...](#) ]
- [Custom Report](#) This report gives you greater flexibility by allowing you to specify the exact data fields and level of detail you want to see. [ [more...](#) ]

**Recently Saved Reports**

- [Westernwear Spring 2003 Campaign Report](#)  
Mar 24, 2003 - June 20, 2003  
Westernwear Spring 2003, Active
- [Ad Group Report #1](#)  
Yesterday  
Westernwear Spring 2003, Cowboy boots and saddles, Active
- [Account Report for last week](#)  
Last 7 days, Active

**Account Summary**  
September 28, 2002 to Today

Total Clicks: 5,003  
Total Impressions: 200,105  
Total CTR: 2.5%  
Avg CPC: \$ 24  
Total Cost: \$1200.63  
Average Position: 2.4

Daily clicks for all my ads over the last 7 days

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'd like to receive from us.

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

Date range:  this month

Jul

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! <a href="#">Printable Receipt</a> • <a href="#">Printable Invoice</a>						-\$226.05
Jul 8, 2003	End Balance						USD \$0.00
Total Balance:							USD \$0.00

# Additional resources

We hope you'll find that the Control Center 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 center.** The first thing to do if you have a question is to click the “help” link at the top right of the Control Center. From the help center, you can view the AdWords FAQ, program 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 center.

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

[adwords-support@google.com](mailto:adwords-support@google.com)



[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



**AdWords Overview**

- [AdWords Advantages](#)
- [Program Comparison](#)
- [Success Stories](#)

**Editorial Guidelines**

- [Ad Style & Grammar](#)
- [Ad & Keyword Relevance](#)
- [Ad Content & Links](#)

**Getting Started**

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**Running A Campaign**

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