

Setting up a Google AdWords pay per click (PPC) account

Part A – How to open and set-up your account

By Ann Stanley

Anicca Digital Solutions



Part A:1

What is pay per click?

Google - Search Results

Google [Advanced Search](#)
Search: the web pages from the UK

Web [+ Show options...](#) Results 1 - 10 of about 13,200,000 for plumbers [definition]. (0.16 seconds)

Related searches: [plumber jobs](#) [corgi plumbers](#)

[Plumbers UK search information on Yell.com](#)

Plumbers - get useful information on Yell.com. Obtain Plumbers telephone numbers, addresses, local maps, walking directions and car directions.
[www.yell.com](#) > Find > Home Maintenance & Repair - [Cached](#) - [Similar](#)

[About 'Find a Plumber' - CIPHE](#)

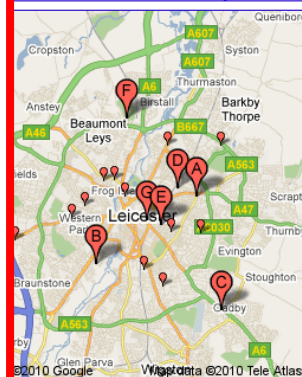
You can use this search facility to find a CIPHE Registered Plumbing and Heating Professional in your area simply by entering your postcode.
[www.ciphe.org.uk/Find-a-Plumber/About-Find-a-Plumber/](#) - [Cached](#) - [Similar](#)

[Home - CIPHE](#)

CIPHE brings you the chance to buy water efficient products AND get the names of Registered Plumbers in your area who can install them. ...

[About 'Find a Plumber'](#) - [Contact us](#) - [Join CIPHE](#) - [Members](#)
[www.ciphe.org.uk/](#) - [Cached](#) - [Similar](#)

[Local business results for plumbers near Leicester](#) - [Change location](#)



- A** [Best Buy Plumbing & Heating](#)
[maps.google.co.uk](#) - 0116 224 8229 - 1 review
 - B** [SGC Plumbing](#)
[www.sgcplumbing.com](#) - 07972 361 356 - 13 reviews
 - C** [Oadby DIY Mica Hardware](#)
[www.oadbydiy.co.uk](#) - 0116 271 6960 - [More](#)
 - D** [QS Supplies](#)
[www.qssupplies.co.uk](#) - 0870 803 1785 - 6 reviews
 - E** [JA Clarke & Co. \(Plumbers Merchants\) 1970 Ltd.](#)
[www.jaclarke.co.uk](#) - 0116 251 5111 - [More](#)
 - F** [Action Plumbing](#)
[action-plumbingleicester.co.uk](#) - 07720 902563 - [More](#)
 - G** [Robert Pochin Ltd.](#)
[www.pochin.com](#) - 0116 251 5051 - [More](#)
- [More results near Leicester >](#)

[Image results for plumbers](#) - [Report images](#)



[Plumber | plumber london | central heating repair | plumbing ...](#)

The quality and service provided by Pimlico Plumbers does not mean higher charges. In a recent survey the company's transparent pricing structure was very ...
[www.pimlicoplumbers.com/](#) - [Cached](#) - [Similar](#)

Sponsored Links

[Qualified Plumbers London](#)

24 Hour Emergency Plumbing Services
We Arrive Within 1 Hour Guaranteed!
[JustPlumbingLondon.com](#)

[Plumbers](#)

Pimlico Plumbers - 1 Hour Service with 30 Minute Rapid Response Avail
[www.PimlicoPlumbers.com](#)
1 Sail St, London, SE11 6NQ

[Need a Local Plumber?](#)

Simply describe your plumbing needs & find rated plumbers in your area!
[www.MyHammer.co.uk/Plumber](#)

[Staunch & Flow Plumbers](#)

Plumbing & Heating experts London.
Corgi reg'd. Call 0207 666 5566
[www.london-plumber.co.uk](#)
London

[Plumber London: 10% Off](#)

On-Time or We Pay You £25!
Save Money Today. All London Areas.
[www.plumbforcedirect.co.uk](#)

[Plumbers](#)

All Plumbing, Heating & Drainage
10% Book Online Discount Today!
[www.ReactFast.co.uk/Plumbers](#)

[London Emergency Plumbers](#)

Tel: 020 8537 9051 Corgi registered
24 hour Fast Response Service
[www.eaplumbingheating.co.uk](#)
London

[Keep Cosy this Winter](#)

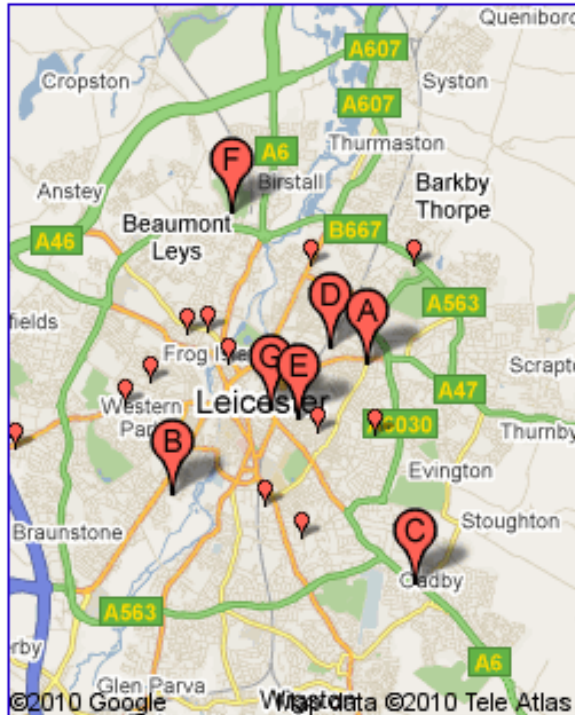
Fix Leaks, Pipes, Boilers, Heaters
Central Heating, 07859 067751
[www.nbplumbingandheating.co.uk](#)
24, Scotland Green Road, Unit 15

[See your ad here >](#)



Searching for local companies

Local business results for **plumbers** near Leicester - [Change location](#)

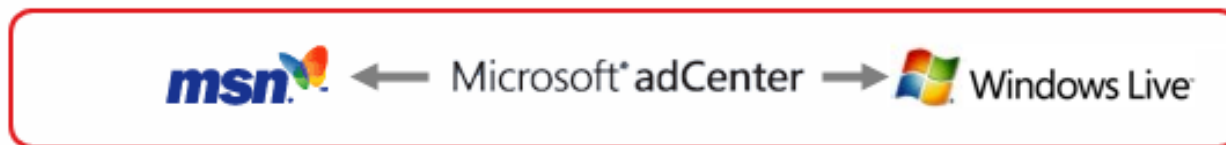


- A** [Best Buy Plumbing & Heating](#)
maps.google.co.uk - 0116 224 8229 - [1 review](#)
- B** [SGC Plumbing](#)
www.sgclumbing.com - 07972 361 356 - [13 reviews](#)
- C** [Oadby DIY Mica Hardware](#)
www.oadbydiy.co.uk - 0116 271 6960 - [More](#)
- D** [QS Supplies](#)
www.qssupplies.co.uk - 0870 803 1785 - [6 reviews](#)
- E** [JA Clarke & Co. \(Plumbers Merchants\) 1970 Ltd.](#)
www.jaclarke.co.uk - 0116 251 5111 - [More](#)
- F** [Action Plumbing](#)
action-plumbingleicester.co.uk - 07720 902563 - [More](#)
- G** [Robert Pochin Ltd.](#)
www.pochin.com - 0116 251 5051 - [More](#)
- [More results near Leicester »](#)

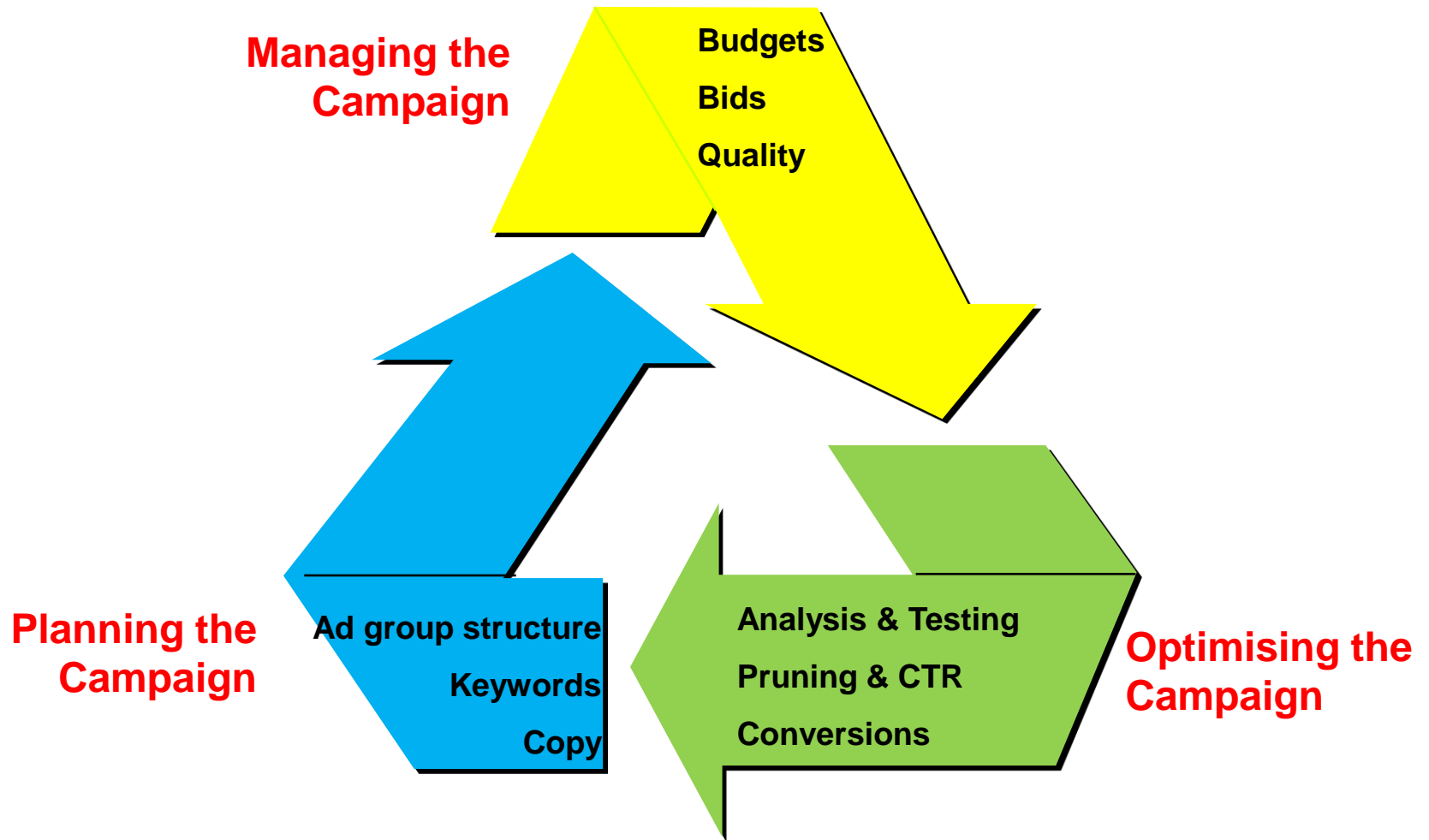
Local business results for **plumbers** near Leicester - [Back to results](#)

 Remember this location

The Main PPC Engines



The Pay Per Click Process



Part A:2

What are the objectives of your pay per click campaign

Setting objectives

- Why?
 - Reasons for using PPC
- What?
 - Products/services you are going to promote
- Who?
 - Target audience
- Where?
 - Choice of network & Geo-targeting
- When?
 - Duration & Timing
- How much?
 - Budgets & Cost per click
- What is my sales funnel?
 - Amount of traffic, cost per clicks, positions achieved
 - Click through rate (CTR), “quality score”
 - Conversions rates & cost per acquisition

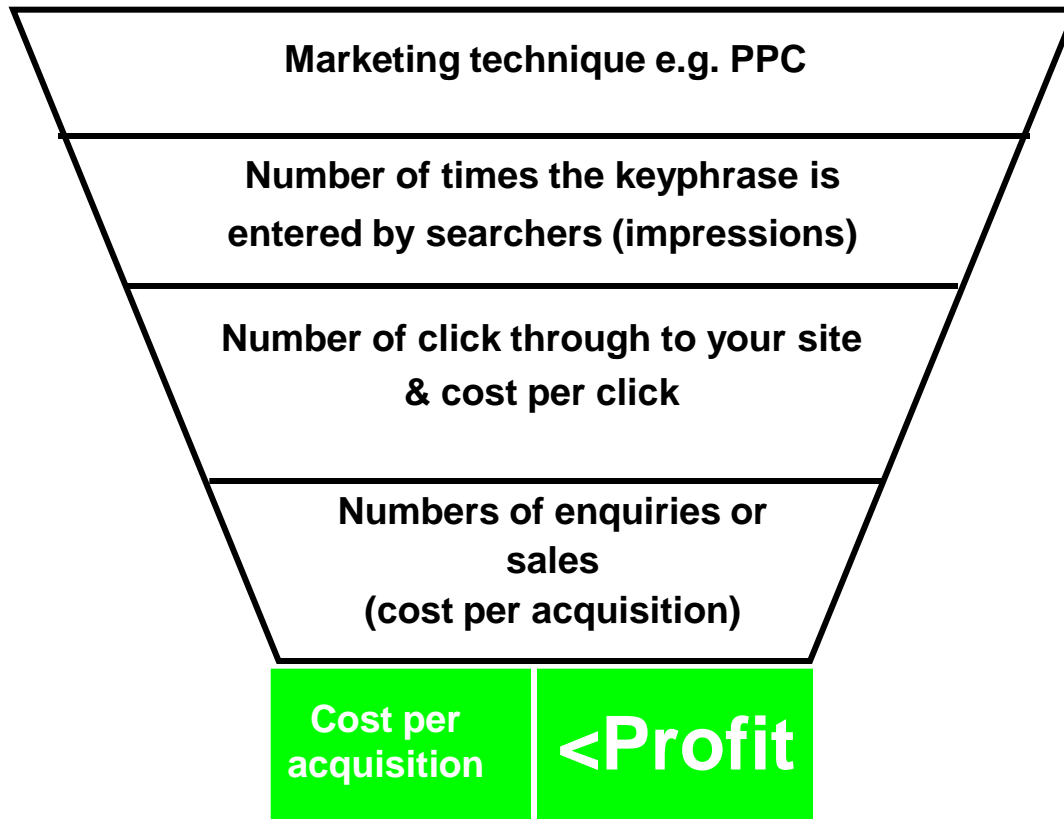
What are you trying to achieve?

- Be found in the search engines
 - launch new site
 - gain visibility for site with no organic results eg flash
 - increase visibility (eg for more keyphrases)
- Actions
 - drive traffic
 - generate phone calls
 - customer registrations
 - lead generation
 - online sales
 - offline sales

Some reasons to use PPC

- As a sales promotion/direct marketing tool, eg to get rid of surplus stock
- To launch new products or with time-sensitive campaigns, such as Valentines day
- Short term campaigns to boost branding
- To ensure visibility when running offline campaigns, such as TV or press
- Country or region specific campaigns
- To get visibility if the site does not have any natural listings in the organic search results

Understanding PPC conversion rates



Example PPC

2000 searches

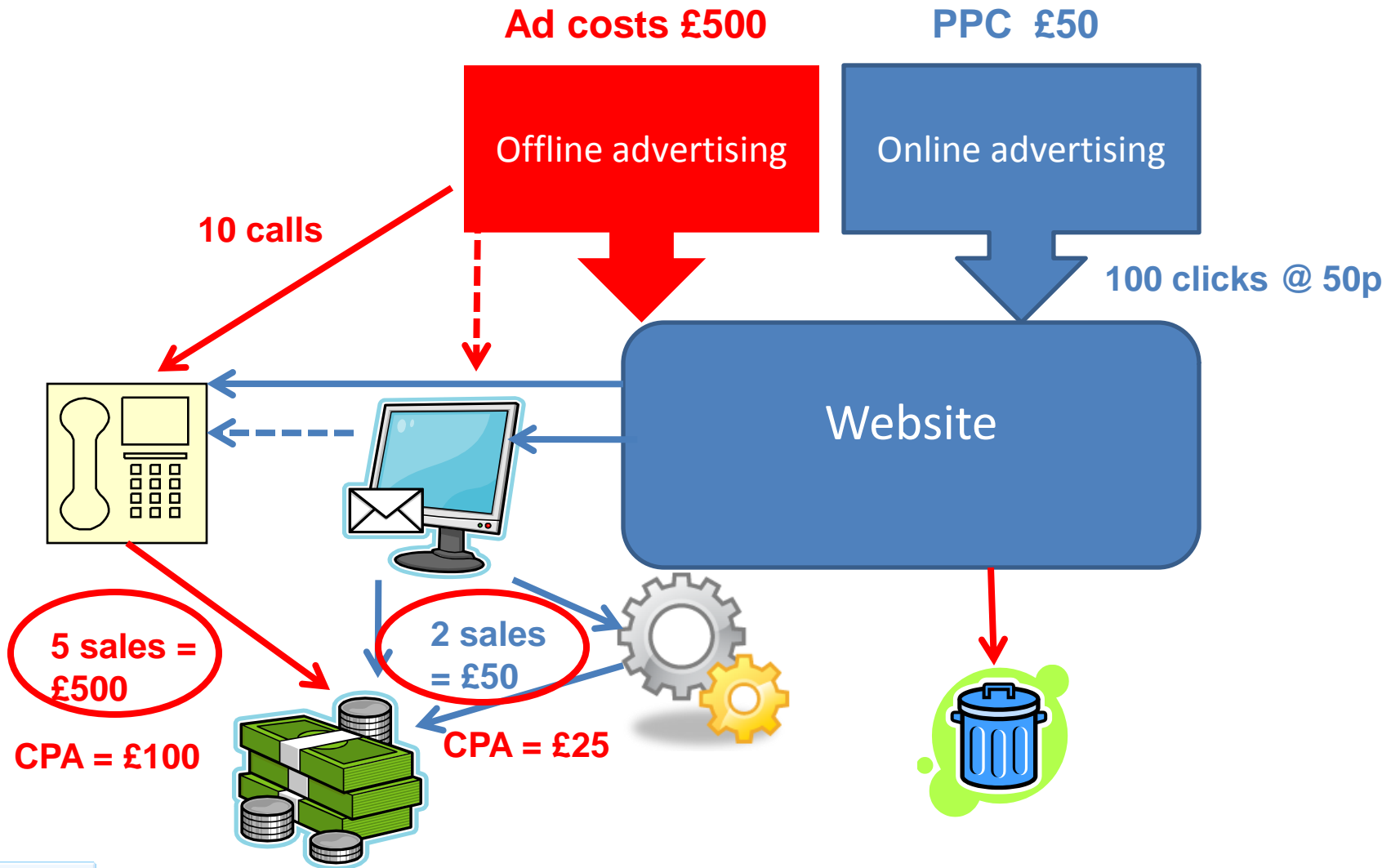
100 (5%) click throughs at @11p (= £11)

1 sale (1%) at £99

Cost per acquisition £11

< Profit £15

Calculating your Cost per Acquisition (CPA)



Example PPC marketing budgets

| Sales projections | Monthly | Annual |
|-------------------|---------|----------|
| Sales | 50 | 600 |
| Order value | £200 | £200 |
| Revenue | £10,000 | £120,000 |

| PPC budgets | Monthly | Annual |
|----------------------------|---------|---------|
| Cost per acquisition (CPA) | £25 | |
| Marketing budget | £1,250 | £15,000 |
| % of revenue | 12.5% | |

You may have to pay an agency a monthly fee of 10-20% of your advertising spend (or min £250/month) to run your campaign for you. If you run the campaign yourself, your lack of experience may result in a higher CPA due to a higher cost per click

Part A:3

Open your Google AdWords PPC account



Overview of opening AdWords account



Go to www.google.co.uk/intl/en/ads/

Google™ Advertising Programmes

For Advertisers: [Google AdWords](#)

- Advertise to people searching on Google and our advertising network
- Reach people actively looking for information about your products and services online
- Easily control costs - pay only when people click on your ad



Ready to start?

[Sign up now](#)

Want more information about AdWords? [Learn more >](#)

Contact Sales: Find out how our sales team can help you reach your online advertising goals. [Contact Sales](#).

If you are an advertising agency/SEM/SEO, have our [Agency Consultants](#) contact you.

Site targeting on the content network: Pick the exact sites where your AdWords ads appear. [Learn more](#).

For Site Owners: [Google AdSense](#)

- Maximise your site's revenue potential with contextually targeted ads
- Customise ads to complement the look and feel of your site
- Track the success of different formats and locations with online reports



Ready to start?

[Sign up now](#)

Want more information about AdSense? [Learn more >](#)

Contact Sales: Find out how our sales team can help you generate revenue from your web traffic. [Learn more](#).

Try keyword tool to help research keywords relevant to your business

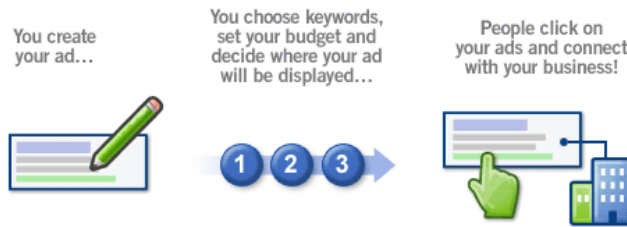


English (UK)

Attract more customers

No matter what your budget, you can display your ads on Google and our advertising network. Connect with potential customers at the magic moment they're searching for your products or services, and only pay when people click your ads.

Want a hand creating your account? Have one of our team [help you get started](#).



[Try AdWords now »](#)

Sign in to Google AdWords with your
Google Account

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Learn about AdWords

[How it works](#)

[Why it works](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

You create your ads

You create ads and choose keywords, which are words or phrases related to your business. [Set keyword ideas](#)

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a web page to get started – Google will help you create one for free. It's that easy!

[Sign up now](#) | [Next topic »](#)



Keywords are what people search for on Google.



Your ad appears beside relevant



Add keyword ideas or select website



It's All About Results™

[Help](#) | [Contact Us](#)


Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

new Want more keyword ideas? Try the [Search-Based Keyword Tool](#), a new tool that will generate ideas that are matched to your website.

Results are tailored to **English, United Kingdom** [Edit](#)

| | |
|--|--|
| How would you like to generate keyword ideas? | Enter one keyword or phrase per line: |
| <input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea) | <input type="text" value="web designer"/> <input type="text" value="website design"/> |
| <input type="radio"/> Website content (e.g. www.example.co.uk/product?id=74893) | <input checked="" type="checkbox"/> Use synonyms |
| | Type the characters you see in the picture below. ? |
| |  |
| | <input type="text" value="wogym"/> |
| | Letters are not case-sensitive |
| | Filter my results |
| | <input type="button" value="Get keyword ideas"/> |

Selected Keywords:

Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.

No keywords added yet

[+ Add your own keywords](#)

Understand the cost per click and traffic volumes

Calculate estimates using a different maximum CPC bid: British Pounds Sterling (GBP £) Re-calculate Choose columns to be displayed: Show/hide columns

| Keywords | Estimated Ad Position | Estimated Avg. CPC | Advertiser Competition | Approx Search Volume | Approx Avg Search Volume | Search Volume Trends (Nov 2007 - Oct 2008) | Highest Volume Occurred In | Match Type: Broad |
|--|-----------------------|--------------------|------------------------|----------------------|--------------------------|--|----------------------------|---------------------|
| Keywords related to term(s) entered - sorted by relevance | | | | | | | | |
| website designers | 1 - 3 | £4.52 | | 27,100 | 33,100 | | Feb | Add |
| website design | 1 - 3 | £3.72 | | 246,000 | 301,000 | | Feb | Add |
| website designer | 1 - 3 | £2.35 | | 60,500 | 74,000 | | Mar | Add |
| web designers | 1 - 3 | £4.58 | | 49,500 | 49,500 | | Feb | Add |
| cheap website design | 1 - 3 | £4.91 | | 1,900 | 1,900 | | Feb | Add |
| website design company | 1 - 3 | £3.41 | | 8,100 | 5,400 | | Feb | Add |
| professional website design | 1 - 3 | £4.11 | | 1,600 | 2,900 | | Feb | Add |
| website designs | 1 - 3 | £3.31 | | 6,600 | 12,100 | | Feb | Add |
| website design pricing | 1 - 3 | £3.45 | | 170 | 73 | | Oct | Add |
| website design prices | 1 - 3 | £3.96 | | 590 | 1,000 | | Feb | Add |
| website design companies | 1 - 3 | £4.16 | | 6,600 | 5,400 | | Mar | Add |
| website design firms | 1 - 3 | £3.64 | | 58 | 73 | | May | Add |
| website design services | 1 - 3 | £5.28 | | 12,100 | 9,900 | | Jul | Add |



Open your account

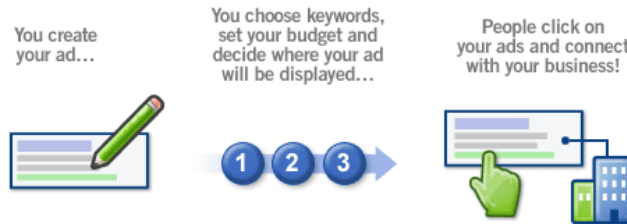


English (UK)

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No matter what your budget, you can display your ads on Google and our advertising network. Connect with potential customers at the magic moment they're searching for your products or services, and only pay when people click your ads.

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Sign in to Google AdWords with your

Google Account

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Learn about AdWords

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[Why it works](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

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You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a web page to get started – Google will help you create one for free. It's that easy!

[Sign up now](#) | [Next topic >](#)



Keywords are what people search for on Google.



Your ad appears beside relevant



If you use a gmail account you won't need to validate your email address

Create Google Account

To begin creating your AdWords account, choose the username and password that you'd like to use with AdWords.

Which best describes you?

- I have an email address and password I already use with Google services like AdSense, Google Mail, Orkut or iGoogle.
- I do not use these other services.

Would you like to have a single account for all Google services?

You can use your existing Google account email address and password for AdWords as well. Or, you can choose new ones just for AdWords.

- I would like to use my existing Google account for AdWords.
- I would like to choose a new login name and password just for AdWords.

Create a new Google Account for use with AdWords.

Make sure your email address is correct. You must receive email there in order to verify this account.

Email:
e.g. myname@example.com. This will be used to sign-in to your account.

Password:
Minimum of 8 characters in length. [\[?\]](#)

Re-enter password:

Type the characters you see in the picture below.

Letters are not case-sensitive

By submitting this form, you agree to the [Terms of Service](#) & [Privacy Policy](#)

[Create Account](#) »

Common Questions

- [What is the difference between a Google Account and an AdWords account?](#)
- [How do I know if I have a Google Account?](#)
- [I have multiple Google accounts. Can I merge them?](#)
- [Can I have multiple AdWords accounts?](#)
- [AdWords Glossary](#)

Search Help Topics

e.g. billing options, ad position

Select currency

Google AdWords Help | Contact us

Help ▾

- [How do I create an AdWords account?](#)
- [How do I set a time zone, and can I change it later?](#)
- [How much does AdWords cost?](#)
- [AdWords Beginner's Guide](#)

[Help Centre](#)

✓ Create Google Account > **Set time zone and currency** > Verify account >

Set time zone and currency preferences

To set up your AdWords account, we need to know your time zone and currency (This is the currency that you'll use to pay Google, not the currency that you use in transactions with your customers).

Select a permanent time zone for your account.
This will be the time zone for all your account reporting and billing.

Time zone country or territory:

Time zone:

Select a permanent currency for your account.
Review the available [payment options](#) for local currencies before you decide. Not all currencies are available in all areas.

Your time zone and currency settings can't be changed after you set up your account.
Please review your choices carefully and then click 'Continue'.



Now sign-in

Help

- [When do my ads start running?](#)
- [How do I create a new campaign?](#)
- [How do I enter and edit my billing information?](#)
- [How do I build an effective keyword list?](#)
- [How do I write effective ads?](#)

Help Centre

Search Help Centre

- ✓ Create Google Account
- ✓ Set time zone and currency
- ✓ Verify account

Your AdWords account has been created

Next step: Create your first ad campaign.

Login Email: lukeglassford@gmail.com

You can now sign in to your AdWords account using the Google Account address and password you just specified. When you sign in, you'll be asked to create your first ad campaign and enter your billing information to activate your account and start running your ads. We'll also send an activation email with more details to the address listed above.

Your ad won't run until you submit your billing information.

[Sign in to your AdWords account](#)

Start learning how to make the most of your AdWords account by reading our [optimisation tips](#).



Create your first campaign

For new advertisers

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.
You will incur a one-off [activation fee](#) upon account creation.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start [creating advanced campaigns](#)
- Go to [billing setup](#)

Learn more

Common questions

- [Where will my ads appear?](#)
- [How much does AdWords cost?](#)
- [How do I choose a budget?](#)
- [How do I choose a maximum CPC bid?](#)
- [How do I select keywords?](#)
- [How do I write targeted ad text?](#)

Search Help Centre

Would you like extra help?

- Send me personalised ideas for improving my advertising performance.
- Send me AdWords newsletters with tips, surveys and best practices.

Choose your language, country Billing and budget

Home Campaigns Reporting Tools Billing My Account

Select campaign settings Create ad and keywords

Select campaign settings

General

Campaign name

Audience

Locations ⓘ In what geographical locations do you want your ads to be displayed?

Bundle: All countries and territories

Country: United Kingdom

[Select one or more other locations](#)

You can display additional business information with your ads. Once you've created your campaign, return to the Settings tab to add location information to the campaign.

Languages ⓘ What languages do your customers speak?

English [Edit](#)

[Demographic \(advanced\)](#)

Networks, devices and extensions

Networks and devices ⓘ

All available sites and devices (Recommended for new advertisers)

Let me choose...

Bidding and budget

Bidding option ⓘ [Basic options](#) | [Advanced options](#)

Manual bidding for clicks

Automatic bidding to try to maximise clicks for your target budget

CPC bid limit ⓘ £

Budget ⓘ £ per day

Daily budget represents your average spend over the month; actual spend on a given day may vary.

[Position preference, delivery method \(advanced\)](#)

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)

[Ad delivery: Ad rotation, frequency capping](#)

[Save and continue](#) [Cancel new campaign](#)

Write your ad, select your landing page and choose keywords

Google AdWords

Get an overview of the new interface.

jaideep.meena@gmail.com | [Send feedback](#) | [Help](#) | [Sign out](#)
Customer ID: 858-840-7772

Home Campaigns Reporting Tools Billing My Account

Help

How do I write effective ads?
How do I build a more effective keyword list?
What's a placement?
How do I choose a maximum CPC bid?
Once my ad is set up, how do I monitor its performance?
Help Centre
Search Help Centre Go

✓ Select campaign settings Create ad and keywords

Create ad and keywords

Create an ad

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

to create another ad type, save your incomplete campaign, then go to the "Ads" tab to create your ad.

| | | |
|--------------------|---|---------------------------------|
| Headline | All-in-1 Website package | Ad preview |
| Description line 1 | website with CMS plus SEO | All-in-1 Website package |
| Description line 2 | PPC, email marketing from £3K | website with CMS plus SEO |
| Display URL | http://www.anicca-solutions.com | PPC, email marketing from £3K |
| Destination URL | http:// www.anicca-solutions.com/index.tr | http://www.anicca-solutions.com |

Keywords

Select keywords

Your ad can be displayed on Google when people search for the keywords that you choose here. These keywords will also automatically find relevant sites on the content network to display your ads. Start with 10 to 20 keywords that directly relate to your ad. You can add more keywords later. [Help me choose effective keywords](#)

Enter one keyword per line.

Sample keywords, based on a scan of your site

- Category: adwords
 - + Add all from this category
 - + Add adwords
 - + Add [adwords]
 - + Add "adwords"
 - + Add [adwords management]
 - + Add "adwords management"
 - + Add adwords management
- Category: affiliate marketing
- Category: google adwords
- Category: internet marketing
- Category: search engine
- Category: advertising

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords that you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

Placements

Select managed placements

Bids (Max. CPC)

You influence your ad's position by setting its maximum cost per click (CPC). The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Search £

Content: managed placements £

Content: automatic placements £

Leave blank in order to use automated bids

Back Save and continue to billing Set up billing later

Check out your traffic estimates

Home Campaigns Reporting Tools Billing My Account

Help
How do I write effective ads?
How do I build a more effective keyword list?
What's a placement?
How do I choose a maximum CPC bid?
Once my ad is set up, how do I monitor its performance?
Help Centre
Search Help Centre Go

✓ Select campaign settings Create ad and keywords

Create ad and keywords

Create an ad

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

To create another ad type, save your incomplete campaign, then go to the "Ads" tab to create your ad.

| | | |
|--------------------|---|---|
| Headline | All-in-1 Website package | Ad preview All-in-1 Website package website with CMS plus SEO PPC, email marketing from £3K http://www.anicca-solutions.com |
| Description line 1 | website with CMS plus SEO | |
| Description line 2 | PPC, email marketing from £3K | |
| Display URL | http://www.anicca-solutions.com | |
| Destination URL | http://www.anicca-solutions.com/index.html | |

Keywords

Select keywords

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Enter one keyword per line.

Web design companies
Web design internet
web designer
web design
web designs

Sample keywords, based on a scan of your site

- Category: adwords
 - + Add all from this category
 - + Add adwords
 - + Add [adwords]
 - + Add "adwords"
 - + Add [adwords management]
 - + Add "adwords management"
 - + Add adwords management
- Category: affiliate marketing
- Category: google adwords
- Category: internet marketing
- Category: search engine
- Category: advertising

Estimated traffic summary ⓘ

The following are approximations for the keywords above.
Based on max. CPC: £10.01 and budget: £50.00/day.

Avg. CPC: £1.06 - £4.17

Clicks/day: 12 - 29

Cost/day: ⓘ £30.81 - £50.00

Advanced option: match types

Log in to your account – view your campaign summary

Google AdWords

[Get an overview of the new interface.](#)

jaideep.meena@gmail.com | [Send feedback](#) | [Help](#) | [Sign out](#)
Customer ID: 658-840-7772

Home Campaigns Reporting Tools Billing My Account

All online campaigns
Campaign #1

Your account isn't active because you haven't entered your billing information.
To activate your account and start running your ads, [enter your billing information](#). [Learn how.](#)

All online campaigns Last 7 days
10 Aug 2009 - 16 Aug 2009 Filter and views

Campaigns Ad Groups Settings Ads Keywords Networks

+ New campaign Change status... More actions... Search Display: All | All enabled | All but deleted

| | Campaign | Budget | Status | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. |
|--|-----------------------|------------|----------|--------|-------|-------|----------|-------|-----------|
| | Campaign #1 | £50.00/day | Eligible | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| | Campaign #2 | £30.00/day | Deleted | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| | Total - Search | | | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| | Total - Content | | | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| | Total - all campaigns | £80.00/day | | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |

Show rows 50 1 - 2 of 2



Click into your ad group to see your keyphrases (note you are on the keyword tab)

Google AdWords [Get an overview of the new interface.](#) jaideep.meena@gmail.com | [Send feedback](#) | [Help](#) | [Sign out](#)
Customer ID: 858-840-7772

Home Campaigns Reporting Tools Billing My Account

Create a new campaign
Advertise another product or service with different keywords, ads, budget or targeting.

Help
What do the terms on this page mean?
How do I add, edit or delete keywords?
How do I choose a maximum CPC bid?
How do I build a more effective keyword list?
Once my ad is set up, how do I monitor its performance?
Help Centre
[Search Help Centre](#)

All-in-1 Website package ● Enabled
website with CMS plus SEO PPC, email marketing from £3K
www.anicca-solutions.com
1 of 1

Budget: £50.00/day [Edit](#)

Targeting: All networks; All devices [Edit](#)
English [Edit](#)
United Kingdom [Edit](#)

Bids (Max. CPC) [Edit](#) [?](#)
Search £1.50 Content: automatic placements auto

Last 7 days
10 Aug 2009 - 16 Aug 2009

Settings **Keywords** Networks [Filter and views](#)

These keywords refer to placements that are good matches for your ads.

Change Graph Options

[+ Add keywords](#) [Edit](#) [Change status...](#) [See search terms...](#) [More actions...](#)

| <input type="checkbox"/> | ● | Keyword | Status ? | Max. CPC | Clicks | Impr. | CTR ? | Avg. CPC ? | Cost | Avg. Pos. |
|-----------------------------------|--------------------------------------|----------------------|--------------------------|----------|--------|-------|-----------------------|----------------------------|-------|-----------|
| <input type="checkbox"/> | ● | web design | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| <input type="checkbox"/> | ● | web designs | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| <input type="checkbox"/> | ● | web designer | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| <input type="checkbox"/> | ● | Web design companies | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| <input type="checkbox"/> | ● | Web design internet | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| Total - Search ? | | | | | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| Total - Content ? | | | | | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |
| Total - all keywords | | | | | 0 | 0 | 0.00% | £0.00 | £0.00 | 0 |

Show rows 50 1 - 5 of 5

Negative keywords

Click on customise columns and display quality score

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English Edit
United Kingdom Edit

Bids (Max. CPC) Edit
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Settings Ads **Keywords** Networks

These keywords refine search and determine the placements that are good matches for your ads.

+ Add keywords Edit Change status... See search terms... More actions... Search

| <input type="checkbox"/> | <input type="checkbox"/> | Keyword | Status | Max. CPC | Clicks | Impr. | CTR | Avg. CPC | Quality Score |
|--------------------------|-------------------------------------|----------------------|----------|----------|--------|-------|-------|----------|---------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web design | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | 5.00 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web designs | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | 5.00 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web designer | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | 5.00 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Web design companies | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | 5.00 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Web design Internet | Eligible | £1.50 | 0 | 0 | 0.00% | £0.00 | 5.00 |
| Total - Search | | | | | 0 | 0 | 0.00% | £0.00 | 5.00 |
| Total - Content | | | | | 0 | 0 | 0.00% | £0.00 | 5.00 |
| Total - all keywords | | | | | 0 | 0 | 0.00% | £0.00 | 5.00 |

Show rows 50 1 - 5 of 5

Negative keywords

Filter and views
Display graph
Customise columns
Filter keywords
Segment by search terms match type

Click on customise columns and display quality score

Google AdWords

Get an overview of the new interface.

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English Edit
United Kingdom Edit

Bids (Max. CPC) Edit
Search £1.50 Content: automatic placements auto

Last 7 days
10 Aug 2009 - 16 Aug 2009

Settings Ads Keywords Networks

These keywords refine search and determine the placements that are good matches for

+ Add keywords Edit Change status... See search terms...

| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Keyword |
|--------------------------|-------------------------------------|----------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web design |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web designs |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web designer |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Web design companies |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Web design Internet |
| <input type="checkbox"/> | <input type="checkbox"/> | Total - Search |
| <input type="checkbox"/> | <input type="checkbox"/> | Total - Content |
| <input type="checkbox"/> | <input type="checkbox"/> | Total - all keywords |

Filter and views

Customise columns

Select columns

Attributes Performance

Dest. URL Qual. Score

Clicks
 Impr.
 CTR
 Avg. CPC
 Avg. CPM
 Cost
 Avg. Pos.

Preview
drag and drop to reorder

- Keyword
- Status
- Max. CPC
- Pos. Pref.
- Clicks
- Impr.
- CTR
- Avg. CPC
- Cost
- Avg. Pos.

Save Cancel

| Impr. | CTR | Avg. CPC | Cost | Avg. Pos. |
|-------|-------|----------|-------|-----------|
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |
| 0 | 0.00% | £0.00 | £0.00 | 0 |

Show rows 50 1 - 5 of 5

Negative keywords

Reveal quality score and number out of 10

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Help Centre
Search Help Centre

Your account isn't active because you haven't entered your billing information. To activate your account and start running your ads, enter your billing information. [Learn how.](#)

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Budget: £50.00/day [Edit](#)

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Last 7 days
10 Aug 2009 - 16 Aug 2009

Settings Ads **Keywords** Networks

These keywords refine search and determine the placements that are good matches for your ads.

| <input type="checkbox"/> | <input type="checkbox"/> | Keyword | Status | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. | Qual. Score |
|--------------------------|-------------------------------------|----------------------|----------|-------|-------|----------|-------|-----------|-------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web design | Eligible | 0 | 0.00% | £0.00 | £0.00 | 0 | 5/10 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web designs | Eligible | 0 | 0.00% | £0.00 | £0.00 | 0 | 5/10 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | web designer | Eligible | 0 | 0.00% | £0.00 | £0.00 | 0 | 5/10 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Web design companies | Eligible | 0 | 0.00% | £0.00 | £0.00 | 0 | 5/10 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Web design internet | Eligible | 0 | 0.00% | £0.00 | £0.00 | 0 | 5/10 |
| Total - Search | | | | 0 | 0 | £0.00 | £0.00 | 0 | -- |
| Total - Content | | | | 0 | 0 | £0.00 | £0.00 | 0 | -- |
| Total - all keywords | | | | 0 | 0 | £0.00 | £0.00 | 0 | -- |

Keyword: web design

Displaying ads right now?

No

- The keyword phrase doesn't currently trigger any of your ads. There are several possible reasons why your ad isn't showing for this keyword, including:
 - You just added the keyword to your campaign. You may have to wait for a short period as your keyword goes through the review process.
 - Our system is experiencing a delay.

Keyword quality score

5/10

Relevance: No problems
Landing page: No problems
Landing page performance: No problems

Ads diagnostic tool

Show rows 50 1 - 5 of 5

Negative keywords

Look at your ad (ad variation tab)

Home Campaigns Reporting Tools Billing My Account

Create a new campaign

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Help

What do the terms on this page mean?
How do I edit my ad?
Why are my ads "Pending review" or "Under review"?
How do I resubmit an ad that was disapproved?
How do I write effective ads?

Help Centre
Search Help Centre

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Last 7 days
10 Aug 2009 - 16 Aug 2009

Settings **Ads** Keywords Networks [Filter and views](#)

Change Graph Options

10 Aug 2009 16 Aug 2009

| | Ad | Status | % Served | Clicks | Impr. | CTR | Cost |
|--|--|----------|----------|--------|-------|-------|-------|
| | All-in-1 Website package website with CMS plus SEO PPC, email marketing from £3K www.anicca-solutions.com | Approved | 0.00% | 0 | 0 | 0.00% | £0.00 |
| | Total - Search | | 0.00% | 0 | 0 | 0.00% | £0.00 |
| | Total - Content | | 0.00% | 0 | 0 | 0.00% | £0.00 |
| | Total - all ads | | 0.00% | 0 | 0 | 0.00% | £0.00 |

Show rows 50 1 - 1 of 1

What you have done so far!

Open Google
account

Keyphrase
research

Get traffic
estimates

Set-up 1 campaign
& 1 ad group