



## How to Create a Campaign in AdWords Editor

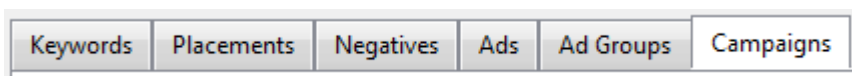
Using AdWords Editor instead of the online interface for Google Adwords will speed up everything in your online business. AdWords Editor gives you the upper hand in speed and power.

You can download AdWords Editor here:

<http://www.google.com/intl/en/adwordsEditor/>

Once you have AdWords Editor, the first step is to create your first campaign.

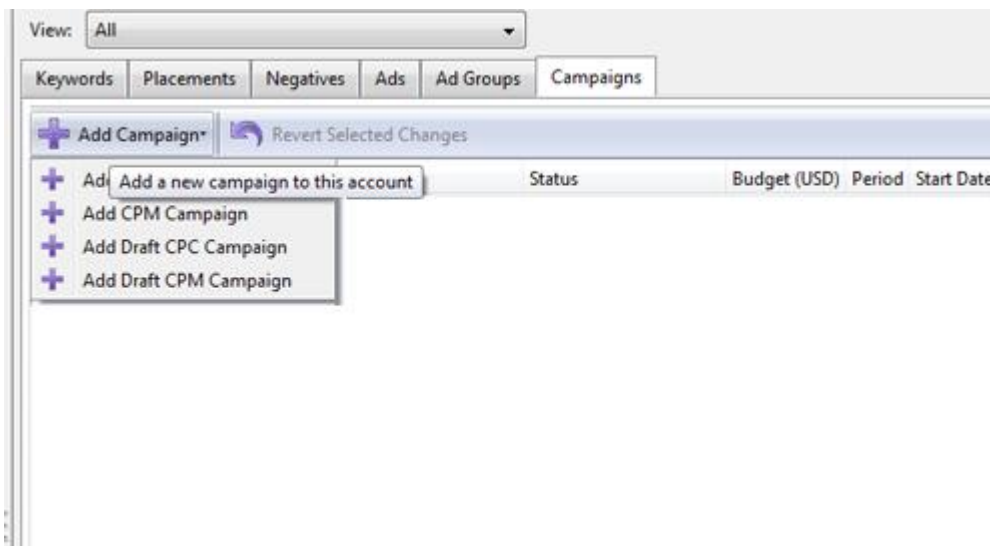
### Step 1: Navigate to the “Campaigns” Tab



To access the campaigns navigation, click on the Campaigns tab on the far right of the main window.

### Step 2: Click “Add Campaign” and Select “Add CPC Campaign”

Click the “plus” button in the upper left corner and select “Add a New CPC Campaign”





### Step 3: Name Your Campaign and Select the Status

#### Edit Selected Campaigns:

Campaign Name

Campaign #15

Search Network

Google and search network

Content Network

Anywhere on the network

Budget (USD)

0.00

Start Date (M/D/Y)

11/24/2010

End Date (M/D/Y) (None)

None

Language Targeting: English [Edit](#) [Paste](#)

Location Targeting: United States [Edit](#) [Paste](#)

Name the campaign something you'll remember. If you plan on having both search and content network campaigns, it helps to have a naming convention you'll remember.

For example, you can name all your search campaigns "S: Campaign Name" and content network "CTN: Campaign Name." This allows you to distinguish your campaigns at a glance.

Under "status," you select Pause until you're ready to launch the campaign. If you select active, the campaign will be running the moment you create it.

### Step 4 – Select Your Networks

Search Network

Google and search network

Content Network

Anywhere on the network

The next step is to select where your ads will run.

Generally, you *never* want to run a Search campaign and a Content Network campaign out of the same campaign. Only turn one or the other on.

Google Search and "Search Network" both provide a similar quality of traffic, though in the beginning you may want to just start out with Google Search. Google Search will give you just the highest quality and highest price traffic, while Search Network will give you slightly higher volume of traffic and slightly lower bids, but also likely lower conversions.



If you have no idea if your campaign will convert or not, it's best to start with Google Search only. If you're already getting conversions, then test out the Search Network as well.

## Step 5 – Set Your Budgets & Run Dates

Budget (USD)  
10.00 | per day

Start Date (M/D/Y) | End Date (M/D/Y) (None)  
11/19/2010 | None

The next step is to select your budget and your end dates.

Setting a good budget is crucial. You need to give yourself enough room that you're not narrowing the traffic too little to get data, but also so you don't overspend.

The start and end date will help you setup a test run if you only want to run for a short period of time rather than an indefinite campaign.

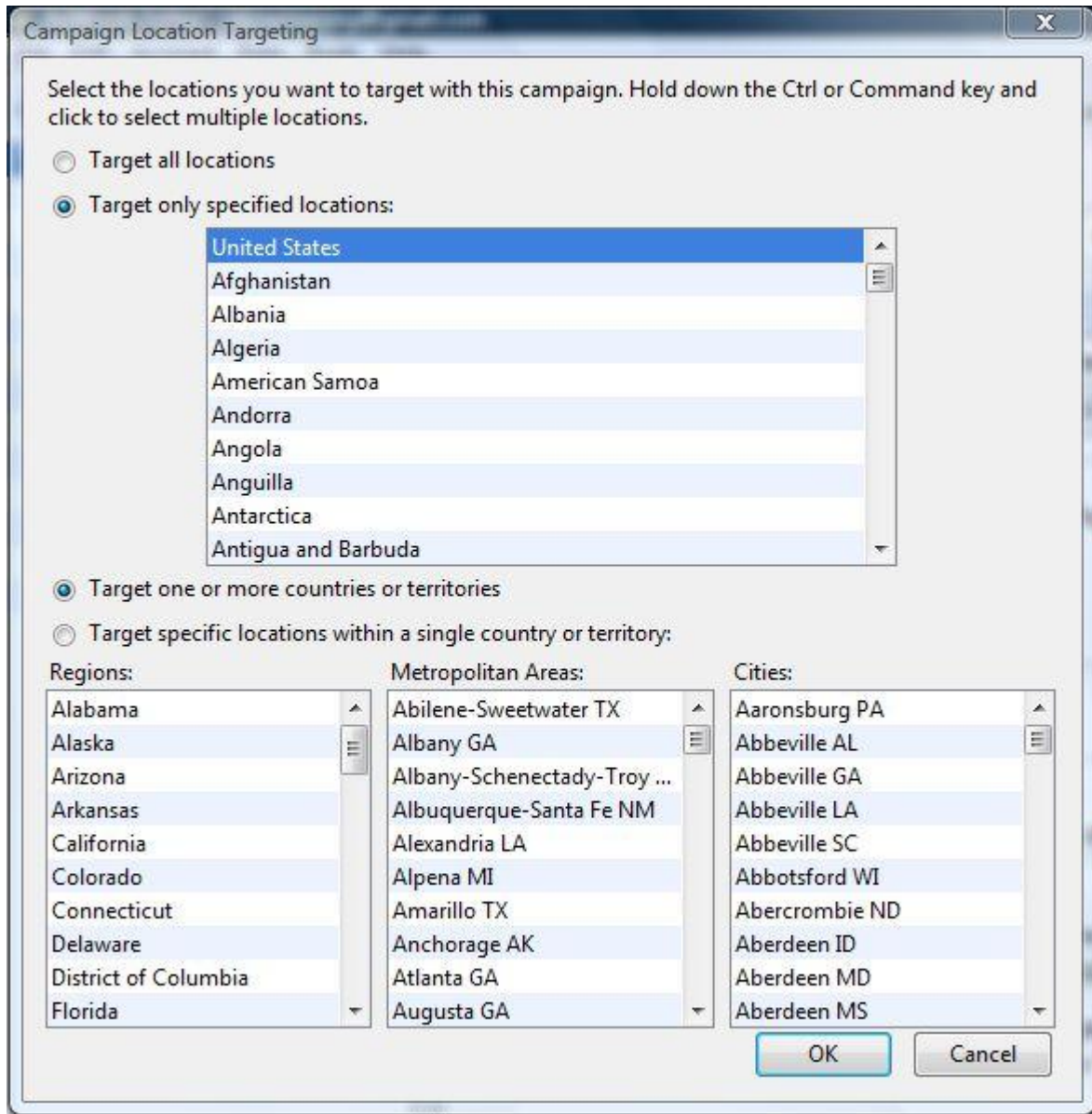
## Step 6 – Set Your Location and Language Targeting

The next step is to select your location and language targeting.

Language Targeting: English [Edit](#) [Paste](#)  
Location Targeting: United States [Edit](#) [Paste](#)

These two options will appear as small, almost easy to miss options at the bottom. However, selecting the right location targeting can make a big impact on your campaign.

Click “edit” to bring up the location window:



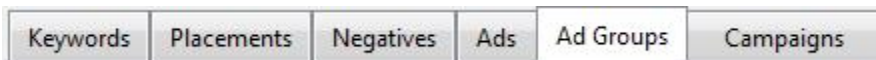
From here, you can select specifically what countries, states and cities you want to target.

Once you’ve created your campaign name, set your campaign status, selected your networks to run on, created your budget and selected your location and language – You’re done! You have a campaign and you’re ready to start creating ad groups.

## How to Create an Ad Group

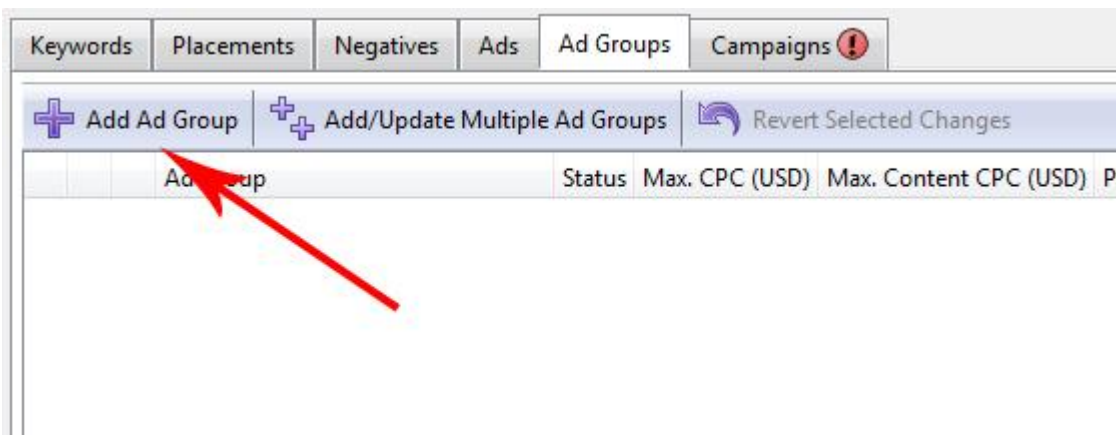
Your Ad Groups are the primary way to group keywords with the ads they'll be displaying.

### Step 1: Go to the Ad Group Tab



Switch to the Ad Group tab on the top to access the Ad Group interface.

### Step 2: Select Add Ad Group



Select "Add Ad Group" to add your first Ad Group.

### Step 3: Rename your Ad Group



Choose a name that makes it easy for you to know what's in the Ad Group. For example, an overarching theme between all the keywords in an Ad Group.



## Step 4: Set Your Ad Group Bid

Max. CPC Bid (USD)

The Ad Group bid only matters if you're not bidding on a keyword level. If you intend to set different bids for broad, phrase and exact matches, the Ad Group bid doesn't actually matter.

If you're using the Ad Group bid to set your bids, then set your bid as you normally would. If you're setting your bids on a keyword level, then just set your Ad Group bid at 20% above your top bid. In other words, if you plan on bidding \$1 a click, then bid \$1.20 on your Ad Group bid.

## Step 5: Make Sure These Are Blank

Max. CPC Content Bid (USD)

Placement Max. CPC Bid (USD)

Max. CPM Bid (USD)

Make sure you're only bidding on *one* of the options. You never want to run a content network and a search network out of the same campaign or the same Ad Group.

That's it for the basics of adding an Ad Group!

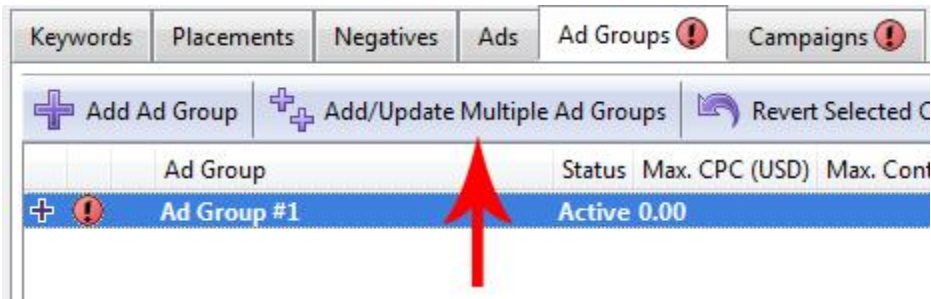
## Step 6: Learning the “Add Multiple” Function (Optional)

Once you've used AdWords editor for some time and you're ready to take it to the next level, you'll want to learn how to use the “Add Multiple Ad Groups” function. Adding every Ad Group takes a very long time.

Using the Add Multiple Ad Group function, you can add as many Ad Groups as you want to all at the same time. You can literally add *hundreds of Ad Groups* all at once! In fact, that's how most larger businesses do it – They add many, many Ad Groups at the same time.

Obviously doing so one by one simply would not work. Once you get to the point where you want to be creating ten Ad Groups at a time or more, then it's time to learn how to create multiple Ad Groups at the same time.

To do so, start by clicking on the “Add Multiple Ad Groups” to bring up the Add Multiple Ad Groups window.



Here's what the Add Multiple Ad Group window looks like:

**Add/Update Multiple Ad Groups - Step 1 of 2**  
 Add ad groups in bulk, or update ad groups using external data.

**Destination:**

Campaign Campaign #14

My ad group information below includes a column for campaign names. (This column should be first.)

**Choose pricing model for new campaigns:**

CPC campaign

CPM campaign

**Ad Groups:**  
 Type or paste ad groups here, one per line. Separate fields with tabs or commas. Status and bid fields are optional. If you include column headers, the order of columns doesn't matter. Column headers must be in English. Example:

Campaign	Ad Group	Max CPC	Max Content CPC	Placement	Max CPC	Max CPM	Max CPA	Status
Campaign #1	example ad group 1	0.35	0.25					Active
Campaign #1	example ad group 2				0.35			Active

If you don't include column headers and you want to specify a content bid, you must specify a maximum CPC search bid first, or use a dash (-) as a placeholder for the search bid.

Back Next Cancel

Open up an Excel spreadsheet and label the columns as indicated in the Add Multiple Ad Groups box:





	A	B	C	D
1	<b>Campaign</b>	<b>AdGroup</b>	<b>Max CPC</b>	<b>Content CPC</b>
2	Mattress Sale	San Francisco Mattress Sale	0.4	0
3	Mattress Sale	Mattress Sale Today	0.4	0
4	Mattress Sale	Where Is The Mattress Sale	0.4	0
5	Mattress Sale	Online Mattress Sale	0.3	0
6	Cheap Mattress	Cheap Mattress	0.3	0
7	Cheap Mattress	Buy Cheap Mattress	0.3	0
8	Cheap Mattress	Cheapest Mattress	0.3	0
9	Cheap Mattress	Discount Mattress	0.3	0

Then simply copy and paste all the cells into the Add Multiple Ad Groups interface:

**Add/Update Multiple Ad Groups - Step 1 of 2**  
Add ad groups in bulk, or update ad groups using external data.

**Destination:**

Campaign

My ad group information below includes a column for campaign names. (This column should be first.)

**Choose pricing model for new campaigns:**

CPC campaign

CPM campaign

**Ad Groups:**  
Type or paste ad groups here, one per line. Separate fields with tabs or commas. Status and bid fields are optional. If you include column headers, the order of columns doesn't matter. Column headers must be in English. Example:

Campaign	Ad Group	Max CPC	Max Content CPC	Placement	Max CPC	Max CPM	Max CPA
Campaign #1	example ad group 1	0.35	0.25				
Campaign #1	example ad group 2				0.35		

If you don't include column headers and you want to specify a content bid, you must specify a maximum CPC search bid first, or use a dash (-) as a placeholder for the search bid.

Mattress Sale San Francisco	Mattress Sale	0.4	0				
Mattress Sale	Mattress Sale Today	0.4	0				
Mattress Sale	Where Is The Mattress Sale	0.4	0				
Mattress Sale Online	Mattress Sale	0.3	0				
Cheap Mattress	Cheap Mattress	0.3	0				
Cheap Mattress	Buy Cheap Mattress	0.3	0				
Cheap Mattress	Cheapest Mattress	0.3	0				
Cheap Mattress	Discount Mattress	0.3	0				

Back Next Cancel

Make sure you don't paste the first row of the Excel spreadsheet that contains the labels rather than Ad Group data. (Campaign name, Ad Group, etc.)

Once you past the campaign data, click "Next." You'll be prompted with a confirmation box.

Add/Update Multiple Ad Groups

**Add/Update Multiple Ad Groups - Step 2 of 2**  
Add ad groups in bulk, or update ad groups using external data.

**Important: This will create 2 new campaigns. Before you post these campaigns, please set their daily budgets on the Campaigns tab.**

**8 New Ad Groups**

Campaign	Ad Group	Status	Max. CPC	Max. Content CPC	Placement Max. CPC	Max. CPM	Max. CPA	
Mattress ...	San Fran...	Active	-	-	-	0.40	-	
Mattress ...	Mattress...	Active	-	-	-	0.40	-	
Mattress ...	Where Is...	Active	-	-	-	0.40	-	
Mattress ...	Online ...	Active	-	-	-	0.30	-	
Cheap M...	Cheap ...	Active	-	-	-	0.30	-	
Cheap M...	Buy Che...	Active	-	-	-	0.30	-	
Cheap M...	Cheapes...	Active	-	-	-	0.30	-	
Cheap M...	Discoun...	Active	-	-	-	0.30	-	

Back Finish Cancel

Click “Finish” to add all the Ad Groups at once.

There you have it – That’s how you add multiple Ad Groups at the same time. There is literally no limit to how many Ad Groups you can add. Advanced marketers often add hundreds, sometimes thousands of Ad Groups at a time.



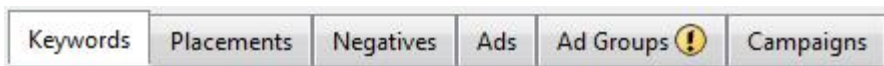
If you're just getting started, start with learning your way around with one Ad Group at a time. As you get more experienced and want to do more complex things at a higher speed, then learn how to use Excel to add many Ad Groups at the same time.

## How to Add Keywords and Select Match Types

Your keywords are the mainstay of your campaign. They will make or break your business. Learning to quickly and efficiently add and edit your keywords will allow you to make the changes you need to see results, fast.

Here are the steps to adding keywords to your campaigns and Ad groups.

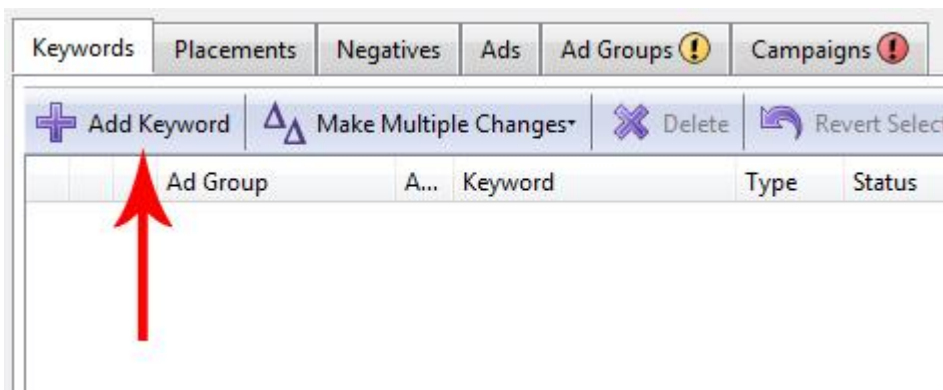
### Step 1: Switch to the Keywords Tab



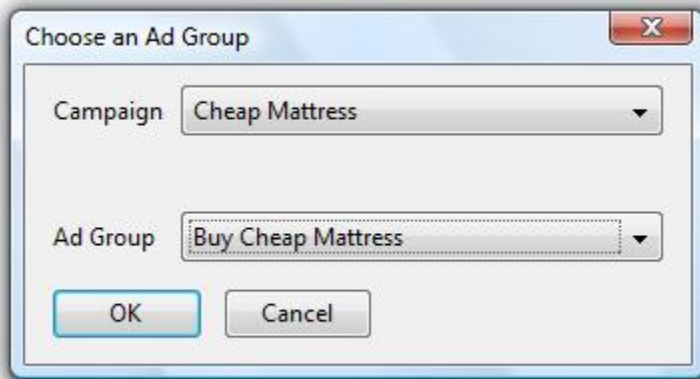
Switch to the Keywords tab at the top to start adding keywords.

### Step 2: Click on Add Keyword

To start adding keywords to your AdGroup, click the “Add Keyword” button within the Keywords tab.



### Step 3: Select the AdGroup to Add Keywords



Choose your campaign and adgroup from the drop down list and click OK.

#### Step 4: Type in Your Keyword

Type in the keyword you want your ad to display for.


**Errors: 1**  
❗ Error: Your keyword lacks keyword text. Please fill in the 'Keyword' field.

---

**Edit Selected Keywords:**

Keyword  Match Type **Broad** ▼

Destination URL  
<default>

A red arrow points from the error message area down to the empty "Keyword" input field.

#### Step 5: Select Your Match Type

Match Type  
**Broad** ▼



There are three match types to choose from:

**Broad Match** – Shows your ad any time someone types in a search with all the words in your bid. For example, if you typed in “Cheap Mattress” your add will show for “Cheap Air Mattress” because both the work “cheap” and “mattress” were in the search query.

**Phrase Match** – Shows you ad any time the keyword is displayed in the order it was typed in. For example, if you bid on “Cheap Mattress,” your ad would show for “Find a Cheap Mattress in Chicago” but not “Cheap Air Mattress,” because the first has both words in the right order while the latter has “Air” in the middle.

**Exact Match** – Your ad only shows when someone types in exactly what you’re bidding on. For example, if you bid on “Cheap Mattress,” someone would have to type in exactly “Cheap Mattress” for your ad to show.

Note that each match type is considered a different keyword. So if you wanted to bid on “Cheap Mattress” with Broad, Phrase and Exact matches with different bids for each, you should add your keyword three times and select different bids for each.

### Step 6: Select Your Bid

A screenshot of a bidding interface. It shows a 'Match Type' dropdown menu set to 'Broad' and a 'Max. CPC Bid (USD)' input field containing '<default>'. Below these, there is a 'Status' dropdown menu set to 'Normal'. A red arrow points from the 'Match Type' dropdown to the 'Status' dropdown.

Put in your bid to choose how much you want to pay per click.

### Step 7: Add a Keyword Destination URL (Optional)

**Edit Selected Keywords:**

Keyword

Buy a Cheap Mattress

Destination URL

<default>

[Add comment](#) [Replace text](#) [Append text](#) [Advanced bid changes](#) [Advanced URL changes](#) [Keyword Opportur](#)

There are two places to put in your destination URL: At the keyword level or in the ad level.

Generally, most people use the destination URL on the ad level rather than on the keyword level. However, if you want to have different keywords go to different URLs while running the same ad for them, then the Keyword destination URL is a great way to do that.

That's it! Once you've typed in your keyword, selected your bid and match type and chosen your destination URL, you're done with adding a keyword.

Just to give an example, if you created three keywords with different bids for each match type, this is how it should look:

<a href="#">+</a> Add Keyword <a href="#">△</a> Make Multiple Changes* <a href="#">×</a> Delete <a href="#">↶</a> Revert Selected Changes						
	Keyword	Type	Status	First ...	Q...	Max. CPC (USD)
+ !	Cheap Mattress	Broad	Active			0.12
+ !	Cheap Mattress	Phrase	Active			0.52
+ !	Cheap Mattress	Exact	Active			1.07

**Step 8: Adding Multiple Keywords (Optional)**

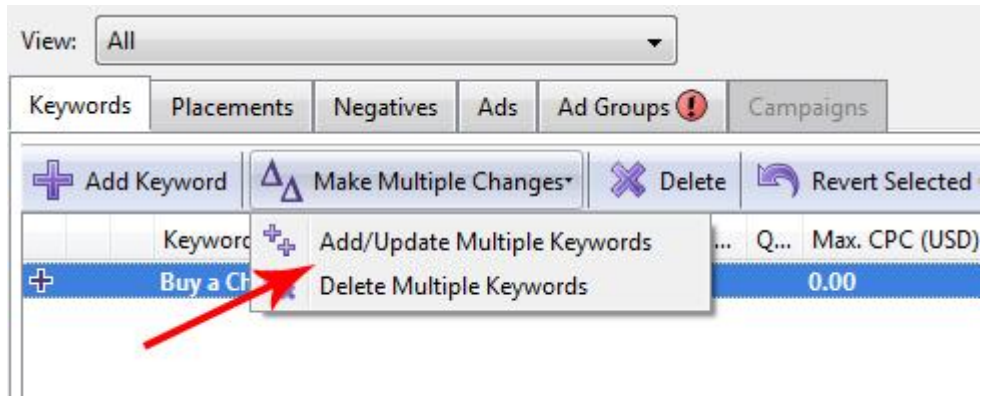
Though AdWords editor can help you speed up just about anything in AdWords, where it really shines is in its advanced features like adding many keywords at once.

How long would it take you to add 2,000 keywords in the online interface? Months! Yet with the "Add Multiple Keywords" function, it'll take you less than 20 minutes.

Here's the rundown on how to add multiple keywords at once.

First, start by clicking the Add/Update Multiple Keywords button under the "Make Multiple Changes" options.





This will pop up the add multiple keywords window:

Add/Update Multiple Keywords

**Add/Update Multiple Keywords - Step 1 of 2**  
Add keywords in bulk, or update keywords using external data.

**Destination:**

Campaign  Ad Group

My keyword information below includes columns for campaign and ad group names. (These columns should be first, and in this order.)

**Choose pricing model for new campaigns:**

CPC campaign  
 CPM campaign

**Keywords:**  
Type or paste keywords here, one per line. The match type, bid, destination URL, and status fields are optional. Separate fields with tabs or commas, and include column headers in English. Example:

Campaign	Ad Group	Keyword	Keyword Type	Max CPC	Destination URL	Keyword Status
Campaign #1	Ad Group #2	example keyword	Broad	0.35	http://www.example.com	Paused

Replace the entire contents of the destination ad groups with these keywords.

Back Next Cancel

To add a large range of keywords, start an excel spreadsheet with the columns as outlined by the box above. In this case, the data AdWords editor needs is Campaigns, AdGroup and Keyword, with match type, bid, destination URL and status being optional.

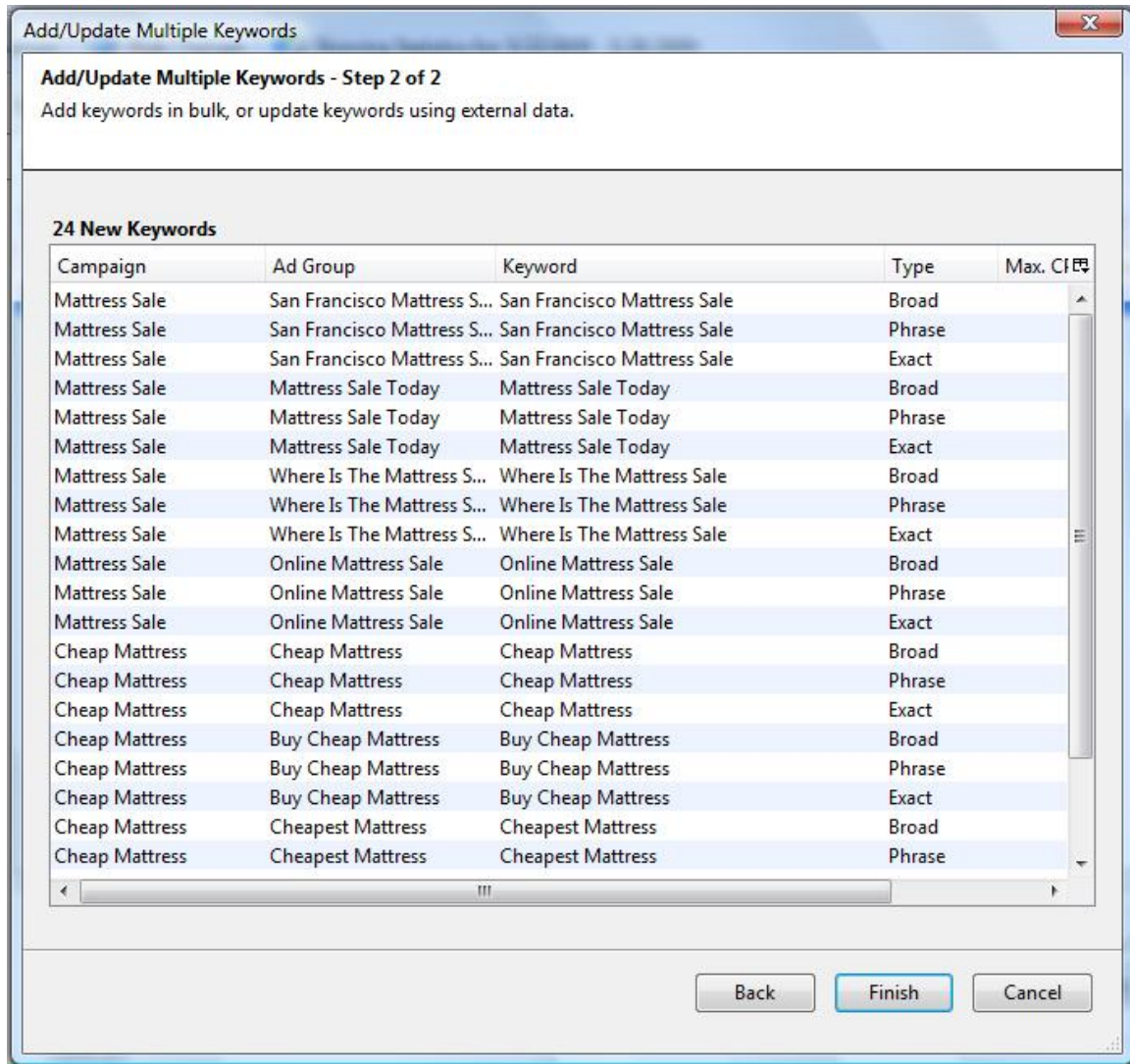
Here's an example of what such a spreadsheet might look like, if you were doing one keyword per AdGroup with different bids for Broad, Phrase and Exact matches.



	A	B	C	D	E
1	<b>Campaign</b>	<b>AdGroup</b>	<b>Keyword</b>	<b>Match Type</b>	<b>Max CPC</b>
2	Mattress Sale	San Francisco Mattress Sale	San Francisco Mattress Sale	Broad	0.2
3	Mattress Sale	San Francisco Mattress Sale	San Francisco Mattress Sale	Phrase	0.4
4	Mattress Sale	San Francisco Mattress Sale	San Francisco Mattress Sale	Exact	0.8
5	Mattress Sale	Mattress Sale Today	Mattress Sale Today	Broad	0.2
6	Mattress Sale	Mattress Sale Today	Mattress Sale Today	Phrase	0.4
7	Mattress Sale	Mattress Sale Today	Mattress Sale Today	Exact	0.8
8	Mattress Sale	Where Is The Mattress Sale	Where Is The Mattress Sale	Broad	0.2
9	Mattress Sale	Where Is The Mattress Sale	Where Is The Mattress Sale	Phrase	0.4
10	Mattress Sale	Where Is The Mattress Sale	Where Is The Mattress Sale	Exact	0.8
11	Mattress Sale	Online Mattress Sale	Online Mattress Sale	Broad	0.2
12	Mattress Sale	Online Mattress Sale	Online Mattress Sale	Phrase	0.4
13	Mattress Sale	Online Mattress Sale	Online Mattress Sale	Exact	0.8
14	Cheap Mattress	Cheap Mattress	Cheap Mattress	Broad	0.2
15	Cheap Mattress	Cheap Mattress	Cheap Mattress	Phrase	0.4
16	Cheap Mattress	Cheap Mattress	Cheap Mattress	Exact	0.8
17	Cheap Mattress	Buy Cheap Mattress	Buy Cheap Mattress	Broad	0.2
18	Cheap Mattress	Buy Cheap Mattress	Buy Cheap Mattress	Phrase	0.4
19	Cheap Mattress	Buy Cheap Mattress	Buy Cheap Mattress	Exact	0.8
20	Cheap Mattress	Cheapest Mattress	Cheapest Mattress	Broad	0.2
21	Cheap Mattress	Cheapest Mattress	Cheapest Mattress	Phrase	0.4
22	Cheap Mattress	Cheapest Mattress	Cheapest Mattress	Exact	0.8
23	Cheap Mattress	Discount Mattress	Discount Mattress	Broad	0.2
24	Cheap Mattress	Discount Mattress	Discount Mattress	Phrase	0.4
25	Cheap Mattress	Discount Mattress	Discount Mattress	Exact	0.8

To add all these keywords to your campaigns, simply copy and paste the whole spreadsheet, minus the first row which just contains the labels, into the Add Multiple Keywords box.

Once you paste it in, click the “Next” button.



Click the “Finish” button and all your keywords will be added to your campaigns! You can literally add thousands of keywords at once using this method.

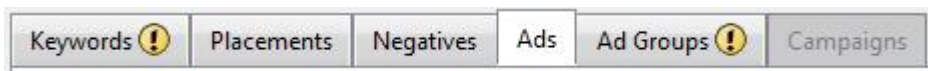
You now know how to add keywords one by one by hand, as well as how to add thousands of keywords at a time in minutes.

Start first by learning your way around through just a few keywords. Once you’re successful with a few keywords, then start adding more and more keywords. Using the multiple keywords interface will save you a ton of time in the long run once you get to the point where you’re adding many keywords.

## How to Add and Split Test Ads

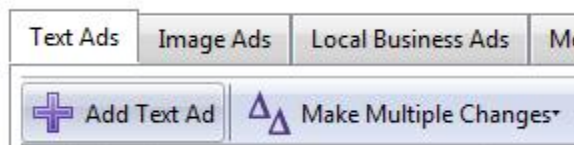
### Step 1: Select the “Ads” Tab

Switch over to the Ads tab to start adding ads.



### Step 2: Click “Add Text Ad”

Click “Add Text Ad” to add a text ad.



For search, text ads are the only option. For display advertising, you can use image ads as well as text ads.


### Step 3: Edit Your Headline

**Errors: 5**

- ❗ Error: Your ad headline has no text. Please enter a headline for your ad.
- ❗ Error: Description Line 1 has no text. Please enter text in the Description Line 1 field.
- ❗ Error: Description Line 2 has no text. Please enter text in the Description Line 2 field.
- ❗ Error: The display URL has no text. Please enter a display URL for your ad.

**Edit Selected Text Ads:**

Headline	<input type="text"/>
Description Line 1	<input type="text" value="&lt;required description &gt;"/>
Description Line 2	<input type="text" value="&lt;required description &gt;"/>
Display URL	<input type="text" value="&lt;required display URL &gt;"/>



Write an attention catching, accurate and compelling headline to get people to read your ad.



Your ad headline can be as long as 25 characters and can contain symbols like %, \$, etc.

#### **Step 4: Write Your Description Lines**

The next step is to write your description lines.

Description Line 1	<input type="text" value="&lt;required description &gt;"/>
Description Line 2	<input type="text" value="&lt;required description &gt;"/>

The description lines should compel your readers to click on the link below. The description lines can be 35 characters or below.

#### **Step 5: Write Your Display URL**

Display URL	<input type="text" value="&lt;required display URL &gt;"/>
-------------	--

Your display URL should capture people's attention and compel them to click. There are a few different options you can choose from with your display URL:

www.MyDomainName.com - Sentence Case

www.mydomainname.com – Lower Case

MyDomainName.com – No WWW

MyDomainName.com/WhatYou'reLookingFor/ - A subfolder that draws even more attention

Most people generally start with sentence case, then split test different options for capitalizations, www and subfolders to determine what gets the highest CTR in their field.

#### **Step 6: Destination URL**

The final step is to tell Google where to actually send people when they click on your ad.



Destination URL

<required destination URL >

Note that this can be different than your display URL. Your display URL is what people see on your ad on Google. When they actually click on your ad, you can send them to a specific page of your website.

If you want to do so, here is where you'd type that in.

## Step 7: Split Testing Ads

In order to figure out what kind of ad copy will convert best in the long run, split testing is absolutely crucial.

To split test an ad, simply create another ad using the process outlined above.

Once you have your two ads, make sure the status is "Active" on both of them, as shown below:

A screenshot of the Google AdWords interface. At the top, there are tabs for 'Text Ads', 'Image Ads', 'Local Business Ads', and 'Mobile Ads'. Below the tabs is a toolbar with buttons for '+ Add Text Ad', 'Make Multiple Changes', 'Delete', and 'Revert Selected Changes'. The main area is a table with columns: 'Headline', 'Desc. Line 1', 'Desc. Line 2', 'Display URL', 'Dest. URL', and 'Status'. Two rows of ads are shown, both with a '+' icon in the first column and 'Active' in the last column. A red arrow points to the 'Active' status of the second ad.

	Headline	Desc. Line 1	Desc. Line 2	Display URL	Dest. URL	Status
+	Cheap Mattress, 31.5% Off	Cheap Mattresses for All...	30%+ discounts! Vis...	www.CheapMattress.com	http://www.CheapMattress...	Active
+	0 Shipping Cheap Mattress	Find a Cheap Mattress w...	Shipping! More Info...	www.CheapMattress.com	http://www.CheapMattress...	Active

Google AdWords will automatically split your traffic between all your active ads.

You now know how to create an ad in AdWords!