

worth trying a correction there before deleting the keyword. However, after Google brands a keyword “Disabled,” that’s the end: You must pluck the word out of the Ad Group.

ARC: Walk-2 Paused | Resume Ad Group | Delete Ad Group 1 of 1 Ad Groups

Current maximum CPC: **USD \$0.45** [edit]

Feb 16, 2004 to Mar 23, 2004

Tools: [Filter Keywords](#) | [Add Keywords](#) | [Edit Keywords](#) | [Keyword Tool](#) 1 - 3 of 3 keywords.

[Step Up For The Arc](#) + [Create New Ad](#)
 Run for charity May 15 in NJ
 Join the fun! Volunteers needed
 TheArcOfSomerset.org
 Interest: _____

1 of 2 Ads: [View all below](#)

Show statistics for:
 all time
 Feb 16 2004 - Mar 23 2004
 Include deleted items that were active in this date range

<input type="checkbox"/> Keyword	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Avg. Rate	Conv. Cost/Conv.
Total — search		18	8,248	0.2%	\$0.13	\$2.25	3.8	0.00%	\$0.00
Total — content targeting		0	0	-	-	-	-	0.00%	\$0.00
<input type="checkbox"/> developmental disabilities	At risk	8	1,441	0.5%	\$0.11	\$0.85	1.9	0.00%	\$0.00
<input type="checkbox"/> "charity auction"	Strong	1	220	0.4%	\$0.22	\$0.22	4.7	0.00%	\$0.00
<input type="checkbox"/> "charity foundation"	Slowed	0	23	0.0%	-	-	3.4	0.00%	\$0.00

Planning the first level: Campaigns

Throughout this book, I speak so much about “the AdWords campaign” that you might think your AdWords account is necessarily dedicated to a single campaign. Not so. Here, I must distinguish between the generic campaign, which is your overall marketing initiative as it applies to advertising on Google, and the AdWords Campaign, which is a distinct organizational tier.

An AdWords account may contain multiple campaigns (see Figure 7-2). Although I strongly recommend making organizational divisions within a campaign (as I describe in the following section), running multiple campaigns is not essential in many cases.