

Figure 7-3:
Campaign
settings
apply
globally
to all Ad
Groups
in the
Campaign.

The screenshot shows the 'Edit Campaign Settings' page for a campaign named 'Rhapsody'. The page is organized into five numbered sections:

- 1. Basic information:** Campaign name: Rhapsody
- 2. How much I want to pay:** Daily budget: \$25.00 /day. A link for 'Recommended Budget' is visible.
- 3. When to show my ads:** Start date: Feb 2, 2004. End date: Dec 31, 2010.
- 4. How often to show my ads:** Automatically optimize ad serving for my ads. [more info]
- 5. Where to show my ads:**
 - Websites:** Show ads on Google search and:
 - search sites in Google's network
 - content sites in Google's network
 - [more info about these choices]
 - Languages:** A dropdown menu is open, showing 'All Languages', 'English', 'Chinese (simplified)', and 'Chinese (traditional)'. Below the menu, it says 'Hold down the control or option key to select multiple items. Ads should be written in the above language(s)'.
 - Countries:** A dropdown menu is open, showing 'All Countries', 'United States -- entire country', 'United States -- regional targeting', 'United Kingdom', and 'Canada'. Below the menu, it says 'Hold down the control or option key to select multiple items'.

At the top right of the form area, there are 'Save All Changes' and 'Cancel' buttons. The browser window title is 'Google AdWords: Edit Campaign Settings - Microsoft Internet Explorer' and the address bar shows the URL: https://adwords.google.com/select/EditCampaignSettings?campaignid=3068816&url=CampaignManagement%3FCampaignid%3...

Here are the settings of each campaign that you need to consider when organizing your entire AdWords structure:

- ✔ **Name.** From an organizational viewpoint, the campaign name is probably the least important setting. Of course, you want to name your campaigns distinctly. If the name is the only difference among your planned campaigns, you might as well lump them together and distinguish them in Ad Groups.
- ✔ **Daily budget.** This setting is where you choose your spending cap per day. (Later sections of this chapter cover AdWords budgeting in detail.) This important setting, by itself, could determine a dedicated campaign in your AdWords account, even if it advertises a product similar to one in a campaign with a higher or lower daily budget.

Suppose that you sell kayaks and kayak supplies. Normally, you would probably consider your entire business to be under one campaign roof. But if you market a landing page filled with inexpensive accessories (water boots, paddling gloves, roof racks) separately from a landing page dedicated to the relatively expensive boats, you might decide to budget more money per day to a campaign driving traffic to the latter page. Such a