



Ad Groups are defined by keywords more than by ads in two ways. First, as I noted, an Ad Group is more likely to contain a group of keywords than a group of ads. (See Figure 7-5.) Second, and more importantly when conceiving of Ad Groups, the better strategy is to build Ad Groups around targeted keywords than around ad copy.

As with all other aspects of Google marketing (repeated to the point of tedium in this book), Google is all about keywords no matter how you approach it. Ad Groups should be conceptually founded on keywords, not ad text. You might want to think of Ad Groups as keyword groups.

Ad Groups are bundles of marketing energy that connect four essential constituents of your campaign:

- Keywords
- Ads
- CPC bids
- The landing page