

Editing your bid

The Control Center provides three ways to edit the crucial CPC (cost-per-click) bid. This is the bid that helps determine your ad's position on search pages. Normally, the bid applies to all keywords in an Ad Group, but you may also specify unique bids for individual keywords. Following are the three methods of tweaking your CPC bid:

- ✓ **Using the Edit Keywords link.** I describe this method in the preceding section, in the discussion about editing keywords. The same screen allows keyword editing and CPC editing.
- ✓ **Using the Edit Keywords link, but this time with a different method for determining keyword-specific CPC bids.** As you type new or edited keywords, separate your bid amount from the keyword by two asterisks (**), putting the bid amount on the same line as the keyword. Here's an example:

```
ancient coins**0.45
```

Do not use a dollar sign. In addition to specifying a unique CPC bid for each keyword, you may include a unique destination page. Just extend the line with another two asterisks, and then type the complete URL of your landing page for that keyword. For example:

```
ancient coins**0.45**http://www.the-coin-trader.com/  
new-signups.htm
```

Don't put spaces between any characters. Do type the complete URL, including the *http://* prefix.

- ✓ **Using the Edit CPCs/URLs button.** This button, located on the Ad Group page, leads to a friendlier interface for entering unique bids and landing pages, as shown in Figure 9-4. Click the check box next to the keywords you want to select, and then click the Edit CPCs/URLs button. (On this screen you don't have to bother with asterisks.) Notice the small arrows in the screen shot (they're yellow on the screen); use the arrows to enforce the same value for all selected keywords.

Use the arrows even if a minority of keywords will eventually receive different CPC or URL values. After setting those values and clicking the arrows, travel down the page and change the keywords that need to be changed.

