

battling it out for screen space with major media corporations. Survival and success depend on smart targeting, good research, and tenacious adaptation more than on the brute force of spending. True, deep pockets help when bidding on expensive keywords, but as I discuss in the following chapters, avoiding keyword traps is part of nimble marketing in Google.

## Understanding How AdWords Works

Enough theory. Here's how AdWords works. I save detailed instructions in setting up an account and developing a campaign for Chapter 7. As a preview, the following list outlines the basic steps of designing and running ads in Google, in roughly the order in which most people proceed:

- ✓ **Start an account.** Starting an AdWords account is pain-free and expense-free. You don't even have to be certain that you'll ever run a single ad. Opening the account simply lets you into Google's AdWords staging area, called the Control Center (see Figure 6-3), where you create and deploy campaigns. No ads are displayed, and no billing occurs, until you *activate* the account, at which time you provide your payment information. Opening the account gives you access to the Keyword Suggestion Tool, a necessary campaign-planning device.

Google AdWords: Campaign Summary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit

Address <https://adwords.google.com/select/CampaignSummary> Go Links

Google AdWords brad@bradhill.com (Customer ID: 604-953-4740) Log Out - Contact Us - Help

Campaign Management Reports My Account

Campaign Summary | Tools | Conversion Tracking Search my campaigns:  Go

All Campaigns

Show all but deleted campaigns

Feb 19, 2004

+ Create New Campaign

Show statistics for:  Today  Feb 19 2004 - Feb 19 2004 Go

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/>	ARC	Active	\$20.00 / day	4	428	0.9%	\$0.06	\$0.25	0.00%	\$0.00
<input type="checkbox"/>	NetZero	Paused	[\$25.00 / day]	0	0	-	-	\$0.00	0.00%	\$0.00
<input type="checkbox"/>	Rhapsody	Paused	[\$25.00 / day]	0	0	-	-	\$0.00	0.00%	\$0.00
<b>Total - all but deleted campaigns</b>			\$20.00 / day active campaigns	4	428	0.9%	\$0.06	\$0.25	0.00%	\$0.00

**Figure 6-3:**  
The Google  
AdWords  
Control  
Center.