

Figure 7-5: This management page shows the inside of an Ad Group, containing three keywords and one ad.

Outkast Active | Pause Ad Group | Delete Ad Group 1 of 3 Ad Groups | Next >

Current maximum CPC: **USD \$0.05** [edit]

Feb 2, 2004 to Mar 23, 2004

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

Outkast_new music
 + Create New Ad
 1 Clicks | 0.4% CTR | \$0.05 CPC
 Served - 3.3% [more info]
 Edit - Delete

Show statistics for:
 all time
 Feb 2 2004 - Mar 23 2004 Go
 Include deleted items that were active in this date range

<input type="checkbox"/> Keyword	Status	Clicks	Impr.	CTR	Avg. CPC	Avg. Cost	Conv. Pos	Conv. Rate	Cost/
Total — search		39	6,546	0.5%	\$0.05	\$1.95	1.6	0.00%	
Total — content targeting		0	0	-	-	-	-	0.00%	
<input type="checkbox"/> [hey ya]	At risk	36	5,140	0.7%	\$0.05	\$1.80	1.1	0.00%	
<input type="checkbox"/> outkast	At risk	3	1,233	0.2%	\$0.05	\$0.15	3.1	0.00%	
<input type="checkbox"/> speakerboxxx	Moderate	0	173	0.0%	-	-	3.7	0.00%	

* Lower CTRs for content ads will not adversely affect your campaign. [more info]

What do the labels in the status column mean? (Note: These values are determined by your keyword's clickthrough rate (CTR) on Google search pages only.)
 Strong - This is the ideal situation for your keyword and its associated ad(s), which are showing at full delivery.
 Moderate - The ad(s) for this keyword are showing at full delivery, but there's still room to improve the CTR on Google search pages.

In formulating an Ad Group, you first identify your marketing goal — even before choosing keywords or writing ads. Then you identify your target customers by the keywords they will most likely search for. These keywords form the core of your Ad Group. Researching these words and phrases requires ingenuity, persistence, testing, and familiarity with interactive tools.

After you've determined a preliminary set of keywords, you create one or more ads. (Google has you create the ad first and then load up the keywords, as I describe in the next chapter. But Google's procedural order doesn't match smart conceptual order. Base your Ad Group, and your entire marketing thrust, on keywords.) With your keywords and ads in place, you set a maximum cost-per-click for the entire Ad Group and individual CPCs for separate keywords if you want. Your landing must be ready by the time you launch the Ad Group, but besides that obvious requirement, it doesn't matter when you construct it.