



**Figure 7-12:**  
Keyword selection is an ongoing process. You'll likely change your initial choices.

**7. Select a maximum cost per click for your keywords, and then click the Calculate Estimates button.**

Chapter 9 discusses setting CPC for individual keywords in an Ad Group. Never mind that now. And while you're in the mood to disregard things, never mind Google's suggested CPC. Delete that figure and type some value that seems fair to you. It doesn't matter what it is — you'll adjust the CPC in the next step. After clicking the Calculate Estimates button, the screen reloads with the Traffic Estimator's information columns filled in.

**8. Adjust the maximum cost per click until you're satisfied, and then click the Save & Continue button.**

Here, you're shooting for a reasonable daily budget and a respectable page position for your ads. The information columns estimate the volume of clickthroughs per day for each keyword, the average cost (per click and per day) for each keyword, and the average position for each keyword. (Look back to Figure 7-8.) Every campaign is in constant flux, its costs and positions determined by competing advertisers and search patterns in Google.