Figure 8-4:
Viewing the
Ad Groups
statistics of
a campaign.

You use the check boxes next to the Ad Groups (just as you use the ones next to campaigns) to pause, resume, and delete multiple Ad Groups simultaneously or affect just a single item. You may also select multiple Ad Groups and click the Change Max CPC button. As with the Campaign settings across multiple campaigns (see the preceding section), the Change Max CPC feature enables you to enforce the same CPC bid across selected Ad Groups. The (yellow) arrow is your friend again in this task, as you can see in Figure 8-5.

Seeing inside the Ad Group

Click any Ad Group name (see Figure 8-4) to see the keywords and ads in that Ad Group. Getting inside the Ad Group is where the rubber meets the road. Where the pedal hits the metal. Where other half-baked analogies that I can't think up take place. On these screens lurk Google's evaluations of your keyword performance, in all their mystery, occasional threats, and sometimes encouragement. This page is where your click, impression, and CTR statistics are broken down by keyword and by the two parts of Google's extended network: search partners and content sites. In addition to detailed reporting, this page contains your ad(s) associated with this Ad Group's keywords, with the chance to edit those ads, delete them, or create new ones.