



Figure 8-6: Looking inside an Ad Group at statistics for each keyword and, in this case, the only ad.

- ✓ **On Google's search pages, plus content sites in Google's network.** Content sites are AdSense publishers that run AdWords ads (see Chapters 11, 12, and 13). On these sites, ads are chosen according to relevance to the content of the pages on which they appear, whereas on search pages, ads are matched by relevance to keywords used at those search engines. You may opt in or out of the content network. If you opt in, your keyword statistics corresponding to the content network are totaled in the Total — content targeting row.
- ✓ **Distribute everywhere.** By opting into both the extended search network and the content network, your ads appear throughout both those systems and on Google's pages. Keyword statistics for the entire arrangement are totaled on the row containing the keyword (see Figure 8-6), below the Total rows. These totals combine the broken-out totals (search and content targeting).

In reading about how the totals work, you perhaps noticed that you don't get keyword statistics corresponding to *only* Google pages. You get Google pages plus extended search pages bundled into one line of totals, but no statistics describing how your ads are performing on Google exclusive of the extended networks.