

One final note about this page: You can see how your ads are positioned on Google pages by looking at the Avg. Pos column, which shows you the ad's average position in the AdWords column. No more than ten AdWords ads appear on any Google search page. You can achieve a higher position through a combination of a higher cost-per-click and a better clickthrough rate.

Creating AdWords Reports

The Control Center's most potent statistical features are located in the Reports tab. Click that tab to see something resembling Figure 8-9. This screen shot illustrates the Reports main page after several reports have been run. The right-hand column offers quick links to recent and saved reports. You may also have created reports updated periodically and sent to you automatically through e-mail.

The six preset report modules in the Report Center spit out usefully assembled information, without any adjusting of their settings. However, you *may* adjust the presets. Figure 8-10 shows the Keyword Report form ready to deliver a report of one campaign (adjusted from the default, which is all campaigns), showing information about all disabled keywords (adjusted from the default, which is Any status).

Figure 8-9:
Click the Reports tab to see a selection of report modules, links to recently created reports, and saved reports.

Report Center: Build a Report

- [Keyword Report](#) View details on selected keywords, including clicks, CTR and average CPC.
- [Ad Text Report](#) See your ads and corresponding statistics at a glance.
- [URL Report](#) Measure performance with relevant statistics for your Destination URLs.
- [Account Report](#) View account performance for a particular time period or broken out by day.
- [Campaign Report](#) Show campaign statistics side by side.
- [Ad Group Report](#) See how your keyword groupings are performing with Ad Group statistics.
- [Custom Report](#) Enjoy greater flexibility - specify the exact data fields and level of detail you want to see.

Account Summary — Mar 19, 2004 to Today

Total clicks: 853	Total CTR: 1.42%	Total cost: \$43.87
Total impressions: 60,195	Average CPC: \$0.05	Average position: 1.7

Quick View

- [Keyword Summary](#)
Last 7 days
CAMPAIGNS: All |
STATUS: Any |
ADWORDS TYPE: All
- [Ad Text Summary](#)
Last 7 days
CAMPAIGNS: All |
ADWORDS TYPE: All
- [Daily Campaign Statistics](#)
Last 7 days
STATUS: Active |
ADWORDS TYPE: All

Recently Saved Reports

- [Summary2](#)
Last 7 days
CAMPAIGNS: All |
AD GROUPS: All |
KEYWORDS: All |
STATUS: |
ADWORDS TYPE: All