

**Figure 8-10:**  
The  
Keyword  
Report form,  
ready to run  
a search for  
disabled  
keywords  
in one  
campaign.



This Keyword Report in Figure 8-10 is one I use all the time — a few times each day, believe it or not. If you have a dozen or more Ad Groups, it becomes too difficult to repeatedly look into each one to see whether Google has put at risk, slowed, or disabled any keywords. Running a quick report reveals the presence of badly performing keywords and their performance statistics. (Although, as mentioned, you don't get the statistics that really count — those describing the keyword's performance on Google pages exclusively.) I typically run that report for all campaigns simultaneously; when I'm checking for disabled keywords the result looks like Figure 8-11. (Note that in this example, the CTRs of the five disabled keywords are above the 0.5-percent threshold, and four of those keywords are much higher. This weirdness illustrates why it's a good idea to run this report; the overall CTR, as reported on the Campaign Management screens, gives no cause for worry. In that situation, disabled keywords can go unnoticed for a long time.)

Make sure you become familiar with the Custom Report. Figures 8-12 and 8-13 illustrate just a few of the detailed controls at your disposal. The Custom Report blends the features of all the preset report modules and adds more power, such as the ability to enter specific keywords (Figure 8-12) and specify many settings with check boxes (Figure 8-13). One of the beauties of the Custom Report is that you can build columns based on individual lines of ad copy.