Later in this chapter, I discuss bidding strategies and the importance of knowing your return on investment (ROI) needs. For now, try for an average position of four or higher (which means 4.0 or *lower* in the Average Position column), without committing to paying more than you think a clickthrough is worth. See Figure 9-1.

9. **Click the Save & Continue button.**

Your Ad Group is created, and begins running immediately. That immediacy always takes me a bit by surprise. For some reason I expect a confirmation and review of my selections, like you see in an online shopping cart, before the Ad Group is launched to the public. The Save & Continue button sounds like a mid-process button, not the final launch button that it is.

If you want to stop the process, immediately click the Pause Ad Group link after Step 9. Even in those few seconds of activity, you could generate hundreds of impressions and some clickthroughs if your keywords are popular. So get in the habit of deliberating on your Ad Group choices before clicking that final Save & Continue button.

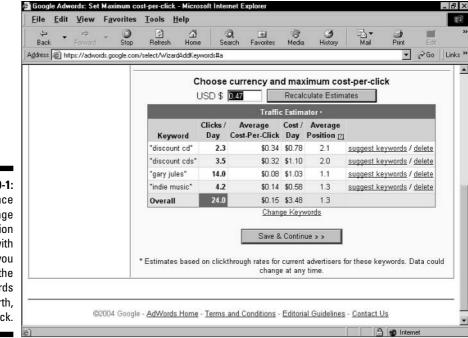**Figure 9-1:** Balance page position with what you think the keywords are worth, per click.