

Figure 9-2:
When an Ad Group contains more than one ad, scroll below the statistics table for the Edit links.

Google Adwords: Campaign management - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit

Address <https://adwords.google.com/select/CampaignManagement?adgroupid=194619956&mode=&campaignid=3324656> Go Links

Total — search	0	70	0.0%	-	\$0.00	1.2	0.00%	\$0.00	
Total — content targeting	0	1	0.0%	-	-	3.0	0.00%	\$0.00	
<input type="checkbox"/> rondellus	Moderate	0	70	0.0%	-	-	1.2	0.00%	\$0.00

2 campaign negative keywords also affect this Ad Group. [View](#) - [Edit](#)

* Lower CTRs for content ads will not adversely affect your campaign. [[more info](#)]

What do the labels in the status column mean? (Note: These values are determined by your keyword's clickthrough rate (CTR) on Google search pages only.)

Strong - This is the ideal situation for your keyword and its associated ad(s), which are showing at full delivery.

Moderate - The ad(s) for this keyword are showing at full delivery, but there's still room to improve the CTR on Google search pages if you'd like. [What do I do?](#)

At risk - The ad(s) for this keyword are showing at full delivery, but may stop showing soon. [What do I do?](#)

Slowed - The ad(s) for this keyword are showing less frequently than usual. [What do I do?](#)

Disabled - The ad(s) for this keyword aren't showing any longer. [What do I do?](#)

Ads + [Create New Ad](#) [Back up to keywords](#)

Rondellus on CD Baby

Best-selling album, listen online

58,000+ artists, Aff

www.CDBaby.com

Interest: _____

0 Clicks

Served - 100.0% [[more info](#)]

[Edit](#) - [Delete](#)

Rondellus on CD Baby

Best-selling CD, low price

58,000+ artists, listen online, Aff

www.CDBaby.com

Interest: _____

[Edit](#) - [Delete](#)

5. On the edit screen, make changes to your ad.

As you no doubt recognize, this screen is the same as the ad-creation screen. Type your edits, and watch the display lines change when you click out of the edit box.

6. Click the Save changes button.

Your ad begins appearing in its new version immediately.



Of course, you may delete ads instead of editing them. Doing so is a one-click process, and that click should be directed at the [Delete](#) link below any displayed ad on your Ad Group page. Deleting the only ad of an Ad Group does not make the Ad Group implode and vanish. (You must select an Ad Group and click the Delete button to obliterate that Ad Group.) If you delete the sole ad of your Ad Group, you are no longer marketing to keywords of that Ad Group. But the Ad Group structure remains in your campaign, waiting for you to create a new ad for it.