

4. Click the Edit Keywords link.

Note the [Add Keywords](#) link right next to it. The two resulting screens — one for editing keywords, the other for adding keywords — are nearly identical.

The Edit Keywords page (see Figure 9-3) includes a box showing your CPC bid, giving you the chance to adjust it as you edit your keywords. Furthermore, on that screen, nothing stops you from adding keywords while you're editing existing keywords. So there's never any reason to use the [Add Keywords](#) link.

5. Edit your keywords, add new keywords, and adjust your CPC bid, as necessary.**6. Click the Estimate Traffic button for further adjustments of your bid, or click the Save button to finish.**

See Chapter 7 for a guide to using the Traffic Estimator.

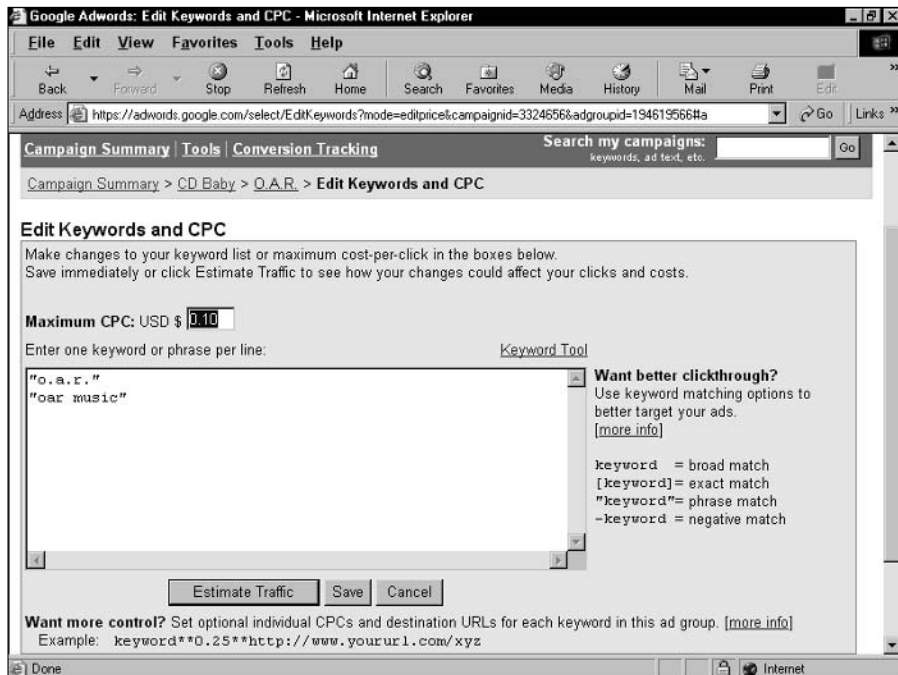


Figure 9-3:
You can
adjust
keywords
and bids on
one screen.