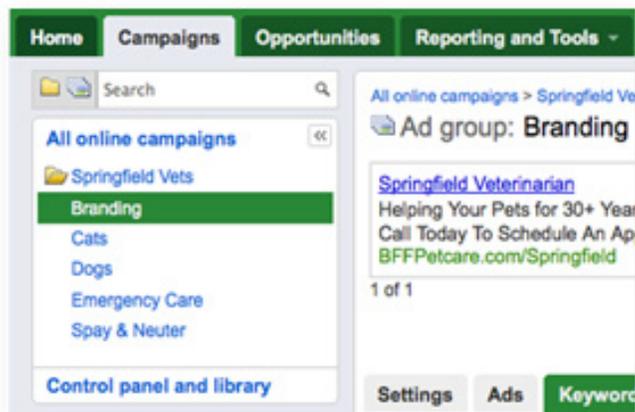


Welcome to AdWords! Your AdWords account is home to the campaigns, ads and keywords you use to attract new customers, along with powerful features and reporting tools that help you get the results you want. To help you get the most from your ads, let us introduce you to some key components of your AdWords account.

1 Your AdWords account explained

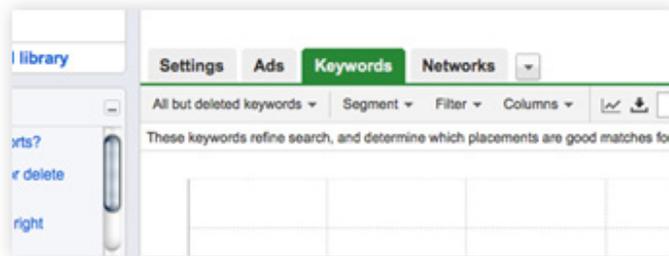
Your AdWords account features 5 core tabs. These tabs will allow you to navigate to different sections of the account, such as billing, campaigns, or tools. Most work usually happens in the **Campaigns** tab.

To see keywords and ads, click on the **Campaigns** tab. Use the left-hand “Tree View” to select campaigns and ad groups. Campaigns are labeled with yellow folder icons; ad groups appear as links within the folders.



You will find a second set of tabs in the middle window. These tabs help you navigate to keywords, ads and your selected settings. Here are the most important tabs and what they do:

- The **Settings** tab is for campaigns only. They house the settings you selected when you created the campaign, such as your daily budget and where your ads appear.
- The **Ads** tab allows you to view, add, edit or delete your ads.
- The **Keywords** tab allows you to view, add, edit or delete keywords and negative keywords.
- The **Networks** tab allows you to see how your ads performed on websites across Google’s Search and Display networks.



2 Solving issues step-by-step

a) Viewing, adding or editing keywords

1. Click on the **Campaigns** tab
2. Then select a campaign and then an ad group from the left-hand "Tree View".
3. Click on the **Keywords** tab in the middle window to view your current keywords for this ad group.
4. From here, add, edit or delete keywords and negative keywords.

b) Viewing, adding or editing ads

1. Click on the **Campaigns** tab.
2. Then select a campaign and then an ad group from the left-hand "Tree View".
3. Click on the **Ads** tab in the middle window to view your current ads for this ad group.
4. From here, add, edit or delete ads for this ad group.

c) Changing your budget and/or where your ads show

1. Click on the **Campaigns** tab.
2. Select any campaign from the left-hand "Tree View".
3. Click on the **Settings** tab in the middle window.
4. From here, you can edit the campaign's budget, language, geographic targeting, and where Google can show ads (labeled "Networks").