

Can't find your AdWords ad on Google? We've created a checklist to help you determine why you may not be able to see your ad, and if needed how to get it back up and running and in front of potential customers.

### 1 See if your ad is running with the Ad Preview Tool

- Sign in to your AdWords account.
- Then, go to [google.com/adpreview](https://google.com/adpreview).
- Enter the keyword that you can't see your ad for. Select the appropriate domain, language and location and click **Preview**.

The tool will report whether your ad is showing for the keyword you selected, and if yes, how it appears on Google.

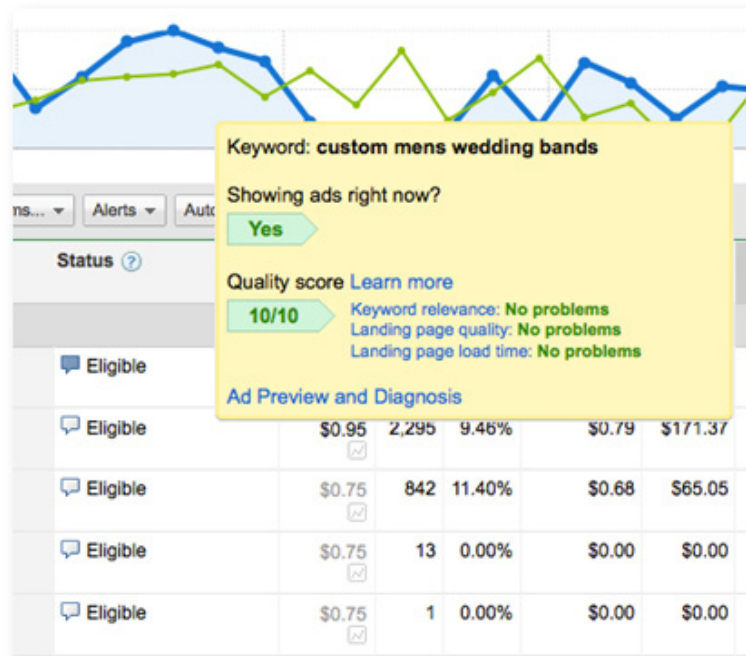
### 2 If your ad is NOT showing, here are some likely culprits and tips on how to get them back up and running:

- **Ad Rank:** Your ad rank determines if your ad appears on the first page of the Google search results, or on a subsequent page. If your ad rank is below eight, your ad may not appear on the first page of the Google search results. To improve your ad rank, try making your keyword more specific, or increasing the cost per click bid.
- **Daily Budget:** If your campaign's daily budget is low, ad delivery may slow down or stop to stay within budget. To see if your budget is below the recommended budget:
  - Select the campaign that your ad is not appearing for.
  - Click on the **Settings** tab.
  - Under **Bidding and Budget** click on "Edit".
  - Click on **View recommended budget**.

If your budget is okay, no action is required. If AdWords recommends a higher budget, consider raising your budget to expose your ad to more people searching for terms related to your business.

- **Quality Score:** If a keyword's Quality Score is low, it may not trigger your ad. You can view your keywords' Quality Score as follows:
  - Select the campaign that your ad is not appearing for.
  - Click on the **Keywords** tab.
  - Find the keyword that is not triggering your ad.
  - Under the **Status** column, hover over the speech bubble to see the keyword's Quality Score.

## Why Can't I See My Ad? Checklist



- **Geo-Targeting:** If the campaign targets a specific location and the person searching for that keyword is from a different area, your ad will not show.
- **Ad Approval Status:** Every time ads are created or edited they're automatically submitted for review. If an ad is pending review or has been disapproved, it won't show until it has been reviewed or the issue has been corrected. Check the Status column under the Ads tab to see if your ad is pending approval or has been disapproved. If your ad gets disapproved, you'll also receive an email that tells you what issues the ad has and what you can do to address them.
- **No Billing Information:** Your ads will only run after you've entered your billing information.