

# Google Ads Editor & Campaign Builder

A How-to Guide



# Agenda

1. What is Google Ads Editor
2. Google Ads Refresher
3. Why Use Google Ads Editor
4. Install Google Ads Editor
5. Google Ads Editor Interface
6. How to Structure your Campaigns in Excel
7. How to Import campaigns via Editor
8. Recap

# What Is Google Ads Editor?

- Google Ads Editor is a software offered by Google that allows you to make bulk changes to your Google Ads account.
- You will need an existing Google Ads account.
- Editor will then connect to your Google Ads account.
- It can save you a lot of time when you need to do advanced customisations.



# Google Ads

- All advertising must comply with the Central Bank of Ireland's Consumer Protection Code, which you can find a copy of at [www.centralbank.ie](http://www.centralbank.ie)
- Another important legal requirement is to ensure that your website is compliant with Cookie requirements and the GDPR regulation. Further information on this can be found at [www.dataprotection.ie](http://www.dataprotection.ie)

All campaigns > Life Insurance

SEARCH REPORTS TOOLS & SETTINGS BILLING ? 409-872-5078 brokerguides2021@gmail.com

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. **LEARN MORE**

Overview Paused Type: Search Budget: €10.00/day More details

Recommendations

Insights Ad group status: All Campaign: Life Insurance ADD FILTER

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

+ More

Overview

Switch View All time 30 Mar - 18 May 2021

Your metrics now reflect your performance objectives. Are these curated metrics helpful? YES NO

Clicks	Conversions	Cost	Avg. CPC
0	0.00	€0.00	€0.00

Download Feedback

Ad Groups

	Clicks	Conversions	Cost
Life Insurance	0	0.00	€0.00
Life Insurance Clare	0	0.00	€0.00

Keywords

ADD KEYWORD

	Clicks	Conversions	Cost
[life insurance]	0	0.00	€0.00
[life insurance clare]	0	0.00	€0.00

Ads

Life Insurance Broker

Life Insurance Broker | Get A Quote Online  
[www.mybrokerclare.ie](http://www.mybrokerclare.ie) 065 1285222  
 Local Broker Serving the Community for over 50 Years  
 Family Owned - Local Broker

Home Insurance Savings & Investments  
 Car Insurance Pensions

Ad Impressions Clicks Conversions

All campaigns > Life Insurance

**None of your ads are running** - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview **Paused** Type: Search Budget: €10.00/day [More details](#)

### Ad Groups

**+** Ad group status: All enabled [ADD FILTER](#)

<input type="checkbox"/>	Ad group	Status	Default max. CPC	Ad group type
<input type="checkbox"/>	Life Insurance	Not eligible Campaign paused	€1.00	Standard
<input type="checkbox"/>	Life Insurance Clare	Not eligible Campaign paused	€1.25	Standard
Total: All ena...				
Total: Campa...				

# Keywords and Match Types

<input type="checkbox"/> <input checked="" type="radio"/> Keyword	Ad group
<input type="checkbox"/> <input checked="" type="radio"/> [life insurance]	Life Insurance
<input type="checkbox"/> <input checked="" type="radio"/> [life insurance clare]	Life Insurance Clare

[life insurance]

When we have the keyword between brackets, this means we're targeting the exact keyword, i.e.

The ad will appear only for life insurance (or keyword with the same meaning).

"life insurance"

When we have the keyword between quotation marks, this means we're targeting the keyword but can have other words before or after:

Ireland life insurance calculator  
where can I find a life insurance broker

life insurance

When we have nothing added to the keyword, Google can show our ads for a wide variety of searches related to our keyword

examples:  
what is the best term insurance  
get life cover policy online

<input type="checkbox"/>	<input type="radio"/>	Ad	Ad group
<input type="checkbox"/>	<input checked="" type="radio"/>	<a href="#">Life Insurance   Get A Quote Online</a> <a href="http://www.mybrokerclare.ie">www.mybrokerclare.ie</a> Local Broker Serving the Community for over 50 Years	<a href="#">Life Insurance</a>
<input type="checkbox"/>	<input checked="" type="radio"/>	<a href="#">Life Insurance Clare   Get A Quote Online</a> <a href="http://www.mybrokerclare.ie">www.mybrokerclare.ie</a> Clare Based Broker Serving the County for over 50 Years.	<a href="#">Life Insurance Clare</a>

## Sitelink >

Preview

Ad · www.mybrokerclare.ie

[Life Insurance | Get A Quote Online](#)

Local Broker Serving the Community for over 50 Years

[Pensions](#)

[Savings & Investments](#)

[Home Insurance](#)

[Car Insurance](#)

## Callout >

Preview

Ad · www.mybrokerclare.ie

[Life Insurance | Get A Quote Online](#)

Local Broker Serving the Community for over 50 Years  
Local Broker. Family Owned.

## Call >

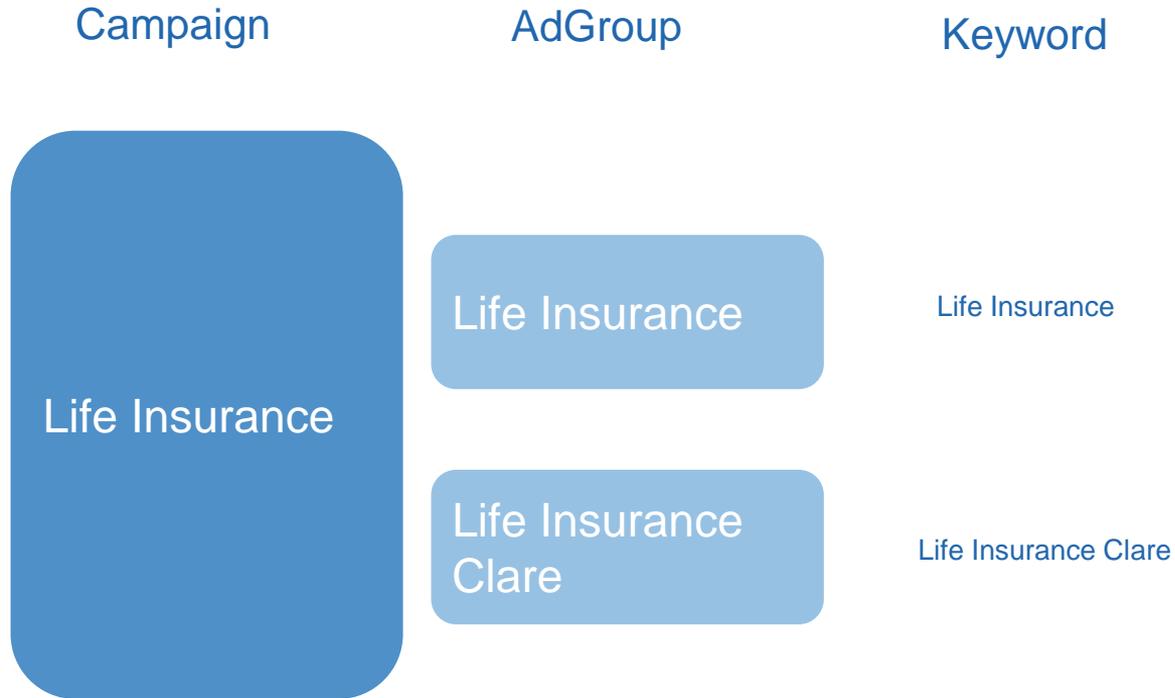
Preview

Ad · www.mybrokerclare.ie

[Life Insurance | Get A Quote Online](#)

Local Broker Serving the Community for over 50 Years

 Call 065 1265222



## Why Use Google Ads Editor?

- Use Google Ads interface for day to day actions – bid changes, budget changes, keyword review
- Use Google Ads interface to view performance metrics
- Google Ads Editor is used for more advanced actions
- Use Google Ads Editor for bigger changes – creating new ads/ ad group / campaigns.
- Particularly useful if the changes are similar to the existing account



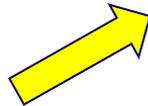
Google Ads



## Make changes across your campaigns with ease

Google Ads Editor is a no-cost, downloadable application that lets you work offline and make bulk changes quickly and easily.

 [Download Google Ads Editor](#)



Summer Wear Campaign

Winter Wear Campaign

New Designers Campaign

Download

Make multiple changes

Post

## How Google Ads Editor works



Congratulations!

You've now changed your Google Ads campaigns using the Google Ads editor.

Google usually reviews newly created ads in under 24 hours, after which you can see them live.

All campaigns > Home Insurance

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Overview **Paused** Type: Search Budget: €10.00/day [More details](#)

Recommendations

Insights

Ad groups

**Ad Groups**

30 Mar 2021

Ad group status: **All enabled** [ADD FILTER](#)

<input type="checkbox"/> <input type="radio"/> Ad group	Status	Default max. CPC	Ad group type
<input type="checkbox"/> <input checked="" type="radio"/> Home Insurance	Not eligible Campaign paused	€1.00 <input type="text"/>	Standard
<input type="checkbox"/> <input checked="" type="radio"/> Home Insurance Clare	Not eligible Campaign paused	€1.25 <input type="text"/>	Standard
<input type="checkbox"/> <input checked="" type="radio"/> Home Insurance Broker	Not eligible Campaign paused	€1.00 <input type="text"/>	Standard

## Search Keywords

0 30 Mar 2021

Keyword status: **All but removed** [ADD FILTER](#)

<input type="checkbox"/> <input type="radio"/> Keyword	Ad group
<input type="checkbox"/> <input checked="" type="radio"/> [Home insurance]	<a href="#">Home Insurance</a>
<input type="checkbox"/> <input checked="" type="radio"/> [Home insurance clare]	<a href="#">Home Insurance Clare</a>
<input type="checkbox"/> <input checked="" type="radio"/> [Home insurance broker]	<a href="#">Home Insurance Broker</a>

## Ads

0 30 Mar 2021

Ad status: **All but removed** [ADD FILTER](#)

<input type="checkbox"/> <input checked="" type="radio"/>	<a href="#">Home Insurance   Get A Quote Online</a> <a href="http://www.mybrokerclare.ie">www.mybrokerclare.ie</a> Local Broker Serving the Community for over 50 Years
<input type="checkbox"/> <input checked="" type="radio"/>	<a href="#">Home Insurance Clare   Get A Quote Online</a> <a href="http://www.mybrokerclare.ie">www.mybrokerclare.ie</a> Clare Based Broker Serving the County for over 50 Years.
<input type="checkbox"/> <input checked="" type="radio"/>	<a href="#">Home Insurance Broker   Get A Quote Online</a> <a href="http://www.mybrokerclare.ie">www.mybrokerclare.ie</a> Local Broker Serving the Community for over 50 Years

# RECAP

- Google Ads Editor is a great tool to do quick changes on a large scale to your Google Ads account and can save you valuable time.
- You will need an existing Google Ads account before you can use Google Ads Editor.
- Get familiarised with the Excel formats and structures, and always preview all your changes before publishing them.
- Be sure to check the status of new ads in the Google Ads web interface, as they might show you information not available in Google Ads Editor such as: ad disapprovals, limitations or broken URLs.

Thank you

