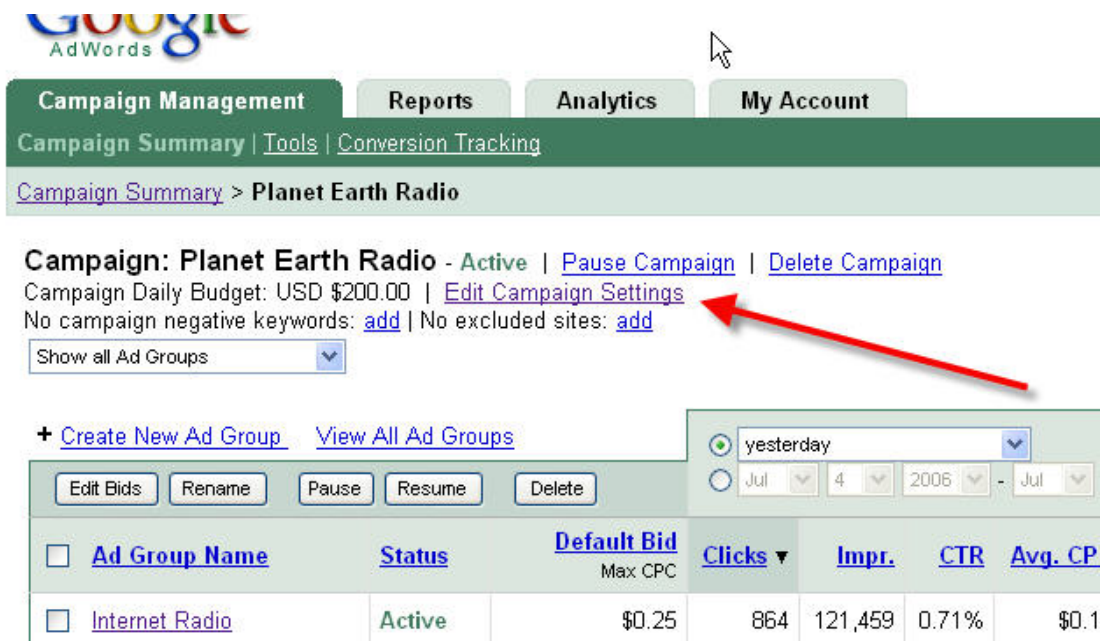


Google Update – Ad Scheduling

Google have made an important addition to their Adwords (pay per click) offerings.

They've introduced 'Ad Scheduling' which means that you can schedule your ads to show at particular times of the day or week – just like scheduling a TV or radio ad campaign (well sort ofactually this all makes traditional advertising look increasingly out of date.)

Here's how you access this new feature. In your campaign, click on 'Edit Campaign Settings'



The screenshot shows the Google AdWords interface for a campaign named 'Planet Earth Radio'. The 'Edit Campaign Settings' link is highlighted with a red arrow. The interface includes a navigation bar with 'Campaign Management', 'Reports', 'Analytics', and 'My Account'. Below this, there's a breadcrumb trail: 'Campaign Summary > Planet Earth Radio'. The campaign details section shows 'Campaign: Planet Earth Radio - Active' with links for 'Pause Campaign' and 'Delete Campaign'. It also displays the 'Campaign Daily Budget: USD \$200.00' and a link to 'Edit Campaign Settings'. Below this, there's a section for 'No campaign negative keywords: add' and 'No excluded sites: add'. A dropdown menu shows 'Show all Ad Groups'. The 'Ad Groups' section has a '+ Create New Ad Group' link and a 'View All Ad Groups' link. Below this, there's a table with columns: 'Ad Group Name', 'Status', 'Default Bid', 'Clicks', 'Impr.', 'CTR', and 'Avg. CP'. The table contains one row for 'Internet Radio' with status 'Active', default bid '\$0.25', 864 clicks, 121,459 impressions, 0.71% CTR, and \$0.1 average cost per click.

Campaign: Planet Earth Radio - Active | [Pause Campaign](#) | [Delete Campaign](#)
Campaign Daily Budget: USD \$200.00 | [Edit Campaign Settings](#)
No campaign negative keywords: [add](#) | No excluded sites: [add](#)
Show all Ad Groups

+ [Create New Ad Group](#) [View All Ad Groups](#)

☐ Ad Group Name	Status	Default Bid Max CPC	Clicks ▼	Impr.	CTR	Avg. CP
☐ Internet Radio	Active	\$0.25	864	121,459	0.71%	\$0.1

Then go to the bottom left under 'Advanced Options' and you'll see an option called 'Ad Scheduling'

[Campaign Summary](#) > [Planet Earth Radio](#) > **Edit Campaign Settings**

Edit Campaign Settings

Basic Settings

Campaign name:

Start date: Mar 17, 2006

Will run until:

Budget Options

Budget: \$ /day [\[?\]](#)
[View Recommended Budget \[?\]](#)

Delivery method: [\[?\]](#) ☒ Standard: Show ads evenly over time
☐ Accelerated: Show ads as quickly as possible

Advanced Options

Bidding: Default manual bidding - Max CPC
[View and adjust options](#)

Ad scheduling: **New!** Off. Ads running at all times
[Turn on ad scheduling \[?\]](#)

Networks

Show my ads on:

☒ **Google search**
When users search for my keywords on Google

☒ **Search network** [\[?\]](#)
When users search for my keywords on Google's search partners

☒ **Content network** [\[?\]](#)
When users visit sites that match my ad on Google's content network

☐ **Content bids** [\[?\]](#)
Let me set separate prices for content clicks

Target Audience

Languages:

 Hold down the control (command) key to select multiple items. Ads should be written in the above language(s).

Locations: **Countries and Territories** [Edit](#)

- Australia
- Austria
- Belgium

Click on the 'Turn on Ad Scheduling' Link and you're away.

Here's how Google describe the new Ad Rotation Option:

"Ad scheduling lets you control the days and times your AdWords campaigns appear.

Your AdWords ads normally are available to run 24 hours each day. Ad scheduling allows you to set your campaigns to appear only during certain hours or days of each week. For example, you might set your ads to run only on Tuesdays, or from 3:00 until 6:00 pm daily. With ad scheduling, a campaign can run all day, every day, or as little as 15 minutes per week. A campaign can also run and pause several times each day.

Ads are scheduled on the campaign level, from the 'Edit Campaign Settings' page. The unique ad scheduling tool lets you use pull-down menus to set blocks of time you want your ad to run. A bulk edit feature allows you to edit all days, all weekdays, or all weekend days at once if you prefer.

Ad scheduling also includes an advanced setting which lets you adjust pricing for your ads during certain time periods. For example, if you find that your ads get the best results between 8:00 and 11:00 am, you can bid more for impressions or clicks during that period."

So you can turn your ads on and off on certain days or at weekends. You can also turn them on or off at certain times of the day using the edit options below:

[Campaign Summary](#) > [Planet Earth Radio](#) > [Edit Campaign Settings](#) > **Ad Scheduling**

Ad Scheduling

Edit days and times and watch the schedule update. When you're happy with the schedule, click 'Save Changes' to activate Ad Scheduling. To adjust your pricing during any time period, [switch to advanced mode](#). (You can always switch back.) [?]

By default, your ads are now running *all* days and times, as shown by the green squares below.

Ads are active on green squares, paused on gray squares. 12 hour clock | [24 hour clock](#)
Bulk edit: [all days](#), [weekdays](#), [weekends](#)

			Midnight	4am	8am	Noon	4pm	8pm
Monday	Running all hours	Edit						
Tuesday	Running all hours	Edit						
Wednesday	Running all hours	Edit						
Thursday	Running all hours	Edit						
Friday	Running all hours	Edit						
Saturday	Running all hours	Edit						
Sunday	Running all hours	Edit						

Midnight 4am 8am Noon 4pm 8pm

[Save Changes](#) [Cancel](#) = Running = Paused

What does this all mean for you? Well, for many (although not all) businesses, you are going to get a very different audience for your clicks at certain times of the day and at certain times of the week.

For example, I have huge numbers of students visiting my site via pay per click. (Not only do I pay for them to visit my site – they then send me emails asking me to write their essays for them – but that's another story!)

I'm guessing I get a higher proportion of students during the week and that I don't get that many at 8 o'clock in the morning and I don't get that many at 8 o'clock on a Friday night.

So if I was inclined to find out more, it could be worth me testing when some of my ads are shown to see if I get a different type of visitor at certain times. (You can find out more about your visitors by surveying them when they arrive at your site, or when they sign up to whatever you are offering, using the [Ask Database](#))

For businesses selling online, you may well attract a different type of visitor with different buying habits at different times of the day or week. In other words, there may be times when it's worth you buying clicks and times when it's not.

Take this to the next level and there may be times when it's worth paying more per click than others. Another powerful element of the new Ad Rotation system is that it lets you pay more (or less) per click at certain times of the day or week.

To activate this feature, click on the 'Advanced Mode' link:

Campaign Summary | Tools | Conversion Tracking | Search my campaigns: [] Search

Campaign Summary > Planet Earth Radio > Edit Campaign Settings > Ad Scheduling

Ad Scheduling

Edit days and times and watch the schedule update. When you're happy with the schedule, click 'Save Changes' to activate Ad Scheduling. To adjust your pricing during any time period, [switch to advanced mode](#). (You can always switch back.) [?]

By default, your ads are now running *all* days and times, as shown by the green squares below.

Ads are active on green squares, paused on gray squares. 12 hour clock | [24 hour clock](#)

Bulk edit: [all days](#), [weekdays](#), [weekends](#)

			Midnight	4am	8am	Noon	4pm	8pm
Monday	Running all hours	Edit	■	■	■	■	■	■
Tuesday	Running all hours	Edit	■	■	■	■	■	■
Wednesday	Running all hours	Edit	■	■	■	■	■	■
Thursday	Running all hours	Edit	■	■	■	■	■	■
Friday	Running all hours	Edit	■	■	■	■	■	■
Saturday	Running all hours	Edit	■	■	■	■	■	■
Sunday	Running all hours	Edit	■	■	■	■	■	■

Midnight 4am 8am Noon 4pm 8pm

[Save Changes](#) [Cancel](#)

■ = Running ■ = Paused

The advanced option also lets you play around with the percentage of your normal pay per click that you want to spend. So if you attract better visitors at the weekend, you could pay 150% of your normal amount, only at weekends.

Of course, you're not going to know for sure what will work best for you until you do some experimenting, but this could be a very good use of your time. If you have any sense that you get more online sales at certain times of the day, test what happens when you adjust your Google ads accordingly.

Whether or not you choose or need to use this new tool, it all points to an important pattern. Google's PPC model is continuing to evolve and radically improve. It's sophistication as a method of reaching highly targeted potential customers is unsurpassed and will only get better. There are few activities in your business that are more important than continuing to master this amazing tool.

As the changes continue – I'll make sure you're up to date with the ever - evolving world of Pay per Click