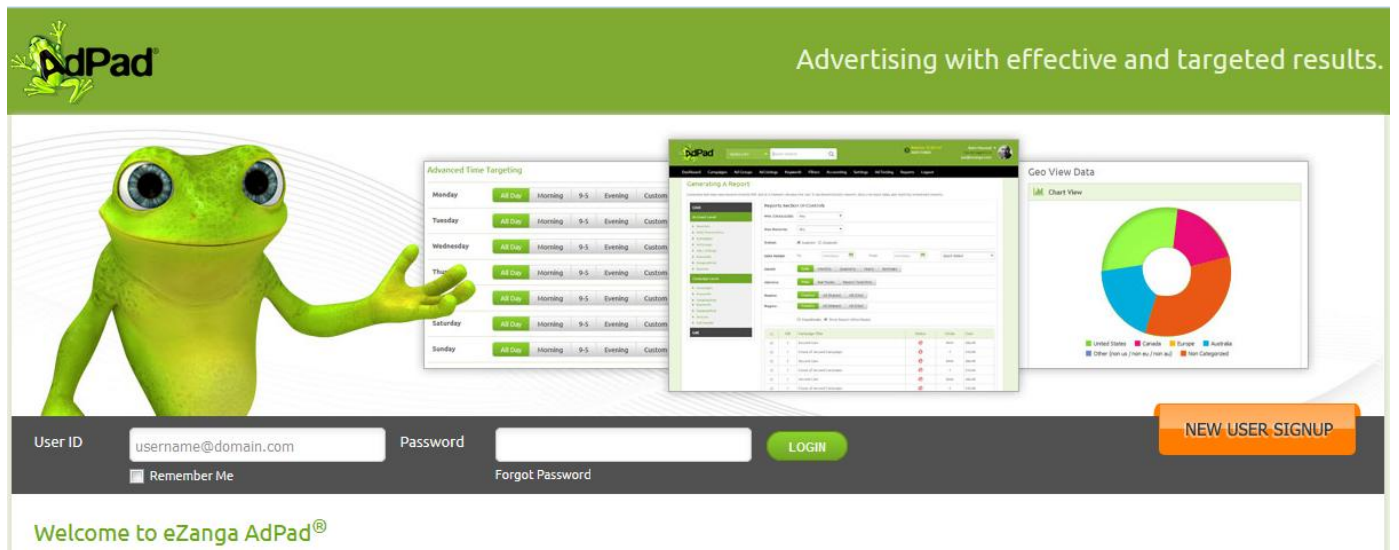


How to Edit Your Keywords

This is a tutorial on how to edit your keywords in eZanga AdPad®. If you're looking to add keywords, see How to Build Your Keywords.

1. Login to AdPad®



The screenshot displays the eZanga AdPad® website interface. At the top left is the AdPad logo with a green frog icon. To the right, the tagline reads "Advertising with effective and targeted results." Below this is a large green frog character pointing towards the dashboard. The dashboard features several widgets: "Advanced Time Targeting" with a table for days of the week and time slots; "Generating a Report" with a sidebar and a main content area; and "Geo View Data" with a donut chart showing geographic distribution. At the bottom, there is a login form with fields for "User ID" (containing "username@domain.com") and "Password", a "Remember Me" checkbox, and a "Forgot Password" link. A green "LOGIN" button is positioned to the right of the password field. An orange "NEW USER SIGNUP" button is located in the bottom right corner. The footer text reads "Welcome to eZanga AdPad®".

Day	Time Slot	9-5	Evening	Custom
Monday	All Day			
Tuesday	All Day			
Wednesday	All Day			
Thursday	All Day			
Friday	All Day			
Saturday	All Day			
Sunday	All Day			

Report Name	Report Type	Report Date	Report Status
Report 1	Report Type 1	Report Date 1	Report Status 1
Report 2	Report Type 2	Report Date 2	Report Status 2
Report 3	Report Type 3	Report Date 3	Report Status 3
Report 4	Report Type 4	Report Date 4	Report Status 4
Report 5	Report Type 5	Report Date 5	Report Status 5

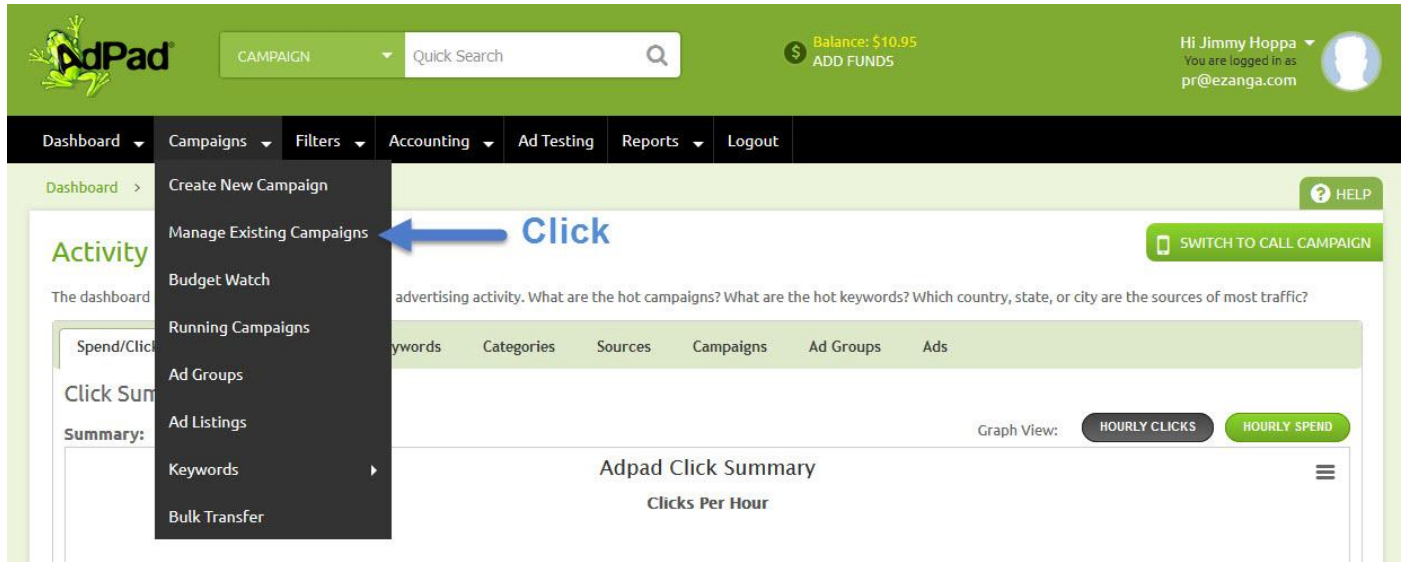
Geo View	Percentage
United States	35%
Canada	25%
Europe	20%
Australia	10%
Other (incl. Not Ad)	10%
Not Categorized	0%

User ID: Password:

Remember Me [Forgot Password](#) [LOGIN](#) [NEW USER SIGNUP](#)


Welcome to eZanga AdPad®

2. Go to 'Campaigns' Tab and Click 'Manage Existing Campaigns'




The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo on the left, a search bar labeled 'Quick Search' in the center, and a balance indicator on the right showing '\$10.95' and a button to 'ADD FUNDS'. The user is logged in as 'Hi Jimmy Hoppa' with the email 'pr@ezanga.com'. Below the header is a dark navigation bar with tabs for 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', and 'Logout'. The 'Campaigns' tab is selected, and its dropdown menu is open, listing options: 'Create New Campaign', 'Manage Existing Campaigns', 'Budget Watch', 'Running Campaigns', 'Ad Groups', 'Ad Listings', 'Keywords', and 'Bulk Transfer'. A blue arrow points to the 'Manage Existing Campaigns' option, with the word 'Click' written in blue text next to it. The main content area shows a 'Click Summary' section with a 'Graph View' selector set to 'HOURLY SPEND' and a 'SWITCH TO CALL CAMPAIGN' button. The title 'Adpad Click Summary' and subtitle 'Clicks Per Hour' are visible.

3. Select Your 'Campaign Name'

CAMPAIGN

Balance: \$10.95

Hi Jimmy Hoppa
You are logged in as
pr@ezanga.com 

Dashboard Campaigns Filters Accounting Ad Testing Reports Logout

Campaign Management > Manage Existing Campaigns

Manage Existing Campaigns

Find current and past advertising campaigns by name, clicks, daily budget, or simply by title. The Manage Existing Campaigns page is the main highway in connecting to all aspects of your campaigns and associated ads. Starting here, you can navigate to pages that will allow you to edit all your campaigns. Manage budgets, CPC, geo-targeting, ad copy. Simply click on the campaign requiring editing and you are on your way.

Campaign Stats



Title	Total	Active	Inactive
Campaigns	2	0	2
Ad Groups	2	2	0
Keywords	13	12	1
Ads/Listings	2	2	0

Search Campaigns

From: Daily Budget (\$)
To: Max CPC/PPC (\$)
Cost (\$) No. of Clicks/Calls

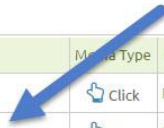
Media Type Click Call Campaign Status Enabled Disabled Deleted

Account Campaign List

Action	CID	Campaign Name	Media Type	Status	Start Date	Stop Date	Cp Budget	Daily Budget	Max CPC/PPC	Clicks/Calls	Cost	Ad Groups	Keywords	Ads
<input type="checkbox"/>	2880815	PPC Specialist	 Click	Enabled	05/23/2017	NA	\$1,888.00	\$10.00	\$0.0050	0	\$0.00	1	1	1
<input type="checkbox"/>	2875362	Sample Campgain	 Click	Enabled	04/06/2017	01/01/1970	\$0.00	\$0.40	\$0.1400	0	\$0.00	1	1	1

Go to page: Show rows: Showing page 1 of 7

Click



4. Select Your 'Ad Group Name'

Each ad group can have a different set of keywords. Select the ad group you want to add keywords to.

Campaigns > Manage Existing Campaigns > Edit Campaigns HELP

Edit Your Campaigns

Configure your campaign to run on certain days and hours, set a daily budget, create Ad Groups, etc.

Campaign Name: **Test CAmp**

Campaign Properties

Created 03-15-2017

Edit Campaign Extras

Campaign ID	2623459	Max CPC/PPC(\$)	\$5.2000
Campaign Budget	\$0.00	Calls Today	0
Daily Budget	\$10.00	Spent Today (\$)	\$0.00
Status	Enabled		

General Stats

Runtime State Spending REFRESH

Used 0.00% Daily Account Budget (\$1,506.00)
Used 0.00% Daily Campaign Budget (\$10.00)
Used 0.00% Total Campaign Budget (\$0.00)

Campaign Stat	Total	Enabled	Disabled
Ad Groups	1	1	0
Keyword	1	1	0
Ads/Listings	1	1	0

Ad Groups

Date Range & Time Targeting Geotargeting

What is an Ad Group?
An Ad Group is an association between one or more ads and a list of keywords. Ad Groups allow you to test different ad copies against the same list of keywords. You can then use the performance data of the different ads to modify your campaigns, optimizing how your ads are displayed.

CREATE NEW AD GROUP Advanced Search SEARCH

Action	ID	Ad Group Name	Status	Max CPC/PPC(\$)	Clicks/Calls	Cost(\$)	Ad	Type	Keyword
<input type="checkbox"/>	105990	Ad Group 1	✓	\$5.2000	0	\$0.00	1	Regular	1

Go to page: GO Show rows: Showing page 1 of 1 PREV NEXT

5. Click 'Active Keywords' Tab, Then Click the Keyword You Want to Edit

To edit a negative keyword, go to the 'Negative Keywords' tab, and follow the same process.

The screenshot displays the 'Manage Your Ad Groups' interface. At the top, there is a breadcrumb trail: Campaign Management > Manage Existing Campaigns > Edit Campaign > Edit Ad Group. A 'HELP' icon is visible in the top right corner. The main heading is 'Manage Your Ad Groups', with a sub-heading: 'Create and modify ads, upload keywords, adjust the maximum cost per click, review keyword performance, etc.' The campaign name is 'test cp budget'. Below this is a section for 'Most Recent Click Activity', which currently shows 'Not Enough Data to Generate Chart'. The interface is divided into two main columns: 'My Ad Group' and 'Controlling Campaign'. The 'My Ad Group' section includes 'Edit Ad Group Properties' and a search bar. It displays details for 'Ad Group 1' (ID: 409974, Status: Enabled, Max CPC/PPC(\$): \$0.0050, Adult Content: No) and a summary table:

Stats	Active	InActive	Total
Keywords:	1	0	1
Ads:	1	0	1

The 'Controlling Campaign' section includes 'Edit Campaign Properties' and a search bar. It displays details for 'test cp bu...' (ID: 2880815, Status: Enabled, Start Date: 05/23/2017, Stop Date: N/A, Campaign Budget: \$1,888.00, Daily Budget: \$10.00, Max CPC/PPC(\$): \$0.0050). Below these sections are buttons for 'ADD NEGATIVE KEYWORDS', 'ADD NEW KEYWORDS', and 'CREATE NEW AD'. At the bottom, there are tabs for 'Ads / Listings', 'Active Keywords', 'Keyword Uploads', and 'Negative Keywords'. A blue arrow points to the 'Active Keywords' tab. Below the tabs is a filter section with 'Keyword Status' (Enabled, Disabled, Deleted) and 'Match Type' (Broad, Exact) options. A search bar contains the text 'Enter single or multiple keywords.' Below the filters are buttons for 'ADD NEW KEYWORDS', 'KEYWORD DOWNLOAD', 'RESET FILTER', and 'SEARCH'. The main content area is a table with the following data:

Action	Term ID	Keyword/Term	Status	Approval	Matching	Max CPC/PPC(\$)	Clicks/Calls	Cost(\$)
<input type="checkbox"/>	1028217	test	<input checked="" type="checkbox"/>	Approved	Broad	\$0.0050	0	\$0.00

At the bottom of the table, there is a pagination control: 'Go to page: 1 GO Show rows: 10 Showing page 1 of 1 PREV NEXT'.

6. Edit Keyword Fields, Then Click 'Update'

To disable your selected keyword, check the 'Disabled' button. To re-enable your keyword, check the 'Enabled' button. You can find more information on 'Matching' types in our blog post, [TITLE HERE].

The screenshot displays the Google Ads 'Manage Your Ad Groups' interface. A 'Keyword Properties' dialog box is open, showing the following details for a keyword:

- Approval Status: Approved
- Term ID: 213198307
- Search Term: sample
- Status: Enabled Disabled
- Matching: Broad
- Max CPC(\$):
- Click URL: http://

Below the dialog box, the 'My Ad Group' section shows the following details:

- Ad Group Name: Sample Ad Group
- Ad Group ID: 2741359
- Status: Enabled
- Max CPC (\$): \$ 0.0100
- Adult Content: No

The bottom section of the interface shows the 'Active Keywords' tab with a search bar and a table of keywords:

Keyword Status: Enabled Disabled Deleted
Match Type: Broad Exact

Action	Term ID	Keyword/Term	Status	Approval	Matching	Max CPC	Clicks/Calls	Cost
<input type="checkbox"/>	213198307	sample	<input checked="" type="checkbox"/>	Approved	Broad	\$0.0100	0	\$0.00

Navigation: Go to page: 1 GO Show rows: 10 Showing page 1 of 1 PREVIOUS NEXT

All changes are made immediately to the campaigns and are active in the account the moment you update.