

2 Recent Changes to Google's AdWords Program

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Adwords Editor Finally Available For AllGoogle has recently made the Google Adwords Editor (a desktop program) available to everyone for download. Until recently only folks who received special invites could download and use the Adwords Editor. I believe that this software has been long overdue, and I am glad to finally see it available.

Using Adwords Editor quite simple. In fact, I prefer it to any of the Pay Per Click software that is available today for Adwords (I have generally found them to give me a headache when I try to use them). Don't get me wrong, it doesn't allow you to use any of the competitive bidding techniques that most programs allow. However, depending on the size of your campaigns, and the competitiveness of the market, the Adword's Editor may just be what you are looking for. Especially for the price, FREE.

Using the tool is pretty straightforward. You enter in your Google Adwords account information, the application then downloads the information from your account and then you can change/update/delete whatever you need. The tool is very intuitive and the buttons are labeled in clear language. Interaction with the server is simple, your choices are to "get", "check" or "post". In addition conflicts (i.e. changes on the server but not in the Editor) are color coded so that you can quickly tell if any conflicts are a matter of syncing or if there is something that requires an immediate fix.

The one frustration is that it doesn't allow you to look at statistics on the text ads window (even though the columns are displayed). I find slightly irritating because I like to compare my text ads side by side. However there are ways to find the same information within the tool, so it is only an irritation and not a deal breaker.

Bottom line is, if you use Google Adwords for more than a couple of campaigns, this tool can make your life a lot easier. Download it today and give it a test run. Google announces Adwords Ad scheduling (Dayparting)

This new feature allows you to control your bids by different times, and according to the day. For example you can now run an ad from 12-1 on a Monday. With the new ad scheduling feature you can run an ad every day or for just an hour a week. Whichever your heart desires.

As far as I can tell, the Ad scheduling has not been integrated into the AdWords editor yet, so you will still need to do this on the Google Web Page.

To learn more about this new feature, visit [Ad Scheduling at the AdWords Help Center](#).

For more information on possible uses for ad scheduling, see our article: [eMarketing and Targeting By The Hour \(Dayparting\)](#)