


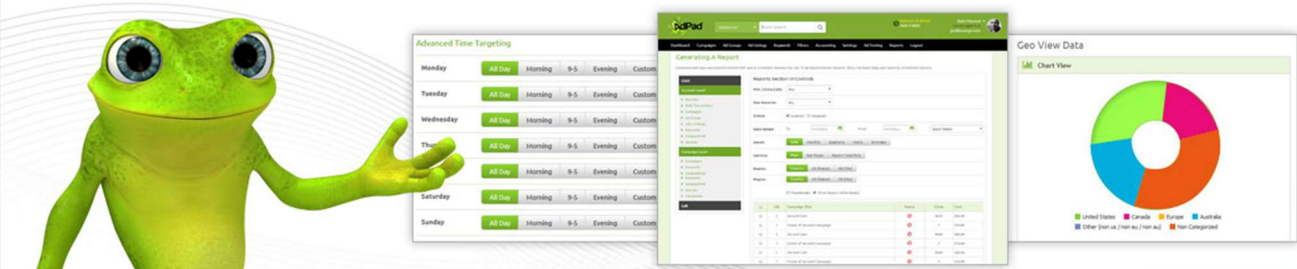
How to Edit Your Keywords

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®



Advertising with effective and targeted results.



Advanced Time Targeting


Day	All Day	Morning	9-5	Evening	Custom
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Generating a Report

Report Name: [input]
Report Type: [input]
Report Period: [input]
Report Date Range: [input]

Geo View Data

Chart View

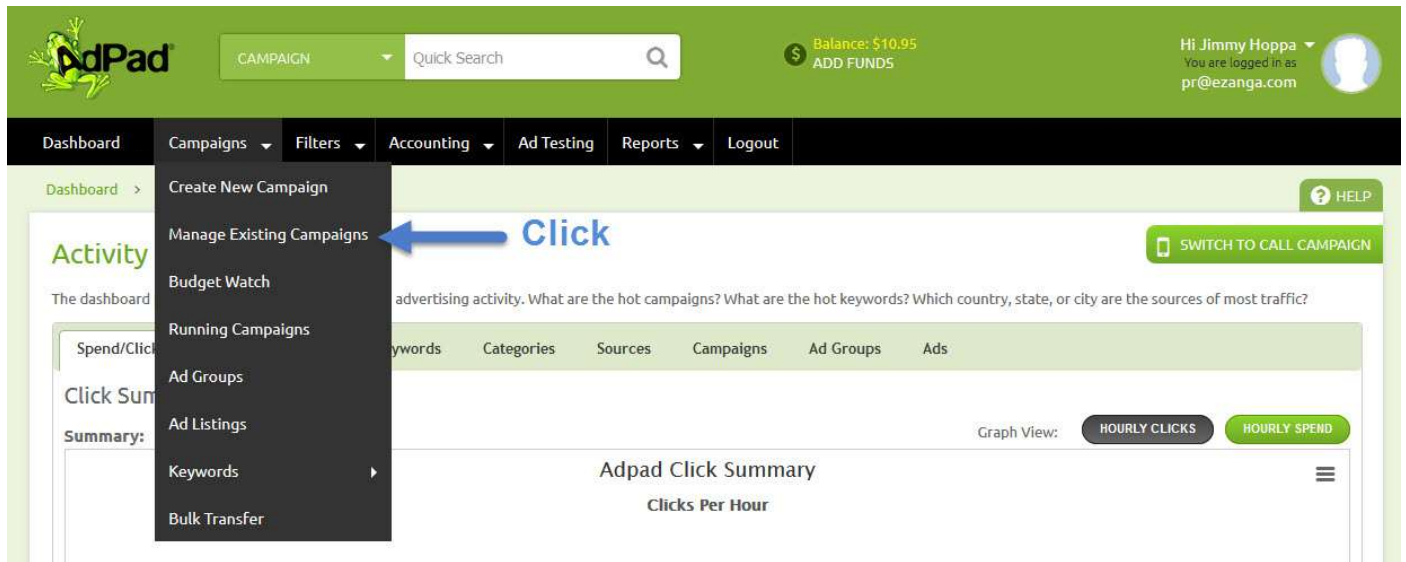


Legend: United States (Green), Canada (Red), Europe (Blue), Australia (Orange), Other (not in / not in Ad) (Purple), Non-Categorized (Grey)

User ID: Password:
 Remember Me [Forgot Password](#)

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 bar 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 an 'ADD FUNDS' button. The user's name 'Hi Jimmy Hoppa' and email 'pr@ezanga.com' are also visible in the top right corner.

Below the header is a dark navigation bar with several menu items: 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', and 'Logout'. The 'Campaigns' menu is currently open, showing a list of 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 of the dashboard is partially visible, showing a 'Click Summary' section with a 'Graph View' selector set to 'HOURLY CLICKS'. The background of the dashboard is light green and white.

3. Select Your 'Campaign Name'

AdPad CAMPAIGN Quick Search Balance: \$0.00 ADD FUNDS Hi You are logged in as @ezanga.com

Dashboard Campaigns Filters Accounting Ad Testing Reports Advanced Logout

Campaign Management > Manage Existing Campaigns HELP

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, geotargeting, ad copy. Simply click on the campaign requiring editing and you are on your way.

Campaign Stats

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

Search Campaigns

Enter keywords from any part of your Campaigns listing. Advanced Search SEARCH

Account Campaign List

REFRESH CREATE NEW CAMPAIGN CAMPAIGN REPORTS

Action	CID	Campaign Name	Media Type	Status	Start Date	Stop Date	Cp Budget	Daily Budget	Max CPC/PPC	Clicks	Cost	Ad Groups	Keywords	Ads
<input type="checkbox"/>	9227660	PPC Specialist	Click	Enabled	06/18/2019	06/30/2019	\$100.00	\$10.00	\$1.0000	0	\$0.00	0	0	0
<input type="checkbox"/>	9220072	ed1	Click	Enabled	05/27/2019	NA	\$10.00	\$10.00	\$1.0000	0	\$0.00	1	1	1

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

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: **PPC Specialist**

Campaign Properties

Created 06-18-2019

[Edit Campaign](#) [Extras](#)

Campaign ID	9227660	Max CPC/PPC(\$)	\$1.0000
Campaign Budget	\$100.00	Clicks Today	0
Daily Budget	\$10.00	Spent Today (\$)	\$0.00
Status	Enabled		

General Stats

Runtime State Spending [REFRESH](#)

Used 0.00% Daily Account Budget (\$0.00)
Used 0.00% Daily Campaign Budget (\$10.00)
Used 0.00% Total Campaign Budget (\$100.00)

Campaign Stat	Total	Enabled	Disabled
Ad Groups	1	1	0
Keyword	6	6	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	Cost(\$)	Ad	Type	Keyword
<input type="checkbox"/>	9816643	Ad Group 1	✓	\$1.0000	0	\$0.00	1	Regular	6

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.

Campaign Management > Manage Existing Campaigns > Edit Campaign > Edit Ad Group HELP

Manage Your Ad Groups

Create and modify ads, upload keywords, adjust the maximum cost per click, review keyword performance, etc.

Campaign Name: **PPC Specialist**

Most Recent Click Activity

Most Recent Click Activity

Not Enough Data to Generate Chart.

Daily Clicks

My Ad Group

Edit Ad Group Properties

Ad Group Name:	Ad Group 1	Status:	Enabled
Ad Group ID:	9816643	Max CPC/PPC(\$):	\$1.0000
Adult Content:	No		

Stats	Active	InActive	Total
Keywords:	6	0	6
Ads:	1	0	1

Controlling Campaign

Edit Campaign Properties

Name:	PPC Special...	Status:	Enabled
Campaign ID:	9227660	Start Date:	06/18/2019
Description:	-	Stop Date:	06/30/2019
Campaign Budget:	\$100.00	Max CPC/PPC(\$):	\$1.0000
Daily Budget:	\$10.00		

[ADD NEGATIVE KEYWORDS](#)
[ADD NEW KEYWORDS](#)
[CREATE NEW AD](#)

Ads / Listings **Active Keywords** Keyword Uploads Negative Keywords

Keyword Status Enabled Disabled Deleted **Click**

Match Type Broad Exact

[ADD NEW KEYWORDS](#)
[KEYWORDS DOWNLOAD](#)
[RESET FILTERS](#)
[SEARCH](#)

Action	Term ID	Keyword/Term	Status	Approval	Matching	Max CPC/PPC(\$)	Clicks	Cost(\$)
<input type="checkbox"/>	381876781	runofcategoryprofeservices	<input checked="" type="checkbox"/>	Approved	Broad	\$1.0000	0	\$0.00
<input type="checkbox"/>	381876782	runofcategoryrealestate	<input checked="" type="checkbox"/>	Approved	Broad	\$1.0000	0	\$0.00
<input type="checkbox"/>	381876783	runofcategoryretail	<input checked="" type="checkbox"/>	Approved	Broad	\$1.0000	0	\$0.00
<input type="checkbox"/>	381876784	runofcategorytechnology	<input checked="" type="checkbox"/>	Approved	Broad	\$1.0000	0	\$0.00
<input type="checkbox"/>	381876785	runofcategorytelecom	<input checked="" type="checkbox"/>	Approved	Broad	\$1.0000	0	\$0.00
<input type="checkbox"/>	381876786	runofcategorytravel	<input checked="" type="checkbox"/>	Approved	Broad	\$1.0000	0	\$0.00

Go to page: [GO](#) Show rows: [PREV](#) [NEXT](#) Showing page 1 of 1

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 shows a web interface for managing advertising campaigns. A modal window titled "Keyword Properties" is open, displaying the following information:

- Approval Status: **Approved**
- Team ID: 381876781
- Search Term: runofcategoryprofservices
- Status: Enabled Disabled
- Matching: Broad
- Max CPC(\$):
- Click URL: http://

Below the modal, a table lists the keyword details:

Action	Term ID	Keyword	Approval	Matching	Max CPC/PPC(\$)	Clicks	Cost(\$)
<input type="checkbox"/>	381876781	runofcategoryprofservices	<input checked="" type="checkbox"/>	Broad	\$1,0000	0	\$0.00

At the bottom of the table, there are navigation controls: "Go to page: 1 GO", "Show rows: 10", and "Showing page 1 of 1".

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