

Using the Google AdWords Preview Tool

We are frequently asked by our clients to determine why they can't see themselves positioned on the Google search results page. Despite our automated bidding system, which positions your ads on the first page, many of our customers have difficulty seeing their ads. This can happen when you frequently search to determine your position using a standard browser (see explanation below).

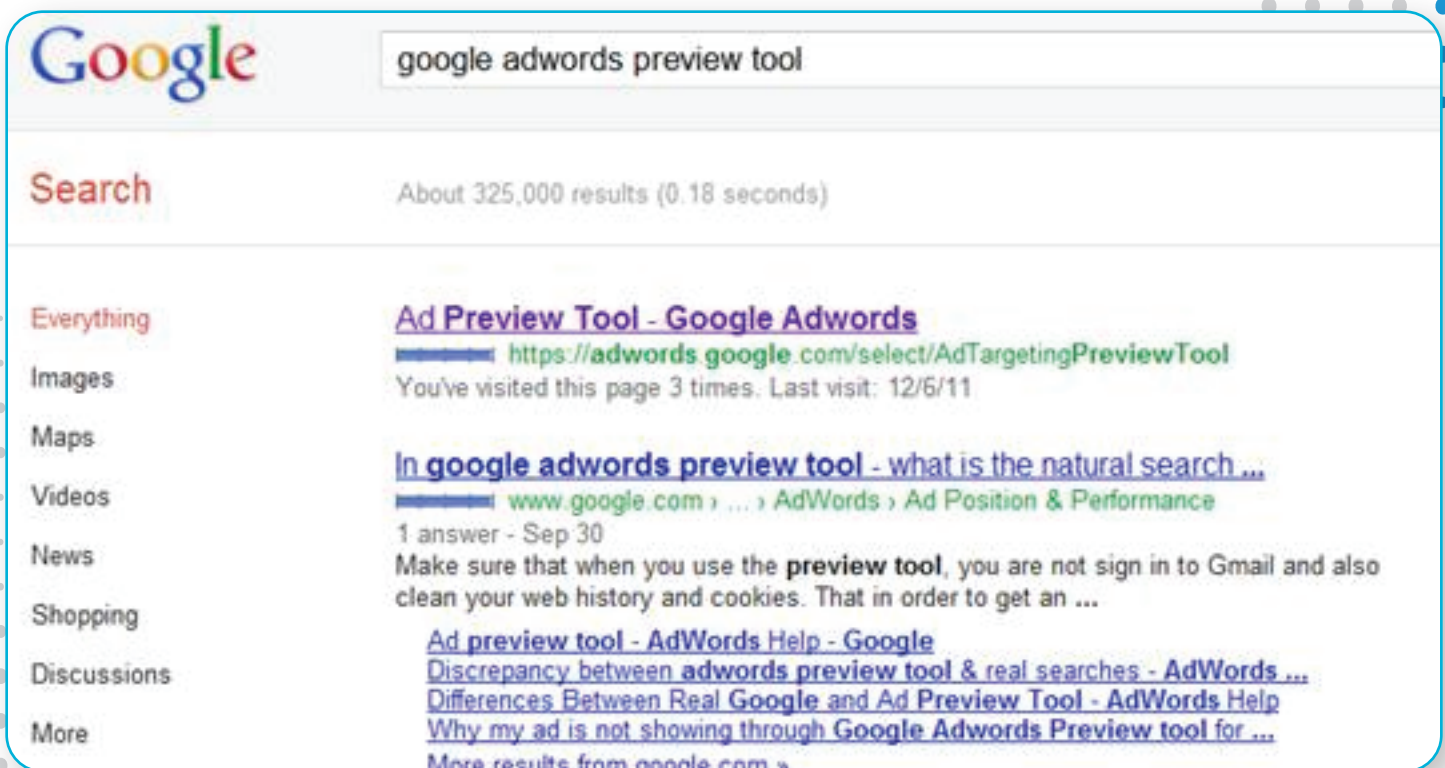
GOOGLE'S DELIVERY ALGORITHM

Google's search algorithms now adapt to each individual user's activity. If you search to see your online ads over and over, without clicking on the ads, Google will show you different ads, since the ads you viewed multiple times did not produce any results (clicks). If you click your ads more than once, Google will determine this to be click fraud and won't show these ads to you any more, or they will display the ads on successive pages. In both cases, checking your ads by viewing or viewing and clicking in a standard search results page, will result in displays that are not truly what the average user sees. You will not see an accurate representation of your ad position. This will also have a side effect of reducing your ads quality scores and consequently lowering the position of your ads on the page. Please DO NOT view your ads without using the Google Ad Preview Tool.

GOOGLE'S AD PREVIEW TOOL

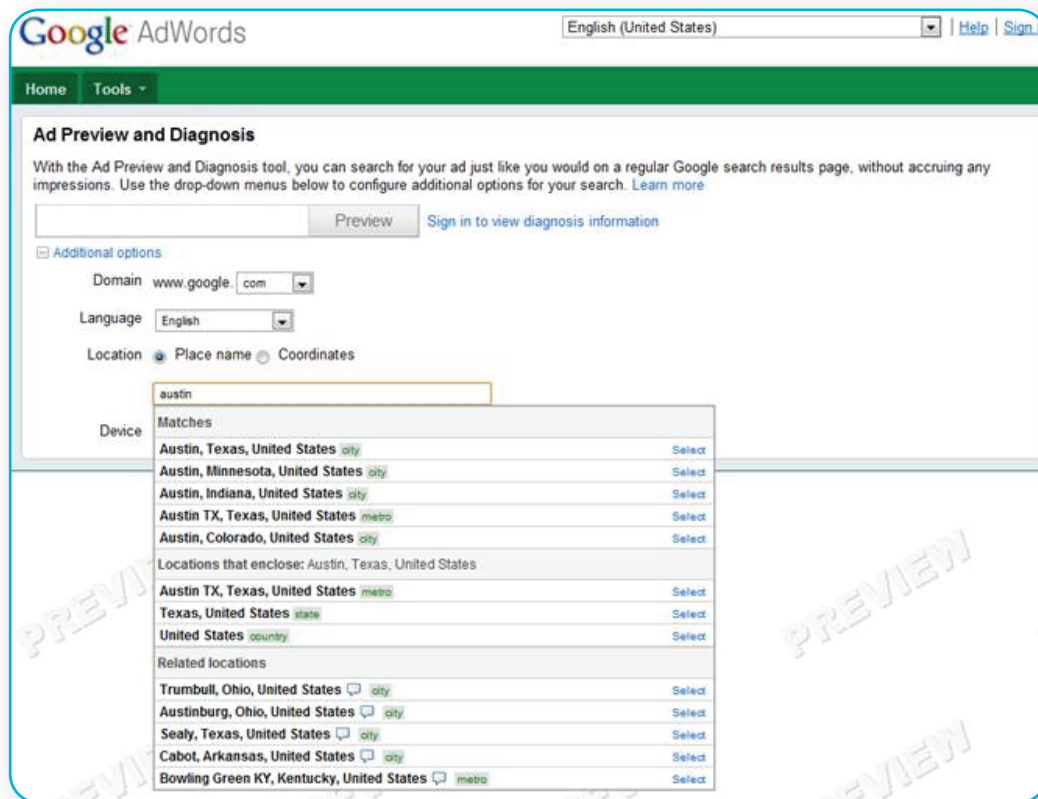
You will want to view the ads that we run for you on Google. If you have purchased a Premium campaign, your Google Ads will show almost all the time on Google Search. Google tracks every search you make and attempts to provide you useful information based on the past searches that you've made. Continuing to make the same search will change the results and your view will not be the same as what an average new customer would see.

The good news is that Google has a tool for this! Please use the Google AdWords Preview Tool, which runs in your browser. To access this tool, type "google adwords preview tool" in the Google search box. Pick the top selection and you'll be taken directly to the Google AdWords Preview Tool.



The screenshot shows a Google search interface. The search bar contains the text "google adwords preview tool". Below the search bar, it indicates "About 325,000 results (0.18 seconds)". On the left side, there is a navigation menu with options: "Everything", "Images", "Maps", "Videos", "News", "Shopping", "Discussions", and "More". The search results are displayed on the right. The top result is titled "Ad Preview Tool - Google Adwords" with a URL "https://adwords.google.com/select/AdTargetingPreviewTool" and a note "You've visited this page 3 times. Last visit: 12/6/11". The second result is titled "In google adwords preview tool - what is the natural search..." with a URL "www.google.com" and a note "1 answer - Sep 30". Below this, there is a snippet of text: "Make sure that when you use the **preview tool**, you are not sign in to Gmail and also clean your web history and cookies. That in order to get an ...". At the bottom, there are several links: "Ad preview tool - AdWords Help - Google", "Discrepancy between adwords preview tool & real searches - AdWords ...", "Differences Between Real Google and Ad Preview Tool - AdWords Help", "Why my ad is not showing through Google Adwords Preview tool for ...", and "More results from google.com".

When you arrive at the page below, before you put in your search terms, you must first select the region or city where we are running your Google Ads. Begin typing in your area or city in the Location box below. As you type Google will present you with selections. Pick the location where you want to check your Google Ads.



Once you've selected the region enter your search in the large box with the Preview button to the right of it. Keep in mind that you can now use search terms without the city or state, since this tool has now been set as though you are in the region that you selected. Call us at support at 888.902.0008 if you see any issues.

Where Your Ads Will Show

Your Company name may not be in the ad title (blue text). Look for your company by looking for your **phone number**, or **company name in the domain name** (green text).

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