



**Quick Guide**  
**HotelASP Digital Marketing**  
***Online Ads***  
v1.1

For concept learning and advanced settings we recommend  
reading the Google AdWords Reference Guide at  
[adwords.google.com](http://adwords.google.com)

1

# Setup Account

Start by  
activating adwords account

Basic  
Settings

START HERE

My Hotel

Xnetview@netcabo.pt | [Website](#) | [Sign out](#) |

- Links
- Marketing
- Sales
- Operations
- Calendar
- Reports
- Property
- AdWords Account
- Email Campaigns
- Public Site

[Advanced Settings](#) ▾ [Reports](#)

- Account Settings
- Payments
- Reports

Status

**SETUP INCOMPLETE. WAITING PAYMENT FOR ADWORDS 595-782-1638**

To run your ads you need to fund your Google AdWords account by credit card. To continue please select the PAYMENT tab, fill all the fields and press the MAKE PAYMENT button.

Adwords ID	AdWords Name	Currency	DateTime Zone	Usage
5957821638	HotelASP	Euros	Lisbon (GMT)	715

Activate

Make Payment

Use these panels to  
check for informations  
and alerts

#1  
Start by  
activating account

For the moment we only accept  
payments in Euros

[Add new page](#) [Add new child page](#)

[Send feedback](#)

English ▾

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# Create Campaign

Create a campaign  
with 1 keyword and 1 Text Ad

Basic  
Settings

START HERE

## Sales Funnel

From Ad Impressions to Check Ins

"Started Bookings" – The user clicked the Ad and clicked the booking button.  
"Finished Bookings" or "Conversions" – clicked the Ad, clicked the booking button and clicked the payment button.

#1 CAMPAIGN  
Fill campaign name

#2 CAMPAIGN  
Fill campaign budget  
EUR per day

#3 CAMPAIGN  
Auto. stop the  
campaign at this date

#4 CAMPAIGN  
Auto. stop campaign if  
your occupation rate is  
>= X % from start date  
to end date

#5 KEYWORD  
Select the keyword that  
will be associated with  
your Text Ad

#6 KEYWORD  
Select the max cost. per  
click (CPC) associated with  
the keyword

#9 TEXT AD  
Apply a discount code

#10 TEXT AD  
Pre select a room rate in the  
destination booking page

#11  
Click to create a new  
campaign

#7 TEXT AD  
Fill the headline and descriptions

#8 TEXT AD  
"Show all site" – the booking page will show all the links of the hotel site  
"Show only booking" (RECOMMENDED) – The user will see only the booking page and will not have other option than do the booking or close the window

The screenshot shows the 'Create Campaign' interface. At the top, there are navigation tabs: Links, Marketing, Sales, Operations, Calendar, Reports, Property. Below that, there are filters for AdWords Account, Email Campaigns, and Public Site. A table lists existing campaigns, with one highlighted: Campaign ID 92853617, Name HotelASP Test Campaign #1, End date 12/31/2012, Budget 1, Clicks 0, Cost 0.00. Below the table are tabs for Campaign, Target Languages, Target Locations, and Address & Links. The main form includes: Name (HotelASP Test Campaign #1), Budget (1 EUR), Status (PAUSED), Stop Date (12/31/2012), Stop Campaign (Occupation >= 60%), From (09/01/2012), To (09/30/2012), Occ. Rate (0). A summary table shows: Ad Impressions (0), Ad Clicks (0), Started Bookings (0), Finished Bookings (0), Check Ins (0). The 'Top Keyword' section shows Text (my hotel dublin ireland), Match Type (BROAD), Max Cpc (0.2), Ad Relevance, Landing Quality, and Landing Latency. The 'Top Ad Text' section shows: Headline (Hotel Dublin Ireland), Status (PAUSED), Approval (UNCHECKED), Description 1 (Hotel located in dublin), Description 2 (Book now for a 10% discount), Display Url (h35710.hotelasp.com), and Url (https://secure.hotelasp.com/saas.aspx?aid=18400&ModuleName=PMS\_PUB&WorkAreaName=HOTEL\_BOOKINGS&\_CID=92853617&\_DBCOD). At the bottom, there are buttons: New Campaign, Update, Recreate Keyword & Ad, Enable, Pause, Delete.

Request Executed - 8/21/2012 11:25:11 PM (2.26s)

[Add new page](#) [Add new child page](#)

# Update Campaign

Update, recreate keyword & text ad or change the campaign status

Basic Settings

START HERE

Links | Marketing | Sales | Operations | Calendar | Reports | Property

AdWords Account | Email Campaigns | Public Site | Help

Filter

Campaign ID	Name	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
92853617	HotelASP Test Campaign #1	12/31/2012	1	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

Campaign | Target Languages | Target Locations | Address & Links

Name: HotelASP Test Campaign #1 | Budget: 1 EUR | Status: PAUSED

Ad Impressions: 0 | Ad Clicks: 0 | Started Bookings: 0 | Finished Bookings: 0 | Check Ins: 0

Stop Date: 12/31/2012 | Stop Campaign: Occupation >= 60% | From: 09/01/2012 | To: 09/30/2012 | Occ. Rate: 0

Top Keyword: my hotel dublin ireland | Match Type: BROAD | Max Cpc: 0.2 | Ad Relevance: | Landing Quality: | Landing Latency: | Status: PAUSED | Serving: RARELY\_SEI | Approval: APPROVED | Quality: 4

Top Ad Text: Hotel Dublin Ireland | Status: PAUSED | Approval: UNCHECKED | Filter by Room Rate: | Apply Discount: | Description 1: Hotel located in dublin | Description 2: Book now for a 10% discount | Display Url: h35710.hotelasp.com | Url: https://secure.hotelasp.com/saas.aspx?aid=18400&ModuleName=PMS\_PUB&WorkAreaName=HOTEL\_BOOKINGS&\_CID=92853617&\_DBCOD

New Campaign | Update | Recreate Keyword & Ad | Enable | Pause | Delete

Add more keywords

Add more text ads

Click here to check what the user will see in your site when they click the ad

Update Campaign basic data.  
NOTE: It does not update the keyword, match type, headline, description 1 & 2. For updating these fields you need to use the "Recreate Keyword & Ad"

Update All Campaign data including the keyword, match type, headline, description 1 & 2. This update will disable the old Text Ad and create a new one.

Send feedback  
English

# Update Campaign

Set  
target countries

Basic  
Settings

START HERE

Target your text ad to  
specific countries

NO COUNTRIES SELECTED means  
ALL countries are selected.

My Hotel

Links | Marketing | Sales | Operations | Calendar | Reports | Property

AdWords Account | Email Campaigns | Public Site

Filter

Campaign ID	Name	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
92853617	HotelASP Test Campaign #1	12/31/2012	1	0	0.00	30	7.83	6.00	0.00	0.00	ACTIVE

Campaign | Target Languages | Target Locations | Address & Links | Search Engine Optimization

**Target Locations**

- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Bosnia and Herzegovina
- Botswana
- Bouvet Island
- Brazil
- British Indian Ocean Territory
- Brunei Darussalam
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Cayman Islands
- Central African Republic
- Chad
- Chile
- China
- Christmas Island
- Cocos (Keeling) Islands
- Colombia
- Comoros
- Congo
- Congo, Democratic Republic
- Cook Islands
- Costa Rica
- Cote d'Ivoire
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Djibouti
- Dominica
- Dominican Republic
- East Timor
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Ethiopia
- Falkland Islands (Malvinas)
- Faroe Islands
- Fiji
- Finland
- France
- French Guiana
- French Polynesia
- French Southern Territories
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Gibraltar
- Greece
- Greenland
- Grenada
- Guadeloupe
- Guam
- Guatemala
- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Heard and McDonald Islands
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iraq
- Ireland
- Israel
- Italy
- Jamaica

# Update Campaign

Set location and view the site links

Basic Settings

START HERE

Use AdWords Extensions and specify your location and check your site links

Fill your Hotel address to enable google use the Google Maps features in the search network

These site links are automatically generated for the 4 pages of your hotel public site, namely: main page, bookings, location and photos

The screenshot displays the HOTELasp AdWords management interface. At the top, there are navigation tabs for 'Links', 'Marketing', 'Sales', and 'Operations'. Below this is a table of campaigns with columns for Campaign ID, Name, End date, Budget, Clicks, Cost, Impr., Avg. Pos, Avg. CPC, CTR, Conv., and Status. The first campaign listed is 'HotelASP Test Campaign #1' with an ID of 92853617, ending on 12/31/2012, and is currently 'ACTIVE'.

The 'Address & Links' tab is selected, showing a form for location information with fields for Street Address, City Name, Province Code, Postal Code, and Country. Below this are four 'SiteLink' entries, each with a 'Url' field. A callout box explains that these site links are automatically generated for the main page, bookings, location, and photos of the hotel's public site.

The 'Text' section shows a keyword 'hotel dublin ireland' with a 'Match Type' of 'BROAD' and a 'Max Cpc' of '0.5'. The ad status is 'ACTIVE', serving is 'ELIGIBLE', and approval is 'APPROVED'. Below this, the 'Top Ad Text' section shows a headline 'Hotel Dublin Ireland', a description 'Hotel located in dublin, Ireland', and a display URL 'h35710.hotelasp.com'. The ad URL is 'https://secure.hotelasp.com/saas.aspx?aid=18400&ModuleName=PMS\_PUB&WorkAreaName=HOTEL\_BOOKINGS&\_\_CID=92853617&\_\_DBCOD'.

At the bottom of the interface, there are several action buttons: 'New Campaign', 'Update', 'Recreate Keyword & Ad', 'Enable', 'Pause', and 'Delete'.

# Setup Search Engine Optimization (SEO)

Set the title, description and keywords of your hotel site

Basic Settings

START HERE

Setup SEO

My Hotel Xnetview@netcabo.pt | Website | Sign out |

Links | Marketing | Sales | Operations | Calendar | Reports | Property

AdWords Account | Email Campaigns | Public Site | Help

Filter

Campaign ID	Name	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
92853617	HotelASP Test Campaign #1	12/31/2012	1	0	0.00	30	7.83	0.00	0.00	0.00	ACTIVE

Campaign | Target Languages | Target Locations | Address & Links | Search Engine Optimization

Home Page	Booking Page	Location Page	Photo Page
<b>Page Title</b> Hotel Dublin Ireland	<b>Page Title</b> Hotel Dublin Ireland - Bookings	<b>Page Title</b> Hotel Dublin Ireland - Location	<b>Page Title</b> Hotel Dublin Ireland - Photos
<b>Meta Description</b> Hotel Dublin Ireland - Hotel located in dublin, Ireland	<b>Meta Description</b> Hotel Dublin Ireland Bookings - Hotel located in dublin, Ireland	<b>Meta Description</b> Hotel Dublin Ireland Contacts, Location and Address - Hotel located in dublin, Ireland	<b>Meta Description</b> Hotel Dublin Ireland Photos - Hotel located in dublin, Ireland
<b>Meta Keywords</b> hotel dublin ireland	<b>Meta Keywords</b> hotel dublin ireland booking, hotel dublin ireland	<b>Meta Keywords</b> hotel dublin ireland address, hotel dublin ireland contacts, hotel dublin ireland location, hotel dublin ireland	<b>Meta Keywords</b> hotel dublin ireland photos, hotel dublin ireland

Top Keyword

Text	Match Type	Max Cpc	Ad Relevance	Landing Quality	Landing Latency
hotel dublin ireland	BROAD	0.5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Status</b> ACTIVE	<b>Serving</b> ELIGIBLE	<b>Approval</b> APPROVED	<b>Quality</b> 3	<b>Comments</b>	

Top Ad Text

Headline	Status	Approval	Filter by Room Rate	Apply Discount
Hotel Dublin Ireland	ENABLED	FAMILY_SAFE		
<b>Description 1</b> Hotel located in dublin, Ireland	<a href="#">Hotel Dublin Ireland</a> h35710.hotelasp.com Hotel located in dublin, Ireland Book now for a 10% discount !		<b>Dest. Behavior</b>	<b>Trademark Dis.</b>
<b>Description 2</b> Book now for a 10% discount !			Show only Booking	<input type="checkbox"/>
<b>Display Url</b> h35710.hotelasp.com				
<b>Url</b> https://secure.hotelasp.com/saas.aspx?aid=18400&ModuleName=PMS_PUB&WorkAreaName=HOTEL_BOOKINGS&__CID=92853617&__DBCOD				

The 4 main pages of your hotel site, including the booking site

Page Title

Page Description

Page Keywords

The more your SEO is aligned with the keyword the better it will be your score and your real cost per click will be lower

The domain name can be changed in the SEO or in the Property Settings

# Show your Ads in Google Search & Display Network

A payment is needed to start showing ads

Basic Settings

START HERE

The payment processing takes 1 to 2 business days. When the account is ready you will receive an email and a notice in the "AdWords Account" page.

#1  
Select payment tab

#2  
Fill data

The screenshot shows the HOTELasp interface for managing an AdWords account. At the top, there's a navigation bar with tabs for Links, Marketing, Sales, Operations, Calendar, Reports, and Property. Below this, there are sub-tabs for AdWords Account, Email Campaigns, and Public Site. The 'AdWords Account' sub-tab is active, showing a sub-menu with 'Advanced Settings' and 'Reports'. The 'Advanced Settings' sub-menu is open, showing 'Account Settings', 'Payments', and 'Reports'. The 'Payments' tab is selected, displaying a 'Credit Card Payment' form. The form includes fields for Credit Card Type (VISA), Cardholder name, Credit card number, Expiration Date, Validation Code, Amount (10), Business Address (Country, Street address, Postal Code, City), and an 'Activate' button. A 'Make Payment' button is also visible. A red callout box points to the 'Payments' tab, and a grey callout box points to the 'Make Payment' button. A red callout box on the left provides information about payment processing. A grey callout box at the bottom right indicates the current page path: 'Marketing > AdWords Account'.

Marketing > AdWords Account  
Add new page Add new child page  
#3  
Click Payment

Send feedback  
English



# Reports

Check your Keywords performance, Country performance, Ads performance, etc

Basic Settings

START HERE

My Hotel Xnetview@netcabo.pt | Website | Sign out |

Links | Marketing | Sales | Operations | Calendar | Reports | Property

AdWords Account | Email Campaigns | Public Site

Advanced Settings | Reports

#1  
Select Report

#2  
Select Date Range

To select specific periods you need to select date range "CUSTOM DATE"

Report: Search Query Performance | Date Range: ALL TIME | StartDate: | EndDate: | Help

Search term	Match type	Clicks	Cost	Impressions
aplicativos hotel	broad	1	0.3	6
marketing de um hotel	broad	1	0.27	1
software para controle de hotel	broad	1	0.25	1
hotel and sales marketing graduation	broad	1	0.17	1
programa hotel gratis	broad	1	0.24	3
marketing hoteleiro	broad	1	0.24	34
marketing hotel	broad	1	0.3	2
apartment hotel	broad	1	0.27	2
gerenciador de canais online hotel idt	broad	1	0.22	1
gerenciamento online para hotéis	broad	1	0.27	1
marketing de hotel	broad	1	0.29	1
como fazer marketing de hotel	broad	1	0.14	2
merchandising de hotel	broad	1	0.3	2
marketing turistico	broad	1	0.19	35
software para hotéis	broad	1	0.28	22
advertising a resort	broad	1	0.21	1
domotica hotel	broad (session-based)	1	0.28	1
green hotel marketing tips tricks	phrase	1	0.3	3
hotel management software	exact	1	0.21	4

#3  
Click "Get Report"

Get Report

Request Executed - 8/21/2012 10:55:42 PM (1.09s)

[Marketing](#) > [AdWords Account](#) > Reports [Send feedback](#)

[Add new page](#) [Add new child page](#)

English ▼

©2011 v3.0.25-40820 (0.00s)

# Advanced Settings

For more information read the [Google AdWords Reference Guide](http://adwords.google.com)  
available at [adwords.google.com](http://adwords.google.com)

# Bidding & Budget Strategy

Set the campaign bidding strategy and budget delivery

Advanced Settings

START HERE

My Hotel

Xnetview@netcabo.pt | [Website](#) | [Sign out](#) |

[Links](#) [Marketing](#) [Sales](#) [Operations](#) [Calendar](#) [Reports](#) [Property](#)

[AdWords Account](#) [Email Campaigns](#) [Public Site](#)

[Advanced Settings](#) [Reports](#)

[AdGroups](#) [Keywords](#) [Ads](#) [Conversion Trackers](#)

Filter

Campaign ID	Name	Start date	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
<a href="#">92853617</a>	HotelASP Test Campaign #1	8/22/2012	12/31/2012	1	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

Set campaign network & location targets

[Campaign](#) [AdGroups](#) [Targets](#) [Target Locations](#) [Extensions](#) [Negative Keywords](#) [Reports](#)

<b>Campaign ID</b>	<b>Status</b>	<b>Name</b>	<b>Start Date</b>	<b>End Date</b>
92853617	PAUSED	HotelASP Test Campaign #1	08/22/2012	12/31/2012
<b>Bidding Strategy</b>		<b>Budget</b>	<b>Budget Delivery</b>	<b>Ad Rotation</b>
Manual CPC		1	STANDARD	ROTATE - Ads ar

Campaign ID

Set campaign negative keywords

Bidding strategy

Budget delivery

[Marketing](#) > [AdWords Account](#) > [Marketing Advanced Settings](#)

[Add new page](#) [Add new child page](#)

[Send feedback](#)

English

11 v3.0.25.40820 (0.00s)

Check the Google AdWords Reference Guide for more information on these topics

# Campaign Targets

Set target languages, networks and devices

Advanced Settings

START HERE

Target your text ad to specific targets

NO LANGUAGES SELECTED means ALL languages are selected.

Show only in google search

Show only in google partners search

Show only in non search sites or display networks

My Hotel Xnetview@netcabo.pt | Website | Sign out |

Links Marketing Sales Operations Calendar Reports Property

AdWords Account

Advanced Settings Reports

AdGroups Keywords Ads Conversion Trackers

Filter

Campaign ID	Name	Start date	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
92853617	HotelASP Test Campaign #1	8/22/2012	12/31/2012	1	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

Campaign AdGroups Targets Target Locations Extensions Negative Keywords Reports

**Target Google Search**

**Target Search Network**

**Target Content Network**

**Target Content Contextual**

**Target Devices**

Desktop

HighEnd Mobile

Tablet

**Advanced mobile & tablet OS**

Android

iOS

Palm

**Target Languages**

Arabic

Chinese (simplified)

Czech

English

Finnish

Greek

Hungarian

Italian

Latvian

Polish

Russian

Slovenian

Thai

Urdu

Bulgarian

Chinese (traditional)

Danish

Estonian

French

Hebrew

Icelandic

Japanese

Lithuanian

Portuguese

Serbian

Spanish

Turkish

Vietnamese

Catalan

Croatian

Dutch

Filipino

German

Hindi

Indonesian

Korean

Norwegian

Romanian

Slovak

Swedish

Ukrainian

Add Campaign Update Campaign Enable Pause Delete Campaign

Request Executed - 8/21/2012 10:25:13 PM (1.57s)

Marketing > AdWords Account > Marketing Advanced Settings

[Add new page](#) [Add new child page](#)

[Send feedback](#)

English ▾

# Campaign Advanced Settings

Extensions, negative keywords and reports

## Advanced Settings

START HERE

Change the Ad Extensions

Set negative keywords for the campaign

Show reports filtered by campaign

My Hotel Xnetview@netcabo.pt | Website | Sign out |

Links | Marketing | Sales | Operations | Calendar | Reports | Properties

AdWords Account | Email Campaigns | Public Site

Advanced Settings | Reports

AdGroups | Keywords | Ads | Conversion Trackers Help

Filter

Campaign ID	Name	Start date	End date	Budget	Clicks	Cost	Imp.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
<a href="#">92853617</a>	HotelASP Test Campaign #1	8/22/2012	12/31/2012	1	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

Campaign | AdGroups | Targets | Target Locations | Extensions | Negative Keywords | Reports

**Street Address** **City Name**

**Province Code** **Postal Code**

**Country Code**

**SiteLink - DisplayText 1** **SiteLink - DestinationUrl 1**

**SiteLink - DisplayText 2** **SiteLink - DestinationUrl 2**

**SiteLink - DisplayText 3** **SiteLink - DestinationUrl 3**

**SiteLink - DisplayText 4** **SiteLink - DestinationUrl 4**

# AdGroups

Create, update and delete campaign adgroups

Advanced Settings

START HERE

My Hotel

Xnetview@netcabo.pt | [Website](#) | [Sign out](#) |

Links | Marketing | Sales | Operations | Calendar | Reports | Property

AdWords Account | Email Campaigns | Public Site

Advanced Settings | Reports

[AdGroups](#) | [Keywords](#) | [Ads](#)

## Manage AdGroups

[Help](#)

Filter

Campaign ID	Name	Start date	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
<a href="#">92853617</a>	HotelASP Test Campaign #1	8/22/2012	12/31/2012	1	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

Campaign | AdGroups | Targets | Target Locations | Extensions | Negative Keywords | Reports

AdGroup ID	Name	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
<a href="#">4005830657</a>	HotelASP Test Campaign #1 AdGroup	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

AdGroup Settings | Keywords | Ads | Others

AdGroup ID	Campaign ID	Name	MaxCpc	Content MaxCpc	Status
4005830657	<a href="#">92853617</a>	HotelASP Test Campaign #1 AdGroup	0.2		PAUSED

AdGroup ID

[Add AdGroup](#) | [Update AdGroup](#) | [Enable](#) | [Pause](#) | [Delete AdGroup](#)

[Add Campaign](#) | [Update Campaign](#) | [Enable](#) | [Pause](#) | [Delete Campaign](#)

Set max. CPC for Search networks

Set max. CPC for Display networks

Request Executed - 8/21/2012 10:25:13 PM (1.57s)

[Marketing](#) > [AdWords Account](#) > Marketing Advanced Settings

[Send feedback](#)

[Add new page](#) | [Add new child page](#)

English

# AdGroup Keywords

Create, update and delete adgroup keywords

Advanced Settings

START HERE

You are in AdGroup

You are in AdGroup Keywords

The keyword detail

My Hotel Xnetview@netcabo.pt | Website | Sign out |

[Link](#) | [Marketing](#) | [Sales](#) | [Operations](#) | [Calendar](#) | [Reports](#) | [Property](#)  
[AdWords Account](#) | [Email Campaigns](#) | [Public Site](#)  
[Advanced Settings](#) | [Reports](#)

[AdGroups](#) | [Keywords](#) | [Ads](#) | [Conversion Trackers](#) [Help](#)

[Filter](#)

Campaign ID	Name	Start date	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
92830617	HotelASP Test Campaign #1	8/22/2012	12/31/2012	1	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

[Campaign](#) | [AdGroups](#) | [Targets](#) | [Target Locations](#) | [Extensions](#) | [Negative Keywords](#) | [Reports](#)

AdGroup ID	Name	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
4005830657	HotelASP Test Campaign #1 AdGroup	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

[AdGroup Settings](#) | [Keywords](#) | [Ads](#) | [Others](#)

Keyword ID	Text	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	FP. CPC	CTR	Conv.	Status
38162162417	my hotel dublin ireland	0	0.00	0	0.00	0.00	0.35	0.00	0.00	PAUSED

[Keyword Settings](#) | [Quality Score](#)

<b>Keyword ID</b>	<b>AdGroup ID</b>	<b>Status</b>	<b>Serving Status</b>	<b>Approval Status</b>
38162162417	4005830657	PAUSED	RARELY_SERVED	APPROVED
<b>Text</b>	<b>Match Type</b>	<b>MaxCpc</b>	<b>DestinationUrl</b>	
my hotel dublin ireland	BROAD	0.2		

[Add Keyword](#) | [Update Keyword](#) | [Enable](#) | [Pause](#) | [Delete Keyword](#)

[Add AdGroup](#) | [Update AdGroup](#) | [Enable](#) | [Pause](#) | [Delete AdGroup](#)

[Add Campaign](#) | [Update Campaign](#) | [Enable](#) | [Pause](#) | [Delete Campaign](#)

# AdGroup Text Ads

Create, update and delete adgroup text ads

Advanced Settings

START HERE

You are in AdGroup

You are in AdGroup Text Ads

The Text Ad detail

My Hotel Xnetview@netcabo.pt | Website | Sign out |

Links Marketing Sales Operations Calendar Reports Property

AdWords Account Email Campaigns Public Site

Advanced Settings Reports

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Filter

Campaign ID	Name	Start date	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
42853617	HotelASP Test Campaign #1	8/22/2012	12/31/2012	1	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

Campaign AdGroups Targets Target Locations Extensions Negative Keywords Reports

AdGroup ID	Name	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
4005830657	HotelASP Test Campaign #1 AdGroup	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

AdGroup Settings Keywords Ads Others

Ad ID	Headline	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
13548370697	Hotel Dublin Ireland	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

Ad Settings

Ad ID: 13548370697 AdGroup ID: 4005830657 Status: PAUSED Approval Status: UNCHECKED Trademark Dis.

Headline: Hotel Dublin Ireland Comments:

Description 1: Hotel located in dublin

Description 2: Book now for a 10% discount

Display Url: h35710.hotelasp.com

Uri: https://secure.hotelasp.com/saas.aspx?aid=18400&ModuleName=PMS\_PUB&WorkAreaName=HOTEL\_BOOKINGS&\_

Add Ad Update Ad Enable Pause Delete Ad

Add AdGroup Update AdGroup Enable Pause Delete AdGroup

Add Campaign Update Campaign Enable Pause Delete Campaign



# AdGroup Negative Keywords

Update adgroup negative keywords

Advanced Settings

START HERE

You are in AdGroup

You are in AdGroup Others

Set the negative keywords

My Hotel Xnetview@netcabo.pt | [Website](#) | [Sign out](#) |

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[AdWords Account](#) [Email Campaigns](#) [Public Site](#)  
[Advanced Settings](#) [Reports](#)

[AdGroups](#) [Keywords](#) [Ads](#) [Conversion Trackers](#) [Help](#)

Filter

Campaign ID	Name	Start date	End date	Budget	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
<a href="#">92853632</a>	HotelASP Test Campaign #1	8/22/2012	12/31/2012	1	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

[Campaign](#) [AdGroups](#) [Targets](#) [Target Locations](#) [Extensions](#) [Negative Keywords](#) [Reports](#)

AdGroup ID	Name	Clicks	Cost	Impr.	Avg. Pos	Avg. CPC	CTR	Conv.	Status
<a href="#">4005830657</a>	HotelASP Test Campaign #1 AdGroup	0	0.00	0	0.00	0.00	0.00	0.00	PAUSED

[AdGroup Settings](#) [Keywords](#) [Ads](#) [Others](#)

**Negative Keyword 1**  
  
**Negative Keyword 2**  
  
**Negative Keyword 3**

[Add AdGroup](#) [Update AdGroup](#) [Enable](#) [Pause](#) [Delete AdGroup](#)

[Add Campaign](#) [Update Campaign](#) [Enable](#) [Pause](#) [Delete Campaign](#)

Request Executed - 8/21/2012 11:05:45 PM (1.35s)

[Marketing](#) > [AdWords Account](#) > Marketing Advanced Settings

[Add new page](#) [Add new child page](#)

[Send feedback](#)

English v

# Conversion Trackers

Manage the conversion Trackers

## Advanced Settings

START HERE

My Hotel

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[Help](#)

[Filter](#)

ID	Name	Clicks	Value	Events	Rec. Date	Category	Track. Type	Status
<a href="#">8484017</a>	WS #110.1805 - Hotel Alcaide - Operations Account Tracker	0	0.00	0		DEFAULT	WEBPAGE	ENABLED
<a href="#">8484497</a>	WS #100.3633 - My Hotel Account Tracker	0	0.00	0		DEFAULT	WEBPAGE	ENABLED

Tracker Settings

<b>ID</b>	<b>Name</b>	<b>Status</b>	<b>Category</b>	<b>Tracking Code Type</b>
8484497	WS #100.3633 - My Hotel	ENABLED	DEFAULT	WEBPAGE
<b>Text Format</b>	<b>Http Protocol</b>	<b>Markup Language</b>	<b>Background Color</b>	<b>Conv. Page Language</b>
HIDDEN	HTTPS	HTML	#ffffff	English
<b>Is Product Ads Chargeable</b>	<b>Product Ads Chargeable Conversion Window</b>			
<input checked="" type="checkbox"/>	30			
<b>View Through Conversion DeDup Search</b>	<b>View Through Lookback Window</b>		<b>User Revenue Value</b>	
<input checked="" type="checkbox"/>	30			
<b>Snippet</b>				
<pre>&lt;!-- Google Code for WS #100.3633 - My Hotel Account Tracker Conversion Page --&gt; &lt;script type="text/javascript"&gt; /* <![CDATA[ */ var google_conversion_id = 1003704743; var google_conversion_language = "en"; var google_conversion_format = "3"; var google_conversion_color = "ffffff"; var google_conversion_label = "qK-wCJHthQQp6PN3gM"; var google_conversion_value = 0; /* ]]]&gt; */</pre> </td> </tr> </table> </div> <div data-bbox="211 842 274 857" data-label="Text"> <p>Update Tracker</p> </div> <div data-bbox="65 625 190 887" data-label="Text"> <p>The conversion tracker is created when you activate your AdWords account. Here you can change some specific features of the tracker.</p> </div> <div data-bbox="178 892 384 908" data-label="Text"> <p>Request Executed - 8/21/2012 10:29:59 PM (0.29s)</p> </div> <div data-bbox="176 911 480 927" data-label="Text"> <p><a href="#">Marketing</a> &gt; <a href="#">AdWords Account</a> &gt; <a href="#">Marketing Advanced Settings</a> &gt; Conversion Trackers</p> </div> <div data-bbox="760 911 823 927" data-label="Text"> <p><a href="#">Send feedback</a></p> </div> <div data-bbox="736 942 941 965" data-label="Page-Footer"> <p>HotelASP @Copyright 2012 v1.1</p> </div>]]></pre>				