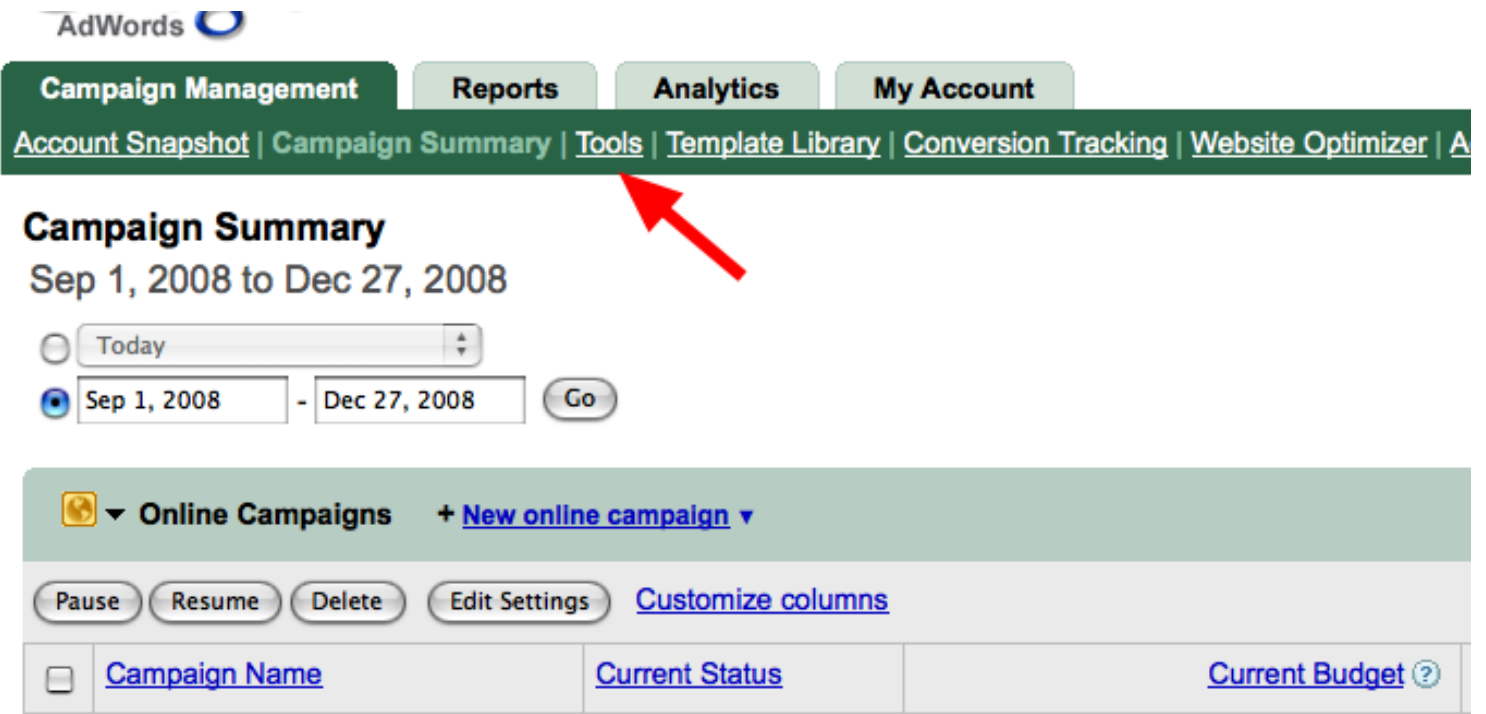


## How to Use the MPG to Assess Total Market Health

Go to Tools



The screenshot shows the AdWords Campaign Management interface. At the top, there are tabs for 'Campaign Management', 'Reports', 'Analytics', and 'My Account'. Below these, a dark green navigation bar contains links for 'Account Snapshot', 'Campaign Summary', 'Tools', 'Template Library', 'Conversion Tracking', 'Website Optimizer', and 'A'. A red arrow points to the 'Tools' link. Below the navigation bar, the 'Campaign Summary' section is visible, showing the date range 'Sep 1, 2008 to Dec 27, 2008'. There are date selection controls with a 'Go' button. Below this, there is a section for 'Online Campaigns' with a '+ New online campaign' button. A row of buttons includes 'Pause', 'Resume', 'Delete', 'Edit Settings', and 'Customize columns'. At the bottom, a table header is visible with columns for 'Campaign Name', 'Current Status', and 'Current Budget'.

From within the campaign management tab, click the Tools sub-tab.

## Tools

### Optimize Your Ads

- [Campaign Optimizer](#)  
Looking for ways to boost the performance of your ads? The Campaign Optimizer automatically creates a customized proposal for your campaign.
- [Keyword Tool](#)  
Build a master list of new keywords for your ad groups and review detailed keyword performance statistics like advertiser competition and search volume.
- [Search-based Keyword Tool](#) **New!**  
Get new keyword ideas based on actual Google search queries and matched to specific pages of your website.
- [Edit Campaign Negative Keywords](#)  
Now you can manage your negative keywords—which

### Analyze Your Ad Performance

- [Ads Diagnostic Tool](#)  
Are your ads showing for a particular search? Find out here.
- [Ads Preview Tool](#)  
See your ad on Google without accruing extra impressions, and preview your ad as it appears to users in other geographic locations.
- [Disapproved Ads](#)  
Find out which ads have been disapproved and why.
- [Conversion Tracking](#)  
It's time to make your campaign more efficient and improve your ROI. Learn which ads are the best at helping you reach your goals.

Click on Keyword Tool to open it.

## Enter Keyword

### Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's [Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

**new** Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?		Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	1	wedding flowers
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	2	<input type="checkbox"/> Use synonyms
	3	<a href="#">Filter my results</a> <input type="button" value="Get keyword ideas"/>

Enter your keyword, un-check the "Use synonyms" option, and click the **Get keyword ideas** button.

## Change match type to exact

Calculate estimates using a different maximum CPC bid: US Dollars (USD \$)  [Recalculate](#) <sup>?</sup>

Choose columns to display: <sup>?</sup> [Show/hide columns](#)

Keywords	Estimated Ad Position <sup>?</sup>	Estimated Avg. CPC <sup>?</sup>	Advertiser Competition <sup>?</sup>	Approx Search Volume: December <sup>?</sup>	Approx Avg Search Volume <sup>?</sup>	Match Type: <sup>?</sup>
<b>Keywords related to term(s) entered - sorted by relevance</b> <sup>?</sup>						
wedding flowers	1 - 3	\$1.54	<div style="width: 100%;"></div>	301,000	301,000	Broad
wedding flowers online	1 - 3	\$2.07	<div style="width: 100%;"></div>	1,900	1,900	Broad
wedding flowers pictures	1 - 3	\$0.61	<div style="width: 75%;"></div>	5,400	4,400	<a href="#">Add</a> <sup>?</sup>
wedding flowers bouquets	1 - 3	\$1.53	<div style="width: 75%;"></div>	6,600	6,600	<a href="#">Add</a> <sup>?</sup>
pictures of wedding flowers	1 - 3	\$0.65	<div style="width: 75%;"></div>	4,400	2,900	<a href="#">Add</a> <sup>?</sup>
october wedding flowers	1 - 3	\$1.06	<div style="width: 75%;"></div>	590	880	<a href="#">Add</a> <sup>?</sup>
popular wedding flowers	1 - 3	\$1.14	<div style="width: 75%;"></div>	480	480	<a href="#">Add</a> <sup>?</sup>
wedding flowers photos	1 - 3	\$0.62	<div style="width: 75%;"></div>	1,900	1,000	<a href="#">Add</a> <sup>?</sup>
wedding flowers gallery	1 - 3	\$0.78	<div style="width: 75%;"></div>	590	720	<a href="#">Add</a> <sup>?</sup>
cost of wedding flowers	1 - 3	\$0.94	<div style="width: 75%;"></div>	1,300	1,300	<a href="#">Add</a> <sup>?</sup>
wedding flowers cost	1 - 3	\$1.20	<div style="width: 75%;"></div>	2,900	2,900	<a href="#">Add</a> <sup>?</sup>

In the drop-down menu under Match Type, select "Exact"

## Export the Keywords and Search Volume

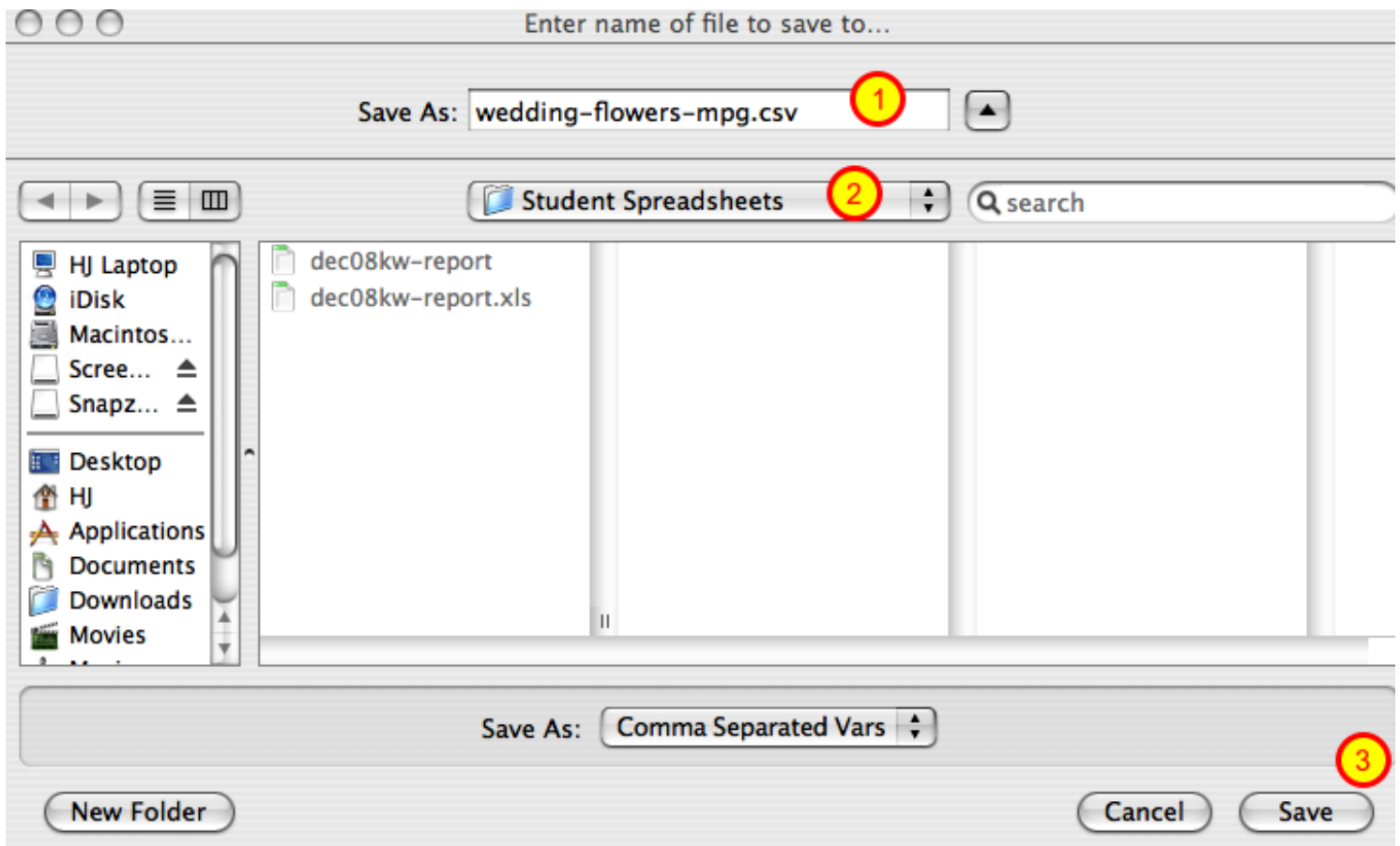
[free wedding flowers]	1 - 3	\$0.05	<input type="text"/>	Not enough data	36	<a href="#">Add Exact</a> ▾
[wedding flowers by lisa]	1 - 3	\$0.05	<input type="text"/>	Not enough data	210	<a href="#">Add Exact</a> ▾
[your wedding flowers]	1 - 3	\$0.05	<input type="text"/>	Not enough data	46	<a href="#">Add Exact</a> ▾
[wedding flowers who]	1 - 3	\$0.05	<input type="text"/>	Not enough data	Not enough data	<a href="#">Add Exact</a> ▾

Download all keywords: [text](#), [csv \(for excel\)](#), [csv](#)

**Additional keywords to consider** - sorted by relevance [?](#)

At the bottom of the main list of keywords and their statistics (just above the "Additional Keywords to Consider" section, download all keywords in .csv (for excel) format.

## Save Keyword file



1. Give the file a meaningful name

2. Choose a location on your hard drive

3. Click the **Save** button

### Open file in Excel

	A	B	C	D	E	F	G
1	Keywords	Estimated Ad	Estimated Av	Advertiser Co	Approx Search	Approx Avg	Search Volume
2	[wedding flow	2	\$1.54	1	90500	90500	
3	[wedding flow	2	\$2.07	0.93	880	880	
4	[wedding flow	2	\$0.61	0.73	590	590	
5	[wedding flow	2	\$1.53	0.86	590	720	
6	[pictures of v	2	\$0.65	0.8	3600	1900	
7	[october wed	2	\$1.06	0.66	390	590	
8	[popular wed	2	\$1.14	0.6	260	320	
9	[wedding flow	2	\$0.62	0.6	1300	480	
10	[wedding flow	2	\$0.78	0.53	480	590	
11	[cost of wedd	2	\$0.94	0.6	390	390	
12	[wedding flow	2	\$1.20	0.66	390	320	
13	[august wedc	2	\$0.93	0.6	140	390	
14	[wedding flow	2	\$1.27	0.6	320	320	
15	[types of wec	2	\$0.71	0.66	320	320	
16	[july wedding	2	\$0.93	0.66	140	140	
17	[summer wec	2	\$0.79	0.8	880	1000	
18	[discount wec	2	\$1.69	0.8	480	590	
19	[cheap weddi	2	\$1.71	0.86	1600	1900	
20	[winter weddi	2	\$0.77	0.8	2400	1600	
21	[september v	2	\$0.74	0.73	210	390	
22	[fall wedding	2	\$1.01	0.86	8100	5400	
23	[wedding flow	2	\$0.90	0.66	480	390	
24	[wedding flow	2	\$0.81	0.8	2400	1300	

Open the .csv file in Excel.

## Sum the Approx Avg Search Volume Column

	A	B	C	D	E	F	G
1	Keywords	Estimated Ad	Estimated Av	Advertiser Co	Approx Search	Approx Avg Search	Volume
95	[wedding flov	2	\$0.05	0	-1	-1	
96	[wedding flov	2	\$0.05	0	-1	28	
97	[wedding flov	2	\$0.05	0	-1	28	
98	[wedding flov	2	\$0.05	0	-1	36	
99	[wedding flov	2	\$0.05	0	-1	58	
100	[wedding flov	2	\$0.05	0	-1	36	
101	[wedding flov	2	\$0.05	0	-1	28	
102	[wedding flov	2	\$1.89	0	-1	-1	
103	[wedding flov	2	\$0.05	0	-1	-1	
104	[www wedding	2	\$0.05	0	-1	110	
105	[best flowers	2	\$0.05	0	-1	16	
106	[kroger wedd	2	\$0.05	0	-1	12	
107	[picking wedd	2	\$0.05	0	-1	16	
108	[wedding flov	2	\$0.05	0	-1	28	
109	[price for wed	2	\$0.05	0	22	16	
110	[price of wed	2	\$0.05	0	58	46	
111	[wedding flov	2	\$1.27	0.4	73	73	
112	[wedding flov	2	\$0.05	0	-1	46	
113	[wedding flov	2	\$0.05	0	-1	46	
114	[flowers for a	2	\$0.05	0	16	28	
115	[wedding flov	2	\$0.05	0.26	12	16	
116	[simpson we	2	\$0.05	0	-1	-1	
117	[wedding flov	2	\$0.05	0	-1	73	
118	[wedding flov	2	\$0.05	0	12	22	
119	[wegmans we	2	\$0.05	0	-1	16	
120	[jewel weddin	2	\$0.05	0	-1	12	
121	[wedding flov	2	\$0.05	0	-1	12	
122	[wedding flov	2	\$0.05	0	-1	91	
123	[wedding flov	2	\$0.05	0	-1	73	
124	[free wedding	2	\$0.05	0	-1	36	
125	[wedding flov	2	\$0.05	0	-1	210	
126	[your weddin	2	\$0.05	0	-1	46	
127	[wedding flov	2	\$0.05	0	-1	-1	
128							

	F	G
Search	Approx	Avg Search Volume
-1	-1	
-1	28	
-1	28	
-1	36	
-1	58	
-1	36	
-1	28	
-1	-1	
-1	-1	
-1	110	
-1	16	
-1	12	
-1	16	
-1	28	
22	16	
58	46	
73	73	
-1	46	
-1	46	
16	28	
12	16	
-1	-1	
-1	73	
12	22	
-1	16	
-1	12	
-1	12	
-1	91	
-1	73	
-1	36	
-1	210	
-1	46	
-1	-1	
=SUM(F2:F127)		

If the autosum wants to add all the numbers in the F column, then hit Enter or Return to complete the calculation.

## Copy Search Volume to MPG

117	[wedding flo	2	\$0.05	0	-1	73
118	[wedding flo	2	\$0.05	0	12	22
119	[wegmans we	2	\$0.05	0	-1	16
120	[jewel weddin	2	\$0.05	0	-1	12
121	[wedding flo	2	\$0.05	0	-1	12
122	[wedding flo	2	\$0.05	0	-1	91
123	[wedding flo	2	\$0.05	0	-1	73
124	[free wedding	2	\$0.05	0	-1	36
125	[wedding flo	2	\$0.05	0	-1	210
126	[your weddin	2	\$0.05	0	-1	46
127	[wedding flo	2	\$0.05	0	-1	-1
128						146290
129						
130						

Select the total search volume and copy it.

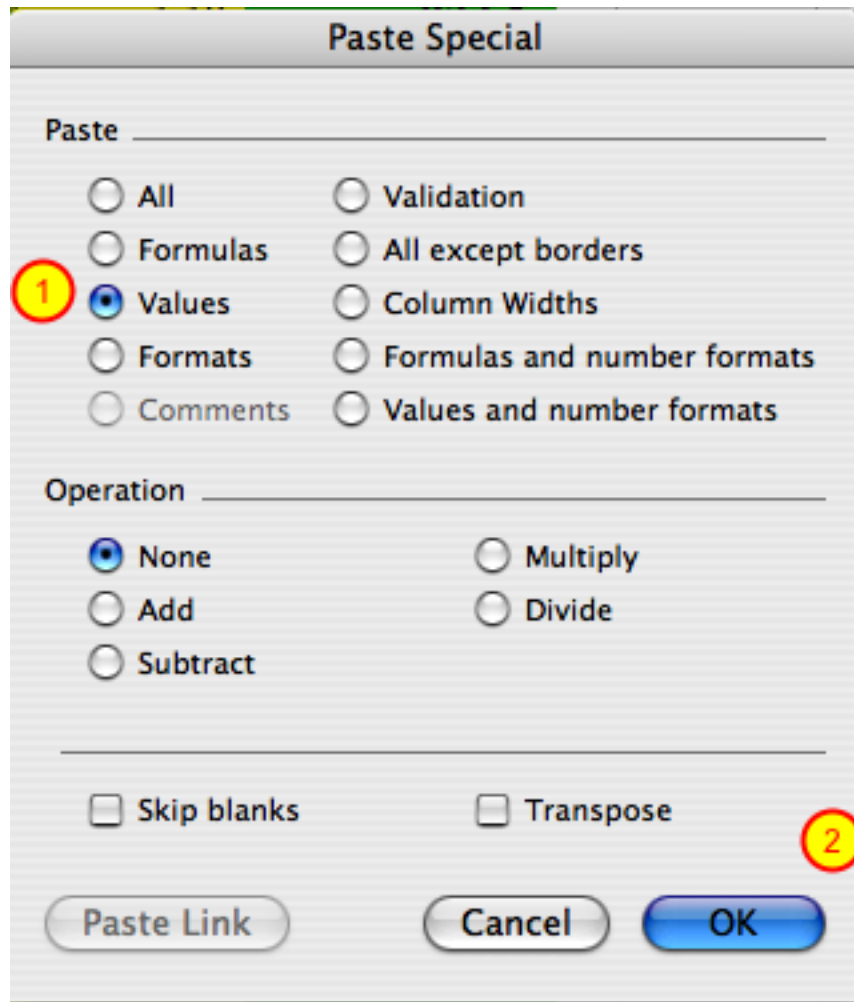
## Paste the Search Volume into the MPG Spreadsheet

The screenshot shows the Microsoft Excel interface. The 'Edit' menu is open, with 'Paste' and 'Paste Special...' highlighted. In the background spreadsheet, the 'Market Profitability Gauge' table is visible. The table has columns for 'CPC' and 'TMH'. The 'Total Market Health' column is highlighted in green. The value '146290' is visible in the spreadsheet, circled in red. The 'Paste' menu item is also circled in red. The 'Paste Special...' menu item is circled in red with the number '3'. The 'Total Market Health' column header is circled in red with the number '2'. The '146290' value in the spreadsheet is circled in red with the number '1'.

			CPC	TMH
#1	wedding flo	146290	\$ 0.21	1,036.9
#2	example 2	823	\$ 1.10	937.4
#3	tet	777	\$ 0.65	1,116.3

1. Type the keyword into the appropriate row in Column B
2. Select the corresponding cell in Column D for search volume
3. From the Edit menu, select "Paste Special..."

### Paste the Value into the Cell



1. Select "Values" from the Paste section
2. Click **OK**

## Check the MSV

		Market	MSV	CPC	TMH
		<i>Enter the main keyword here</i>	<i>Monthly Search Volume</i>	<i>Google Max CPC</i>	<i>Total Market Health</i>
8	#1	wedding flowers	146,290	\$ 0.21	1,036.9
9	#2	example 2 - to delete	22,823	\$ 1.10	937.4
10	#3	example 3 - to delete	54,777	\$ 0.65	1,116.3
11	#4				
12	#5				
13	#6				
14	#7				
15	#8				
16	#9				

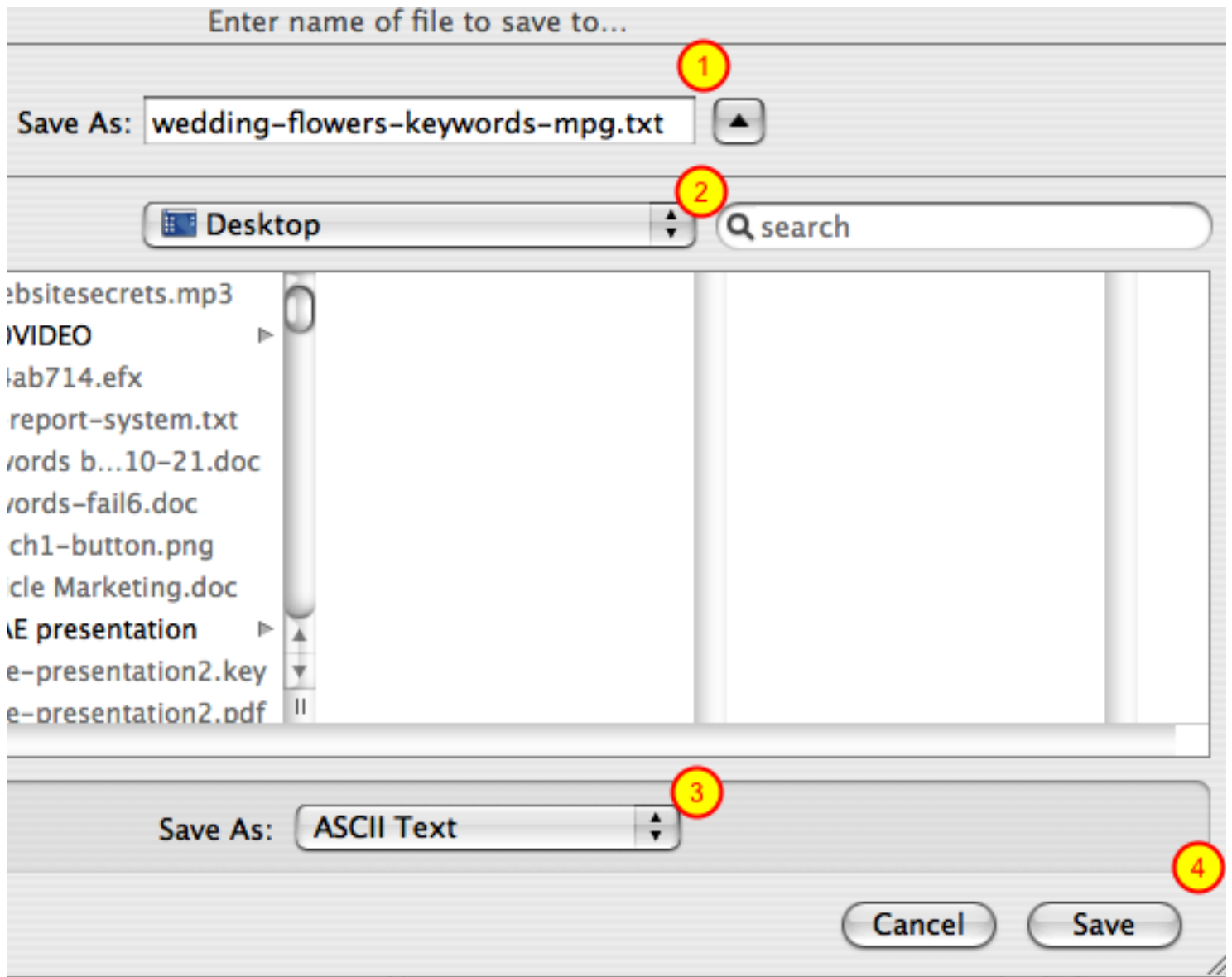
Make sure the MSV is the same in the MPG as it is in the other spreadsheet.

## Copy Keyword List into Text Format

[wedding flowers by lisa]	1 - 3	\$0.05	<input type="text"/>	Not enough data	210	<a href="#">Add Exact</a> ⌵
[your wedding flowers]	1 - 3	\$0.05	<input type="text"/>	Not enough data	46	<a href="#">Add Exact</a> ⌵
[wedding flowers who]	1 - 3	\$0.05	<input type="text"/>	Not enough data	Not enough data	<a href="#">Add Exact</a> ⌵
<a href="#">Add all 126</a> »						
Download all keywords: <a href="#">text</a> , <a href="#">csv (for excel)</a> , <a href="#">.csv</a>						
<b>Additional keywords to consider</b> - sorted by relevance <a href="#">?</a>						

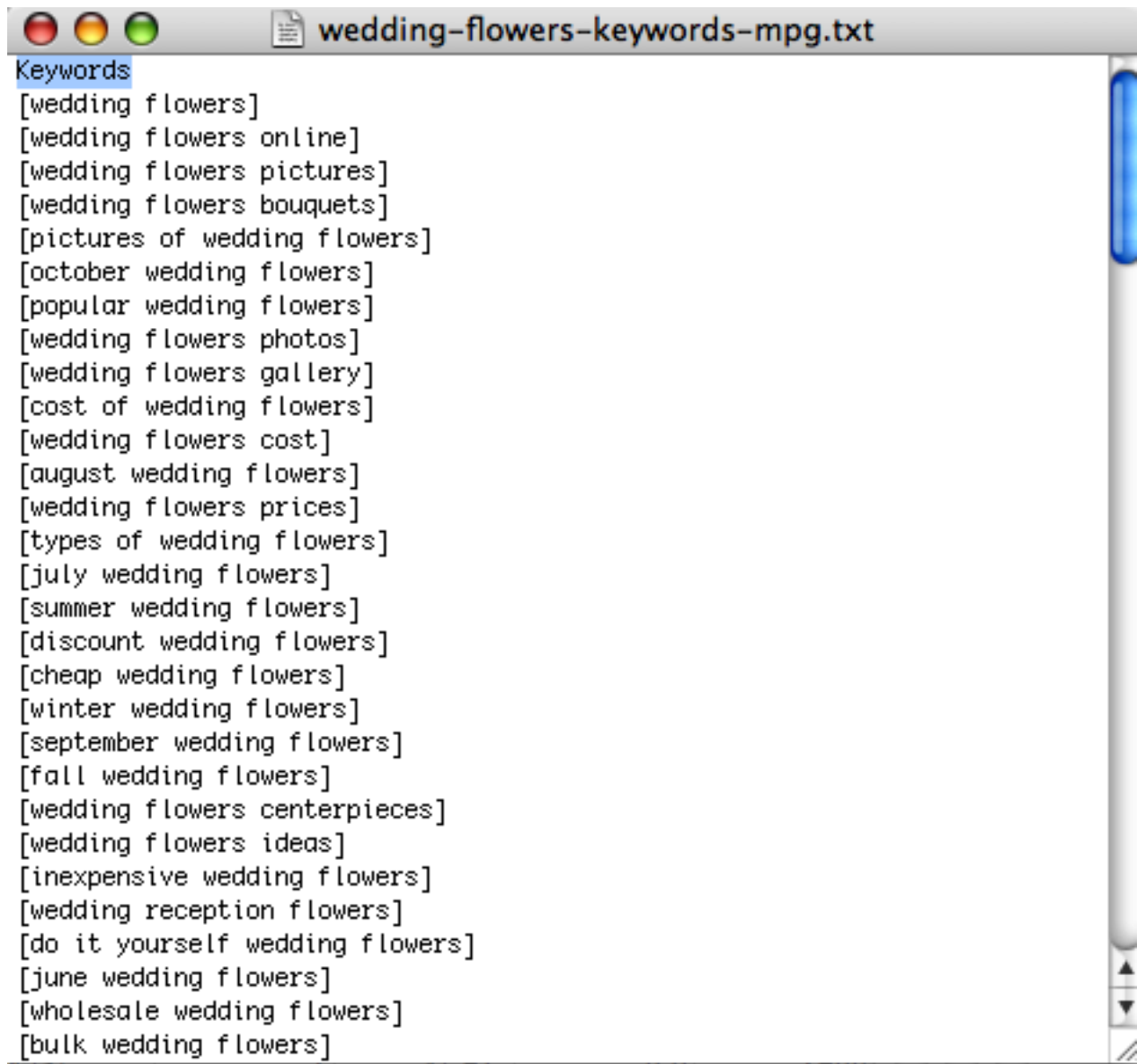
In the same place as you downloaded the keywords as a spreadsheet, now go back and download them as a text file by clicking "text"

## Save Keyword List



1. Give the file a meaningful name
2. Choose a place on your hard drive to save the file (somewhere you can find it again easily)
3. Save as "ASCII Text"
4. Click **Save**

## Open and Edit the Keyword List



Open the keyword text file and delete the word "Keywords" from the top.

Then select all and copy all the keywords

### Optimize Your Ads

- [Campaign Optimizer](#)  
Looking for ways to boost the performance of your ads? The Campaign Optimizer automatically creates a customized proposal for your campaign.
- [Keyword Tool](#)  
Build a master list of new keywords for your ad groups and review detailed keyword performance statistics like advertiser competition and search volume.
- [Search-based Keyword Tool](#) **New!**  
Get new keyword ideas based on actual Google search queries and matched to specific pages of your website.
- [Edit Campaign Negative Keywords](#)  
Now you can manage your negative keywords--which help you reduce wasted clicks--at the campaign level.
- [Site and Category Exclusion](#)  
Refine your Google Network targeting by preventing individual websites or categories of webpages from showing your ads.
- [IP Exclusion](#)  
Refine your targeting by preventing specific Internet Protocol (IP) addresses from seeing your ads.
- [Traffic Estimator](#)  
Thinking about trying a new keyword? Enter it here and see an estimate of how well it might perform.

### Analyze Your Ad Perform

- [Ads Diagnostic Tool](#)  
Are your ads showing for out here.
- [Ads Preview Tool](#)  
See your ad on Google impressions, and preview users in other geograph
- [Disapproved Ads](#)  
Find out which ads have
- [Conversion Tracking](#)  
It's time to make your ca improve your ROI. Learn helping you reach your !
- [My Change History](#)  
Browse changes you've January 1, 2006.

### Optimize Your Website

- [Website Optimizer](#)  
Experiment with differer website to discover the business.

### Manage Your Account C

- [Download AdWords Edi](#)

From the Google Tools tab, click "Traffic Estimator" near the bottom right

## Paste Keywords into Traffic Estimator

### 1. Enter keywords, one per line:

[wedding flowers on line]  
[wedding flowers direct]  
[free wedding flowers]  
[wedding flowers by lisa]  
[your wedding flowers]  
[wedding flowers who]

keyword = broad match  
"keyword" = match exact phrase  
[ keyword] = match exact term only  
-keyword = don't match this term

Set optional individual CPCs using this format:

keyword \*\* 0.25

### 2. Choose a currency. Enter a specific Max CPC for your estimates, or leave the field blank and we'll provide estimates based on our suggested Max CPC.\*

US Dollars (USD \$)

\*Suggested value should deliver ads in the top position 85% of the time.

### 3. Choose daily budget (optional). See estimates for the amount you want to spend each day, or leave field blank to see all available clicks.

### 4. Select targeting.

#### a. Language

English  
Chinese (simplified)  
Chinese (traditional)  
Danish  
Dutch  
Finnish  
French

#### b. Location Targeting

- Countries and territories** - choose countries  
 **Regions and cities** - choose states and regions and/or enter cities  
 **Customized** - enter a radius and address or coordinates

#### c. Countries

##### Available Countries and Territories

South Korea  
Spain  
Sweden  
Switzerland  
Taiwan  
United Kingdom  
United States

Add »

« Remove

##### Selected Countries and/or Territories

United States

Continue »

1. Paste the keywords into the Traffic Estimator. Make sure they have brackets around them.

2. Choose the search language

3. Choose the country or countries you're interested in

These two must be the same as the settings for the Keyword Tool you used at first.

4. Click **Continue >>**

## Sort by Search Volume

### Traffic Estimator

[« Revise settings](#) | [Download as .csv](#)

All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimates based on your keywords' performance history, use the Traffic Estimator within the appropriate ad group. [Learn more](#)

Average CPC: **\$1.72** (at a maximum CPC of \$19.84)  
Estimated clicks per day: **91 - 113** (at a daily budget of \$190.00)

Estimates are based on your bid amount and geographical targeting selections. Because the Traffic Estimator does not consider your daily budget, your ad may receive fewer clicks than estimated.

Maximum CPC:  Daily budget:

Keywords ▾	<a href="#">Search Volume</a>	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
<b>Search Network Total</b>		<b>\$1.37 - \$1.72</b>	<b>1 - 3</b>	<b>91 - 113</b>	<b>\$130 - \$190</b>
[aqua wedding flowers]	<input type="text"/>		Not enough data to give estimates. ?		
[artificial wedding flowers]	<input type="text"/>	\$1.08 - \$1.35	1 - 3	1	\$1 - \$2
[august wedding flowers]	<input type="text"/>	\$0.86 - \$1.08	1 - 3	0	\$1
[autumn wedding flowers]	<input type="text"/>	\$0.96 - \$1.21	1 - 3	0	\$1
[average cost of wedding flowers]	<input type="text"/>	\$0.58 - \$0.72	1 - 3	0	\$1
[beach wedding flowers]	<input type="text"/>	\$1.04 - \$1.30	1 - 3	0 - 1	\$1
[best flowers for a wedding]	<input type="text"/>		Not enough data to give estimates. ?		
[best flowers for wedding]	<input type="text"/>		Not enough data to give estimates. ?		
[blue wedding flowers]	<input type="text"/>	\$1.08 - \$1.35	1 - 3	1	\$1 - \$2
[book of wedding flowers]	<input type="text"/>		Not enough data to give estimates. ?		

The data is returned in alphabetical order. You want to focus on the highest volume terms, so sort by search volume by clicking the blue "Search Volume" link at the top of the table.

## Find the Average CPC

### Traffic Estimator

[« Revise settings](#) | [Download as .csv](#)

All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimates based on your keywords' performance history, use the Traffic Estimator within the appropriate ad group. [Learn more](#)

Average CPC: **\$1.72** (at a maximum CPC of \$19.84)  
Estimated clicks per day: **91 - 113** (at a daily budget of \$190.00)

Estimates are based on your bid amount and geographical targeting selections. Because the Traffic Estimator does not consider your daily budget, your ad may receive fewer clicks than estimated.

Maximum CPC:  Daily budget:

Keywords	<a href="#">Search Volume</a> ▾	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
<b>Search Network Total</b>		<b>\$1.37 - \$1.72</b>	<b>1 - 3</b>	<b>91 - 113</b>	<b>\$130 - \$190</b>
[wedding flowers]	<input type="text"/>	\$1.63 - \$2.03	1 - 3	52 - 65	\$90 - \$140
[silk wedding flowers]	<input type="text"/>	\$0.86 - \$1.08	1 - 3	9 - 11	\$8 - \$20
[fall wedding flowers]	<input type="text"/>	\$0.83 - \$1.04	1 - 3	3	\$3 - \$4
[wedding flowers pictures]	<input type="text"/>	\$0.42 - \$0.53	1 - 3	3	\$2
[wholesale wedding flowers]	<input type="text"/>	\$0.96 - \$1.20	1 - 3	2	\$2 - \$3
[flowers for wedding]	<input type="text"/>	\$1.42 - \$1.77	1 - 3	1	\$3

Enter the Average CPC generated by Google (in this example, \$1.72) into the Maximum CPC box and click **Get New Estimates**

## Re-Sort by Search Volume, Check Positions of Top Keywords, and Repeat

Average CPC: **\$1.08** (at a maximum CPC of \$1.72)  
Estimated clicks per day: **78 - 104** (at a daily budget of \$130.00)

Estimates are based on your bid amount.  
Because the Traffic Estimator does not guarantee, you may receive fewer clicks than estimated.

3

Keywords	1 Search Volume ▾	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks
<b>Search Network Total</b>		<b>\$0.87 - \$1.27</b>	<b>1 - 3</b>	
[wedding flowers]		\$0.93 - \$1.40	2	1 - 3
[silk wedding flowers]		\$0.73 - \$1.01	1 - 3	
[fall wedding flowers]		\$0.63 - \$0.95	1 - 3	
[wedding flowers pictures]		\$0.41 - \$0.53	1 - 3	
[wholesale wedding flowers]		\$0.90 - \$1.20	1 - 3	

Maximum CPC:  Daily budget:

1. Click "Search Volume" header to get the most searched keywords on top. (You'll know when you see a down arrow next to the header.)

2. Check the Estimated Ad Positions of the top few keywords.

3. If they are still 1-3, then input the Average CPC value (in this example, \$1.08) into the Maximum CPC box and click **Get New Estimates**.

Keep repeating this step until at least one of first few keywords shows positions 4-6. You may have to do this 3-5 times, or even more.

## Note the Average CPC

### Traffic Estimator

[« Revise settings](#) | [Download as .csv](#)

All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimate keywords' performance history, use the Traffic Estimator within the appropriate ad group. [Learn more](#)

Average CPC: **\$0.59** (at a maximum CPC of \$0.69)  
 Estimated clicks per day: **46 - 72** (at a daily budget of \$50.00)

Estimates are based on your bid amount and geographical targeting. Because the Traffic Estimator does not consider your daily budget, you may receive fewer clicks than estimated.

Keywords	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day
<b>Search Network Total</b>		<b>\$0.47 - \$0.68</b>	<b>4 - 6</b>	<b>46 - 72</b>
[wedding flowers]	<input type="text"/>	\$0.49 - \$0.69	4 - 6	26 - 38
[silk wedding flowers]	<input type="text"/>	\$0.49 - \$0.69	1 - 3	5 - 8
[fall wedding flowers]	<input type="text"/>	\$0.42 - \$0.63	1 - 3	2 - 3
[wedding flowers pictures]	<input type="text"/>	\$0.28 - \$0.48	1 - 3	2 - 3
[wholesale wedding flowers]	<input type="text"/>	\$0.50 - \$0.69	4 - 6	1
[flowers for wedding]	<input type="text"/>	\$0.46 - \$0.69	1 - 3	1

Note the Average CPC to get at least one of the top few keywords into positions 4-6.

## Enter CPC into MPG Spreadsheet

	Market	MSV	CPC	TMH
	<i>Enter the main keyword here</i>	<i>Monthly Search Volume</i>	<i>Google Max CPC</i>	<i>Total Market Health</i>
#1	wedding flowers	146,290	\$ 0.59	1,738.1
#2	example 2 - to delete	22,823	\$ 1.10	937.4
#3	example 3 - to delete	54,777	\$ 0.65	1,116.3
#4				
#5				

Enter the Google Max CPC into the appropriate CPC cell in Column D and hit **Enter** or **Return**.

You now have the THM for that market. To compare other markets, repeat the process with different keywords.