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AdWords Editor Quick Reference (Mac)

Keyboard Shortcuts	Symbols, Colors, and Fonts
<p>Command key plus...</p> <p>O Open account</p> <p>R Get recent account changes</p> <p>S Post changes</p> <p>Shift+S Open advanced search</p> <p>A Select all items in data view</p> <p>Z Revert selected changes</p> <p>C Copy selected items</p> <p>X Cut selected items</p> <p>V Paste items</p> <p>Shift+V Paste items into selected ad groups</p> <p>K Add keyword</p> <p>Shift+K Add or update multiple keywords</p> <p>Alt+K Delete multiple keywords</p> <p>B Add placement</p> <p>Shift+B Add or update multiple placements</p> <p>Alt+B Delete multiple placements</p> <p>L Add negative keyword</p> <p>Shift+L Add multiple negative keywords</p> <p>M Add campaign negative keyword</p> <p>Shift+M Add multiple campaign negative keywords</p> <p>Alt+M Delete multiple campaign negative keywords</p> <p>E Add campaign negative site</p> <p>Shift+E Add multiple campaign negative sites</p> <p>Alt+E Delete multiple campaign negative sites</p> <p>T Add text ad</p> <p>Shift+T Add multiple text ads</p> <p>Alt+T Delete multiple text ads</p> <p>I Add image ad</p> <p>Shift+I Add multiple image ads</p> <p>U Add local business ad</p> <p>Shift+U Add multiple local business ads</p> <p>Alt+U Delete multiple local business ads</p> <p>J Add mobile ad</p> <p>Shift+J Add multiple mobile ads</p> <p>Alt+J Delete multiple mobile ads</p> <p>G Add ad group</p> <p>Shift+G Add or update multiple ad groups</p> <p>N Add keyword-targeted campaign</p> <p>Shift+N Add placement-targeted campaign</p> <p>D Add draft keyword-targeted campaign</p> <p>Shift+D Add draft placement-targeted campaign</p> <p>Q Exit AdWords Editor</p>	<p>Symbols:</p> <ul style="list-style-type: none"> • Plus (+): added item • Delta (Δ): edited item • Minus (-): deleted item <p>Splats (colored circles):</p> <ul style="list-style-type: none"> • Red: item may violate AdWords advertising policies and won't be posted unless an exception request is filed or the required changes are made • Yellow: item may violate AdWords advertising policies, but may still be posted • Green: item passed AdWords policy checks <p>Color highlights:</p> <ul style="list-style-type: none"> • Purple: change made with AdWords Editor • Green: change made in AdWords, then downloaded to AdWords Editor • Blue: proposed change • Red: change made with AdWords Editor that conflicts with a downloaded or proposed change <p>Font changes:</p> <ul style="list-style-type: none"> • Bold: unposted local change • Gray: paused or deleted campaign or ad group • Strikethrough: deleted item <p>Tip: Before you post changes or share a file, click Get Recent Changes to be sure you're working with the latest version of your campaigns.</p> <p>More shortcuts:</p> <ul style="list-style-type: none"> • If you make inline edits in the data view, use these keys to change your selection: <ul style="list-style-type: none"> ◦ Tab: Move one cell to the right ◦ Shift+Tab: Move one cell to the left ◦ Up arrow: Move one cell up ◦ Down arrow: Move one cell down • If you've selected a row in the data view, use the F2 key to make the first cell editable. • Use the Alt key plus the right or left arrow to move between the tree view and the data view. • Use the Command key plus numbers (1, 2, 3, etc.) to jump to the different tabs. For example, Command+1 takes you to the Keywords tab, Command+2 to the Placements tab, and so on. <p>Questions? Visit our Help Center at http://www.google.com/support/adwordseitor/.</p>