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## AdWords Editor Quick Reference (Windows)

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