Bid to Position



Some advertisers want their ads to show up as high as possible in the search results, no matter the cost. Others choose a more modest ad placement that costs less but provides sufficient visibility for their ads nonetheless.

Bid To Position script allows you to eventually steer your keywords into the desired position. The script is looking through your keywords, finds the one most in need of adjustment, and raises or lowers their bids in order to affect the ad positioning.

Scheduling

The script is considering the last 7 days of statistics. Schedule it to run **Weekly**.

How it works

The script does two things:

* First, it finds keywords whose average position is too low, and increases their bids.
* Then the script finds all keywords whose Ctr is better than 1% and average position is too high, and decreases their bids

Note that a single iterator can only fetch [50,000 keywords](https://developers.google.com/adwords/scripts/docs/limits). Consequently, at most 50,000 bids will be increased, and 50,000 bids will get decreased per script execution.

**Caveat:** The bidding strategy implemented by the script may not be best for your account.

You should carefully adjust the bid to your account's situation. You may want to keep factors other than just Ctr when deciding to adjust your keywords' bids.

Parameters

Update the following parameters in the script:

* TARGET\_AVERAGE\_POSITION specifies the average position you intend to achieve.
* Once the keyword's average position is within TOLERANCE of TARGET\_AVERAGE\_POSITION, its bids are no longer updated. We don't want a keyword's bid to keep changing up and down because it's average position is 2.9 vs. 3.1.
* BID\_ADJUSTMENT\_COEFFICIENT specifies the multiplier to use when adjusting keyword bids. The larger the multiplier, the more aggressive the bid changes

Setup

* Create a new script with the source code below.
* Don't forget to update TARGET\_AVERAGE\_POSITION, TOLERANCE, and BID\_ADJUSTMENT\_COEFFICIENT in the code below.
* Take a careful look at the conditions used to fetch the keywords.
* Schedule the script **Weekly**.

[Creating an AdWords script](https://developers.google.com/adwords/scripts/docs/solutions/bid-to-position)

Source code

// what position are you trying to achieve?
var TARGET\_AVERAGE\_POSITION = 3;

/\*\*\*\* UPDATE !!! \*\*\*\*/
// Once the keywords fall within TOLERANCE of TARGET\_AVERAGE\_POSITION,
// their bids will no longer be adjusted.
var TOLERANCE = 0.1;

// How much to adjust the bids?
/\*\*\*\* UPDATE !!! \*\*\*\*/
var BID\_ADJUSTMENT\_COEFFICIENT = 1.05;

function main() {
  raiseKeywordBids();
  lowerKeywordBids();
}

function raiseKeywordBids() {
  // adjust this condition!
  var keywordsToRaise = AdWordsApp.keywords()
    .withCondition("Ctr > 0.01")
    .withCondition("Status = ENABLED")
    .withCondition("AveragePosition > " + (TARGET\_AVERAGE\_POSITION + TOLERANCE))
    .orderBy("AveragePosition ASC")
    .forDateRange("LAST\_7\_DAYS")
    .get();

  while (keywordsToRaise.hasNext()) {
    var keyword = keywordsToRaise.next();
    keyword.setMaxCpc(keyword.getMaxCpc() \* BID\_ADJUSTMENT\_COEFFICIENT);
  }
}

function lowerKeywordBids() {
  // adjust this condition!
  var keywordsToLower = AdWordsApp.keywords()
    .withCondition("AveragePosition < " + (TARGET\_AVERAGE\_POSITION - TOLERANCE))
    .withCondition("Status = ENABLED")
    .orderBy("AveragePosition DESC")
    .forDateRange("LAST\_7\_DAYS")
    .get();

  while (keywordsToLower.hasNext()) {
    var keyword = keywordsToLower.next();
    keyword.setMaxCpc(keyword.getMaxCpc() / BID\_ADJUSTMENT\_COEFFICIENT);
  }
}