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Back in March, Google rolled out more location targeting options for Adwords. Here they are:

People in, searching for, or viewing pages about my targeted location

Your ad can appear for anyone who is likely to be physically located in your targeted location, in addition to anyone who is located anywhere and searches for or view web pages on the Google Display Network about your targeted location. People can show interest in locations through terms used in their searches, content that they view online, or other methods.

People in my targeted location

Your ad can appear for anyone who is likely to be physically located in your targeted location, even if she shows interest in other locations

People searching for or viewing pages about my targeted location

Your ad can appear for anyone who shows interest in your targeted location, regardless of where she is physically located. People can show interest in locations through terms used in their searches, content that they view online, or other methods.

Depends on your previous location targeting choice, AdWords maybe put you to any of the current three options when they rolled out the new features.

CHECK YOUR TARGETING OPTION NOW!

If you run a local business, like a flower shop, you wouldn't want to choose anything other than People in my targeted location, because it is unlikely people from other part of the world can bring you any business.

For search campaigns, it's not too big of a deal if Google default your setting to People in, searching for, or viewing pages about my targeted location (which is recommended by Google, by the way! go figure!) even if you are a local business, because it's very rare for someone, let's say in New York would search for flower shops in Vancouver.

So, yes, wasted budgets will happen, but not to the point that will have a huge negative impact on the campaigns.

But for content targeted campaigns, having the wrong options can have a huge negative impact for local businesses.

Let's again use the Vancouver flower shop example.

Imagine how many articles there are online that are related to flowers and have the word Vancouver in it. Probably A LOT! If you don't restrict showing your ads only to people in your targeted location, you run the risk of accumulating huge cost from visitors outside of your targeted location, and they will never bring you any business.

Again, **CHECK YOUR TARGETING OPTION NOW!**

Just because you had set your targeting options right before doesnâ€™t mean Google wouldnâ€™t change to something else when they implemented the system.

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