

- * Log in as NVAR.events@gmail.com at cse.google.com (the account that the search is attached to). You might need to do this in an incognito window or different browser, for some reason Custom Search doesn't like to let you switch user accounts like other Google services do. CHOOSE NVAR
- * In the left sidebar, go to "Search features".
- * The default tab selected should be "Promotions", which is the one you want, but if it's not selected, select "Promotions".
- * Look at the list in the middle of the page. There are three columns. The first column is the keywords associated with a best bet, the middle column is the title and URL of the best bet, and the right column tells whether this best bet is active or not.
- * Find the best bet you want to update either by matching the search term in the left column or finding the title in the middle column. Click on the linked keywords in the left column when you've found the correct result.
- * A window will pop up for that best bet. You can see what the final result looks like at the top. The fields aren't labelled, but the first field is the search terms, the second is the title of the best bet link, and the third is the URL. The fourth is an optional description for the best bet. You can also add a thumbnail image URL (though keep in mind it should be very small) and set dates (so if you just want a temporary one you can do that).
- * Once you're satisfied that the preview looks like what you'd expect and the terms you want are in the first box, click OK. That will make your best bet immediately active and you can test it in the search box on the right side of the page.

This has a lot of steps but it's not nearly as complicated as it sounds, it's pretty straightforward. Let me know if you have any issues or questions.