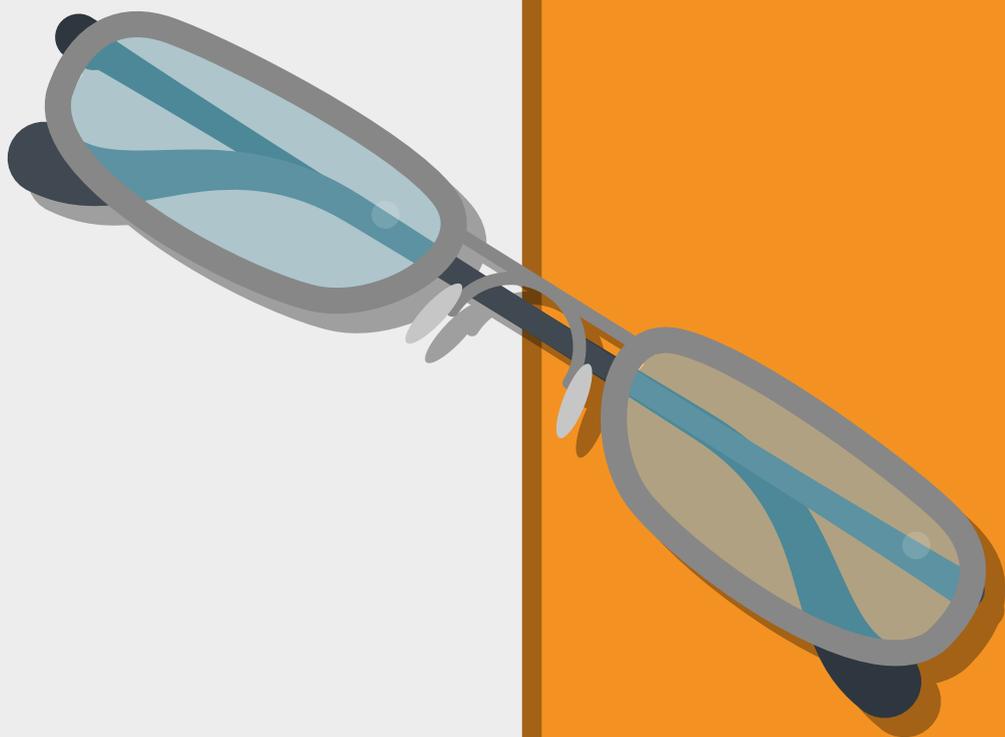




CLICK.CO.UK®

PPC GLOSSARY



The following is a glossary of terms which you will see as you explore the world of PPC.

A

ACCELERATED AD DELIVERY

A method of ad delivery which endeavours to show an ad as often as possible until the budget is depleted.

ACTUAL COST-PER-CLICK

The amount you are charged for each click, typically below your maximum bid.

AD GROUP

The structure which your keywords are organised into within your paid search campaign.

ADRANK

Determines your ad's positioning alongside other similar ads, AdRank is calculated based on quality score and maximum bid.

ADWORDS

The Google owned advertising platform allowing several types of ad targeting and reporting back directly to Google Analytics.

API

The application programming interface, allowing developers to create applications to assist in running multiple, or large AdWords accounts.

AUDIENCE

Simply put, in PPC terms, an audience is a group suitable for targeting by specific ad varieties, or remarketing campaigns.

AVERAGE POSITION

A statistic detailing your typical, averaged, ad position on SERPs.

B

BASKET

The 'cart' or 'basket' is the container page for a list of items added for potential purchase.

BID

The amount (maximum) you are prepared to pay for a click.

BROAD MATCH

A default matching option, allowing your ad to compete for appearance for any search term containing your keyword(s) in any order, and also synonyms and misspells.

BROAD MATCH MODIFIER

Added using the plus symbol (+), this ensures the word following the plus must be contained in the search query, and adds control over an ad's appearance.

BUDGET

The total amount (daily) which is allocated for a campaign, on occasion it may be exceeded by 20%, however it will never exceed daily budget x 30.4 in any given month.

BULK EDITING

The process of editing multiple facets of an account at once – whether manually or with AdWords Editor or an API.

C

CALL EXTENSION

A 'call' or 'call now' button featured as part of an ad.

CAMPAIGN

The way in which you structure your account (set your budget and targeting) in order to meet your business goals and maximise your return on investment.

CLICK

When someone selects your paid search ad and 'clicks' through to your website.

CONTENT NETWORK

A network of sites providing content (video, text etc.) which allow contextual advertisement alongside content.

CONVERSION

When someone clicks on your ad and takes action on your website as a result, for example, makes a purchase or subscribes to your mailing list; the nature of the conversion depends on your business and your goals.

CONVERSION OPTIMISER

A feature using historical data to predict the most valuable clicks and alter bids accordingly.

CONVERSION RATE

The average number of conversions resulting from each click on your ad, expressed as a percentage.

CONVERSION WINDOW

A period adjustable from 7 – 90 days in which Google recognises a conversion from an initial click.

CPA (COST-PER-ACQUISITION)

The number of conversions divided by cost.

CPC (COST-PER-CLICK)

The actual price you pay for every click on your ad as part of your Paid Search campaign.

CPM (COST-PER-THOUSAND IMPRESSIONS)

A bidding option, available through Google's Display Network, which allows charges for every 1,000 impressions an ad receives rather than by click.

CTR (CLICK-THROUGH-RATE)

The number of clicks divided by the number of impressions. Impression - when an ad is displayed.

DEMOGRAPHIC

The subset of population for which an ad is targeted, segmented by age/gender/employment role etc.

D

DEVICES

The variety of device used to access a site or click on an ad (mobile, desktop, tablet etc.)

DISPLAY NETWORK

Websites, including Google sites such as Google Finance, Gmail, Blogger and YouTube that show AdWords ads. This includes mobile websites and apps.

DISPLAY NETWORK TARGETING

The act of placing ads specifically on subsets or specific parts of the Display Network.

DYNAMIC SEARCH ADS

A campaign type which uses site content rather than keywords to dynamically place ads.

E

ENHANCED CPC

A variety of bidding which automatically raises or lowers a bid amount based on likelihood of achieving a conversion.

EXACT MATCH

An option which allows the targeting of keywords more precisely for a niche audience – surrounding key phrases with brackets, results in ads showing only for that exact phrase or close variations.

EXTENSIONS

Optional additions to an ad featuring additional information about your business or site (call now buttons etc.) these generally improve an ad's visibility.

F

FIRST PAGE BID ESTIMATE

An approximation of the CPC bid required for your ad to display on the first page of SERPs.

FREQUENCY

The minimum number of times, over a given period, the ad was seen by a unique user.

FREQUENCY CAPPING

The act of limiting the number of occasions a user will see an ad on the Google Display Network, adjustable by day/week/month.

G

GEOTARGETING

The act of targeting ads by location rather than any other demographic or audience segmentation.

I

IMPRESSION SHARE

The proportion of impressions your ad receives out of the estimated number of impressions your keywords make you eligible to receive, i.e., how often your ad is shown.

INTERACTION

An action, whether a click, conversion or any other type a user makes on a site.

K

KEYWORDS

The words or phrases you bid on in order for your ads to appear in search results when someone performs a search that's relevant to your business. Your whole paid search campaign hinges on the effectiveness of your keywords.

KEYWORD INSERTION

A feature which dynamically inserts a keyword or phrase into the headline, description, display URL or destination URL of your ad in bold dependent on search term.

L

LANDING PAGE

The first page that people see when they click on your ad; the quality of your landing page is crucial to your conversion rate.

M

MANAGED PLACEMENTS

Specifying locations on the Display Network to target with your ads.

MULTIVARIATE TESTING

A method of testing multiple different variations of an ad, either in whole or mixed and matched, to determine the most effective ad.

MY CLIENT CENTRE

A tool useful as an umbrella account for multiple client accounts or for big brands with large or multiple accounts. Allows for high level overview of and analysis of multiple accounts, and distinct billing and individual budgets for different businesses, projects or product types.

N

NEGATIVE KEYWORDS

You can set a negative keyword to tell a search engine what searches you don't want your ads to appear for, as a way of filtering out unwanted clicks.

P

PHRASE MATCH

A method to gain better targeting for ads. By enclosing a key phrase in quotation marks your ad will only display when the string of keywords is featured as part of a search term.

PPC (PAY-PER-CLICK)

A model of paid search advertising that drives targeted traffic for a small fee 'per click' based on the popularity of your chosen keywords.

Q

QUALITY SCORE

A 1 to 10 metric used by Google to measure the quality of your ads and the landing pages they trigger, and forms part of your AdRank.

R

REACH

An estimate of the number of potential users within a given location based on unique cookies.

RELEVANCE

How useful your keyword or ad is to the search term.

REMARKETING

A feature in AdWords permitting the targeting of users that have previously visited your website. This is accomplished by showing ads relevant to their interactions on your site as they browse other websites or search on Google, the aim of which is to encourage visitors who left your website to return and convert.

ROAS (RETURN ON AD SPEND)

A key performance indicator of paid search, representing the revenue you earn against what you've spent on your campaign.

ROI

The return on investment you get for your paid search campaign.

S

SCHEDULING

Allows you to target your audience or demographic only at specific times of the day. If, for example, clicks convert only during work hours, scheduling removes the necessity to display ads at any other time of the day.

SEARCH NETWORK

A group of search oriented sites on which your ads may show – this includes Google and any current Google search partners such as Ask Jeeves.

SHOPPING FEED

This is the data files created with product information, and are used to show dynamic ads and product listings. Submitted through the Google Merchant Center linked to your AdWords account, each product is given a group of 'attributes' such as 'availability' or 'condition' the accuracy of which is paramount to enable users to find your items with greater ease.

SERPS

Search engine results pages – the lists of sites and other results resulting from the input of a search term.

SPONSORED RESULT

The text that indicates to users that a specific result is a paid advertisement separate from organic results.

T

TARGETING

The selection of targeting 'groups' and 'methods' to refine your control over where your ads appear on the Display Network.

TOPICS (TOPICS TARGETING)

The decision to prioritise sites part of the Display Network which feature predefined types of content you feel should be a priority for your ads.

TOP VS. SIDE

A paid ad's SERPs placement - ads can appear at either the top or at the right side of the page. An ad's performance may be affected by position, making this a valuable insight.

U

UNIQUE VISITOR

A count given of total visitors to a site or page, minus returning visitors (within a given date range).

V

VISITOR

The total number of visitors to a site or page with no exclusions.

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