Pay-Per-Click (PPC) Glossary

AdWords Terms

Ad Group	A collection of ads that target a shared set of keywords. These keywords share a common theme, are related, and are relevant to each other.
Campaign	A collection of ad groups that share a budget, location targeting, search networks, and ad schedule. Used to organize categories.
Clicks	The number of times a user clicks on the ad.
Impressions	The number of times the ad is shown.
Clickthrough Rate (CTR)	The percentage of users that clicked on the ad divided by the number of users that saw the ad. [clicks / impressions]
Average CPC	The average cost per each click on the ad.
Average Position	The ad's position relative to competing ads.
Landing Page	A page tailored to specific search queries with persuasive, relevant content, and a clear call-to-action. This page URL is included in the ad. (highlighted)

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Ad www.google.com/AdWords ▼
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Quality Score	Estimate number scoring of the quality of the ads, keywords, landing pages, and how relevant they are to each other.
Negative Keywords	Keyword(s) that prevents the ad from being shown to anyone searching for that word or phrase.
Remarketing*	Ads shown to users that have previously visited your website. These ads can show up on other websites or in search on the Google Display Network.
Display Ad*	Visual banner ads on advertising-supported sites. *The ad to the right is both a remarketing ad and a display ad because thundertech.com has been visited by this user before *and* because it's displayed on Cleveland.com.*

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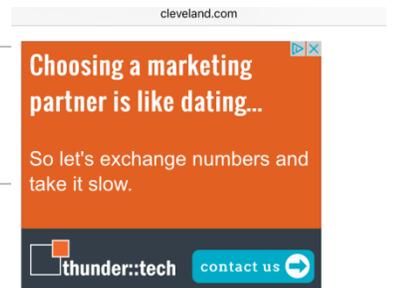
Keyword Terms

Broad Match	Default match type for all keywords; ads may show on misspellings, synonyms, related searches, and other relevant variations
Broad Match Modifier	Ads may show on searches that contain the modified term (or close variations, but not synonyms) in any order. **Symbol: +**
Phrase Match	Ads may show on searches that are a phrase and close variations. **Symbol: " "**

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Exact Match	Ads may show on searches that are an exact term and close variations. **Symbol**: [ ]
Negative Match	Ads may show on searches without the term. **Symbol:** –

Conversion Terms

Conversion	How many times the ad has led the user to a defined, specific, valuable action.
Conversion Rate	The number of conversions divided by the total number of clicks.
Cost / Conversion	The total cost of the keyword/ad group/campaign divided by the number of conversions for the keyword/ad group/campaign.

Ad Extension Terms

Ad Extension	Ad format that shows extra information about your business to give the ad more prominence.
Automated	AdWords predicts an extension that will improve the ad's performance.
Manual	Manually added app, call, location, review, sitelink, or callout extensions.
Sitelinks	Additional link to a specific page on your website beneath the text of the ad.
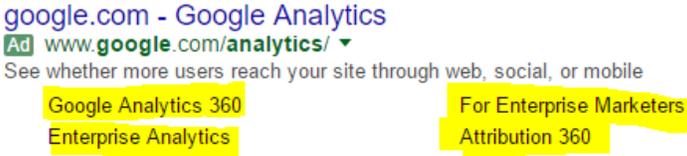
google.com - Google Analytics
Ad www.google.com/analytics/ ▾
See whether more users reach your site through web, social, or mobile
Google Analytics 360   For Enterprise Marketers
Enterprise Analytics   Attribution 360

Call to Action (CTA)	Image or line of text that prompts visitors, leads, and customers to take action.