
DIGITAL DICTIONARY

PART II: GOOGLE ADS & SEO

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Part II of our Digital Dictionary is available for download! Finding a competitive edge to advertise your business is crucial to staying relevant, especially in the digital age. Either organically increasing your businesses exposure or utilizing a paid digital marketing tool, can help provide a variety of benefits for your specific goals.

Are you wanting to increase website visibility and online presence?

Part II of our Digital Dictionary includes Google Ads and SEO definitions that can be vital to your website's success. Once you better understand these terms, there will be nothing standing in the way of increasing your brand's web visibility. DM us with any questions!

GOOGLE ADS

Ad Group: An ad group contains one or more ads which target a shared set of keywords.

Ad Position: The order in which your ad appears in Google's search results page.

Campaign: A set of ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings.

Click: When someone clicks your ad, on the blue headline of a text ad, that counts that as a click.

Click-through Rate (CTR): The ratio of the number of clicks and impressions. It is expressed in percentage and is a key performance indicator of both keywords and ads.

Conversions: Conversions are counted whenever a user clicks your ad and then takes an action that you've defined as important, i.e. a visit to a specific web page, a signup, etc.

Cost: This is how much money you've spent on your ad campaign so far.

Cost-per-Click (CPC): The price an advertiser pays to Google AdWords for each click the advertiser get on their ad through AdWords platform.

Average CPC: The average amount you've been charged for clicks on your ad campaign. It's calculated by dividing the cost of your clicks (or amount you've spent on the campaign) by the total number of clicks.

Maximum CPC bid: A bid you set to determine the highest amount you're willing to pay for a click on your ad.

Cost-per-Thousand Impressions (CPM): The price an advertiser pays Google every time their ads on the Display network get 1,000 impressions.

Cost-per-View (CPV): The price an advertiser pays Google every time someone views one of their video ads.

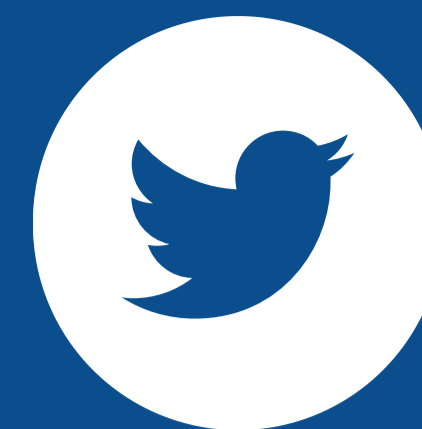
Click-through-Rate (CTR): The overall ratio of how often people who see your ad actually click your ad. Calculated by dividing the total number of clicks your ad receives by the total number of impressions.

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GOOGLE ADS CONT.

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Click-through-Rate (CTR): The overall ratio of how often people who see your ad actually click your ad. It's calculated by dividing the total number of clicks your ad receives by the total number of impressions.

Daily budget: An amount that you set for each ad campaign to specify how much, on average, you'd like to spend each day.

Dashboard: A visual and customizable summary of your account's performance data.

Default values: Default values in ad customizers allow you to provide an alternative value for each piece of customized text in your ads. So even if you're not using a data feed, your ads will always show.

Destination URL: The URL address of the page on your website that people reach when they click your ad.

Display URL: The webpage address that appears with your ad, typically shown in green text. They give people an idea of where they'll arrive after they click an ad.

Final URL: The URL address of the page in your website that people reach when they click your ad.

Google Ads: Google's online advertising program. Through Google Ads, you can create online ads to reach people exactly when they're interested in the products and services that you offer.

Impressions: How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other sites on the Google Network.

Keywords: Words or phrases describing your product or service that you choose to help determine when and where your ad can appear.

Landing page: The webpage where people end up after they click your ad. The URL of this page is usually the same as your ad's final URL.

Quality Score: An estimate of the quality of your ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions.

Relevance: How closely the elements of your ad campaign match what a person seems to be looking for.

SEARCH ENGINE OPTIMIZATION (SEO)

SEO or Search Engine Optimization: The process of choosing targeted keyword phrases related to a site, and ensuring that the site places well when those keyword phrases are part of a Web search.