The Google AdWords
GLOSSARY

A.

A/B Testing: an ad optimization strategy that compares the performance of multiple variations of a single ad. Some important variants to test are:

- Different Landing Page (Final URL)
- Ad Text Variations (something as simple as using an exclamation point or not)

Active View: A piece of technology on Google's Display Network that lets AdWords know if your display ad is actually viewable by potential customers. This term might be found on display specific columns when you pull reports.

Ad Delivery: how quickly Google serves your ads. Or, as another way of looking at it, how quickly you spend your daily allocated budget. AdWords offers two choices for Ad Delivery — Accelerated and Standard. Your campaign is set to Standard Delivery by default.

Ad Delivery (Accelerated): A form of Ad Delivery that serves your ads as quickly as possible, rapidly depleting your daily allocated budget.

Ad Delivery (Standard): The default form of Ad Delivery that spaces out the serving of your ads over the course of the day to balance your daily budget. We recommend this option if you want to create an even distribution of your ads throughout the day.

Ad Extensions: An AdWords feature that shows additional information in your ads like your business location, phone number, business ratings, and links to your webpage. We recommend adding at least a couple of ad extensions to your ads, as they take up more space on the SERP and add to your credibility. You'll find the definitions to all the extensions within this glossary.

Manual Extensions: App Extension, Call Extension, Location Extension, Review Extension, Sitelinks Extension, Callout Extension

Automated Extensions (automatically added by Google): Consumer Ratings, Previous Visits, Seller Ratings, Dynamic Sitelink Extensions , Dynamic Structured Snippets

AdHawk

Ad Formats: "Visual enhancements" to help make your search ads more compelling to your customers. Ad Extensions are an example of Ad Formats.

Ad Group: The structure that contains one or more ads and a target set of keywords for Google Search, and a target set of placements for Google Display.

Ad Group Default Bids: A specified bid that applies to all keywords and placements within a given Ad Group that do not have individual custom bids at a keyword or placement level.

Ad Preview and Diagnosis Tool: A tool Google created to help you test what your ads look like and troubleshoot issues without artificially increasing the number of impressions your ads see (so you don't have to go type your keywords into Google search to see what your ad looks like).

Ad Rank: The formula Google created to determine your ad's position in the search results. The Formula is: Ad Rank = Your Max CPC Bid x Your Quality Score.

Sitelinks and use of other extensions are also factored into this equation.

AD RANK = MAX CPC BID x QUALITY SCORE

Ad Relevance: An indicator that let's Google know how closely related your keywords are to your ads and website landing page. Google's Quality Score values Ad Relevance above anything else. Make sure your keyword is featured in your ad text, and is somewhere on your website landing page to increase Ad Relevance and thus Quality score.

Ad Rotation Settings: A feature in AdWords that allows you to determine which one of your ads within an Ad Group should be served the most. No two ads are created equal. Some will perform better than others, which makes the Ad Rotation Settings so important. There are 2 settings to choose from:

1. Optimize: According to Google, this setting "optimizes your ads for each individual auction using signals like keyword, search term, device, location, and more."

2. Rotate Indefinitely: Google will keep switching which ads enter auctions for an indefinite amount of time, but it will not optimize or prioritize which ones are entered over others.

Note: AdWords used to offer two more options, "Optimize for Conversions" and "Rotate Evenly" but those options are no longer supported.

Ad Scheduling: A setting within AdWords that allows you to select the time of day and days of the week you wish to serve your ads. This is a great option for businesses that only want to serve ads during their hours of operation.

Ad Status: A description that will inform you if your ads are eligible to run. If your ads are not eligible to run, the Ad Status will give you some information about the policy restrictions you violated. Ad Status can be found in the "Status" column in your AdWords campaign or ad group.

AdSense: The tool Google built to give publishers of all shapes and sizes the ability to host ads on their their site to make money off ads. If you're serving ads on Google's Display Network, your ads are likely to show up as AdSense ads.

Advertising Policies: Rules that determine what your ads can say and advertise. Ads that violate these policies will be marked as "Disapproved" or "Suspended", meaning they are not allowed to run.

Ad Variations: The different combinations of text and images you create for your "ad". Multiple variations are a good way to test which photos, text elements, and designs resonate most with your customers.

AdHawk

AdWords API: The piece of technology that lets advanced AdWords users build software applications to interact and make changes to their campaigns. To use the AdWords API, you will need a My Client Center account and a developer token. API stands for Application Program Interface.

AdWords Editor: A free tool from Google that allows advertiser to make bulk changes to their account (bids, keywords, ads, and other setting changes).

AdWords Promotional Coupon Code: A monetary "credit" that's applied to your AdWords account after completing some sort of necessary action. Promo codes are usually given out by Google and their partners to help get new advertisers to spend in AdWords. "Spend $25 and get $100 in AdWords credit" is a common promotion for first time advertisers, or advertisers working within a brand new account.

All Conversions: The total number of conversions AdWords drives for your business. All Conversions take into account the data in your Conversion column, all "conversion" actions you may not have included in your Conversion column, and "advanced conversion sources" like specific types of phone calls, store visits, cross device conversions and more.

Alternate Email Address: The alternate email address you add to AdWords that will allow you to sign into AdWords in case you forget your primary login information.

Analytics: A free tool Google created to help you better understand the types of customers that visit your website, how much time they spend there, where they come from, and other important metrics that AdWords can't provide in as much detail. Google Analytics takes a few minutes to set up, requiring you to add a small amount of code to your website.

Approved: The status given to ads that are allowed to run on the AdWords network.

Approved (Limited): The status given to ads that adhere to Google's policies, but are limited in where they are able to be shown. Common reasons why ads are given the "Approved (Limited)" status include: mobile rendering issues, gambling content, healthcare offers, and more.

App Extension: A type of manual ad extension where you can link to your app (mobile or tablet) within your text ad.

Auto-tagging: A feature that helps AdWords "talk" to Google Analytics through dynamically generated URL parameters. You can use this information to import complex conversion data into AdWords.

Automated Rules: A feature that helps you spend less time monitoring your campaigns by allowing AdWords to automatically change your bids, budgets, and statuses. Remember to create maximum and minimum budgets so that you don't accidentally over or under spend.

Automatic Bidding: The bidding strategy that lets Google automatically adjust your maximum bids across keywords. This is a good option for advertisers that are willing to give up a little control to free up some time.

Automatic Payments: The AdWords billing feature that allows Google to automatically bill you after accruing costs in your AdWords account. You are billed after one of two things happen
1. 30 days after your last payment
2. When your costs reach the set amount that triggers your bill (bill threshold)

Automatic Placements: The website placements that Google will serve your ads on based on the targeting you set in your Display campaign. You can find these placements by drilling into the "Dimensions" tab in your display campaign.

Automated Extensions: The type of ad extension that Google automatically creates in Adwords. No setup is required.

Average Cost-Per-Click (Avg. CPC): The average amount you are charged after a potential customer clicks on your ad. Average CPC is calculated by dividing the total cost of your clicks by the total number of clicks.

For example, if you saw 1,000 clicks and it cost you $100, the Avg. CPC would be $0.10.

Average Position (Avg. Pos.): This statistic will show you the position your ad ranks compared to other ads on average. The highest position is #1, but that doesn't necessarily mean it's showing on the top of the page, just that your ad is the first ad to show. Note: Google used to display ads on the right side of the SERP but has since changed and now ads only show at the top and the bottom of the results page.

B.

Below First Page Bid: The alert Google will apply to your keywords when your bid is not high enough to get your ad on the first page of the search results due to the competitive nature of that keyword.

Below the Fold: Refers to the content, ads, etc. that are are only seen after you begin scrolling down the page. The term was taken from print newspapers where stories "below the fold" were actually below the physical fold on the front page of the paper. In the digital context, this is also known as "below the scroll".

Bid Adjustment: A specific percentage increase or decrease on your bids across keywords, locations, devices, schedules, and more. They give you more control over the circumstances in which your ads are served by Google.

For example, if you are advertising a mobile app it would make sense to serve more ads on mobile than on desktop. You can set up to a 300% bid adjustment on mobile devices, which will let Google know you want your ads to be served more on mobile than any other device.

Billing Threshold: The amount of money or time that, when crossed, will trigger Google to charge you for your accrued costs. This applies to automatic payments only.

Bounce Rate: The rate of visitors to your website who leave without visiting more than 1 page of your site.

Broad Match: The keyword setting that allows your ads to be triggered when any type of similar variation, synonym, or phrase is searched. It will have the largest reach (impressions) compared to all other match types, but will be far less targeted.

Let's say you sell women's hats and only women's hats. If you selected "women's hats" as a broad match keyword, your ad could trigger anytime someone searches for women's hats, men's hats, baby hats, dog hats, and more. Broad match keywords typically cause advertisers to spend money on irrelevant traffic.

Broad Match Modifier: The keyword setting that will give you reach (impressions) similar to broad match keywords, but also give you more control over who you're serving your ads to. They tell Google certain words in your keywords phrase need to be present in the search term of your customers. Broad match keywords are indicated by a '+' sign.

The broad match modified keyword "+women's hats" will only cause your ads to trigger if the term "women's" is in the search phrase. The order of the words does not matter.

Budget Order: A payment feature that allows you to tell Google how much money you want to spend over a specific period of time. This feature is only available to advertisers that have set up monthly invoicing.

Bulk Edit: The feature that allows you to make edits to campaigns across your account all at once.

C.

Cache: Data that is stored temporarily on your computer by your internet browser as you visit different websites.

Call Extensions: An AdWords feature that allows you to include your phone number in the ad text to increase phone calls to your business. We show you how to include call extensions in this post.

Callout Extensions: Additional text that appears with your ad that calls out some piece of value for your customer. Basic examples of Callouts include: 24/7 Support, Free Shipping, and Cancel Anytime. Callouts are not clickable.

Call Only Campaigns: A campaign feature that allows you to make calling your business the only action your customers can take from viewing your ad. Call Only campaigns will not direct clicks to your website.

Call to Action: A word or phrase to promote an immediate response from your customers. "Call Now!", "Shop Today", and "Subscribe" are all example of calls to action.

Call Tracking: The ability to track how many calls your business received as a result of your AdWords campaigns. You need to enable a Google Forwarding Phone Number in order to effectively leverage Call Tracking.

Campaign: The structure within AdWords that holds your keywords and ad groups. All ad groups within a Campaign share a budget and similar settings around targeting. You can have one or many campaigns as part of your AdWords account.

Campaign Status: An indicator to let you know whether or not you ads can run or are running at that moment. A few examples of Campaign Status' include: Eligible, Paused, Removed, and Ended.

Card Verification Number (CVN): The 3-digit security number that most often is located on the back of your credit card. CVN is needed to complete the AdWords billing requirements.

Change History: A report that allows you to look back at all the changes you made to your account and campaigns. All changes are timestamped and include the person that was signed in to make the changes.

Click: The act of clicking the link in your ad. A click most often leads to a website visit.

Click Through Rate (CTR): The percent of people that click on your ad after viewing it. The formula to determine your CTR is the total number of clicks divided by the total number of impressions.

Consolidated Billing: A feature that allows you to receive one bill for the costs accrued across multiple AdWords accounts.

Consumer Rating: An automated ad extension that Google places on your ads from collecting data from consumer surveys.

Contextual Targeting: The method Google uses to target specific websites on Google's Display Network by leveraging your keywords and topics. If one of your keywords is "ski gear", Google will find all the websites that include that keyword and serve your ads on those sites.

Conversion: The action of your customer taking a desired action as a result of your marketing / advertising. Conversions are defined by the advertiser, but often include sales on your website, sign-ups on a lead generation form, or phone call to your business.

Conversion Optimizer (No Longer Available): An AdWords tool that predicts which types of clicks are the most valuable to your business, and then automatically adjusts your bids to attract the clicks that are most likely to drive conversions.

Conversion Rate: The average number of conversions you will see per click on your ad.

Conversion Tracking: The method of tracking the important actions your customers make (sales, sign-ups, etc.) that come as a result of Google AdWords ads.

Conversion Window: The number of days after a click that a conversion can still be recorded. You can set the conversion window to be more or less than the default (30 days).

Cookie: A small file that's saved on your computer by the websites you visit. Cookies are used by websites to recognize your preferences.

Cost per Click (CPC): The price you pay Google each time someone clicks on your ad.

Cost per thousand Impressions (CPM): The price you pay Google every time your Display ad sees 1,000 impressions.

Cost-per-view (CPV): The price you pay Google every time someone views one of your video ads.

Customer ID: The unique number that's assigned to your Google Adwords account. It's a 3-part number that can be found on the top right corner of your AdWords dashboard.

D.

Daily Budget: The maximum amount of money you tell Google you want to spend across your campaigns per day. It's important to note that Google can spend up to 20% over your daily budget on some days, so long as the average number of dollars spent over 30 days does not exceed your daily budget.

Dayparting: A setting within AdWords that allows you to bid higher or lower during different parts of the day. It is a component of ad scheduling.

Deep Link: A specific type of URL that takes your customers to a specific page in your app.

Description Lines: The two lines of text that exist between the headline and display URL of your text ad. Each line allows for 35 characters. Note: This term only applies to standard text ads which are no longer available in Adwords.

Destination URL: The "real" URL that will take your customers to your website after click on your ad. The Destination URL often looks a little different than the Display URL. Note: Google announced that the Final URL was replacing the Destination URL in a "URL upgrade."

Disapproved: The status your ad receives if it violates one of Google's policies.

Display Network: One of the internet's largest content networks. It contains more than a million websites and apps that can serve your ads.

Display Partners: The websites that partner will Google to serve Display ads.

Display Planner: A tool that helps you determine which display placements would be the best fit for your business goals.

Display URL: What the URL looks like as it's displayed on your ad. The display URL can look dfferent than the destination URL to keep your ad looking tidy. Your display URL can look like this:www.tryadhawk.com/signup

while your destination looks like this https://tryadhawk.com/ads/help/sign-up/letsgo.

Dynamic Sitelink Extensions: An automated ad extension that, according to Google, "allows people searching on Google to connect right from your ad to what they want to know or buy from your site."

Dynamic Structured Snippets: Automated ad extensions that provide more details about your site right on your ad.

E.

Eligible: The status your ad receives before it's officially reviewed by Google. Eligible ads can still be served and will be seen on Google's search results page.

End Date: A feature that allows you to select the length of time you want your campaigns to run. After that date your ads will stop running.

Ended: Ad status when your ad becomes inactive after passing the end date that was previously scheduled.

Enhanced CPC (ECPC): A bidding feature that allows Google to automatically bid up when it thinks a click will lead to a conversion. You want between 50-100 conversion before you enable eCPC. Note: There used to be a cap of 30% that Google could bid up to, but they have since removed it and there is no longer a limit.

Exact Match: A keyword setting that makes it so your customers have to enter in the exact keyword phrase in order for your ad to show. You create exact match keywords by placing brackets around the keyword phrase: [women's hats].

Expanded Text Ads: Launched in early 2017, this is now the primary form of text ad in Google AdWords and standard text ads will no longer be supported. They have 3 main parts:
- Two headline fields that can hold up to 30 characters each.
- One descriptive line, with up to 80 characters.
- The Display URL based off of your the Final URL.

Extended Headline: The trick that allows you to create a larger headline by including a period after the last word in the first description line. This feature has become outdated ever since Expanded Text Ads have gone live.

Event Snippet: Works with the global site tag to track actions that should be counted as conversions.

Expected CTR: Expected click-through rate is a measure of how likely your ad will get clicked on using a particular keyword. It is one of the three major factors in determining your quality score.

AdHawk

F.

Family Status: a status given to every ad noting its maturity level with 1 of 3 options upon approval:

- Family Safe — Approved
- Non-family safe — Approved (non-family)
- Adult — Approved (adult)

**The family status affects what websites & countries your ads can show in

Filter: a basic capability in AdWords that lets you restrict the type of data that you see in your tables and charts.

Final URL: Replaced Destination URL in the AdWords update. This is the "real" URL that will take your customers to your website after they click on your ad.

First Page Bid Estimate: Google's estimated bid you will need to set in order for your ad to appear on the first page of the search results. These are positions #1-10.

First Position Bid Estimate: See Top of Page Bid Estimate for more information on reaching the top result (#1)

Flexible Bid Strategy: one of the core bid strategies that automates your budget allocation across multiple campaigns, ad groups and keywords. Google allocates your budget to maximize performance. You can create and store a flexible strategy in the Shared Library. You can then apply your strategy from the Campaign, Ad group, or Keyword level

Frequency: Definition from Google – "the average number of times a unique user sees your ad in a position of "1" over a given time period". Google will, by default, continue to show your ad even if a user has seen it before.

Note an ad is counted as viewable/impressionable when 50% or more of the ad shows for one second or longer for display ads and two seconds or longer for video ads

Frequency Capping: a feature that lets you control the number of times your ad appears to the same person on the Display Network.

G.

Geo-Targeting: See Location Targeting

Global Site Tag: Adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought the user to your website. You must install this tag on every page of your website.

Google Account: you Google-wide username and password that can be used for all Google products, including AdWords

Google Forwarding Phone Number: a phone number provided by Google to use in ads so it can be traced. This is essential for call-only ads and call extensions to make sure you only get charged when an actual call is made

Google My Business: a Google product that allows you to create and manage a business listing on Google Maps while o ering a number of other perks while using Google products like Google Merchant Center and AdWords (through location extensions)

Google+ Brand Page: a Page on Google+ that you can use to represent your product, brand, business or organization. Create your Google+ Brand Page

H.

Headline: the first line of your image, text, and search ads. This is the first thing people will see, so make sure it not only draws people in, but also gives people an idea of what you are promoting/offering. Note: With the updated Expanded Text Ads, you now have two headlines in your text ad (H1 and H2), with up to 30 characters in each.

Historical Quality Score: A feature in Google AdWords that allows you to compared the quality score of different keywords based on historical data. Prior to this update, you could only see the current quality score but could not compare it to past ones. Similar to a regular quality score, the historical one is based off:

- Historical Ad Relevance
- Historical Expected CTR
- Historical Landing Page Experience

I.

Image Ad: a type of display ad that includes an image, title, description and link to your Landing Page

Impressions (Impr.): a core performance metric that tells you how many times your ad has been shown on the Search and Display networks

In-line Editing: the ability to change your ads, keywords, placements, bids, and other information about your campaigns from the performance table & dashboard within AdWords

Interactions: a core performance metric that tells you how many times users performed the main action for the specific ad format. More simply, an interaction can be:
- Click for Text Ads
- Click for Image ads
- Video Views for TrueView video ads
- Engagements for Lightbox ads

Invalid Clicks: clicks on ads that Google marks as illegitimate. Google claims to examine every single click. There are a number of qualifications for an invalid click:

- Unintentional clicks
- Software generated clicks (crawling, malicious software)
- Clicks from owners of the site your display ad shows on a double click

Inventory Filters: a tool to exclude certain products in your Merchant Center from appearing in your Product Listing Ads

IP Address: an ID number for every computer or device connected to the internet. You can exclude certain IP addresses from seeing your ads like your co-workers, family, and friend

K.

Keywords: Words or phrases describing your product or service that you choose to trigger your ads. The keywords determine when your ads show. When your keyword matches what people search on Google, your ad will appear. (for more information see: Quality Score, Page Rank, Top of Page Bid Estimate)

Keyword Insertion: a feature that updates your ad text to include one of your keywords that matches a customer's search terms. This requires the use of simple code line in your ad text. If you are selling all types of hats and are bidding on "wool hats" "tweed hats" and "women's hats" you can enter {KeyWord: hats} into your ad text.

The text will show hats unless the searcher used one of your keywords (wool hats, tweed hats, or women's hats). For more on how to use these, check this tutorial out. There are 3 major benefits:

- Match your ad to use the same language as the searcher
- Customize your ad to the specific search term without having to create a new ad for each key word.
- Improve Quality Score (not guaranteed)

AdHawk

Keyword Matching Options: Also known as Keyword Match Types, these are the different setting for each keyword to control how closely the search term must be to the keyword in order to trigger your ad. Don't worry - we have a definition for each match type in this glossary.

AdWords KeyWord Match Types

MATCH TYPE	SPECIAL SYMBOL	EXAMPLE KEYWORD	ADS MAY SHOW ON SEARCHES THAT	EXAMPLE SEARCHES
Broad Match	none	women's hats	includes misspellings, synonyms, related searches, and other relevant variations	*buy ladies hats*
Broad Match Modifier	+keyword	+women's +hats	contain the modified term (or closer variations, but not synonyms), in any order	*hats for women*
Phrase Match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	*buy women's hats*
Exact Match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	*women's hats*

TryAdHawk.com   Source: Google

Keyword Mining: the gathering of keywords for your business and ads. You can mine keywords using the Keyword Planner or Search Terms Report.

Keyword Planner: an essential tool that lets you test the search volume, bid estimate, and competition for certain keywords.

Keyword Status: Google's prescribed status of your keyword.

L.

Landing Page: the web page your audience lands or ends up on when they click your ad. The result of the Destination URL.

AdHawk

Landing Page Experience: The interaction between the user and the Land Page and a key factor Google considers when determining quality score. There are 3 things you need to optimize for:

1. A consistent user experience. There needs to be a seamless progression from ad to landing page by matching design, copy, and offerings

2. Focusing the reader's attention by including:
   - A clear, succinct headline and description of the offering
   - All information "above the fold" – don't make users scroll to get all the information.
   - Removing any unnecessary options such as navigation bars, sidebars, and other offerings standard to your core site

3. A single, clear call to action. If you are trying to increase purchases as well as sign ups, we recommend creating an ad for each with their own respective landing pages

Language Targeting: One of the core targeting options for Search and Display campaigns. For display campaigns, choose the language of the sites that you'd like your ads to appear on.

Life Event Targeting: A targeting option that allows your to target your ads based on major life events such as weddings, new children, moving, etc.

Limited by Budget: a Campaign Status that lets you know that your budget is lower than the Recommended Daily Budget. In other words, your ad is not reaching its full potential because your bid is not competitive enough. Your campaign can still be successful.

Location Extensions: an addition to your ad that shows your business' address. This is essential for businesses trying to drive in-store traffic. Check out this 1-minute tutorial video to setting up a location extension.

Location Targeting: target audiences based on where they are in the world. You can also choose areas to avoid.

- Location Groups
- Places of Interest
- Airports
- Central Commercial Areas
- Universities

Demographics: Target household income tier within a certain location you select

- Top 10%
- 11-20%
- 21-30%
- 31-40%
- Lower 50%

My Locations: create a radius around your Google My Business Locations. This is great for franchises and advertisers working for multiple locations

Bulk Locations: if you find yourself targeting a long list of specific locations, you can bulk add them to your campaigns by simply copying and pasting them in the Bulk Locations box. Levels of granularity:

- Country — by name
- State or Territory — by name
- County City/Town
- Zipcode
- Radius around a point on the map:
  - Range: 1 to 800 kilometers
  - Range: 1 to 500 miles

Location Targeting (Advanced): An additional setting under location targeting that allows to more specifically target individuals who are searching for, show interest, or are currently in your targeted location. (Tip: We recommend choosing the "people in your targeting location" option so you're not charged for clicks from people who aren't within where you ship your products/offer your services!)

Location Options: A setting option for Display Campaigns that gives you further control over location targeting. Your campaign will default to target "People in, or who show interest in [your] targeting location" but you can specify your ad to target only people in that location or those who are interested in said location. It allows you to exclude or target people in or who show interest in the set targeted locations.

Low Search Volume: a status for certain keywords alerting you that the keyword or keywords you selected are not searched very often. This doesn't necessarily require action – in fact, some look for these keywords because they are oftentimes low competition and highly specific.

M.

Managed Placements: A type of targeting that allows you to choose specific websites, videos, and apps on the Google Display Network to show your ads on. This gives you more control over where your ads appear for "Display Network only," "Search & Display Networks," and "Search Network with Display Select" campaign types.

Manual Bidding: Select the maximum cost-per-click bid amount for your ad group default bid. When you identify certain placements, keywords, audiences, and times of day that have the best returns, you can use manual bidding to increase returns.

Manual Extensions: Ad extensions that you have to set up yourself in your AdWords account. Note: These extensions will not show up in the ad preview section and can only be viewed in the SERP.

Manual Payments: Prepay for your advertising account before your ads run. Google reserves this option for only a few countries.

Match Types: See Keyword Matching Options

Maximize Clicks: A bid strategy that optimizes your campaigns for a large quantity of clicks.

Maximize Conversions: An automated smart bidding strategy where Google optimizes for higher volume of conversions, rather than the amount of dollars your conversions are generating.

Maximum CPC Bid (Max CPC): The highest amount that you're willing to pay for a click on your ad. This is specific to your business and marketing strategy. For example, if you are trying to drive sales, we recommend determining the profit margin of each good or service first. Generally you want to make sure CPA < Profit margin. You can work backwards as such: Determine Profit margin = Max CPA. Multiply that by your average conversion rate (% of clicks that result in sales), which will give you a rough estimate of a good Maximum CPC bid.

Mobile Ad: An advertisement that displays only on cellphones or tablets. AdWords campaigns default to show on mobile and desktop. If your Landing Page Experience is not optimized for mobile or you simply perform poorly with mobile audiences, you may want to learn how to turn on mobile ads.

   **We recommend this for call-only ads and app promotion ads

Mobile Only: Ads that show only on mobile. This is not a specific setting or checkbox provided in the AdWords interface.

Monthly Invoicing: a payment option that allows you to open a line of credit with Google and pay for your ads on a monthly basis. This option is reserved for high volume advertisers and long-time Adwords customers.

Multiple Sign-In: an AdWords & overall Google account feature that allows you to sign in to multiple Google accounts (such as your personal and business accounts) and quickly toggle between the two.

N.

Negative Keywords: a type of keyword Match Type that prevents your ad from showing for certain search terms. This is a critical feature for your campaigns because negative keywords assure that your ads do not show for searches irrelevant to your offering. This

is especially true for people using Broad Match and Broad Match Modifier keywords. You can use the Search Terms Report to see what keywords are triggering your ads.

Negative Keyword List: a list you can create in your AdWords Shared Library that houses all your negative keywords. You can learn how to save a bunch of time by bulk-adding negative keywords.

Networks: the 6 options to drive your ad placement for each AdWords campaign. You can select from: Not Serving (video ads): a video ad status when a headline, description, or video has been disapproved. These features need to adhere to AdWords advertising policies.

Not Yet Serving: (video ads): the status of any video ad that is pending review. You will see this immediately after a video ad is created under the "Status" column in the Ads tab.

O.

Opening Images: the frame or still image that is seen before someone clicks play on your video. This applies to click-to-play ads and is similar to a YouTube video cover image. We recommend uploading an image that

    1. Matched the dimensions of the video

    2. Draws the audience's attention

    3. Sets expectations for the video so they don't click just to discover it isn't what they came for (you pay for that!)

Opportunities Tab: one of the 5 main tabs on your AdWords dashboard that contains a list of suggestions for your campaigns. New Opportunities will appear in the notifications tab in the upper right corner.

Organic Search Results: the natural or free results from certain search terms on the Google Search results page. Note: not all search terms produce ads.

Overdelivery: when a day's ad spend exceeds your average daily budget. Note: Due to a recent update, Google will now spend up to 2x over your daily budget.

Overdelivery Credit: Advertising credit added to your account anytime your ads overdeliver that month.

P.

Pacific Time (PST or PDT): the default timezone for your AdWords account unless edited otherwise. It is good to check this setting if you want to make ad schedule bid adjustments

Parked Domain Site: this is a site whose URL//domain is owned but has no website built. AdWords will not allow your ad to run when the Destination URL leads to a Parked Domain Site.

Path Length Report: You can find the Path Length Report by:

Click [Tools] tab > Select [Attribution] from dropdown > Choose [Path Length] from the left sidebar

Paused: Ad status that means your ad is not currently running or being seen and you will not be charged until you resume the ad.

Payment Method: the way you pay for your advertising spend in AdWords.

Pending: the status of a campaign when it is still going through the approval process from Google.

Phrase Match: one of 4 keyword Match Types. Phrase match keywords trigger your ad when a certain phrase is searched in its entirety. Searches with words before or after your exact match phrase will trigger your ad as well, so it is still important to keep an eye on your Search Terms Report to update your list of negative keywords.

Placements: the different locations on the Display Network where your ads show. See Managed Placements and Automatic Placements for additional information on the options available.

Places of Interest: select the places of interest within a certain area (ie. airports in the United States or Universities in Texas)

Play Rate: a key metric for Video Ads that tells you how often your video was played by dividing the # of plays by the # of times you ad was shown. Similar to CTR, Play Rate measures engagement. We recommend using Play Rate to test different Opening Images for Click-to-Play Video Ads and Thumbnail Images for YouTube videos.

Previous Visits: A type of automated ad extension that lets users know if they've visited your webpage before. (Only available in the older AdWords Interface.)

Price Extensions: These bring your specific offerings to the surface of the SERP and provide links that take the user directly to your product, reducing the amount of friction between discovery and conversion.

Product Feed: the file containing all the details and attributes about the products in your Google Shopping store.

Google has a number of specific requirements that you must follow to keep your store in good standing. Read more on those in the Google's Shopping Basics guide.

Product Group: a way to organize your inventory of products in the Google Merchant Center. When you first setup your Merchant Center, all your products fall under a single product group "All Products."

We highly recommend separating your products into groups. Product Groups function similar to keywords on the Search Network, in that you bid on Product Groups. Separating your products into groups allows you to assign different max bids for each, giving you more control over your placement, spend, and performance.

Product Listing Ad: ads for products listed in your merchant store that appear on the Search Network and Google Shopping result pages

Promotion Extension: Ad Extension that allows you to showcase sales and promotions on products you sell that people are searching for. Note: This extension is only available on the new AdWords Interface.

Q.

Quality Score: The 1-10 score Google gives each one of your keywords to represent how relevant the keyword, ad, and landing page are for those customers looking at your ad. Many have used a document the size of this glossary to describe and define Google's Ad Quality Score. In reality, there are 3 things you need to know to understand the Quality Score:

- It is 1 of 3 components that influence your Ad Rank/Position on the Sear and Display network.
- Higher Quality Scores lead to lower CPC.
- Your keyword to be present multiple times in the ad text and on the landing page the customer reaches after clicking your ad.

R.

Radius Targeting: Target an area on the map around a certain point, landmark, city, or area.

Recommended Daily Budget: a recommendation from Google's AdWords algorithm machine (not necessarily a real thing) that's defined as "an estimate for the minimum amount you'd need to set for your daily budget in order for your ad to appear as often as possible for your current set of keywords."

Referral URL: the URL of the website where your display ad was clicked. The person was referred to your site from this URL. This is useful for identifying where your traffic is coming from and may inform bid strategy (increase on high referral sites) or placement strategy (manually place ads on similar sites).

AdHawk

Relevance: a component of the Quality Score that judges how well your ad's elements match what the searcher is looking for. A high relevancy score (and thus higher quality score) requires a clear connection between the search terms (keywords), your ad, and your landing page.

Remarketing: A tactic that allows you to reach people who have previously been on your site. It relies heavily on a user's cookie data and shows them ads relevant to the last session they had on your site.

Removed: Ad status when you manually remove the ad from your campaign. When you remove an ad, they'll stop showing up and you won't be charged.

Return on Ad Spend (ROAS): average conversion value you receive in return for every dollar you spend on your ads. Advertisers on AdWords may use the Target ROAS automated bid strategy to optimize their campaigns to maximize ROAS.

$$ROAS = \frac{REVENUE}{AD\ SPEND} \times 100$$

Return on Investment (ROI): The total profits made relative to your ad spend.

$$ROI = \frac{REVENUE - COST}{COST} \times 100$$

Review Extensions: A type of manual ad extension that highlights positive reviews from people or companies that have used/enjoyed your product or service.

S.

Search Engine Results Page (SERP): in essence, the results page for a Google Search. There are over 100 billion searches each month and over 1 billion different people who search Google each month.

Search Funnels: a tool that visualizes what steps (URL paths) people go through when they convert on your site. Tools > Attribution > Top Paths

Search Network: one of the 6 AdWords ad networks. It consists of Google.com & Search Partners.

Search Partners: the sites within the Search Network that partner with Google to show ads.

Search Term: the word or phrase that a person types into a search engine such as Google. You target these terms with keywords in order to show your ad for certain Search Terms.

Search Terms Report: the AdWords report that shows what Search Terms have triggered your ads. This is one of the most important reports on AdWords. For more information, here's an article we wrote on how to access and then leverage the Search Terms Report

Search Query Report: another name for the Search Terms Report.

Segment: a way of manipulating your AdWords or Analytics tables or charts to show a specific criterion about your audience against another. A "segment" could be a specific device, age group, gender, behavior, and much more.

Seller Ratings: An automated ad extension that rewards advertisers with high ratings by showing a five-star scale based on data Google collects from business review sources.

Serving (video ads): a status for your video ad stating that it is approved and ready to go. If it is still not showing (delivering impressions), there may be unrelated issues such as low search volume or low factors resulting in poor placement/position.

Shared Budget: a budgeting option that allows you to set a single budget for all campaigns. Google will then allocate your budget to each of your active campaigns to "maximize your return-on-investment".

Shopping Channel and Exclusivity: a way of grouping products for your Shopping campaign that allows you to divide products in an ad group based on where they are sold (online or in-store). The Merchant Center allows advertisers in Australia, France, Germany, Japan, the U.K. and the U.S. to advertise brick-and-mortar inventory (It requires setting up a verified Local Products feed in Google Merchant Center).

Shortform and Longform Videos: the categorization of videos by length. Shortform < 10 minutes. Longform > 10 minutes. Video ads will show before shortform and longform videos.

Sitelink Extension: A manual ad extension that takes people who click on them to a specific page of your website.

Site Suspended: an ad or keyword status given when the destination URL (Landing Page) is suspended for violating any of Google's advertising policies. To find out what policy your site violates, go to your Ads tab > "Status" column > disapproved > hover over white speech bubble.

Smart Display Campaigns: A campaign option that combines automated bidding, automated targeting, and automated ad creation to help expand your audience and score conversions.

Statistics Table: the general term given to the data tables in AdWords that show your performance & ad data. You can add or remove columns, segments, and filters to show precisely what you want to see.

T

Target CPA (Cost-per-acquisition) bidding: a bidding method that sets a maximum on how much you would pay for a conversion. You must set up conversion tracking and then set a target CPA within the Conversion Optimizer for your campaign.

Target Outranking Share: A portfolio bid strategy where Google will automatically adjust your bids to help your ads outrank a specific domain.

Target ROAS (Return on ad spend): a type of smart bidding strategy that works by using conversion tracking data to predict future conversions and associating them with a dollar value.

Target Search Page Location: A bidding strategy where Google automatically adjusts your bids to push your ad either to the top of the SERP or onto the first page.

Targeting Group: the YouTube search keywords, Display Network Keywords, topics, placements, and audience interests you want to target for your video ad.

Targeting Method: how you control who will see your Display Ad. You can control your targeting for each ad group by using keywords & managed placements.

Text Ad: a basic AdWords ad that consists of:
- A title linking to your destination URL
- A description or promotion of your product/service
- A green link showing your Display URL linking to your Landing Page
- Some text labeling them as an ad

Text Overlay Ad: a type of text ad that is shown with video content on the Display Network. Text ads, by default, appear as Overlay Ads on the Display Network.

Tiered Shopping Campaign: A type of shopping campaign which organizes your products in a broad-to-narrow structure.

Time Lag Report: A type of attribution report that measures how long it took a customer to convert after either a first ad impression, first click on a website or a last click on a website.

Top of Page Bid Estimate: the bid you will need to set for your ad to appear on top of the search results page. Google will look at your keyword quality, ad quality, website quality, and existing competition and then estimate the bid you will need to reach the top. You can find the "Estimate Top Page Bid" column on the keywords tab

Top Path Report: A type of attribution report that illustrates the user journey from seeing your ad all the way through conversion (purchase, form fill, etc). The report can be focused on either impressions or clicks and can be viewed at the keyword, ad group, or campaign level.

TrueView Video Formats: a type of video ad that allows viewers the choice of which ad they want to see. TrueView Ads use cost-per-view (CPV) bidding. They appear on YouTube and other videos on the Google Display Network.
There are two types:

In-stream: video ads that place before, mid-roll, or after another YouTube video or display network video. The viewer is required to watch 5 seconds of the in-stream ads before they can skip.

In-display: video ads that appear on the side of the YouTube stream and as an optional video to play on the Display Network

U.

Under Review: all ads must be reviewed by Google. While this process occurs, your ad status will show "under review". This review process is usually less than 1 business day. Image ads, video ads, ads targeting the Search Partner sites, and text ads relating to sensitive material will immediately be marked "under review" upon creation.

URL: the location of a website, webpage, or file on the internet. It stands for Uniform Resource Locators.

URL Parameter: tags on a URL that pass certain information. This can direct users to a certain page, tell you something about their browsing actions in analytics, and much more. For more information, check out Google's help forum.

V.

Video Publisher: specific Display Network partner sites who produce mostly video content. YouTube is the most significant video publisher site.

View-Through Conversions: A measure of when a user sees your ad shown somewhere on Google Display Network, but doesn't click on it.

W.

Website Calls as Conversions: you can set up your site's code to communicate with Google when someone hits your site. This can tell you where they came from, what keyword they triggered, and what ad they clicked.

With Issues: a status for video ads when it has been disapproved. It may violate Google's advertising policies. It may also be marked as "Not Serving" if any or all of the formats of the video ad have been disapproved.

X.

Xpert: a term to describe you and your AdWords skills if you read this Google AdWords glossary from top to bottom.

AdHawk

Y.

Your Time: What you spend, in addition to money trying to learn how to optimize, analyze, and manage your AdWords account. There are easier ways to do this! Sign up for AdHawk at www.tryadhawk.com to simplify the whole process.

Z.

Zzzz: Congrats! You've made it all the way to the end. You deserve a nap.

*These definitions are our own, with some assistance from the Google Support Center to fill some gaps.