

PPC Glossary

Ad delivery – A setting that determines how quickly you want to show your ads. You can choose between Standard (showing ads throughout the day) or Accelerated (show ads as quickly as possible).

Ad extensions – Additional text or links that can show with an ad. These do not show 100% of the time, likely only when you are in a top position. Possible extensions below:

- **Location extensions** – allows you to display your business address
- **Callout extensions** – allows you to add “snippets” of information to your ad (i.e. Available 24/7)

ACME Electronics

Ad www.acme.com/

Shop ACME Electronics for laptops, smartphones, video games and more!

Free shipping · 24-7 customer service · Price matching

“2014 Online Electronics Store of the Year” – Electronics Weekly

Daily Deals - Laptops - Smartphones - Gift Cards

- **Call extension** – allows you to show your phone number with your ad
- **Sitelink extensions** – allows you to add additional links to your ads that lead to other pages on your site

Nike.com - Nike Official Store

Ad www.nike.com/

4.3 ★★★★★ rating for nike.com

Shop for Nike Shoes and Gear. Online at the Official Nike Store.

Nike has 2,108,718 followers on Google+

Jordan Shoes

Take Flight. Lift Your Game.

Shop Jordan Shoes at Nike.com

New Releases

Check out the Latest Nike Styles. Shoes, Clothing, Gear and more.

Nike+ FuelBand SE

Track your Activity in NikeFuel.

Stay Motivated. Move More.

Women's Gear

Shop the Nike Women's Sculpt Tight and Other Women's Styles at Nike

Ad Group – These hold the keywords, ads and bids that we are using to display your ad

Ad scheduling – A setting that allows you to control when you want to show your ads. You can adjust this based on hour of the day and/or day of the week.

A/B test – A test between multiple different variations of ad copy or extensions to see which performs the best. Typically takes two weeks to a month.

Bid – the maximum we are willing to pay for a click on our ad. This also determines what position we will be in on the search results. The higher the bid, the more likely we are going to be near the top position.

Campaign – A set of ad groups that share a budget. This also houses the location targeting, ad scheduling, and device scheduling.

Clicks – how many clicks to your website your ad gets



Click-through-rate (CTR) – How many people click on your ad compared to those who have seen your ad. Shown in a percentage.

Click-to-call – An ad that prompts the user to call you instead of sending you to their homepage

Conversion – a desired action taken on your website

Cost per Click (CPC) – The amount of money you pay for someone to click on your ad. Total Cost/Total Clicks.

Cost per Lead (CPL) – The amount of money you have paid for someone to convert or take the desired action. Total Cost/Total Leads

Impressions – Number of people who see your PPC ad

Keyword – a word or phrase we bid on to show your ad when someone types it into a search engine

Landing page – Specified destination URL where the user will be directed once they click on your ad

Match type – A keyword setting that determines when your ad will be triggered to show

- **Broad match** – This can bring up any search that matches any part of your keyword (i.e. *water damage* could bring up *damaged iPhone in water*)
- **Broad match modifier** – This “+” special symbol is added in front of the keyword symbolizing that the keyword **MUST** be in the search query to show your ad. They do not have to be in order (i.e. *+house +mold* could bring up *mold in house*)
- **Phrase match** – Ads will only show when someone searches your keyword in the order you have it. This can still have other words in the search (i.e. “*water damage*” could show for *iPhone water damage*)
- **Exact match** – Ad will show only when a user types in that exact phrase, not including any variants (i.e. [*water damage*] will show ads **ONLY** for the search *water damage*)

Match type	Special symbol	Example keyword	Example searches
Phrase match	"keyword"	"baseball bats"	<i>buy baseball bats</i>
Exact match	[keyword]	[baseball bats]	<i>baseball bats</i>
Broad match	none	baseball girls bats	<i>softball bat for ladies</i>
Broad match modifier	+keyword	+baseball bats	<i>bat for baseballs</i>

Negative keyword – keywords we add to an account to ensure your ad does NOT show when that word is typed into a search engine

Quality score – A formula that calculates landing page relevancy, max CPC, and keyword relevancy that is out of 10. The higher the quality score, the more Google sees you as relevant and the more likely you are to increase your ad position

Search partners – Websites partnered with Google that can also show your PPC ads. We can choose to opt out on these if they are not performing well.

Search query – What the user enters into the search engine





Frequently Asked Questions

What is the difference between organic search and paid search?

Organic means any of the links that the search engine displays which are not advertisements. These are typically found below the top few links of the page and the local stack. Paid Search is generally refers to any of the links on the search results page that incur a cost to the advertiser for every click.

What does PPC stand for?

PPC stands for Pay Per Click. The reason behind this is that each click that you receive from your ad incurs a cost.

How beneficial is paid search/why is it important?

Paid search is extremely important to your overall marketing mix. With search engines constantly changing paid search is a sure way to maintain visitors to your website that are looking for exactly what you provide.

What is the average CPC for my business?

CPC's or Cost Per Clicks vary between different industries, locations, and even individual keywords. Depending on what you are targeting you can pay a few cents to hundreds of dollars. If you want more information on about what you can expect give us a call and we will be happy to walk your through everything.



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