

Acronym Overload: AdWords Terminology for Beginners

If you're new to AdWords, you may find the the following definitions helpful to get started.

Ad – An advertisement that is displayed on search results pages, alongside or above search results, and websites. With AdWords, you can create text, image, video and mobile ads.

Ad Group – A group of related ads that share a keyword list. With AdWords, you can create up to 100 ad groups per campaign.

Campaign – A marketing campaign that defines your geographic targeting, budget, settings and more. A campaign is made up of ad groups, ads and keywords. You can create up to 25 campaigns in your account.

Click – When someone sees your ad and clicks on it to visit your website.

Clickthrough rate (CTR) – The ratio of the number of times your ad was displayed (impressions) to the number of times it was clicked. For instance, if an ad is displayed to 100 people, and 2 of them click on it, your CTR is 2%.

Conversion – When a visitor to your website completes a desired action; this can be an online purchase, filling out a form, signing up for a newsletter, or posting a comment.

Cost-per-click (CPC) – The amount of money you pay each time a visitor clicks your ad. The *Max CPC* is the highest amount you are willing to pay for a click.

Destination URL – The web page people will be directed to after clicking on your ad. This page may be different from your Display URL or homepage.

Display URL – The URL that is included in your ad (fourth line).

Impressions – The number of times your ad was displayed to potential customers.

Keyword list – The list of words or phrases you want your ad to appear for, when someone searches for them.

Quality score – A measure of how relevant your keyword and ad are to people who search for your business, products or services. Quality Score is measured on a scale of 1-10 (with 10 being the highest), and the higher your Quality Score, the better.