

# Paid Search glossary



# Introduction

Paid Search, often known as Pay-Per-Click (PPC) advertising, is a digital marketing strategy where businesses pay a fee each time their ad is clicked on an ad serving platform (such as Google Ads).

These ads are prominently displayed in search engine results when users enter specific keywords or phrases related to the advertised products or services. A comprehensive understanding of PPC terminology is vital for optimising your advertising efforts, managing budgets effectively, and achieving better results in paid search campaigns.

## Why it's important to understand PPC terminology

- **Effective Campaign Management:** A solid grasp of PPC terminology allows for more efficient campaign management. You can make informed decisions regarding keyword selection, bidding strategies, and ad copy optimisation, leading to better performing campaigns.
- **Budget Control:** Knowledge of terms helps you better control your advertising budget. You can set realistic budget caps and optimise bids to achieve a desirable return on your investment.
- **Performance Analysis:** Effective PPC management relies on analysing key metrics. Knowing the terminology is essential for accurate performance analysis and making data-driven adjustments to your campaigns.
- **Compliance and Policy Adherence:** Many advertising platforms have specific policies and guidelines. Understanding terms related to ad policies, ad disapproval, and account suspension helps you stay in compliance and avoids disruptions to your campaigns.

# PPC glossary of terms

**Account:** A collection of campaigns, ad groups, ads, and keywords that are managed together.

**A/B Testing:** Comparing two versions of an ad or landing page to determine which performs better.

**Ad:** The text, image, or video that appears in search engine results pages (SERPs) when people search for keywords that advertisers have targeted.

**Ad Click:** When a user clicks on your paid ad, it's counted as an ad click.

**Ad Copy:** The text and creative elements of your ad that are displayed to users.

**Ad Extensions/Assets:** Additional information or links displayed with your ad, such as site links, callouts, and structured snippets.

**Ad Group:** A grouping of related keywords and ads within a PPC campaign.

**Ad Rank:** The position of an ad on a SERP. Ad ranking is determined by a number of factors, including the advertiser's bid, the quality and relevance of their ad, and the user's search history.

**Ad Scheduling:** Setting specific times and days for your ads to appear.

**Affinity Audience:** Specific product or service category searches.

**Audience:** A place to narrow down your targeted users.

**Bid:** The maximum amount an advertiser is willing to pay for a click on their ad.

**Bid Strategy:** A predefined approach for setting bids, such as manual bidding or automated bidding.

**Campaign:** A set of ad groups, keywords, and ads with a shared objective and budget.

**Click-through Rate (CTR):** The percentage of ad clicks divided by the number of times your ad was shown (impressions).

**Conversion:** A desired action that a user takes after seeing or clicking on an ad, such as making a purchase or signing up for a newsletter.

**Conversion Rate:** The percentage of people who see or click on an ad and take a desired action.

**Cost Per Click (CPC):** The average amount an advertiser pays for a click on their ad.

**Display Network:** A network of websites and apps where your ads can be displayed to a broader audience.

**Daily Budget:** The maximum amount an advertiser is willing to spend on their ad campaign each day.

**Geotargeting:** Showing your ads to users in specific geographic locations.

**Impression:** Each time an ad is displayed, regardless of whether or not the user clicks on it.

**Impression Share:** The percentage of times your ad was shown in relation to the total number of times it could have been shown.

**In-market Audience:** Categories based on online searches such as; lifestyle or interests.

**Keyword:** A word or phrase that you're actively bidding on for your product or service.

**Keyword Match Type:** A setting that determines how closely a user's search query must match an advertiser's keyword in order for the ad to be displayed.

**Negative Keywords:** Keywords you specify to prevent your ad from displaying when certain terms are searched.

**Quality Score:** A measure of the quality and relevance of an ad and its landing page by a search engine. A higher quality score can lead to lower CPCs and higher ad rankings.

**Return on Ad Spend (ROAS):** A metric that measures the revenue generated from your ad compared to the cost of running the ad.

**Search Engine Results Page (SERP):** The page that is displayed when a user searches for a query on a search engine. SERPs typically contain a mix of organic and paid search results.

**Search Terms:** Words or phrases that triggered your ad to appear.

**Targeting:** The process of selecting which keywords, demographics, and other criteria to target with ads.

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