The Terminology Behind PPC Strategy

1. **Adwords Editor –** A software application by Google to make account changes without posting live until you're ready. Adwords editor is free and allows you to add new campaigns/ad groups/keywords or to make bid changes and more.

2. **Application Program Interface (API) –** The Google Adwords program allows developers to use applications that interact directly with the AdWords server. With these applications, advertisers can more efficiently manage large AdWords accounts.

3. **Assist –** When a keyword helps another keyword convert into a sale/lead. Assists currently only occur in Yahoo!.

4. **Bounce Rate –** Percent of people who enter your site but leave without visiting any other page.

5. **Clicks –** A click is registered when someone clicks on your pay-per-click ad.

6. **Click-Through rate (CTR) –** A way of measuring the success of an online advertising campaign. A CTR is determined by dividing the number of users who clicked on an ad by the number of times the ad was delivered (impressions).

7. **Content network –** The content network is available on all three of the major search engines and it allows advertisers to display their ads on other websites, blogs and email programs that have partnered with Google.

8. **Conversion –** When a user/customer completes a sale, a form, submits and email or downloads a whitepaper, etc. A conversion is essentially the same as a lead.

9. **Cost-per-Click (CPC) –** The amount of money an advertiser pays search engines and other Internet publishers for a single click on its advertisement that brings one visitor to its website.

10. **Cost-per-lead (CPL) –** The amount of money an advertiser pays search engines and other internet publishers for a lead generated on its advertisement.

11. **Cost per thousand impressions (CPM) –** Pricing means advertisers pay their maximum bid amount for every one thousand impressions received.

12. **Google Checkout –** Google Checkout is a service that makes buying and selling across the web fast, convenient, and secure. When you utilize Google Checkout an icon will be displayed within your pay-per-click ad and this can build trust with users and increase your click-through rate.

13. **Impressions** – Number of people who see your PPC ad.

14. **Keyword** – a word or phrase that PPC advertisers use to display their ads in the sponsored search results.

15. **Lead** – When a user/customer completes a sale, a form, submits and email or downloads a whitepaper, etc. A lead is typically what every advertiser is trying to increase.

16. **Longtail Keywords** – A specific keyword phrase that consists of 2 or more words. Most advertisers use long-tail keywords to target the customer at or near their buying stage.

17. **Match types** – Match types allow an advertiser to control when their ad shows for a particular search query that may or may not contain a keyword listed in their ad group. There are three different match types, Broad, Phrase and Exact; these occur in Google and MSN. However Yahoo! has Standard and Advanced Match.

18. **MSN Adcenter Desktop** – A software application by MSN to make account changes without posting live until you're ready.

19. **My Client Center (MCC)** – A powerful tool for handling multiple AdWords accounts. MCC is ideal for large advertisers with more than one account.

20. **Negative keywords** – Advertisers add negative keywords to their account so their ads do not display when a customer types in a search query containing that keyword. Negative keywords help you qualify the clicks to your site more effectively.

21. **Display / Placement targeting -** Placement targeting lets AdWords advertisers choose individual spots in the Google content network where they'd like to see their ads displayed.

22. **Quality Score** – A ranking system that Google uses based off relevancy to determine bid price.

23. **Quality Index** – A ranking system that Yahoo uses based off relevancy to determine bid price.

24. **Return on Advertising Spend (ROAS)** – Ratio of money gained or lost on an investment relative to the amount of advertising (PPC) money invested.

25. **Return on Investment (ROI)** – Ratio of money gained or lost on an investment relative to the amount of money invested.

26. **Search Engine Optimization (SEO)** – The method of increasing organic (free) rankings on various search engines.

27. **Search query** – A basic search query is a keyword or a keyword phrase a user enters when searching on any search engine.

28. **Search Engine Results Page (SERP)**- The results a user sees in the search engines after typing in a search query. The results would consist of a series of Organic ads as well as Paid or sponsored search ads.

29. **Website Optimizer –** Website Optimizer allows you to test changes in the website content of your pages in order to determine what will be most effective in getting conversions.

30. **P4P**– Acronym for Pay for Performance, also designated as PFP. See also*PPC Advertising*.

31. **PFP**– Acronym for Pay for Performance; also designated as P4P. See also*PPC Advertising*.

32. **PPCSE**– Acronym for Pay-Per-Click Search Engine.

33. **Position Preference**– A feature in Google AdWords and in Microsoft adCenter enabling advertisers to specify in which positions they would like their ads to appear on the SERP. Not a position guarantee.

34. **PPC Advertising**– Acronym for Pay-Per-Click Advertising, a model of online advertising in which advertisers pay only for each click on their ads that directs searchers to a specified landing page on the advertiser's web site. PPC ads may get thousands of impressions (views or serves of the ad); but, unlike more traditional ad models billed on a CPM (Cost-Per-Thousand-Impressions) basis, PPC advertisers only pay when their ad is clicked on. Charges per ad click-through are based on advertiser bids in hybrid ad space auctions and are influenced by competitor bids, competition for keywords and search engines' proprietary quality measures of advertiser ad and landing page content.

PPC Search Marketing and the words that we use

35. **Semantic Clustering**– A technique for developing relevant keywords for PPC Ad Groups, by focusing tightly on keywords and keyword phrases that are associative and closely related, referred to as "semantic clustering." Focused and closely-related keyword groups, which would appear in the advertiser's ad text and in the content of the click-through landing page, are more likely to meet searchers' expectations and, therefore, support more effective advertising and conversion rates.

36. **Statistical Validity**– The degree to which an observed result, such as a difference between two measurements, can be relied upon and not attributed to random error in sampling or in measurement. Statistical Validity is important to the reliability of test results, particularly in Multivariate Testing methods.

37. **Immediate** - Your campaign could be live within hours, whereas the other two options could take weeks or months to bear fruit

38. **Controllable** – you decide how much you want to spend and/or how much traffic you want and that is what you get. Other activities cannot guarantee this

39. **Targeted** – you need only advertise to people who are in the market for your offer, e.g., people looking to sell widgets to widget distrubutors in South Yorkshire

40. **Measurable** – You only pay for people who click through to your website. You can measure exactly how many of those go on to buy, and refine your activity accordingly.

41. **Cheap** – A lot of the relevant terms that potential customers may search under will cost you pennies.

42. **Flexible** – Because of all the above features, different phrases/terms and advertising messages can be tried out and tested and the best ones developed both for Pay Per Click and Natural Search Activity.

43. **Relevance**– In relation to PPC advertising, relevance is a measure of how closely your ad title, description, and keywords are related to the search query and the searcher's expectations

44. **Tier I Search Engines**– The top echelon, or top three, search engines that serve the vast majority of searcher queries. Also referred to as Major Engines, Top Tier Engines or GYM, for Google, Yahoo! and Microsoft Live Search.

45. **Tier II Search Engines**– Smaller, vertical and specialized engines, including general engines, such as Ask.com and AOL; meta-engines that search and display results from other search engines, such as Dogpile; local engines, shopping and comparison engines, and business vertical engines. Tier II Search Engines don't offer the search query market share or features of the Tier I engines; however, Tier II engines can target specific, niche markets and are usually lower cost.

46. **Tier III Search Engines**– Contextual distribution networks, through which marketers' ads appear on pages within the PPC engine's content network, triggered by user web site page views at the moment that contain the advertiser's keyword in its content.

47. **Value Propositions**– "A customer value proposition is the sum total of benefits a customer is promised to receive in return for his or her custom and the associated payment (or other value transfer)." A customer value proposition is what is promised by a company's marketing and sales efforts, and then fulfilled by its delivery and customer service processes.

48. **Vertical Portal / Vortal**– Search engines that focus on a specific industry or sector. Such vertical search engines (also called "vortals") have much more specific indexes and provide narrower and more focused search results than the Tier I search engines.

49. **Verticals**– A vertical is a specific business group or category, such as insurance, automotive or travel. Vertical search offers targeted search options and PPC opportunities to a specific business category.

Analytics Terms and Definition

50. **Aggregate** — Total site traffic for a defined period of time.

51. **Segmented** — A subset of the site traffic for a defined period of time, filtered in some way to gain greater analytical insight: e.g., by campaign (e-mail, banner, PPC, affiliate), by visitor type (new vs. returning, repeat buyers, high value), by referrer.

52. **Individual** — Activity of a single Web visitor for a defined period of time

53. **Log File**- All server software stores information about web site incoming and outgoing activities. Web log files function like the "black box" that records everything during an airplane's flight. The log file is usually in the root directory but it may also be found in a secondary folder. If you do not have permission to access these files, then you will need the help of the server administrator.

54. **Log File Analysis**- The analysis of records stored in the log file. In its raw format, the data in the log files can be hard to read and overwhelming. There are numerous log file analyzers that convert log file data into user-friendly charts and graphs. A good analyzer is generally considered an essential tool in SEO because it can show search engine statistics such as the number of visitors received from

each search engine, the keywords each visitors used to find the site, visits by search engine spiders etc.<u>Source</u>

55. **Tracking URL**– A specially designed and/or unique URL created to track an action or conversion from paid advertising. The URL can include strings that will show what keyword was used, what match type was triggered, and what search engine delivered the visitor.

56. **Unique Visitor**– Identifies an actual web surfer (as opposed to a crawler) and is tracked by a unique identifiable quality (typically IP address). If a visitor comes to a web site and clicks on 100 links, it is still only counted as one unique visit.

57. **Visits** - A visit to your site is when the Google Analytics tracking code is triggered on a user's entrance to the site. Everything they then do on your site is tracked within that visit, until they leave or the session expires (after 30 minutes of inactivity).

58. **New and Returning Visits -** Through the use of cookies, Google Analytics will know if a user has been to your site on that browser before – and if so, will track them as a Returning Visit. If no information is available in the cookies, the visitor is tracked as a New Visit. If the cookie that tracks this has expired or been deleted then the visit will be classed as New. Furthermore, a user using a different browser or computer for another visit will initially be tracked as a New Visit, as cookies are held within individual browsers rather than across the whole computer or tied to the user magically.

59. **Visitors -** The number of visitors will always be lower than the number of visits to a site, this is because some visitors will visit more than once. A visitor will be New and then Returning, but as above, if a visitor comes to the site from another computer or browser they will be seen as a different visitor.

    For example, if you go to a site you are a visitor, if someone else then uses your computer and the same browser they will be seen as the same visitor as far as Google Analytics is concerned. However if you then use a new computer, you are seen as another visitor as Google cannot work out that you have visited from another place before. Contrary to expectation, there is a significant difference between visits and visitors – hopefully this has helped to shed a little light on these variations. Simply put, a visit is time on the site whereas a visitor is a group of visits made on one computer, through one browser that has stored the cookies to track the visits to this one visitor.

60. **Bounce Rate - A** confusing aspect for many people, simply put, a 'Bounce' is a visit to your site that exits having only looked at one page. The 'Bounce Rate' is the percentage of visits that only viewed one page before leaving the site.

    Ideally you want your Bounce Rate to be as low as possible, as that shows that users are engaging with your site. Depending on the type of site a typical Bounce Rate could be between 30% and 50%. Sites such as blogs will often see a higher Bounce Rate as many people only come to the site to read a post they have heard about, when they enter the site on that post and exit having finished reading it they count as a Bounce.

61. **Pageviews -** A pageview is a view of a page, simple huh? But think about how you navigate websites – do you often go to the same page several times while moving around? This means you are triggering multiple pageviews of the same page in a single session, which is why Google Analytics offers you an extra statistic: Unique Pageviews. Unique Pageviews are the number of visitors to a page, rather than the number of visits to that page – notice the subtle difference?

62. **Pages per Visit -** This is how many pages a visitor makes in one visit. This data is used in the Depth of Visit report that shows you how deep most visits to your site are, taking deepness as the more pages you visit the deeper your visit is.