- **Ad -** An advert that appears on when a search is performed.
- **Ad Group -** A grouping of ads and keywords. You can have multiple ad groups per campaign.
- **Ad Scheduling -** Setting your adverts to appear at certain days and times.
- **AdWords -** The advertising platform that allows you to display your website adverts based on peoples searches and pay for the clicks that the website receives.
- **Analytics -** A data collection tool to monitor traffic to the website. There is lots of information that is collected in Analytics.
- **Average Position -** This is the average position that an Ad appears from the top position of Google.
- **Bid -** The maximum price you are willing to pay for a click to your website from that particular keyword.
- **Broad Match-** Broad match is one of the different types of keyword types. Broad match keywords will show your ad for a broad range of searches related to your keywords.
- **Campaign -** A campaign is the top level grouping of ad groups. In campaign settings you can select your budgets, bidding options and geographic targeting options.
- **Click Through Rate (CTR) -** This is the percentage of people who click through to your website from your ad.
- **Conversion -** A conversion is when someone performs a desirable action on your website such as making a purchase or filling in a contact form.
- **Conversion Rate -** This is the percentage of people who have clicked on to your website who then perform a conversion.
- **Conversion Tracking -** Installing the code or steps involved on monitoring how many conversions the site is getting.
- **Cost Per Conversion -** The average cost that each conversion costs you, set against the amount of money the keyword or ad has cost in the selected time frame.
- **Clicks -** The amount of clicks that your advert has had in the given time frame.
- **Cost Per Click (CPC) -** How much each click has cost on average.
- **Cost Per Thousand (CPM) -** How much it has cost you for the advert to be seen per 1000 times.
- **Daily Budget -** How much you are willing to spend per day o your Adwords account.
- **Display URL -** The web address that people will see in the advert on Google. This doesn't have to be the exact same URL that people will visit when they click on the ad.
- **Exact match -** Exact match keywords will only display your ad for the exact keyword search, or very close matches (plural for example).
- **Geo-Targeting -** This is to target a specific region. Only trade locally? Why would you target nationwide?
- **Google Display Network -** Googles advertising network that allows you to display image and text ads on a variety of different websites.
- **Google Shopping -** These are the ads that run on Google advertising products. This is for e-commerce sites only.
- **Impressions -** The amount of times your advert has been seen on Google within the selected time frame.
- **Impression Share -** This is the number of times your ad has been seen, compared against the amount of searches for the targeted keyword phrases.
- **Keyword -** The words and phrases that you would like you have selected to pay per click.
- **Keyword Research -** research discovering the best keywords to generate business, how much each click is likely to cost and the competitiveness of each phrase.
- **Landing Page -** The web page that the adverts are directed to when someone clicks your advert.
- **Negative Keyword -** Words that you select to not show your advert for. Examples could be searches that include 'free', 'job', 'vacancy'.
- **Organic Search Results -** The results from a search that are not paid advertisements or map listings.

- **Phrase Match -** A keyword match type that only generates your advert when the phrase that you target is typed into Google in the order you specify.
- **Pay Per Click (PPC) -** This is the model that Google Adwords uses, meaning you only pay Google when people actually click onto your advert.
- **Product Listing Ads (PLAs) -** This is for Google Shopping and displays a picture of a product and the price, allowing people to make a decision to buy on Google.
- **Quality Score -** This is a ranking that Google gives to keywords based on how relevant that search phrase is in comparison to the advert displayed and the website landing page. Scores are based out of ten, with ten being the best, and one being the worst. The better the quality score the lower your Cost Per Click will be or higher positions.
- **Reach -** The amount of people who are exposed to your ads.
- **Remarketing -** An advertising method of targeting a select audience who have previously interacted with your website.
- **Return On Investment (ROI) -** How much money did you make from your investment in Google Adwords? This metric can be used to determine success.
- **Search Engine Optimisation (SEO) -** A method of helping your website work better on Google organically (free).