### **Terms and definitions from Course 2**

#

**404 page:** A URL that tells the visitor that the webpage does not exist

A

**A/B testing:** A method of testing where two versions of a webpage with a single differing variable are compared to determine which yields better results

**Abandoned cart:** When a potential customer adds an item to their cart, but doesn’t complete the purchase

**Ad auction:** A process that determines which ads will appear for a specific search and in which order those ads will show on the page

**Ad extension:** A Google Ads feature that shows additional information about the business, such as website links, a phone number, or address

**Ad formats:** Elements such as text, videos, images, digital content ads, and more that make up a Google Ad

**Ad group:** A group of ads that is organized by a group of keywords

**Alt text:** A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

**Anchor text:** The visible text in a hyperlink

**Automated bidding strategy:** A Google Ads feature that automatically sets a bid for an ad based on an ad’s likelihood to result in a click or conversion that helps achieve a specific goal

**Average daily budget:** The average amount set for each ad campaign on a per-day basis

**Awareness stage:** The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service

B

**Backlink:** A link that points to a website from another site

**Bid:** The amount a marketer is willing to spend each time a potential customer clicks their ad or calls their business

**Bidding strategy:** Tells an advertiser how much to pay for each user action related to an ad

**Bounce rate:** The percentage of website visitors who view one page and then leave the site

**Breadcrumbs:** A row of internal links at the top or bottom of the page that allows visitors to quickly navigate back to a previous section or the homepage

**Broad match:** A keyword match type in Google Ads that shows ads when someone searches for a term related to a keyword

**Broken link:** A link that leads to a webpage that no longer exists

C

**Campaign:** A plan of action for how a set of one or more ad groups that share a budget, location targeting, and other settings will be distributed online

**Click:** An interaction with an ad and online user

**Consideration stage:** The second stage of the marketing funnel, when a potential customer’s interest builds for a product or service

**Content marketing:** A marketing technique that focuses on creating and distributing valuable content

**Conversion rate:** The percentage of users or website visitors who take a desired action

**Conversion stage:** The third stage of the marketing funnel, when marketers capitalize on the interest people have already shown

**Copy:** Any written material that encourages a customer to buy a product or service

**Crawlers:** Automated software that crawls (fetches) pages from the web and indexes them

**Crawling:** The process of finding new or updated webpages

**Customer persona barrier:** What is preventing the customer from achieve their goal

**Customer persona goal:** What the customer wants to achieve

**Customer persona:** Represents a group of similar people in a desirable audience

D

**Demographics:** Information specific to the customer, such as age, gender identity, income, family size, occupation, education, and location

**Digital advertising:** Communication made by a company to promote its brand, product, or service using various platforms and online channels

**Display ad:** A visual ad format placed on websites or applications

**Domain:** The core part of a website’s URL, or internet address

E

**Email marketing:** Sending messages to a list of existing subscribers to share information, drive sales, or create community

**Exact match:** A keyword match type in Google Ads that shows ads when someone searches for a term that has the same meaning or same intent as a keyword

**External link:** A link on a website that leads to content on other sites

F

**Featured snippet:** A special box that displays information about a search in the results page

G

**Google Ads:** An online advertising platform where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users

**Google Business Profile:** A tool that allows local businesses to tailor how their information appears on Google Search and Google Maps

**Google Display Network:** A group of websites, videos, and apps where display ads can appear

**Google knowledge panels:** Information boxes that appear on Google when someone searches for people, places, organizations, or things that are available in Google’s knowledge database

**Google Search Console:** A tool that helps users better understand how a website is performing on Google Search

**Googlebot:** The generic name of Google's crawler

H

**HTTPS:** An internet communication protocol that protects the integrity and confidentiality of data between the user’s computer and the site

I

**Impression:** When a piece of content is displayed to a target audience

**Indexing:** The process of Google saving and organizing website information to display in the search engine

**Influencer marketing:** Involves a brand collaborating with an online influencer to market one of its products or services

**Internal link:** A link on a website that points to other pages on the site

K

**Keyword:** A search term that people use to find information, products, or services online

**Keyword research:** The process of finding terms and phrases that people use in search engines

**Keyword stuffing:** The practice of loading a webpage with keywords or numbers in an attempt to manipulate a site’s ranking in the search results

L

**Landing page:** The first page a visitor encounters when they go to a website

**Loyalty stage:** The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates

M

**Manual action:** Google’s way to demote or remove webpages that are not compliant with its webmaster quality guidelines

**Meta description:** Text that provides the search engines a summary of what the page is about

**Mobile-friendly webpage:** A webpage that is designed to load quickly and render well on a phone screen

N

**Negative keywords:** Search terms excluded from an ad campaign

O

**Optimization score:** An estimate of how well a Google Ads account is set to perform

**Organic results:** Search results not paid for by advertisers

**Organic search:** Unpaid results a search engine produces when a search is performed

P

**Paid results:** Search results that advertisers pay to show whenever a user runs a search containing certain keywords

**Pay-per-click (PPC):** A type of advertising that allows the advertiser to pay only when someone clicks on an ad link

**Phrase match:** A keyword match type in Google Ads that shows ads when someone searches for a term that includes the meaning of a keyword

Q

**Query:** The words typed into a Google Search bar

R

**Rank:** A webpage’s position in the search engine results pages (SERPs), which is determined by an algorithm

**Remarketing ad:** Anadvertisement delivered to previous purchasers, subscribers, or visitors to a brand’s website or social media

**Responsive display ad:** A Display ad that automatically adjusts its size, appearance, and format to fit available ad spaces

**Rich results:** Enhanced results in Google Search with extra visual or interactive features

S

**Schema:** The type of code used for structured data markups

**Search algorithm:** An automated process that helps locate information to answer a user’s query

**Search engine:** Software that provides information on a search query

**Search engine marketing (SEM):** Increasing a website’s visibility on a search engine results page through paid advertising

**Search engine optimization (SEO):** The process of improving a website to increase its visibility in a search engine

**Search engine results pages (SERPs):** The results pages that appear when someone performs a search query

**Sitemap:** A file that provides information about the pages, videos, and other files on a site, and the relationships between them

**Smart bidding:** Automated bidding strategies that use machine learning to optimize for conversions or conversion value with each auction

**Social media marketing:** The process of creating content for different social media platforms in order to drive engagement and promote a business or product

**Social share:** When a customer shares a product or service with their social media followers

**Strategy:** A plan to achieve a marketing goal

**Structured data:** Code used to describe a webpage’s content better to search engines

**Subdomain:** The subset of a larger domain used to organize an existing website into a different page URL

**Subpage:** A lower-level page that appears below the homepage of a website

T

**Tactic:** An action a marketer takes to make a marketing goal happen

**Targeted location:** The towns, cities, or countries in which an ad will appear

**Traditional advertising:** Non-digital ad placements, like newspapers, radio, TV, or billboards

U

**Unique selling proposition (USP):** An explanation of why a product or service is better than the competition

**URL:** The address of a webpage or file on the internet

V

**Visitors:** The total number of times people have been to a website or app as a result of clicking an ad

W

**Webinar:** A presentation, typically educational, that is provided online

**Webpage title element:** Text that provides both the users and search engines with a page’s topic