GOOGLE ADS TERMINOLOGIES

LANDING PAGE
- A specific webpage that is designed to recieve visitors from an ad or marketing campaign
- WHAT IS THE GOAL OF A LANDING PAGE..?
  - 1. Generate the Leads
  - 2. Making Sales
  - 3. Signing up for News letter
- HOW THE LANDING PAGE SHOULD BE...?
  - It should be Very clear, Very Relevant to the ADD or campaign

IMPRESSION
- Each Time your ad is Displayed on SEARCH RESULTS PAGE, WEBSITE & APP
- Eg:
  100 times your AD is displayed your will get 100 Impressions

CLICK
- A click is Recorded when every time a User click on your ad
- Clicks are more Valuable then Impressions

  Because A User is More Interested in your add and want to learn more about it..
- Eg:

  100 Times Ad is displayed and 5 Users Clicked on it...now HOW MANY CLICKS I GOT..?

  Ans: 5

CONVERSIONS
- A user takes a Desired Action After Clicking on Your ad Such as
  - MAKING PURCHASE
  - SIGNING UP FOR NEWS LETTER
  - FILLING UP A FORM
- Eg:

  10 Times Your AD is Displayed
  5 clicks you got it
  2 People Purchased it

  I got with 2 conversions

BIDDING
- It is the Process of Setting Maximum Amount of Money you are willing to pay for Each Ad and click
- Your BID is one of the Factors that determines that your ad is ranked
- Eg:
  You Might set a bid of 100/- for a keyword "WOMEN SHOES"

  This Means you are willing to pay 100/- Every time if someone clicks on your ad when they search for "WOMEN SHOES" keyword

PPC
- PAY PER CLICK
- You only pay when some one clicks on your add
- Eg:

  You Recieved 50 clicks and you had spended 500 rupees

  CPC = TOTAL AMOUNT SPEND / TOTAL CLICKS
  = 500 / 50 = 10

CPA
- COST PER ACQUISITION
- Average Cost you pay for each conversion
- You had spend 200 rupees and Got 10 Conversions

  CPA = TOTAL COST / NO. OF CONVERSIONS
  = 200 / 10 = 20

CPM
- COST PER 1000 IMPRESSIONS
- It is used for VIDEO ADS & DISPLAY ADS
- If you pay 10/- for 1000 Impressions , then your CPM is

  CPM = (Total Cost / Total Impressions) * 1000

  CPM = (10 / 1000) * 100 = 1

CTR
- CLICK THROUGH RATE
- No. of people who clicked on your ad out of no. of people who seen your ad
- If you Received 5 clicks out of 100 Impressions

  CTR = 5%
- CTR = (TOTAL CLICKS / TOTAL IMPRESSIONSZo) * 100

  CTR = (5/100) * 100 = 5%

AD RANK
- How Well your ad is competing with other ads
- It is calculated based on
  BID, QUALITY, SCORE, and AD EXTENSIONS