

# Google reklamos internete sąvokos

2015

# *Search engine optimization (SEO)*

- Search engine optimization (SEO) can be described as strategies and tactics used to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine.
- The goal of successful SEO is to obtain a high-ranking placement in the search results page of a search engine (e.g. Google, Bing, Yahoo and other search engines). Internet users often do not click through pages and pages of search results, so where a site ranks in a search is essential for directing more [traffic](#) toward the site.
- The higher a website naturally ranks in organic results of a search, the greater the chance that that site will be visited by a user.

# SEO “white hat” and “black hat”

- SEO is typically a set of "[white hat](#)" best practices that webmasters and Web content producers follow to help them achieve a better ranking in search engine results. Some of these best practices include:
  - - Creating and publishing excellent content.
  - - Using keywords and keyword analysis.
  - - Link building to improve link popularity.
  - - Using social media links on sites such as Facebook and Twitter.
  - - Improving your site's navigation to provide an excellent user experience.

# ***Search Engine Marketing (SEM)***

- Many people start with a good Web site and invest in SEO, but don't necessarily follow through with another very important component; and that is search engine marketing.
- SEM is a broader term than SEO, and is used to encompass different options available to use a search engine's technology, including paid ads. SEM is often used to describe acts associated with researching, submitting and positioning a website within search engines. It includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.
- SEM offers you the opportunity to pay based on clicks (you pay only for each click through from the advertisement to your Web site). Ads in a successful SEM campaign will be shown to those consumers specifically looking for your products or services, resulting in a higher conversion rate.

# ***The Difference Between SEM and SEO***

- SEM is a broader term than SEO. Where SEO aims to provide better organic search results, SEM uses the search engines to advertise your website or business to Internet customers and send a more targeted traffic to your Web site.
- For example, when people use a search engine to query "fashion handbags", the organic search engine results is where SEO technologies can assist your Web site in being more visible. The paid advertising, or sponsored links are the ones prominently displayed above or beside the organic search results is a product of SEM.
- SEO and SEM are not competing services. SEO is considered a subset of SEM services. If you want to conduct business on the Internet you need to be visible in both organic and advertised links, which means you need both SEO and SEM.

# Keywords

- Words or phrases describing your product or service that you choose to help determine when and where your ad can appear.
- The keywords you choose are used to show your ads to people. Select high-quality, relevant keywords for your ad campaign to help you reach only the most interested people, who are more likely to become your customers.
- When someone searches on Google, your ad could be eligible to appear based on the similarity of your keywords to the person's search terms, as well as your keyword match types. Keywords are also used to match your ad to sites in the Google Network that are related to your keywords and ads.
- A great keyword list can help improve the performance of your ads and help you to avoid higher prices. Poor keywords can ultimately cause you to have higher prices and lower ad position.
- You can add **match types** to your keywords to help control which searches your ad can be matched with.

# Relevance

- How closely the elements of your ad campaign match what a person seems to be looking for.
- Your ads and keywords should directly relate to the content on your website, especially the ad's landing page. When people see your ad, they should be able to understand what kind of product, service, or other content they'll find on your site.
- To encourage you to create relevant ad campaigns that accurately represent your products or services, the AdWords pricing system is partly based on relevance. A highly relevant ad, keyword list, and landing page is generally rewarded with a higher position on the page for potentially less money.
- Relevance is part of your **Quality Score**, a formula that Google uses to measure how useful your ad, keyword, and website are to a customer. Relevant ads tend to get higher Quality Scores.

# Impressions

- How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other site on the Google Network.
- Each time your ad appears on Google or the Google Network, it's counted as one impression.
- In some cases, only a section of your ad may be shown. For example, in Google Maps, we may show only your business name and location or only your business name and the first line of your ad text.
- However, when someone searches using [Google Instant](#), an impression can be counted when one of these occur:
  - Person begins to type and then clicks anywhere on the page like a search result, ad, or related search
  - Person types a search and then clicks the "Search" button, presses Enter, or selects a predicted query from the drop-down menu
  - Person stops typing, and the results are displayed for a minimum of three seconds
- You'll sometimes see the abbreviation "Impr" in your account showing the number of impressions for your ad.



# Click

- When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.
- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might see a difference between the number of clicks on your ad and the number of visits to your website.
- Clicks can help you understand how well your ad is appealing to people who see it. Relevant, highly-targeted ads are more likely to receive clicks.
- In your account statistics, you'll see the **clickthrough rate (CTR)**, which tells you how many people who've seen your ad end up clicking on it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.
- Note that a good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

# Conversion

- A conversion happens when someone clicks your ad and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.
- Conversions help you understand how much value your online ads bring to your business.
- **Conversion Tracking** is a free tool in your account that can help identify what customers do after clicking your ad.
- There are two types of conversion data that you might see in your reports:
  - **Conversions** reports all conversions made within your chosen conversion window after an AdWords click (according to your counting settings of either "All" or "Unique" for each conversion action).
  - **Converted clicks** reports every AdWords ad click resulting in one or more conversions within your chosen [conversion window](#). This means that even if your counting settings are set to count unique conversions and more than one conversion actions happen following a single ad click (example: one email signup and one quote request), this column will still show "1" for that click. This helps you gauge unique customer acquisitions, but doesn't give you a sense of the relative values of each converted click.

# Cost-per-click (CPC)

- Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments, or using Enhanced CPC).
- Your [max. CPC](#) is the most you'll typically be charged for a click, but you'll often be charged less -- sometimes much less. That final amount you're charged for a click is called your [actual CPC](#).
- If you enter a max. CPC bid and someone clicks your ad, that click won't cost you more than the maximum CPC bid amount that you set.
- You'll choose between **manual bidding** (you choose your bid amounts) and **automatic bidding** (let Google set bids to try to get the most clicks within your budget).
- CPC pricing is sometimes known as pay-per-click (PPC).

# Clickthrough rate (CTR)

- A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.
- CTR is the number of clicks that your ad receives divided by the number of times your ad is shown expressed as a percentage (clicks ÷ impressions = CTR).

For example, if you had 5 clicks and 1000 impressions, then your CTR would be 0.5%. Here's how it's calculated:

- Each of your ads and keywords have their own CTRs that you can see listed in your account. [Find them on your Campaigns tab](#)
- A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's expected CTR (a component of **Quality Score**), which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.
- You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.

# Actual cost-per-click(CPC)

- Your actual cost-per-click (actual CPC) is the final amount you're charged for a click. You're often charged less -- sometimes much less -- than your maximum cost-per-click (max. CPC) bid, which is the most you'll typically be charged for a click.
- Actual CPC is often less than max. CPC because with the AdWords auction, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad, such as sitelinks.
- How this works
- We combine the components of [Quality Score](#) (expected clickthrough rate, ad relevance, and landing page experience), the max. CPC bid, and the expected impact of extensions and other ad formats to determine [Ad Rank](#). When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, expected clickthrough rates, and the prominence of the extensions or formats on the search results page. Each advertiser's Ad Rank is then used to determine where the ad appears and what types of extensions and other ad formats will show with the ad (or whether the ad or ad format will appear at all).
- For ads on the Search Network, the minimum Ad Rank required for [ads above search results](#) is generally greater than the minimum Ad Rank required for ads beside search results. As a result, the actual CPC when you appear above search results could be higher than the actual CPC if you appear beside search results, even if no other advertisers are immediately below you. Although you may pay more per click, top ads usually have higher clickthrough rates and may allow you to show certain ad extensions and other features available only in top ad positions. As always, you're never charged more than your max. CPC. bid.
- Examples
- If the advertiser immediately below you bids US\$2.00, and if that advertiser's ad is the same quality as yours (and has equal-performing extensions and ad formats), you'd typically need to bid a penny more than US\$2.00 to rank higher than that advertiser and still maintain your position and ad formats. With AdWords, that's the most you'll pay (about US\$2.01), whether your bid is US\$3.00, US\$5.00, or more.
- If the advertiser immediately below you bids US\$2.00 and has a *higher* quality ad than you, you'll pay about a penny more than what's required to match that advertiser's higher Ad Rank (and still maintain your position and ad formats), but never more than your max. CPC bid (unless you're setting [bid adjustments](#) or using [Enhanced CPC](#)).
- For certain ads on the Display Network, your actual CPC will be different than described. Learn more about the [Display Network ad auction](#).

# Maximum CPC bid

- A bid that you set to determine the highest amount that you're willing to pay for a click on your ad.
- If someone clicks your ad, that click won't cost you more than the maximum cost-per-click bid (or "max. CPC") that you set. For example, if you set a \$2 max. CPC bid, you'll never pay more than \$2 for each click on your ad. The actual amount that you pay is called the [actual CPC](#) and is shown in your account's "Avg. CPC" column.
- A higher bid generally helps your ad show in a higher ad position on the page.
- You'll choose between **manual bidding** (you choose your bid amounts) and **automatic bidding** (you set a target daily budget and the AdWords system automatically adjusts your max. CPC bids on your behalf, with the goal of getting you the most clicks possible within that budget). With manual bidding, you'll set one maximum CPC bid for an entire ad group, but can also set different bids for individual keywords.

# Cost-per-thousand impressions (CPM)

- CPM bidding means that you pay based on the number of impressions (times your ads are shown) that you receive on the Google Display Network. Starting this year, CPM bidding will be replaced by viewable CPM bidding. Existing CPM bids will eventually be transitioned to vCPM automatically. [Learn more about using viewable CPM bids.](#)
- CPM stands for cost-per-thousand impressions, so you pay for each set of a thousand views of your ad. You set CPM bids to tell Google how much you're willing to pay for that set of impressions.
- CPM bidding is best suited for advertisers who are focused on brand awareness. For advertisers whose main goal is sales or website traffic, **CPC bidding** (pay for each click on your ad) might be a better option.
- You set a **maximum CPM** (or "max CPM") bid as the highest amount that you're willing to pay for 1,000 views of your ad.
- Transition to viewable CPM
- This summer, all cost-per-thousand impression (CPM) bids will transition to a new type of bid called viewable CPM (vCPM), and CPM bidding will no longer be available.
- Viewable CPM allows you to bid on the actual value of your ad being in a viewable position on a given placement. [Learn more about viewable CPM bids](#)
- We recommend that you upgrade any existing CPM campaigns before they are automatically migrated. Bidding for viewable impressions means you only pay for ads that come into view, so using a higher vCPM bid than your CPM bid is usually more effective for winning these more valuable types of impressions. This can help keep your bids competitive and continue to meet your daily budget.

# Maximum CPM bid

- A bid that you set to determine the highest amount that you're willing to pay for 1,000 impressions (times your ads appear). Starting this year, CPM bidding will be replaced by viewable CPM bidding. Existing CPM bids will eventually be transitioned to vCPM automatically. [Learn more about using viewable CPM bids](#).
- CPM stands for cost-per-thousand **impressions**, so you pay for each set of a thousand showings of your ad rather than paying for the number of clicks that you receive. CPM bidding is best suited for advertisers who are focused on brand awareness rather than sales or website traffic.
- You set a maximum CPM bid (or "max CPM") and then won't pay more than that amount for every 1,000 impressions your ads receive.
- A higher bid generally helps your ad show higher on a page and show more often.
- You can set a maximum CPM bid for an entire ad group and also set different bids for individual placements.



# Landing page:

- The webpage where people end up after they click your ad. The URL of this page is usually the same as your ad's final URL.
- For each ad, you specify a **final URL** to determine the landing page where people are taken when they click your ad.
- Google's policy is that your landing page and **display URL** (the webpage shown in your ad) must share the same domain.
- Your **landing page experience** is one of several factors that helps determine a keyword's Quality Score. The experience of a landing page is represented by such things as the usefulness and relevance of information provided on the page, ease of navigation for the user, and how many links are on the page.

# Final URL

- The URL address of the page in your website that people reach when they click your ad.
- The domain of the final URL needs to match the domain of your **display URL**.
- The final URL isn't displayed on your ads (the URL shown is your display URL).
- The final URL is replacing the destination URL as part of a URL upgrade. For now, you can choose to use either a final URL or a destination URL as your landing page address.
- If you use tracking information, enter it in your tracking template. You may not use cross-domain redirects in your final URL.

# Quality Score

- An estimate of the quality of your ads, keywords, and landing page. Higher quality ads can lead to lower prices and better ad positions.
- The components of Quality Score (expected clickthrough rate, ad relevance, and landing page experience) are determined every time your keyword matches a customer's search.
- You can get a general sense of your ad quality in the "Keyword Analysis" field of your account (reported on a 1-10 scale). You can find this by selecting the Keywords tab and clicking on the white speech bubble next to any keyword's status.
- The more relevant your ads and landing pages are to the user, the more likely it is that you'll see higher 1-10 Quality Scores and benefit from having higher quality components of your Ad Rank, like a higher position or lower CPC.

# Average position (Avg. Pos.)

- A statistic that describes how your ad typically ranks against other ads. This rank determines in which order ads appear on the page.
- The highest position is "1," and there is no "bottom" position. An average position of 1-8 is generally on the first page of search results, 9-16 is generally on the second page, and so on. Average positions can be between two whole numbers. For example, an average position of "1.7" means that your ad usually appears in positions 1 or 2.
- Your ad's **rank** can change, causing its **position** on the page to fluctuate as well, so your average position can give you an idea of how often your ad beats other ads for position. However, the most important thing is to find what's profitable for you, which might not be to show in the top position.
- Average position may be less useful in optimizing for performance on the Google Display Network because of the diversity of websites on this network. If you want to measure performance on the Display Network, we recommend focusing on metrics such as conversions and ROI.
- You can see an "Avg. Pos." column for your ads, campaigns, and other elements, but average position is generally most useful to look at for your keywords. By seeing how your ad typically ranks when it's triggered by one of your keywords, you can try to influence your position by changing the keyword's bid.