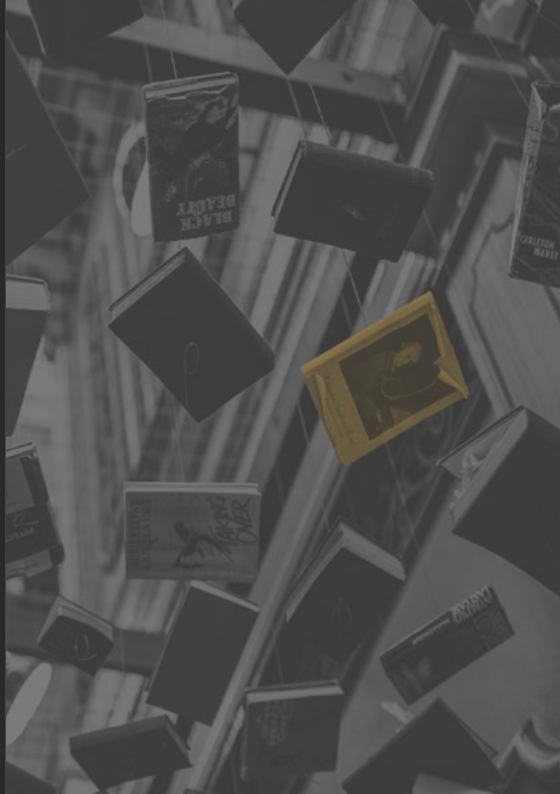# Croud A-Z Glossary

SEO / PPC / Analytics

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A

Above The Fold

To be positioned in the upper half of a web page and therefore visible without scrolling down the page.

Ad Extensions {PPC}

A feature that shows extra business information with your ad, like an address, phone number, store rating, or more webpage links. They normally show as part of the ad, but underneath the headline and description lines.

Ad Group {PPC}

A set of keywords, ads, and bids that is a key part of how your account is organised. Each campaign is made up of one or more ad groups, while each ad group typically includes about 5-10 keywords.

Ad Position / Ad Rank{PPC}

The order in which your ad appears on a page in relation to other paid ads. An ad position of "1" means that your ad is the first ad on a page.

ADP

This stands for the 'Account Development Plan', outlining key tactics to be completed in the upcoming months by Croud. This can be found in Croud Control.

AdWords {PPC}

The former name for what is now known as 'Google Ads'. This is the online advertising platform developed by Google, where advertisers manage their pay per click (PPC) activity.

Alt Tag {SEO}

It is an HTML attribute applied to image tags to provide a text alternative for search engines to identify images. They inform Google what a photo is and can positively impact organic search rankings.

Anchor Text {SEO}

Every link consists of two main elements; the web address that the link is pointing to (the destination), and the anchor text. The anchor text is the text that works as the link.

Attribution

Attribution allows you to control how credit for a particular conversion is given to the marketing channels that led to the action taking place. Attribution takes into account the channels (and traffic sources) used across multiple sessions for a user. You can set the amount of historical data included in the reports using the lookback window. See also First Interaction and Last Interaction.

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A / B

Auction Insights {PPC}

A report that lets you compare performance with other advertisers participating in the same auctions. This information can help you make strategic decisions about bidding and budgeting by showing what's successful and where opportunities exist for improved performance.

Audiences {PPC}

Audience targeting allows you to be more accurate when choosing who sees your ads. You can reach people based on who they are, their interests and habits, what they're actively researching or how they've interacted with your business.

Average Position {PPC}

A statistic that describes how your ad is typically positioned on search results pages.

Avg CPC {PPC}

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.

Backlinks {SEO}

Links placed on another website that points back to your site. Backlinks are one of the most important factors for SEO. Getting a lot of backlinks with relevant anchor texts is the quickest way of improving search engine rankings.

Bidding Strategies {PPC}

Automated bidding takes the heavy lifting and guesswork out of setting bids to meet performance goals. Each type of automated bid strategy is designed to help achieve a specific goal for your business.

Black Hat SEO {SEO}

Black hat SEO is the name for all SEO practices that are known for being manipulative or unethical. This can cause your site to be penalised by search engines.

Bounce

A bounce is reported when a user's session only contains a single pageview and 'takes no action'. The idea is that someone comes to your website and they 'bounce' away and leave after only viewing a single page and without triggering any events. See also Event.

Bounce Rate

Bounce rate is the percentage of sessions reported as bounced. Bounce rate can provide top-level insights about the performance of your content.

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C

Callout Extensions {PPC}

Callout extensions allow you to promote unique offers to shoppers, such as free shipping or 24-hour customer service. When customers see your ads, they get detailed information about your business, products, and services.

Campaign {PPC}

A set of ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings. An AdWords account can have one or many ad campaigns running.

Canonical Tag {SEO}

A tag which allows the webmaster to inform a search engine that a specific URL represents a master copy of a page. The main idea is that when a search engine sees this tag it does not rank that page, but transfers all the rankings to the canonical page. Similar to the 301 redirect.

Click Share {PPC}

Is the clicks that you've received on the Search Network divided by the estimated maximum number of clicks that you could have received.

Clicks {PPC}

When someone clicks your ad, like on the blue headline of a text ad, Google Ads counts that as a click.

Cloaking (page cloaking) {SEO}

This is the practice of taking a webpage and building it in a way so it displays different content to people and to search engines. In theory, you can get good ranking for your desired keywords (by presenting an optimised page to the spiders) and then present users with unrelated content. This is a black hat technique that will get you penalized or even banned by search engines.

Cookie

A piece of data that a website or third party stores in a user's browser to fulfill a variety of functions, from tracking browsing behavior to authenticating user accounts (so you don't have to login every time you visit a site).

CPL / CPA

Also referred to as Cost-Per-Acquisition (CPA), this refers to the amount of money an advertiser pays search engines and other internet publishers for a lead generated on its advertisement.

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CPM / Cost Per Thousand
___

The price of 1,000 impressions on a webpage.

Customer Match
___

Customer Match lets you use your online and offline data (such as email addresses and phone numbers) to reach and re-engage with your customers across Search, YouTube and Gmail. Using information that your customers have shared with you, Customer Match will target ads to those customers and other customers like them.

CTR
___

This is the 'click through rate' which tells you how successful your ads are in terms of driving traffic to a particular web location. It's basically a percentage arrived at by dividing the number of times your ad was clicked by the number of times it was seen.

D

Daily Budget {PPC}

An amount that you set for each ad campaign to specify how much, on average, you'd like to spend each day.

Deep Linking {SEO}

Creating a hyperlink that points to a specific page or image on a website, instead of that website's main or homepage. Such links are called deep links. Deep links are particularly valuable for SEO. Linking to specific pages within your site with a good anchor text improves the rankings of these pages.

Description {PPC}

This is part of the ad copy, and sits underneath the headline. The description field should be used to highlight details about your product or service and include a call to action. A maximum of two description lines will show, with a maximum of 90 characters each.

Display URL {PPC}

Display URLs give people an idea of where they'll arrive after they click an ad. The landing page that you define with a final URL tends to be more specific. For example, if your display URL is www.example.com, your final URL might be example.com/sweaters.

Do-follow Link {SEO}

It's a standard HTML link that doesn't have the rel="nofollow" attribute. Do-follow links are the most valuable ones from an SEO perspective.

Domain Name (and Hosting) {SEO}

The domain is a website's unique address on the internet. For example, this website's domain is www.croud.com. Hosting, or a web host, is where your website is kept/stored on the web and is needed in order to be a website owner.

Duplicate Content {SEO}

If you have two separate pages within your website that has the same content on them (or very similar content) then you have duplicate content. Duplicate content is believed to be a bad thing for SEO. Search engines do not like sites that use the same piece of content over and over again, and they often penalize them for it.

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Enhanced CPC (eCPC) {PPC}

—

Automatic bid management feature designed to increase your ROI by raising or lowering your bids for keywords that the system predicts are more likely to convert.

ETA Ads {PPC}

—

These are 'Expanded Text Ads' and are the latest version of text ads that can be shown for a PPC ad. ETA's have its name as this new format provided advertisers with more characters within the text ads, compared with the previous standard text ads.

Event

—

A custom interaction (or attribute) that is tracked from your website into Google Analytics, for example, tracking plays of an embedded video. Each event can include up to three dimensions (the event 'category', 'action' and optional 'label') and a metric (the optional event 'value'). Events require custom implementation to be tracked and are then reported inside the standard 'Behavior' reports. Events can also be used to configure event-based goals.

Final URL {PPC}

The URL address of the page in your website that people reach when they click your ad.

Goal

Goals are used to track desired actions on your website. For example, subscribing to your email newsletter, submitting an inquiry or registering as a member. Goals can be configured inside Google Analytics and can be based on people traveling to a particular page (or pages), triggering an event, sessions of a certain duration or viewing a certain number of pages.

Google Display Network (GDN) {PPC}

The Google Display Network can help you reach people while they're browsing their favourite websites, showing a friend a YouTube video, checking their Gmail account or using mobile devices and apps. Typically ads are visual, in terms of banner ads or video.

Google Forwarding Number {PPC}

A unique phone number generated through Google that advertisers can use in their ads to help track business calls and performance.

Google My Business (GMB)

A product that lets you create and manage free business listings in Google Maps so that people can see your business when doing a local search. It was formerly known as 'Google Places'.

Gmail Ads {PPC}

Gmail ads are interactive ads that show at the top of your inbox tabs. Some of these ads are expandable. When you click one of these ads, it can expand just like an email. The expanded ad can include images, video or embedded forms. Gmail ads help you connect with potential customers in a more personal format.

Headline {PPC}

This is the first piece of text ad the top of the ad copy. Ad Copy now consists of up to three headline (previously it was 2), each of which can be a maximum of 30 characters and separated by a vertical pipe ("|").

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Impression Share {PPC}
—

Impression share (IS) is the number of impressions you've received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, bids, and Quality Scores. Data is available at the campaign and ad group levels.

Impressions {PPC}
—

The number of times an ad appeared on any user's screen. Keep in mind that impressions are not a count of how many unique individuals saw your ad. One person seeing the ad twice from the same browser will count as two impressions. In programmatic, most buys will include a minimum number of impressions served.

Invalid Clicks {PPC}
—

Clicks on ads that Google considers to be illegitimate, such as unintentional clicks or clicks resulting from malicious software.

Key Performance Indicator (KPI)
—

Performance measurement that stems from your primary metric or what is most important to a particular business's success. For example, conversions and cost-per-acquisition can be popular KPIs for many PPC advertisers.

Keyword {PPC}
—

A word or phrase that PPC advertisers use to target and display their ads in the sponsored search results.

Keyword Density {SEO}
—

Keyword density is a number describing how often a specific phrase appear in a piece of text. To calculate it you just have to divide the number of times your keyword appears in a piece of text by the total number of words this piece of text has, and then multiply the result by 100. The final result will be expressed as a percentage score. If a given phrase has a high density score then it means that the text is clearly about that phrase, so it should get good rankings for it.

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Keyword Insertion {PPC}
—

An advanced Google Ads feature that dynamically updates your ad text to include one of your keywords that matches a customer's search terms.

Keyword Matching Options {PPC}
—
Keyword-level settings that help control how closely the keyword needs to match a person's search term in order to trigger your ad. These include broad, modified broad, phrase, exact and negative match types. You also have the ability to specify whether or not you want your phrase and exact match terms to show for plurals, misspellings or close variants.

Keyword stuffing {SEO}
—
Keyword stuffing is when someone attempts to manipulate their position in search results by concentrating relevant keywords. Search engines can tell when keywords are abnormally distributed throughout the text or in a website's meta tags. If the same keywords follow one another too closely, the search engine will downgrade the website and it will then appear lower down in search results.

Latent Semantic Indexing (LSI) {SEO}
—

This is considered to be an important factor for search engines when ranking your page. Search engines analyze the content on your page and search for LSI keywords supporting your main keyword. If they find such keywords, your page gets a boost in rankings for your main keyword. LSI keywords are those that are similar to your main one and are usually found along your main keyword in the natural language. For example, if your main keyword is "gardening equipment" , some LSI keywords could include "plants", "garden", "vegetables", "planting", etc. These are the keywords that would be mentioned naturally in a genuine conversation. LSI is a way of checking whether the text is genuine or just stuffed with random keywords purely for improving rankings.

Link Building {SEO}
—

Link building is coordinated process of getting backlinks to your page. Link building is considered to be the most important element of every SEO strategy. If you want to have a well ranked page you have to get (quality) backlinks to it.

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Link Farm {SEO}

This term refers to a network of websites that link to each other for the sole purpose of increasing their rankings and PageRanks. It typically utilises different websites on different services, with each page linking to every other page. However, this is considered a "black hat" SEO technique and should not be used, unless you want your site to get penalised.

Link Sculpting {SEO}

By using a link "nofollow" attribute, you can make some of the links on your site unimportant from an SEO point of view. Consequently, by using this attribute skillfully, you can "sculpt" the PageRanks of certain pages within your website. You can increase the visibility of some pages by boosting them with follow links and decrease the visibility of others by using nofollow links. This is known as link sculpting and requires a lot of practice and knowledge to be achieved properly.

Linkbait {SEO}

Highly viral content that attracts a lot of links. Linkbait content is not only text. Videos, pictures, graphics, and audio work equally well.

M

Manual Bidding {PPC}

Default bidding option where CPC bids are set manually for a particular keyword, placement, etc. Advertisers also have the option to turn on Automatic Bidding if they don't want to control their CPC bids manually.

Match Types

Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.

Max CPC {PPC}

A bid that you set to determine the highest amount that you're willing to pay for a click on your ad.

Meta Description {SEO}

It's a short description of a blog/page/post used mostly by search engines. This description is not displayed anywhere on the blog.

Meta Keywords {SEO}

It's a list of keywords and keyphrases for each blog/page/post used mostly by search engines.

Meta Tags {SEO}

Meta tags consist of two main elements: meta description, and meta keywords. Meta tags are placed in the HEAD section of the HTML structure of your page. The information contained in those tags is for the search engines to determine what the page is about.

My Client Center (MCC) {PPC}

A powerful tool for handling multiple AdWords accounts. MCCs are ideal for large advertisers with more than one account.

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N

Natural Links {SEO}

All links your page has acquired naturally without you actively building them.

Negative Keywords {PPC}

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.

Nofollow {SEO}

"Nofollow" is an optional attribute of a link. By default, every link is a follow link. When a search engine encounters a link, it follows it and evaluates that website. The nofollow attribute notifies the search engines that they shouldn't pay attention to a link. From a user's perspective, a nofollow links look exactly the same as any others.

Off-page SEO {SEO}

—

The are two main elements of SEO: "on-page" and "off-page". Off-page practices are everything you do outside your own page to improve its rankings. The main element of off-page SEO is link building.

On-page SEO {SEO}

—

The are two main elements of SEO: "on-page" and "off-page". On-page practices are everything you do on your page to improve its rankings. This includes tuning the HTML structure, improving title tags and descriptions, making your site load faster, checking keyword usage and density, and improving the internal linking structure, etc.

Organic Search {SEO}

—

Organic search occurs when you visit a search engine, such as Google, input a phrase or term and push the search button.

Organic Search Results (Natural Search Results) {SEO}

—

When you do a search on Google, two types of results will most often be displayed. The first will be paid results (E.g. AdWords ads that someone has bought) that appear near the top and bottom, as marked with an "ad" label. The other listings are the organic search results. Getting high rankings in organic search results is the main focus of SEO.

PageRank {SEO}

PageRank is a Google algorithm to calculate the importance of a given website within the internet, or a specific webpage within a site. Broadly speaking, the calculation uses weighted backlinks and internal links to assign the website or page a PageRank score.

Product Listing Ads (PLA) {PPC}

—

Search ads that include rich product information, such as images, pricing, and business names, without requiring additional keywords or ad text. Ads of this nature appear under the Google Shopping results automatically for consumer queries relating to one of your product offerings.

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Quality Score {PPC}
—

A complex and partially hidden formula used by search engines that takes CTR and several other factors into account in order to decide whether your keywords are relevant to your ads and landing page. This is multiplied with your max CPC to calculate your Ad Rank to see what your ad position will be.

Remarketing Lists for Search Ads (RLSA) {PPC}
—

Feature that lets you target people who have previously visited your site with your search ads and optimize your PPC bids to increase the likelihood of reaching the audience. Targeting and optimising remarketing lists can lead to highly qualified customers visiting your site.

Robots.txt {SEO}
—

This is a file that notifies the search engines which areas of your blog are restricted for them. This could be used to exclude all your admin pages from being indexed or to prevent search engines from seeing duplicate content on your site.

ROI / ROAS
—

Ratio of money gained or lost on an investment relative to the amount of money invested, usually with the formula 'Revenue / Cost'.

S

Sandbox (Supplemental Index) {SEO}
—

Google is believed to have a second index called the sandbox, or supplemental index. Not every new page appears in the main index straight away. Some of them are believed to be put into the sandbox until Google decides they are worthy of appearing in the main index – the one seen whenever you do a standard search on Google. Websites that are placed in the sandbox don't appear for normal searches. This means that being in the sandbox is the worst thing that can happen to your site for SEO.

Search Engine Results Page (SERP)
—

The listings a user sees in the search engines after typing in a search query. The results typically consist of a series of Organic listings and Paid or sponsored search ads.

Search Partners {PPC}
—

Websites partnered with Google to show PPC advertisements on the Search Network. They can be opted out of in the Google interface, but advertisers don't have the ability to bid exclusively on search partners.

Search Query {PPC}
—

A basic search query is what the user enters when searching on any search engine. If their search includes the keywords that you are bidding on, your ad will appear (depending on match types and all of the other targeting options, of course).

Search Query Report (SQR) {PPC}
—

Also known as a "search terms report", this allows advertisers to review the actual search queries that triggered their PPC ads. This report is great for identifying new profitable keyword ideas and blocking irrelevant queries.

SEM
—

SEM stands for Search Engine Marketing. It describes marketing or promoting your products or services either through PPC or SEO.

SEO
—

SEO stands for Search Engine Optimization. It is the practice of improving a site's rankings in search engines for given keywords. When doing SEO, you need to take care of both on-page and off-page SEO. Search engines like Google change their algorithms to produce better results for the user. This means that SEO tasks can change regularly as different factors increase or decrease in importance.

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S

Short Tail Keywords

Keywords or search terms that typically contain less than three words. They typically have lower relevancy, but higher search volume compared with long tail keywords.

Sitelinks Extensions {PPC}

Feature that displays links to different pages of a website beneath the ad text. Sitelinks can appear in ads at the top and bottom of the SERPs and for some search partners. Sitelinks need to direct users to a different destination URL than what your main ad points to.

Spider (crawler, bot, robot) {SEO}

A search engine spider is a special piece of software that browses the web looking for new sites, checking what is on them and sends the data back to the search engine so they can index and rank these sites.

Structured Snippets {PPC}

Structured snippets show beneath your text ad in the form of a header (ex: "Destinations") and list of values (ex: "Hawaii, Costa Rica, South Africa")

Supplemental Result {SEO}

A Supplemental Result refers to a URL placed within Google's supplemental index, or sandbox. This is a secondary database for pages noted to be less important, as measured by Google's PageRank algorithm. A supplemental page can rank in search results, but only in circumstances when there are not enough pages within the main index when returning the search.

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T / V / W / X /

Title tag {SEO}
—
Every page has a title tag. From a user's standpoint the title tag is visible only in one place – your browser's title bar. www.domain.co.uk/title-tag
URL (URI)

This is the address, or Uniform Resource Locator, of a specific web page. For example, the URL of Croud's homepage is www.croud.com. This is what is typed in a browser's address bar to reach that specific page.

View-Through Conversion {PPC}
—
Provides a measurement of the number of online conversions that happened within 30 days after a user saw a Google Display Network ad, didn't click on that ad, and then converted via another means.

White hat SEO {SEO}
—
White hat SEO refers to all the SEO practices that search engines encourage you to use. There is no official reference place or ranking for SEO practices, so it's important to stay up to date with recommended best practices. This is often discussed on SEO blogs, while some in-house publications, such as the Official Google Blog and Official Google Webmaster Central Blog will occasionally state new recommend methods and techniques. (Opposite to black hat SEO).

XML sitemap {SEO}
—
It's a file (usually sitemap.xml). Its main function is to give search engines a map of all the different URLs that your blog contains (all pages, posts, archives, etc). With such a thing they can index your blog a lot quicker.

301 Redirect {SEO}
—
Redirection happens when you visit one specific page and immediately after that you're being automatically redirected to a different page (with a different URL). Essentially, there are two types of redirection: temporary and permanent. From a user's perspective there's no difference between them, but there is one from a search engine's perspective. 301 redirect is a permanent redirection. It informs search engines that the page they're trying to access has changed its address permanently. This means that whatever rankings the page already has should be transferred to the new address (this doesn't happen with a temporary redirection).

404 {SEO}
—
The HTTP 404, 404 Not Found, and 404 error message is a Hypertext Transfer Protocol (HTTP) standard response code, in computer network communications, to indicate that the client was able to communicate with a given server, but the server could not find what was requested. The website hosting server will typically generate a "404 Not Found" web page when a user attempts to follow a broken or dead link; hence the 404 error is one of the most recognizable errors encountered on the World Wide Web.

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Notes

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