digital

GOOGLE ADS & GOOGLE ANALYTICS
ACRONYMS MADE SIMPLE

When you read digital marketing articles or speak to consultants, do you spend time interpreting what's being said instead of learning?

The Google Ads interface is hard enough to understand how to navigate to the right page without having to play translator once you get there.

Knowing what Google Ads and Google Analytics acronyms and abbreviations mean will make both platforms less daunting and put you in the driver's seat to make better business decisions; based on accurate data

SO HERE GOES!

AVG. CPC (COST PER CLICK)	Total cost divided by total clicks. **Source: Google Support**
AVG. ENGAGEMENT TIME	The average time that your website was in focus in a user's browser or mobile app was in the foreground of a user's device
AVG. SESSION DURATION	Average session duration is the total duration of all sessions (in seconds) / number of sessions. **Source: Google Support**
AVG TIME ON PAGE	Average time all users spend on a single page. Although this isn't straightforward, this metric does not consider exit pages or bounces and only measures the average time spent by users on non-exit pages.
BOUNCE RATE	A bounce is a single-page session on your site. People visit one page, and they then leave the site. **Source: Google Support**
CLICKS	When someone clicks your ad, e.g. on the blue headline of a text ad, Google Ads counts that as a click. **Source: Google Support**
COST	The total AUD spent on Google Ads during the defined timeframe.

CONVERSION	An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase, a phone call, a contact form submission etc. **Source: Google Support**
CONV. RATE **(CONVERSION RATE)**	Conversion rates are calculated by taking the number of conversions (calls, form submissions, clicks on email etc.) and dividing that by the number of total ad interactions that can be tracked to a conversion during the same period. **Source: Google Support** **100 clicks on ads (ad interactions) / 10 conversions = 10% conv rate**
CPA **(COST PER ACQUISITION)**	Cost per acquisition is the same as cost per lead - the total cost to gain one new customer. It combines the cost of all leads divided by the total number of new clients. **100 leads / 5 new clients = $20 cost per acquisition**
CPM **(COST PER THOUSAND IMPRESSIONS)**	The amount of money you pay for every thousand times your ad is shown.
CTR **(CLICK THROUGH RATE)**	The percentage of people who click on your ad compared to the total Source: Google Support **100 saw your ad, 10 people clicked on your ad = 10%**

ENGAGEMENT RATE	Engagement rate is the number of engaged sessions divided by the total number of sessions over a specified time period. An engaged session is a session that lasted longer than 10 seconds, had a conversion event, or had at least 2 pageviews or screen views. **Source: Google Support**
ENGAGED SESSION	The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views **Source: Google Support**
IMPRESSIONS	How often your ad is shown. An impression is counted each time your ad is shown on a search result page or another site on the Google Network. **Source: Google Support**
KEYWORD	Is a word or phrase that you bid on in an attempt to have an ad appear in the Google Search results.
MATCH TYPE	Are a variety of formats that can applied to each keyword that help control how closely the keyword needs to match a person's search term to trigger your ad.who saw it (impressions). **More info: Google Support**
MAX CPC	Max cost per click is the maximum amount you are willing to bid for a click on an ad generated by a nominated keyword.

NEW USERS	People who have never been to your website. **More info: Google Support**
PAGEVIEWS	A pageview is a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview **Source: Google Support**
PAGES / SESSION	The number of pages viewed on average per website visit.
% NEW SESSIONS	Number of new sessions compared with the total sessions, represented as a percentage.
PPC (PAY PER CLICK)	PPC is nearly the same as SEM and any paid ads where the advertiser pays when a potential customer takes an action. i.e. clicks on their ad. Google Ads and Binge ads are examples of PPC.
ROI (RETURN ON INVESTMENT) SAME SAME AS ROAS	In the case of Google Ads, it's often calculated using the total revenue divided by the Google Ads cost. You need to be aware that true ROI is calculated using net profit; using revenue will over-inflate the results.
SEARCH IMPR. SHARE	Search impression share is a metric in Google Ads that measures the percentage of impressions your ad received out of the total number of impressions it was eligible to receive. **(number of impressions received / number of eligible impressions) x 100**

QS **QUALITY SCORE**	A rating Google gives to your ads, keywords, and landing pages to determine their relevance and user experience.
SEARCH LOST IS (RANK)	This is the percentage of time your ad didn't appear because of poor ad rank, which is determined by your bid relative to your competitors and by your ad quality. Learn more about ad rank and how to improve it.
SEM **(SEARCH ENGINE MARKETING)**	Another name for Google Ads or Bing Ads. SEM is any paid ad appearing on any search engine.
SEO **(SEARCH ENGINE OPTIMIZATION)**	SEO is not the same as SEM. Search Engine Optimisation is the process used to optimise a website's technical configuration, content relevance and link popularity so its pages appear closer to the top of search results in search engines, Google or Bing etc.
SESSIONS	A session is a group of user interactions (visits) with your website within a given time frame. For example, a single session can contain multiple page views, events, social interactions, and eCommerce transactions. If a person is inactive for more than 30mins, their next interaction is considered a new session. **Source: Google Support**
QUALITY SCORE	Quality Score is a diagnostic tool that gives you a sense of how well your ad quality compares to other advertisers. If the quality score can be improved, the cost may be less. **Source: Google Support**

TOTAL USERS	The total number of unique users who triggered at least one event. **Source: Google Support**
USERS	A person who interacts with an app or site whose activities you measure with Google Analytics. **Source: Google Support**

CONNECT WITH ME

@beldigital

@belindairvine

@beldigital

@beldigital

www.bel.digital