

# Google Ads

## Glossary of Terms

Below are the terms you will see in your Google Ads reporting.

### Abs. top of page rate:

#### *Absolute top of page rate*

The amount (as a percentage) of ad impressions that appear at the very top. Again, above the organic search results and also any other ads. This is position 1. Tip: you can gauge your bid and quality score compared to competitors with a high % rate.

### Avg. CPC:

#### *Average Cost Per Click*

The average amount that you've been charged for a click on your ad. Average cost-per-click is calculated by dividing the total cost of your clicks by the total number of clicks.

Your average CPC is based on your **actual cost per click (actual CPC)**, which is the actual amount you're charged for a click on your ad.

### Clicks:

When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads 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.

NB When customers do "comparison shopping" they click among several ads. As browsers cache search

results, Google won't record impressions on these ads multiple times. This can be why the clicks are more than the impressions.

### CTR:

#### *Click Through Rate*

Lets you know 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.

### Impressions:

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.

### Impr. share:

#### *Impression Share*

is the percentage of impressions that your ads receive compared to the total number of impressions that your ads could get.

### Outranking Share:

Outranking share tells you how often your ad ranked higher in the auction than another advertiser's ad, or if your ad showed when theirs didn't.

### % Δ:

#### *Percentage change*

the amount (as a percentage) of change from the previous month