

FACEBOOK ADVERTISING GLOSSARY

- **A/B Testing:** The option of testing two different versions of an ad to see which performs better, then using the ad with the more successful variable for future campaigns.
- **Ad/Advertisement:** The promoted content that your audience sees after submitting a search.
- **Ad Copy:** The main body of a search ad, typically comprised of the second and third lines.
- **Ad Title:** The headline of a search ad that appears in the first line.
- **Ad Extension:** An addition to the ad that includes bonus information, such as the location, or ability to call your business directly.
- **Black Hat SEO:** Search Engine Optimization practices that manipulate search engine algorithms to get a website to perform better. This practice is NOT recommended.
- **Click:** A user's actionable motive to clicking on your ad to get to your website or landing page.
- **Conversion:** A person completing the action you want them take, ex: filling in a lead form, purchasing a product, or attending an online event.
- **Conversion Rate:** The number of visitors who convert (complete the desired action) divided by the number of click-throughs to your website from the campaign.

FACEBOOK ADVERTISING GLOSSARY

- **CPA:** "Cost Per Action," - the cost of a sale or conversion.
- **CPC:** "Cost Per Click," - the cost of a click from your ad to your website.
- **CPM:** "Cost Per Thousand Impressions," or the cost for 1,000 people to view your ad during their search query.
- **CTR:** "Click-Through Rate," or the number of times an ad was clicked divided by the number of times an ad was displayed on a page of search results.
- **Display Network:** A network of Google AdWords affiliated websites that display your ads.
- **Display URL:** The URL that a user sees in a search engine ad, typically displayed in the last line of an ad.
- **Geo-Targeting:** Targeting for an ad based on the user's location.
- **Impression:** One view or display of a search engine ad.
- **Keyword:** A specific word or phrase that a user searches on a search engine.
- **Landing Page:** The webpage a viewer is directed to after clicking an ad.
- **Long-Tail Keyword:** A keyword with at least 2-3 words in it.
- **Negative Keyword:** A keyword you've filtered out so your ads won't show up when it is searched.
- **Organic Results:** Results on a search engine results page that were not paid for by advertisers.

FACEBOOK ADVERTISING GLOSSARY

- **PPC:** "Pay Per Click," a method of online advertising where advertisers pay for each click their ad receives.
- **Query:** The term a user inputs into a search engine that prompts a SERP with both paid and organic listings.
- **Rank:** The position of a listing on a SERP.
- **ROI:** "Return On Investment," revenue derived as a direct result of your ads compared to the money you spent advertising.
- **Search Network:** A network of Google AdWords that displays your ads on search engine results pages.
- **SEM:** "Search Engine Marketing," or a method of online marketing that is used to increase your website's ranking in search results.
- **SEO:** "Search Engine Optimization," or the organic method of search engine marketing that increases your website's search ranking through the implementation of keywords on your website.
- **SERP:** "Search Engine Results Page"
- **Targeting:** The parameters put in place to display your ads in front of people searching for keywords related to your business or industry.
- **Traffic:** The number of visitors a website receives.
- **White Hat SEO:** The use of best practices and recommendations from the search engines to optimize your website.