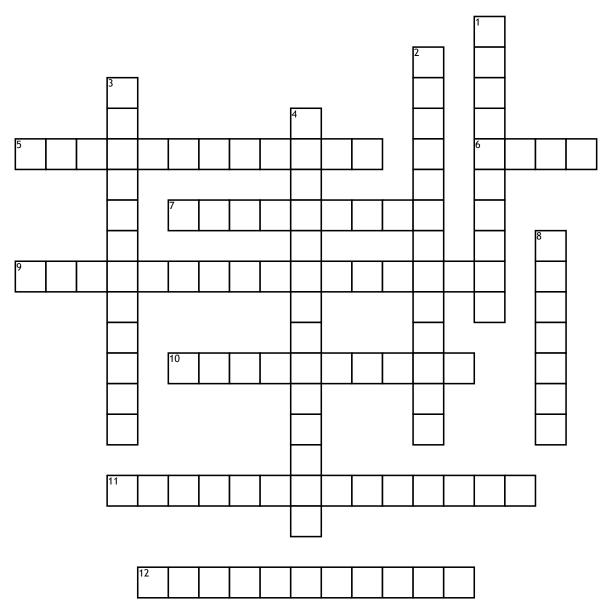
All About PPC



<u>Across</u>

5. A grading system used by Google.

6. ______ a bidding feature that raises your bid for clicks that seem more likely to lead to a sale or conversion on your website.

7. _____ means searchers find what was promised in the ad.

9. A process that allows advertisers to request a further review by the AdWords team for disapproved items.

10. A unique 10 digit number given to each AdWords account.
11. A feature in Google AdWords that allows you to create rules for your campaigns, that will help minimize the amount of time you spend manually monitoring and optimizing your campaigns.

12. ______ is based on your current ads' targeting settings, approval statuses, bids, and quality scores.

<u>Down</u>

1. can be as broad as an entire website or as specific as a single ad unit. 2. An AdWords policy that prevents more than one ad for the same company from showing at the same time on the search results page. includes A/B and 3. multivariate testing. 4. Using this metric, you can determine the effectiveness of your landing pages. 8. An advertising placement service by Google.