



Definitions

Campaign: A campaign is a set of ad groups (ads, keywords, and bids) that share a budget, audience targeting, and location targeting. Campaigns are often used to organize categories of products or services that you are advertising.

Ad Group: An ad group is a sub-unit under campaigns that house your ads, keywords, and targeting criteria that trigger those ads to show. Each ad group is organized around a common theme.

Ad: A paid search ad is a set of headlines, descriptions, and a destination URL that Google uses AI to optimize. For each ad, you will write up to 15 headlines and 4 descriptions that Google will rotate and optimize depending on the keyword a user searches.

One ad will have one destination URL. If there are multiple appropriate destination URLs for an ad group, the ad group should have multiple ads.

Headline: Headlines are 30 character groups of text that entice users to click on your search ad. Up to 3 will show in any given ad. They should be clear, concise, and properly promote the product or service.

Description: Descriptions are 90 character groups of text that highlight details about your product or service. It's a good idea to include a "call to action" – the action that you want your customer to take – in the description copy. Up to 2 descriptions will show in any given ad.

Destination URL: The destination URL (also called a landing page) is the location a user goes on your site when they click your ad.

Display URL: The display URL is a vanity URL used to hide tracking information or messy destination URLs in the ad.

Keywords: Keywords are words or phrases that are used to match your ads with the terms people are searching for. Keywords should be grouped under themes in the ad groups.

Keyword Match Types: Keyword match types dictate the level of specificity that trigger ads to appear. There are three match types:

- **Broad Match:** Broad match is the most general match type. Ads may show on searches that are related to your keyword, which can include searches that don't contain the direct meaning of your keywords. We recommend running broad match only for branded keywords or keywords that will pull little variation.
- **Phrase Match:** Phrase match is the "middle ground" match type. Ads may show on searches that include the meaning of your keyword. The meaning of the keyword can be implied, and user searches can be a more specific form of the meaning. Phrase match tends to pull the best mix of true-to-form keywords as well as reasonable variations.
- **Exact Match:** Exact match is the most specific match type. Ads may show on searches that have the same meaning or same intent as the keyword. Of the 3 keyword matching options, exact match gives



you the most steering over who views your ad, but reaches fewer searches than both phrase and broad match.

To format keywords as broad, phrase, or exact, we recommend putting keyword lists through the [Keyword Match Type Tool](#).

Negative Keywords: Negative keywords are those that prevent your ad from being triggered by a certain word or phrase. Your ads aren't shown to anyone who is searching for that phrase. This is also known as a negative match type.

Assets: Assets are additional pieces of information that come together to make up the eventual ad format that is shown to a user. There are a variety of usable assets for paid search:

- **Callouts:** Callouts are additional descriptive text that can appear with Google Ads, offering businesses a way to provide extra details or highlight specific attributes about their products or services. These callouts are not clickable links, but serve to enhance the standard ad by providing more information, which can help improve the ad's effectiveness by drawing attention to unique offers or selling points.
- **Structured Snippets:** Structured snippets are extensions that allow advertisers to showcase specific aspects of their products or services by listing them beneath their ad text. These snippets are designed to highlight specific features or categories of products, such as types, brands, styles, or services offered, helping potential customers understand what the business provides at a glance.
- **Sitelinks:** Sitelinks are extensions that add additional links to specific pages of a website directly beneath the main advertisement. These sitelinks allow advertisers to provide users with direct shortcuts to relevant pages, such as product categories, special offers, or contact information.
- **Phone Numbers:** Phone numbers are call extensions that allow users to call your business directly through Google Ads.
- **Image:** Image assets add visuals directly into your standard ads.
- **Locations:** Location assets are extensions that give the specific address / location of your business or service.