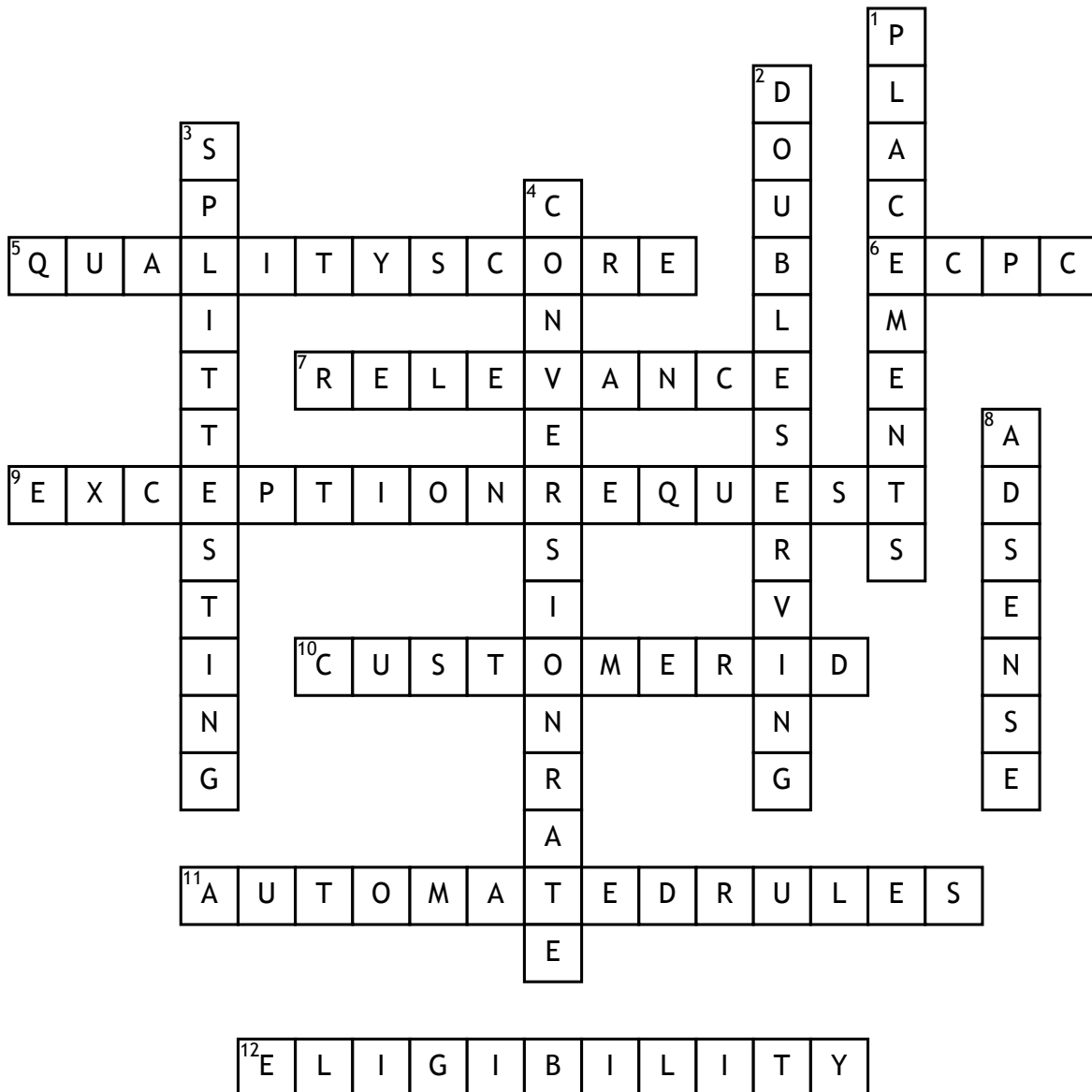


# All About PPC



## Across

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.

## Down

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.
3. \_\_\_\_\_ includes A/B and multivariate testing.
4. Using this metric, you can determine the effectiveness of your landing pages.
8. An advertising placement service by Google.