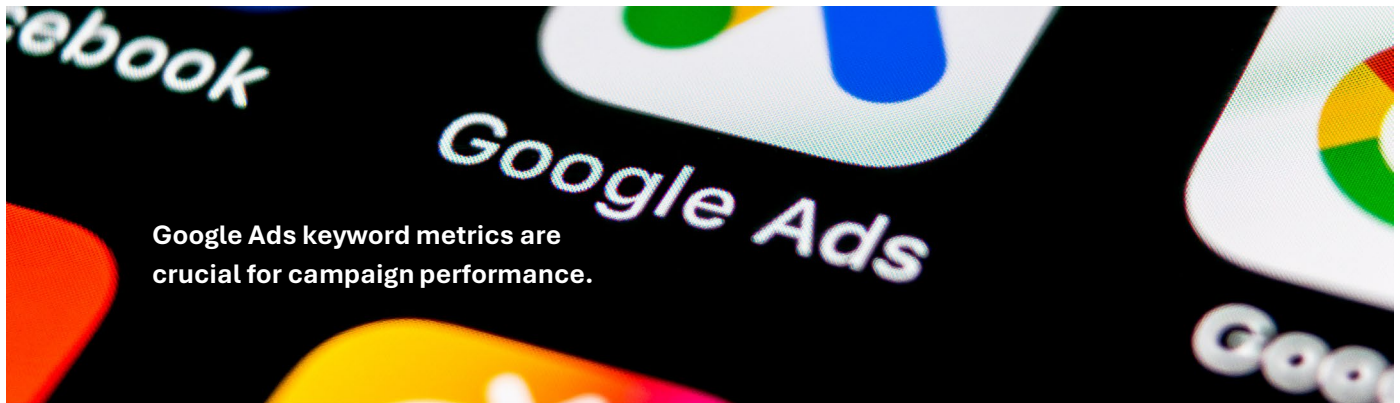


Google Ads Keyword Guide

Metrics Explained

08/20/2025



Term	What It Means	Why It Matters
Keyword	The specific word or phrase targeted in the ad campaign.	Helps identify which search terms are driving traffic and conversions.
Match Type	Defines how closely the keyword must match the user's search (e.g., Broad, Phrase, Exact).	Affects reach and relevance. Broad match brings volume; exact match improves targeting.
Ad Group	A grouping of related keywords and ads within a campaign.	Keeps ads organized by theme or product line for better relevance and performance tracking.
Status	Indicates if the keyword is active, paused, or removed.	Ensures that only relevant, performing keywords are enabled.
Status Reasons	Explains why a keyword may be limited or paused (e.g., low search volume, policy violation).	Helps troubleshoot why an ad isn't showing or performing well.
Conversions	Number of actions (e.g., form fills, calls) completed by users after clicking the ad.	Core performance metric—shows if your campaign is achieving business goals.
Currency Code	The currency used for cost data (e.g., USD).	Standardizes reporting.
Cost / conv.	Average cost per conversion.	Helps assess ROI. Lower is generally better, unless quality is compromised.
Clicks	Number of times users clicked on your ad after seeing it.	Indicates interest in your ad content.
Impr. (Impressions)	Number of times your ad was shown to users.	Measures reach and visibility. High impressions + low clicks may indicate weak copy or targeting.
CTR (Click-Through Rate)	Clicks divided by impressions, shown as a percentage.	A key quality and relevance indicator. Higher CTR = more compelling ad.
Avg. CPC (Cost per Click)	The average amount you paid for each click on your ad.	Helps manage the budget. Lower CPC = more cost-efficient exposure.
Cost	Total amount spent on a keyword or ad group during the reporting period.	Budget tracking. High cost with low results signals a need to refine targeting or ad copy.
Conv. rate	Conversions divided by clicks, shown as a percentage.	Measures how effective your ad is at turning interest into action.