

AdSense Glossary of Terms

Title	Description
Actual cost-per-thousand- impressions	This is the amount an advertiser actually pays for each impression of his/her ad. The AdWords Discounter automatically gives advertisers the lowest possible price in order to maintain their ad's position. The actual CPM will be equal to or less than the maximum CPM specified.
Adjustments	Your earnings may include debits or credits for various reasons, all of which are listed on your Payment History page. Possible adjustments include: AdSense for search fees: as stated in the Google AdSense Terms and Conditions, your AdSense for search ear
Ad layout code (AdSense ad code)	The HTML that is placed on any page of an approved site by the publisher who owns the site, allowing ads to be shown on that page in a specific ad layout format.
Account activation	After submitting an AdSense application and verifying your email address, the AdSense team will evaluate your application and send you an email within 1-2 days. If accepted into the program, you'll be able to log in to your new account and copy-and-paste the AdSense ad code into your web pages to begin serving ads. This activates your AdSense account.
Ad rank/Positioning	An ad's position on a web page is determined by a combination of its maximum cost-per-click (price) and clickthrough rate (performance).
Ad layout	The way the ads are displayed on a publisher's site. You can choose the format that best fits your site. For example, the banner ad layout will display up to 2 ads horizontally across the page and the skyscraper will display up to 4 ads vertically.
Account creation	An AdSense account will be created for you if your application to the program is accepted. You'll then be able to log in to and activate your account.

Adware	Software that collects a user's information without their knowledge through the user's Internet connection. This information is often used for the purposes of displaying advertisements through pop-ups or other means. Sites associated with Adware are not allowed to run the AdSense ad code.
Alternate ads	Alternate Ads allow you to monetize your ad space in the event that Google is unable to serve targeted ads to your page. By specifying an image or ad server of your choice, you can make sure that your advertising space is always being used effectively, either by targeted AdSense ads, or by your own choice of content. Alternate Ads, if specified, will be shown when there are no targeted ads available for your page. The ad space will not be branded as 'Ads by Google.' More..."
Click	In AdSense publisher reports, a click corresponds to a user's click on any ad on a publisher's page. The Click column may also include clicks that are deemed to be invalid, and for which no earnings are generated. Clicks on PSAs are not included in publisher reports.
Client-side software	Any software application that is used to access or make better use of the internet and is installed on the user's machine, such as browsers, email clients, and internet messaging programs. This often includes hidden downloads or interferes with other applications.
Clickthrough rate	In AdSense publisher reports, clickthrough rate (CTR) is the number of clicks an ad unit receives divided by the number of times the ad unit is shown (impressions).
Channel	A publisher-specified group of pages used for reporting purposes. Publishers can create channels to track specific metrics across pages, sites, and domains.
Color palette	AdSense offers publishers the ability to customize the colors of ads that appear on their sites. Color palettes allow you to make sure that the ad text, background, and border colors complement your website. For added variety and freshness, you can even choose to rotate through up to 4 different color palettes at a time.

Competitive Ad Filter list	A list that AdSense publishers can create and store in their accounts in order to block ads from certain URLs from running on their sites. After a publisher adds a URL to the list, ads for that website list will not run on his/her site. More..."
Cost-per-click (CPC)	The CPC is the amount an advertiser pays each time a user clicks on his/her ad. Google AdWords has a CPC pricing system.
Contextual Advertising (Content-Targeted AdWords; Content AdWords)	Google leverages our award-winning search technology to deliver relevant ads to content pages of sites and products in our network (including AdSense web sites). Our technology draws upon our understanding of the billions of pages in our search index and our ability to crawl web pages to figure out which keywords would lead a user to the page. Then, we match ads to the page based on those keywords.
Cost-per-thousand-impressions (CPM)	The CPM is the amount an advertiser pays for every 1000 times a user views his/her ad and an impression is recorded.
Cybersquatting	Sites such as these are not allowed to run the AdSense ad code. Cybersquatting is using a domain name with bad-faith intent to profit from the goodwill of a trademark belonging to someone else. Typosquatting is a form of cybersquatting, based on the probability that a certain number of Internet users will mistype the name of a URL when surfing.
Destination URL	This is the URL to which ads link. This is the page users see when they click through to an advertiser's site from an ad. You will need to know this URL if you would like to add it to your URL filter list and block an advertiser's ads from appearing on your site. More... "
Display URL	This is the URL displayed on ads to identify the advertiser's site to users.
Distribution preference	The distribution preference selected by an AdWords advertiser indicates whether he/she elects to show his/her ads on the search and/or content sites or products in the Google network. Not all Google ads will appear on AdSense web pages.

Editorial Guidelines	To run AdWords ads on Google, search, and content sites or products in our growing ad network, all AdWords advertisers must follow these guidelines. More..."
Effective CPM	Cost per 1000 impressions. From a publisher's perspective, CPM is a useful way to compare revenue across different channels and advertising programs. It is calculated by dividing total earnings by the number of impressions in thousands. For example, if a publisher earned \$180 from 45,000 impressions, the CPM would equal $\$180/45$, or \$4.00.
Frames	Web pages can be built with frames such that there are multiple sections of independent HTML code. The AdSense ad code should be placed within the frame containing the content you wish to target with the ads.
Geo-Targeting	AdWords advertisers can choose to show their ads only to certain locations and languages. The AdWords ads served on an AdSense web site will therefore depend on the advertiser's geo-targeting and a user's settings.
Google AdSense	AdSense allows web publishers to deliver Google ads that are relevant to what their readers see on their web pages and increase their site's revenue potential.
Google Advertising Network	Google AdWords ads are displayed across Google as well as the Google advertising network. Sites and products in the network include: Search sites: America Online, CompuServe, Netscape, AT&T Worldnet, EarthLink, Sympatico, and others. Content sites: New York Post Online Edition, Mac Publishing (includes Macworld.com, JavaWorld, LinuxWorld), HowStuffWorks, and others.
Google AdWords	Google's advertising program based on cost-per-click pricing.

Impression	The number of impressions is the number of times an ad is displayed on Google or on sites or products in Google's ad network. A page impression is counted each time an ad unit is displayed on a publisher's site. Page impressions are used when calculating reports for AdSense publishers, rather than ad impressions.
Invalid click or impression	Clicks or page impressions generated through prohibited means, and intended to artificially increase click or impression counts on a publisher account. Google's proprietary technology analyzes clicks and impressions to determine whether they fit a pattern of use intended to artificially drive up an advertiser's clicks or a publisher's earnings. Clicks or impressions deemed by us to be invalid should not be included in your earnings. More..."
IP Address	Every computer connected to the Internet is assigned a unique number known as an Internet Protocol (IP) address. Since these numbers are usually assigned in country-based blocks, an IP address can often be used to identify the country from which a computer is connecting to the Internet.
Maximum cost-per-thousand-impressions	The maximum cost-per-thousand-impressions (CPM) an advertiser is willing to pay. The AdWords Discounter automatically reduces this amount so that the actual CPM the advertiser is charged is just one cent more than the minimum necessary to keep his/her ad's position on the page.
Page Impression	A page impression is counted each time an ad unit is displayed on a publisher's site. Page impressions are used when calculating reports for AdSense publishers, rather than ad impressions.
Public service ad (PSA)	PSAs are non-profit organization ads that are served to pages when targeted ads are unavailable, or when Google is unable to gather content from the page. Publishers do not receive earnings for clicks made on PSAs.
Site targeting	Advertisers use this to target their ads to individual sites or groups of sites in the AdSense network on which they would like their ads to run.

Publisher	A participant in the AdSense program, who is running a website with ad code on one or more of their web pages.
Ad unit	A set of ads displayed as a result of one piece of the AdSense ad code.