

# **Adwords Glossary of Terms**

<b>Title</b>	<b>Description</b>
Account Creation	You can create an account with no obligation to purchase and without submitting payment information. Simply complete the sign-up process and verify your email address.
Account History	Your account history is the full record of your account activity over the course of your business relationship with Google AdWords. When you create an account, we maintain details such as your billing preferences and contact information. Your account history includes vital information central to the success of your online AdWords advertising campaigns, such as: Unique keyword variations and lists Ad Group and campaign organization settings. The performance history for your keywords, Ad Groups, and campaigns Language and regional targeting settings for your campaigns Budget and cost-per-click pricing history and settings and much more ...This information keeps your account running the way you design it to, and is intended to help you achieve the best online advertising performance possible.
Account Activation	After signing up for AdWords, you'll receive an email to verify your email address. You can then activate your account by logging in and submitting your credit card information. At that point, your ads start running.
Activation Fee	A one-time fee applies when you activate your account. This amount is not credited toward the cost of clicks received. <a href="#">Click here to see the activation fee in your currency.</a>
Ad Delivery	How quickly your ads are shown within a specific AdWords campaign each day. When you select a budget for your campaign, you can choose standard or accelerated delivery for your ads. This choice will affect how quickly your ads are shown each day, but in each case your selected budget will apply. Standard delivery: We'll spread your ad impressions across the day to make sure you don't accrue all of your clicks early on. If your budget is set below the system-recommended budget, your ads may not receive all possible impressions. Accelerated delivery: We'll display your ads as often as possible until your budget is reached. If your budget is set below the system-recommended budget, your ads may not receive all possible impressions.

Ad Group	An Ad Group contains one or more ads which target one set of keywords or sites. The advertiser sets a maximum cost per click (CPC) or cost per thousand impressions (CPM) for all the keywords or sites in the Ad Group. The advertiser may also set prices for individual keywords or sites within the Ad Group.
Adjustment - Click Quality	Click Quality Adjustments to your account balance are itemized on the Billing Summary page, which is found under the My Account tab. If we discover that A3 been charged for invalid clicks in the past two months, you'll see a credit in your Billing Summary labeled Adjustment - Click Quality. Learn more about Google's click protection strategies
Ad Optimization	Optimized ad serving ensures that higher performing ads within a single Ad Group show more often. When selected under 'Edit Campaign Settings' (section 4), the AdWords system will automatically show ads with a higher clickthrough rate (CTR) more often. How often ads have been served relative to other ads in the same Ad Group is represented by a percentage. This ad served percentage (%) is displayed beneath each active ad.
Ads Diagnostic Tool	Find out why your ad may not be showing for a certain query. You can check the status of your ad by entering the search terms and parameters defined in your account, or by entering the URL for the search results page on which your ad should be displayed.
Ad Rank/Positioning	An ad's position is based on its Ad Rank, which is determined by your keyword or Ad Group's maximum cost-per-click (CPC) times the matched keyword's Quality Score. For the top positions above Google search results, however, we use your ad's actual CPC to determine its position.
Ad Served Percentage (%)	This number represents how often an ad has been shown in relation to the rest of the active ads within the same Ad Group.
AdWords Discounter	The AdWords Discounter monitors your competition and automatically reduces your actual cost-per-click so you pay the lowest price possible for your ad's position on the page.
Affiliate	An affiliate is an individual advertiser or website owner who has a business relationship with a merchant to promote the merchant's product or service. The affiliate earns a small commission from the merchant for each referral that results in a sale; the merchant handles payment and fulfillment.

API	API stands for application programming interface. The AdWords API lets advertisers interact directly with their AdWords account(s) through applications created.
Approval Status	AdWords ads are reviewed to make sure they comply with our Editorial Guidelines and Content Policy. Once an ad is evaluated, it is either approved to run or disapproved until further edits are made.
API Quota	The AdWords API quota is the number of operations that can be processed during the calendar month for a given developer token. Quota is determined by the aggregate spend and number of accounts linked to the associated My Client Center.
Ask a specialist via chat	Google Live Support allows you to receive immediate response to your questions via a free online chat session with a Google AdWords representative. The 'Ask a specialist via chat' button will appear on AdWords Help Center pages, such as the contact form, when an AdWords specialist is available, so you may not see the button all of the time. Simply click the button to initiate a chat (no special software required). The first available representative will respond; we cannot guarantee you'll chat with the same person each time. Currently, chat is available in US English on a limited basis. We cannot comment on plans to provide this service in additional languages.
Average Cost per Click (Avg. CPC)	The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks. Here's an example: if your ad receives two clicks, one costing \$0.20 and one costing \$0.40, your average CPC for those clicks is \$0.30. Average CPC is not the same thing as maximum CPC.
Average value	The total value of all conversions divided by the total number of conversions.

Average Position (Avg. Pos.)	<p>The average position in which your ad may be displayed (as seen within your account reporting data, not traffic estimates). '1' is the highest position on the first page of search results, but there is no 'bottom' position. Ads with an average position of 1-8 generally appear on the first page of search results, 9-16 on the second page, etc. An average position of '1.7' means your ad usually appears in positions 1 or 2, and it may appear more often in higher positions than an ad with an estimated average position of '1.8.' Values may contain decimals because the Traffic Estimator displays estimates as averages-not whole numbers-based on dynamic keyword activity among advertisers. Also, average ad positions are not fixed; they may vary depending on various performance factors.</p>
Approval Status - Disapproved	<p>If an ad does not meet our Editorial Guidelines or Content Policy, we'll stop your ad from running, and you'll see the word 'Disapproved' listed below that ad. Once you've made the appropriate edits, simply save your changes and your ad will be automatically resubmitted to us for review.</p>
Boleto bancário	<p>Boleto bancário is a pre-pay form of payment available to advertisers in Brazil who are paying in Brazilian Reals (BRL).</p>
Business Address	<p>The domicile address of your business, or where your business is primarily located and registered. It's possible that this address is different from your billing address.</p>
Campaign	<p>A campaign consists of one or more Ad Groups. The ads in a given campaign share the same daily budget, language and location targeting, end dates, and syndication options.</p>
Channel	<p>A network or service advertisers use to create online advertisements to be displayed on search engines or other webpages. Google AdWords is a channel. Channels are identified as PPC (pay-per-click) or non-PPC.</p>
Campaign Negative Keywords	<p>You can prevent entire campaigns from showing on a certain query by applying negative keywords to them. Selecting more focused matching options, such as negative match, to your keywords, helps you reach the most appropriate prospects, reduce your cost-per-click (CPC), and increase your ROI.</p>
Channel account	<p>Your advertising account with another non-AdWords online advertising channel, such as Yahoo! Search Marketing (formerly Overture), Lycos, or Looksmart.</p>

Channel campaign	A shell, or mock, campaign created specifically in your AdWords account to track the ROI (return on investment) and other advertising information for one or more of your ads running on a non-AdWords channel. Channel campaigns usually include one Destination URL and one or more keywords.
Channel ad	The non-AdWords ad you want to track using Google's cross-channel tracking tool.
Charges	Charges on your Billing Summary page show summarized amounts that we've charged you for advertising costs accrued each billing period, as well as any applicable fees. You can see itemized account activity for the charges shown through your invoices and advertising costs pages.
Clickthrough Rate	Clickthrough rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions).
Client manager	Client managers perform the day-to-day service of managing and optimizing AdWords accounts on behalf of their Google AdWords advertising clients.
Contextual Advertising	Google leverages our award-winning search technology to deliver relevant AdWords ads to content pages of sites and products in the Google Network. 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.
Control Center	This is the online interface for your account. When you log in to Google AdWords, you're taken to the main page (the Control Center) for your account, from which you can access and edit your campaigns and settings.
Click	A click (sometimes called a clickthrough) occurs when a user sees your ad and clicks on the title of your ad, leading them to your website. See also: Clickthrough rate.
Conversion	When a user completes an action on your site, such as buying something or requesting more information.
Conversion Page	The page where you confirm that a user has successfully taken an action, also called conversion confirmation page. This is generally the Thank you for your purchase/subscription/visit page.

Conversion rate	The number of conversions divided by the number of ad clicks. Note that the conversion rate should not be greater than 100%. Conversions are only counted on Google and some of our Google Network partners. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.
Conversion Types	The type (purchase/sale, signup, page view, or lead) recorded in the generated code, allowing you greater specificity in your conversion statistics.
Cost / Conversion	The total cost divided by the total number of conversions. This statistic gives you the amount spent per conversion. Conversions are counted only on Google and some of our Google Network partners. The cost-per-conversion is adjusted to reflect only the cost of ad clicks on which we can track conversions.
Cost / Transaction	The total cost divided by the total number of transactions. This statistic gives you the average amount spent per transaction. Transactions are counted only for conversions from Google and some of Google Network partners. The cost-per-transaction is adjusted to reflect only the cost of ad clicks on which we can track conversions.
Conversion Tracking	In online advertising, a conversion occurs when a click on your ad leads directly to user behavior you deem valuable, such as a purchase, signup, page view, or lead. Google has developed a tool to measure these conversions, and ultimately, help you identify how effective your AdWords ads and keywords are for you.
Cost-per-click	The cost-per-click (CPC) is the amount you pay each time a user clicks on your ad. Google AdWords has a CPC pricing system.
CPM	This stands for cost-per-thousand impressions. A CPM pricing model means advertisers pay for impressions received.
Credit Limit	When you first open an AdWords account, Google gives you an initial credit limit so your ads can start running right away. You will be billed within 30 days or when you reach this credit limit. If you reach the credit limit within 30 days, your limit will be raised for your next billing cycle.

Credits	The Credit column on your Billing Summary page show itemized payments or service adjustments made to your account. Credits appear on the date funds are added to your account.
Cross-channel conversion tracking	A tool to analyze all your online advertising channels - such as search, email, or banner ads - through your AdWords account.
Customer ID	A unique three-part number assigned to each AdWords account-holder for identification purposes. For client account managers, this number is called the Manager ID. ID numbers appear at the top of account pages.
Destination URL	This is the URL to which your ad will link. This is the page users see when they click through to your site from your ad.
Disapproved Ads Tool	The Disapproved Ads tool within your AdWords account allows you to easily check the status of your disapproved ads and find out why they were disapproved. You'll still receive emails from our review team regarding all disapproved ads; however, this tool will also be available for you to review your ad disapproval status at any time. You can access this tool from the Tools page on the Campaign Management tab at the top of your account.
Display URL	This is the URL displayed on your ad to identify your site to users. This URL displayed is limited to 35 characters; it need not be the same as the URL your ad links to, but it should be an actual URL that is part of your site.
Domain	Website domains are a naming procedure by which web users may identify a particular website address and location (e.g., www.google.com). They are usually made up of two parts: a name and a category. The following are common URL domain categories: .com (commercial), .edu (education), and .gov (government). Domain categories can also be location-specific, for example: .fr (France) , .br (Brazil), or .jp (Japan). In some cases, one category is appended to another category, for example: exemplename.co.uk, exemplename.com.ph, exemplename.org.uk). Domain examples: www.google.co.uk*www.google.frwww.google.comwww.google.edu *Domains with a specific extension are considered distinct.

Distribution Preference	Your distribution preference indicates whether you have chosen to show your ads on the search and/or content sites or products in the Google Network.
Daily Budget	The amount you're willing to spend on a specific AdWords campaign each day. AdWords displays your ad as often as possible while staying within your daily budget. When the budget limit is reached, your ads will typically stop showing for that day. How quickly your ads are shown during a given day is determined by your ad delivery setting. On any single day, the AdWords system may deliver up to 20% more ads than your daily budget calls for. This helps make up for other days in which your daily budget is not reached. However, you'll never be charged more than your average daily budget over the course of a month. For example: if your daily budget is \$10 and the month has 30 days, you might be charged up to \$12 on any single day but your monthly charges will never exceed \$300.
Double Serving	Displaying more than one ad for the same company or person at a time.
Double Serving	Displaying more than one ad for the same company or person at a time.
eCPM	Effective CPM, or eCPM, is the effective cost per 1000 impressions generated by a cost-per-click ad. eCPM is determined by multiplying a number of factors, including the ad's cost per click (CPC) and its clickthrough rate (CTR). The resulting eCPM can be used to rank CPC ad campaigns against CPM campaigns.
Editorial Guidelines	These guidelines will help you create effective ads that generate sales. To run your ads on Google, search, and content sites or products in the growing Google Network, please see that your ads follow our Editorial Guidelines.
End date	You control your campaign's duration. Unless you select an end date or pause your campaign, your ads will run continuously on Google. Your campaign begins at 12:00 AM on your activation date, and ends at 11:59 PM on your chosen end date.

Exception request	When you create or edit an ad or keyword list, you may receive a notification that your ad or keyword does not meet one of our ad policies. This is an automatic check performed by the AdWords system to help you pass our approval criteria as easily and quickly as possible. If you don't think the policy applies to you, you can file an exception request. If you submit an exception request, an AdWords Specialist will review it to determine if your ad complies with our policies. Your ad will be able to run once your exception is approved.
Geo-Targeting	Geo-targeting lets you target your ads to specific countries and languages. When you create a new AdWords campaign, you select the countries or regions and the language(s) for your ad. That campaign's ads will appear only to users who live in the those areas and who have selected one of those languages as their preference.
Gmail	Google's webmail service. Gmail delivers text-based Google AdWords ads that are relevant to the content of users' email messages.
Google Account	A Google Account functions as a master Google login, made up of a single email address and password. You can create a Google Account to sign in to your Google services that support it, such as Google Groups, Gmail, and Froogle.
Google AdWords	Google's advertising program based on cost-per-click pricing.
Google tracking URLs	The URLs Google generates for you in the cross-channel setup wizard, which provide information about your advertising metrics.
How do I review all of my disapproved ads?	The Disapproved Ads tool within your AdWords account allows you to easily check the status of your disapproved ads and find out why they were disapproved at any time. However, you'll still receive an email regarding each disapproval, unless you've opted
Google AdSense	Google AdSense delivers text-based Google AdWords ads that are relevant to what visitors see on website pages - and Google pays web publishers for it. Google AdSense is for web publishers who want to make more revenue from advertising on their site while maintaining editorial quality.

Google Network	<p>Google AdWords ads are displayed across Google as well as the Google Network. This expands your potential customer pool beyond the already extensive Google search audience. Sites and products in the network include: Search sites: America Online, CompuServe, Netscape, AT&amp;T Worldnet, EarthLink, and others. Content sites: New York Post Online Edition, Mac Publishing (includes Macworld.com, JavaWorld, LinuxWorld), HowStuffWorks, and others.</p>
Impression	<p>The Impr located on your reporting statistics refers to the number of impressions for your ad. The number of impressions is the number of times an ad is displayed on Google or on sites or products in the Google Network.</p>
Impressions per day	<p>The number of times a site-targeted ad has been displayed to web users in the course of one advertising day. One thousand impressions equal one cost-per-thousand, or CPM, unit.</p>
Invoice Adjustment	<p>Credits which Google occasionally applies to already-invoiced clicks, based on our company policy. Adjustments to your account balance are itemized on the Billing Summary page, which is found under the My Account tab.</p>
Image Ads	<p>Graphical AdWords ads appearing on select content sites in the Google Network.</p>
IP Address	<p>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- or region-based blocks, an IP address can often be used to identify the location from which a computer is connecting to the Internet.</p>
IRF Tax	<p>The IRF tax is a federal withholding tax required for corporate advertisers in Brazil. If you are a corporate advertiser in Brazil making payments by Brazilian Reias, Brazilian regulations (Law No. 7.450 of 1985 (Art. 53) as amended by Law No. 9.064 (Art. 6)) mandate that you pay an IRF tax of 1.5% on any gross payments greater than R\$666.66.</p>

Keyword Advertising	This type of advertising uses keywords to trigger ads. Typically, advertisers select a set of keywords related to the product or service they wish to advertise. The ads are then displayed in relevant places based on those keywords. For example, Google matches advertiser-selected keywords to user search terms on Google.com in order to show relevant ads.
Keyword	The keywords you choose for a given Ad Group are used to target your ads to potential customers.
Keyword Matching Options	You can specify your search-targeted keywords as broad matches, phrase matches, exact matches, or negative matches. These options can help you refine your ad targeting, spending less on irrelevant clicks so that you increase your return on investment. We
Keyword State - Active	An active keyword has a high enough Quality Score and maximum cost-per-click (CPC) to trigger ads on Google. This means your keyword's maximum CPC meets the minimum bid required to trigger ads. Active keywords usually perform at a moderate level of success or better.
Keyword State - Inactive for Search	A keyword marked inactive for search doesn't have a high enough Quality Score and maximum cost-per-click (CPC) to trigger ads on Google or the search network. This means your keyword's maximum CPC doesn't meet the minimum bid required to trigger ads. Inactive keywords aren't performing well.
Keyword Status	An easy way for you to monitor and measure the performance of your keywords and their associated ads. Each keyword, except for negatives, can have a performance classification of either active or inactive for search. Keywords are also always subject to review by our AdWords Specialists. If your keywords don't comply with our Editorial Guidelines, they will be marked as Disapproved.
Keyword-targeted campaign	A campaign where the advertiser selects keywords that will trigger ads from the campaign. Keyword-targeted ads can appear on search results pages, on content pages, and on other properties on the Google Network.

Keyword Tool	Get help building or refining your keyword list and review keyword popularity and performance information in advance. Simply enter your keywords or website URL* into the keyword tool to view additional variations and related terms that may trigger your ads. You can combine relevant results with your current list and identify (and block) phrases that don't pertain to your business. * The Site-Related Keywords tab is available for a limited number of languages. Click here to learn more.
Landing Page	An active web page where customers will 'land' when they click your ad. The web address for this page is often called a 'destination URL' or 'clickthrough URL.'
Local business ad	Location-based AdWords ad associated with a business listing in Google Maps.
of conversions	A conversion is counted when an ad click leads directly to a user taking an action on your site. Multiple conversions from a single ad click are counted only as one conversion.
My Change History	The My Change History tool displays changes you've made to your account in the last three months. You can view all changes for a particular time period, or you can filter the results by the type of change (such as budget adjustments or keyword edits). If multiple users with different logins manage your account, you can also use the tool to see who made certain changes. To access My Change History, click Tools on the Campaign Management tab of your account. Then, select the date range for which you'd like to see changes.
Minimum cost-per-click bid	The amount assigned to a given keyword in your account based on its quality (or Quality Score). The minimum bid is usually the least amount you can pay per click in order for your keyword to show ads.
Maximum Cost-Per-Click	You choose the maximum cost-per-click (CPC) you are willing to pay. Our Discounter automatically reduces this amount so that the actual CPC you are charged is just one cent more than the minimum necessary to keep your position on the page.
Opening image	The opening image is the static image that will be displayed on your video ad before the user initiates the video. When a user clicks the opening image or the play button, the video component of the ad will be played.

Maximum CPM	The maximum CPM (or max CPM) is set by advertisers who run site-targeted ads. Max CPM is the greatest amount they are willing to pay for each 1000 impressions their ad receives on the targeted sites they select.
Outstanding Balance	The outstanding balance on your Billing Summary page provides an estimate for upcoming charges for your campaigns. This amount does not necessarily reflect a delinquent amount, or a final balance. Because we deduct overdelivery credits prior to billing your account, it's likely that the outstanding balance in your account is more than what you're charged for that time period. All credits and past charges posted to your credit card are also available under the My Account tab.
Overdelivery Credit	You will receive a credit to your account if Google delivers over 20% more clicks than your daily budget allows. Google does not charge you for these extra clicks and automatically issues a credit on your invoice. The extra clicks are displayed on your reports so that you have accurate records of your total clicks.
Pacific Time (PST or PDT)	Pacific time is the U.S. time zone for Google headquarters in Mountain View, California. Dates and times listed in your account will refer to Pacific Standard Time (PST) or Pacific Daylight Time (PDT), depending on the time of year. PST and PDT are one hour apart.
Pay-per-click (PPC)	The pricing structure used by some online channels to charge an advertiser each time a user clicks on the advertiser's ad. The amount is usually set by the advertiser, not by the channel. Also called cost-per-click (CPC).
Play Rate	The play rate column in your video ad reports indicates the number of plays your video receives divided by the number of times your video ad is shown (impressions).
Position Preference	Position preference lets you tell Google which ad position you like best for your ad among all the AdWords ads on a given page. If you find that your ad gets the best results when it is ranked (for example) third or fourth among all AdWords ads, you can set a position preference for those spots. Separate position preferences can be set for any or all of the keywords in your campaign.

Quality Score	This is the basis for measuring the quality of your keyword and determining your minimum bid. Quality Score is determined by your keyword's clickthrough rate (CTR) on Google, relevance of your ad text, historical keyword performance on Google, the quality of your ad's landing page, and other relevancy factors.
Recommended Daily Budget	The daily budget necessary for your ad to appear as frequently as possible for your keywords. Your campaign daily budget controls how often your ad appears on Google. If your daily budget is lower than the recommended amount, your ad may not show all the time. Matching the recommended daily budget helps ensure maximum exposure.
Service Adjustment	Adjustments to your account balance are itemized on the Billing Summary page, which is found under the My Account tab. Service adjustments may reflect promotional credits and courtesy credits applied by AdWords client services specialists.
Relevance	Displaying ads that most closely relate to a user's interests.
Return on Investment (ROI)	The benefit gained in return for the cost of your ad campaign. Although exact measurement is nearly impossible, your clickthrough rate and your conversion rate combined with your advertising costs, can help you assess the ROI of your campaign.
Search Total	Displays the overall performance of an Ad Group on Google and search sites in our ad network, including AOL and Ask.com.
Site-targeted campaign	A campaign where the advertiser selects the individual web sites where their ad will appear. Site-targeted ads appear only on web sites that are part of the Google content network.
SOAP	SOAP, Simple Object Access Protocol, is used for information exchange and RPC, usually (but not necessarily) over HTTP. More information can be found at Developer SOAP FAQ: <a href="http://www.soaprpc.com/faqs/SoapFAQ.html">http://www.soaprpc.com/faqs/SoapFAQ.html</a> .
Starter Edition	Starter Edition is a simplified version of AdWords that lets users create an account with a single ad, using a one-page signup form. Starter Edition users can, if they wish, graduate to the full-featured Standard Edition of AdWords.

Standard Edition	Standard Edition is the traditional version of AdWords with all available AdWords features: multiple ads, Ad Groups and campaigns, and full reporting, analytics and scheduling capabilities. Compare to Starter Edition.
Total value	The total value generated by conversions of a specific tracking type, or tracking label.
Text Ad	Concise, action-oriented copy that links to your website. Also known as a sponsored link.
Trademark	A word, name, symbol, or device (or a combination thereof) that identifies the goods or services of a person or company and distinguishes them from the goods and services of others.
Tracking URLs	These are URLs appended with parameters that provide information about the source of the click, the search query used, and other advertising metrics. Tracking URLs help advertisers determine the effectiveness of their ads and/or keywords on non-AdWords channels.
Traffic Estimator	After you select new keywords to add to an existing Ad Group, the AdWords Traffic Estimator automatically provides you with a predicted keyword state, search volume, average cost-per-click, and ad positions for each of your keywords. You can also choose to see estimates with an unlimited budget, which will add on two new sets of estimates: potential clicks per day, and potential cost per day.
Transaction	A single occurrence of a conversion event. Multiple transactions can occur after a user clicks on your ad. For example, if a user clicks on your ad and makes two separate purchases on your site worth US\$11 and US\$12, you will see a report for one conversion from the ad, two purchase transactions and a total value of US\$23.
Unacceptable Content	In order to ensure that AdWords ads benefit our users, advertisers, partners, and Google, we maintain high standards for ads accepted into the AdWords program. For a list of affected products and topics, please see our Content Policy. Application of content policies will always involve an element of discretion, and we reserve the right to reject or approve any ads.
Zero Impression Keywords	Keywords that have generated no impressions of your ads. This may be caused by lack of relevancy to user searches due to keyword obscurity, specificity, or a significant misspelling of the intended keyword.

Value / Cost	Total value divided by total cost for all ad clicks. If you've entered in your revenue or profit value, this statistic will be equal to your ROI. For example: Value / Cost = Total conversion value (total_value) / Total cost (total_cost). Conversions are only counted on Google and some Google Network sites or products. The value-per-cost is adjusted to reflect only the cost of ad clicks leading to conversions.
WSDL	WSDL is the Web Service Description Language. It provides a formal description of a web service, much like CORBA's IDL. The WSDL file is all you need to know how to call the web service; toolkits can generate proxy code from a WSDL file directly.
Value / Click	The conversion value generated per click. For example: Value / Click = Total value (total_value) / Total number of ad clicks (num_clicks). Conversions are only counted on Google and some of Google Network sites or products. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.
URL - (Uniform Resource Locator)	The address/location of a webpage or file on the Internet.
Actual cost-per-click	This is the amount you'll actually pay for each click your ad receives. The AdWords Discounter automatically gives you the lowest possible price in order for you to maintain your ad's position. Your actual CPC will be equal to or less than the maximum CPC you specify.