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Google Ads

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to the Google online advertising service. It allows marketers to reach consumers through the Google search pages and their display networks.

Google Algorithm

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to a mathematical system that is designed for Google search engines to determine where websites will be positioned in the search results page. It can usually be referred to as the “Core” algorithm and is normally updated approximately 500-600 times per year or two times a day. It does this so that users are receiving the most relevant and trustworthy search results. Google’s algorithm is a well-kept secret so that webmasters and marketers cannot manipulate in order to gain higher rankings.

Google Algorithm Update

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Google regularly updates its algorithm to ensure that users are receiving the most relevant and trustworthy search results. Historic algorithm updates include the Google Penguin update, which penalised websites for buying links, and Google Panda, which targeted spammy and “thin” content. More recent Google Algorithm Updates have focused on mobile friendliness and page speed, as well as broader consideration around E-E-A-T.

Google Analytics

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Google Analytics is a free tool from Google used to track the performance of your website. You can see the number of visitors to your site, how they found the website, the pages they viewed, and much more. The most recent version is GA4.

Google Business Profile

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Formerly known as Google My Business, this Google platform allows marketers to create a Google business page. It allows you to input information like the company name, website link, hours of operation, so that you can appear in search page results, location searches, map pack and more.

GoogleBot

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

GoogleBot is Google’s specific user-agent that crawls web pages and other assets before sending information to Google’s index to eventually display and rank in their search engine. For a breakdown of other Google-owned user-agents, read Google’s Overview of Google Crawlers.

Generative engine optimisation (GEO)

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A discipline that arose with the launch of AI-powered surfaces like Google’s AI Overviews (AIO) and ChatGPT. Similar to SEO, which involves optimising to improve organic visibility in search engines, GEO centres around making sites more visible in AI engine results.

Google Keyword Planner

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Part of the services offered by Google. A tool that helps you to research keywords to target in your search campaigns.

Google Search Console

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Google Search Console allows website owners and marketers to check the organic performance of their website on Google web search and provides suggestions towards optimising its visibility.

GTM

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Google Tag Manager is another free tool from Google that allows you to manage and implement tags (snippets of code) on your website, without having to modify the site code. It is commonly used to make user behaviour tracking easier.

Hashtag

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to the symbol “#” that is used in social media. They are used so that social media users can easily find content they are looking for. Hashtags can be used for broad, detailed and niche topics.

H1 Tag

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A H1 tag is the main heading tag on a webpage, often the title, and is considered the most important tag. It is followed by a H2 tag for a subheading, a H3 tag for a smaller heading and so on.

Hreflang Tag

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

The hreflang tag is a technical solution for websites which have similar content in multiple different languages or regions. The tag tells Google that the same content is available in multiple languages, removing the issue of duplicate content and ensuring users from different countries are served the correct language.

HTML

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

HTML stands for “Hyper Text Markup Language” and refers to the code which is used to build web pages and to arrange the layout of the page.

HTTP Requests

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

‘Hypertext Transfer Protocol’ is a protocol that allows information to be shared and passed between your browser and the website.

HTTPS

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

HTTPs stands for “Hypertext Transfer Protocol Secure”, and is used for a secure connection over a computer network. Communications over a webpage are encrypted using Transport Layer Security (TLS), or its predecessor Secure Sockets Layer (SSL). If your site isn’t secure, it will display HTTP, meaning that your data isn’t encrypted and could be open to attack from cyber criminals.

Hyperlink

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to a HTML element that creates a link from one webpage to another page. A hyperlink is often a highlighted word or image that will take users to the location when the highlighted word or image is clicked.

Image optimisation

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Ensuring an image is high-quality and compressed enough so it loads quickly on a webpage while not disrupting user experience.

Impression

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Impressions are the number of times your website is viewed within the search engine results. It can also be used to describe the number of times an advert was seen by your target audience amongst a marketing and advertising platform.

Impression Share

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to a term usually used in paid media to represent a percentage of consumer ad views.

Inbound links

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Links that appear on other domains that lead to your site.

Incrementality

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Incrementality refers to the measurable increase in revenue or key performance indicators directly caused by marketing activities. Through incrementality testing, marketers can isolate the true impact of advertising efforts by comparing the outcomes of a treatment group exposed to marketing activity against a control group. This method provides clearer insights into which campaigns drive genuine additional value, unlike multi-touch attribution, which credits all touchpoints in the customer journey. Incrementality testing helps optimise budgets by identifying where investments generate the most significant returns.

Instagram Advertising

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Where advertisers pay to have their ads displayed on the Instagram platform.

Instagram Stories

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to a story of a video or picture post.

Instagram TV

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to an Instagram feature that allows users to share and view a video. It differs from Stories in the sense that the user can upload up to an hour of video content and it will not be erased after 24 hours. Instagram TV can be accessible either from the standard Instagram app or a separate IGTV app.

JavaScript

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

JavaScript is a programming language used to create interactive effects on a web page. It is commonly embedded within the HTML code in <script> tags.

Keyword

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A keyword refers to common denominator search phrases that people search for when looking for transactional, navigational and informational content. When implemented correctly on relevant pages, they enable users to find your website in the search results. Keywords can be tracked in order to review site performance and optimised further to improve rankings.

KPI

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

KPI stands for “Key Performance Indicator” and refers to a type of performance measurement used to demonstrate how effectively a marketing project, company, or employee is achieving its business objectives. Examples of KPIs can include cost reduction, revenue improvement or increased customer satisfaction.