The Ultimate Edition™
424 Digital Marketing Terms

Digital marketing has a LOT of complex terms, not to mention all the acronyms! Since 2020, **The Ultimate Edition™** has helped our clients, students, and colleagues make sense of these terms and acronyms. We're happy to offer this for free with an easy to use interface and a commitment to frequent updates. FYI, you can see at a glance when **The Ultimate Edition™** updated last (lower left page corner page). Plus, the newest version will always be available at **https://GeraldB.com/** **Enjoy! ~GB**

301 REDIRECT - A permanent redirect from an old URL to a new URL. This is a commonly used method to keep pre-existing traffic directed to a website when the website is redesigned or a web page and its URL are updated.

302 REDIRECT - An HTTP status code sent by a web server to a browser, indicating that one URL is temporarily redirected to another URL.

404 ERROR - An error message displayed when a URL cannot be found. If you are removing a page completely from a website, you, or a developer, will add a 404 redirect to note that the page no longer exists.

▬ A ▬▬▬▬▬▬▬▬▬▬

A/B TESTING - Also known as split testing – the process of testing two versions of digital content with a target audience, the preference is learned by measuring by conversion rate – used in testing e-newsletters, email subject lines, social ads, calls-to-action, and landing page copy to know which version has the greater chance of giving the desired action such as subscribing for a paid membership.

ABANDONED CART EMAIL - Emails generated after an online shopper reaches the cart stage, but does not complete a transaction.

ABOVE THE FOLD - The section of a Web page that is visible without scrolling.

ACCESSIBILITY (ADA) - Web accessibility is a way of designing websites, tools, and technologies so that everyone, including people with disabilities, can use them.

AD - A paid method of communicating with a potential customer through different mediums, including mail, email, the internet, phone, or print. In digital marketing, this often includes display ads and search, which present information using copy and images to get a user to click through to the corresponding web page.

AD BLOCKING - The blocking of Web advertisements, typically the image in graphical Web advertisements.

AD EXTENSIONS - In Google Ads, ad components that show additional information beyond the standard ad, often only when relevant to the user.

AD FATIGUE - This is what happens when users are over-exposed to the same ad and it results in less clicks and conversions. Commonly used in Facebook, advertisers will use this as a benchmark to determine when to update ad creative so they stay relevant and give users a positive advertising experience.

AD GROUP - In search advertising, an account structure unit with one or more ads and a common targeting method.

AD SPACE - The space on a Web page available for advertisements.

AD STRENGTH - In Google Ads, an estimate of an ad's potential for success, based on the relevant, quantity, and diversity of the ad content.

ADD URL - *(see Search Engine Submission)*

ADSENSE - A contextual advertisement service provided by Google.

ADVERTISING NETWORK - A network representing many Web sites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys.

AFFILIATE - The publisher/salesperson in an affiliate marketing relationship.

AFFILIATE MANAGER - A person responsible for managing an online affiliate program for an affiliate merchant.

AFFILIATE MARKETING - A strategy which rewards 'affiliates,' i.e., people or organizations outside the business for bringing new customers or visitors; done through a promotion like ads or content on the affiliate's website for a commission based on the number of customers generated – used on personal or lifestyle sites for product recommendations.

AFFILIATE MERCHANT - The advertiser in an affiliate marketing relationship.

AFFILIATE NETWORK - A value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates.

AFFILIATE SOFTWARE - Software that, at a minimum, provides tracking and reporting of commission-triggering actions (sales, registrations, or clicks) from affiliate links.

AFFINITIES - Affinities are the measured interests of an audience. With the help of social media monitoring tools, they give marketers an insight into the thoughts, feelings, and preferences of their customers.

ALGORITHM - In digital marketing, this is a complex set of rules search engines and advertising platforms use to choose which ads a user sees first. This is normally made up of keyword bidding, ad relevance, quality score from the landing page, optimization on the website, and other various factors.

ALT TEXT - Or Alternative Text, is a word or phrase used to tag an image in the HTML to tell the user or Google Bot (see: 'Bot') what that image contains. This is a common form of SEO on a website. This gives Google another chance to see what your website contains, as well as another opportunity for users to reach your website by searching on relevant keywords.

ANALYTICS - Analytics data is used for websites, as well as in social media and email campaigns. When reviewing or tracking performance of any online campaign, analytics provide meaningful data. Website analytics provides you with data such as website visitors, time on site, pages viewed, demographics, and much more.

ANCHOR TEXT - The clickable text used to link a user from one site to another, generally related to what it is linking to, formatted as blue underlined text. This is a common method to improve your internal linking structure or linking within your own website.

ANIMATED GIF - A graphic in the GIF89a file format that creates the effect of animation by rotating through a series of static images.

AOV (AVERAGE ORDER VALUE) - An ecommerce metric that measures the average amount of revenue per transaction.

ATTRIBUTION - Determining which touch point of the marketing process is responsible for the conversion. Often in advertising, it takes multiple methods of advertising to reach a customer before they convert or make a purchase. Attribution allows one or multiple methods to "get credit" for the conversion.

AUDIENCE - The target demographic to focus your ads to attempt to convert. The audience can vary depending on marketing channel, content, product, service, etc. It is also common for an advertiser to have multiple audiences.

AUDIT - A full scope look at how a website is performing. Often for SEO purposes, this gives the company in-depth look at all aspects of their website, and tells them where they can improve for a more optimized website.

AUTOMATION - Marketing automation is software, such as Hubspot, used by marketing departments and businesses to automate repetitive tasks. Automation is used in conjunction with lead nurturing. Depending on user behavior they are automatically sent different information based on what they are interested in.

AUTORESPONDER - A program that sends an automatic response to incoming emails.

AVERAGE POSITION - In Google Ads, a deprecated metric that used to summarize the position your ad had appeared relative to other ads.

B

B2B (BUSINESS-TO-BUSINESS) - The term B2B is pretty straightforward and describes a business conducted when selling a product or service between two businesses.

B2C (BUSINESS-TO-CONSUMER) - A business that sells directly to consumers is described as B2C. They control their product from start to finish, from development to the final sale. When you head out for a new pair of khakis at GAP, they're the perfect example of a B2C business.

BACKLINK - An incoming hyperlink from one website to another. Having a large number of backlinks can improve your website's performance and searchability from a search engine. When a separate website or domain links to another website, they are essentially endorsing that site, and giving them "juice." When these links come from reputable sites, like a .gov, .org, or well-known company, the power for that website grows.

BANDWIDTH - How much data can be transmitted in a time period over a communications channel, often expressed in kilobits per second (kbps).

BANNER AD - A graphical web advertising unit, typically measuring 468 pixels wide and 60 pixels tall (i.e. 468×60).

BANNER BLINDNESS - The tendency of web visitors to ignore banner ads, even when the banner ads contain information visitors are actively looking for.

BANNER EXCHANGE - Network where participating sites display banner ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.

BARTER - To exchange goods or services directly without the use of money.

BEYOND THE BANNER - Online advertising not involving standard GIF and JPEG banner ads.

BID - The price a marketer will pay to show their ad. Used in pay-per-click advertising, this often refers to keyword bidding, and the amount an advertiser will place on a keyword so Google will consider them in their algorithm.

BING ADCENTER - A platform for SEM where users can manage their pay-per-click advertisements on Yahoo! and Bing. It is the Microsoft alternative to Google AdWords.

BLACKLIST - A blacklist is as scary as it sounds. If a company sends a lot of unsolicited emails (spam), the IP that the company is sending from will be blacklisted. Being blacklisted means that you can no longer send out blanket emails. A sin in digital marketing you want to avoid.

BLOG - A website or web page that consists of personal or informational posts, often in chronological order, to reach an audience interested in that subject. Digital marketers often use or recommend blog posts or pages to improve a company's content strategy, putting more information about that industry out to the web.

BLOGGING - Blogging is writing or sharing content on a website on a regular basis. An individual or a business can own a blog. Blogging is comprised of words, videos, images, or a combination of any or all of these media forms. Business blogging is done with the intention of attracting leads and providing current clients or customers with valuable content to keep them as clients.

BOFU (BOTTOM OF FUNNEL) - Is the last stage in the buyer's journey, the decision stage. When a lead arrives at the decision stage, they are ready for your sales team. A sales offer such as a demo or a strategy session is a great offer for a lead at this time.

BOTS - Also referred to as a 'Googlebot' or 'Spider,' a bot is a web crawler that discovers new or updated web pages or websites. When a user enters a search query to a search engine, Google's bot will crawl the internet to find the most relevant results for the user's search.

BOUNCE RATE - A term used to describe the percentage of users who leave after only viewing one page of a website, as opposed to clicking on links or

navigating to other pages. This helps determine user interest and can serve as a metric to help businesses decide what aspects of their website to optimize.

BRAND POSITIONING - Building a brand identity and connecting to it as different from competitors through tone, voice, and visual design of ads, promotion, logo, representation in social media, etc. – creates market differentiation, builds reputation, drives sales, and focuses your brand marketing message.

BROAD MATCH KEYWORDS - In search advertising, a keyword matching option that lets your ad serve when someone searches for the keyword, a variation of it, or a related topic.

BROWSER - *(see Web browser)*

BUTTON AD - A graphical advertising unit, smaller than a banner ad.

BUYER'S JOURNEY - The buyer's journey is the process a lead goes through in order to go from awareness to decision. A new lead has to pass through three stages—Awareness, Consideration, and Decision—in order to be ready to be sold.

BUZZWORD - A trendy word or phrase that is used more to impress than explain.

▬ C ▬▬▬▬▬▬▬▬▬▬▬▬▬

CACHING - The storage of Web files for later re-use at a point more quickly accessed by the end user

CALL-TO-ACTION (CTA) - A call-to-action is an instruction for website visitors to take action on a message. The action could be to click a link, fill out a form, subscribe to an e-newsletter, or make a phone call. Calls-to-action can be presented as just text or an eye-catching image.

CAMPAIGN - Made up of one or multiple ad groups, a campaign is a top-level category in a PPC account used to organize products or services offered. A PPC account can have multiple campaigns, often broken up by services/products, branded, or competitors.

CAN-SPAM - In 2003, Congress enacted the Controlling the Assault of Non-Solicited Pornography and Marketing ("CAN-SPAM") Act to set a national standard for the regulation of spam email.

CDN (CONTENT DELIVERY NETWORK) - A system of geographically distributed servers designed to accelerate the delivery of web pages and files by routing user requests to the server that's in the best position to serve them.

CHANNEL - The avenue or outlet an advertiser chooses to use to market to their audience. Common marketing channels can be Google, Email, Social Media, Organic, or Paid.

CHURN RATE - Your churn rate is the amount of customers you have lost during a particular time period. If you start the month of April with 100 clients and end with 95, your churn rate would be 5%. This is a very important figure for renewal-based (membership) businesses.

CLICKBAIT - Clickbait is the type of content that hooks people with a highly promising headline that provides very little actual information, getting them to click through to their content or website. Clickbait is more and more frowned upon in the digital marketing world and sites like Facebook are making changes to their algorithms in order to deter this type of posting.

CLICKS OR AD CLICK - The total number of clicks on an online ad. This is most frequently how a company will track traffic, leads or conversions, by seeing how many times a user will click on their ad when they see it in their search results.

CLICKS PER DELIVERED (CPD) - When reporting on your email success, this digital marketing term is important to understnad. It's simply the number of clicks (on your link) divided by the number of emails successfully delivered to their intended destination (inbox). The result is your CPD or clicks-per-delivered rate.

CLICKS PER OPEN (CPO) - The number of clicks (on your email's link) divided by the number of opened emails will give you your CPO or clicks-per-open rate.

CLOSED-LOOP MARKETING - Closed-loop marketing takes place when your sales team is reporting to the marketing team about what happens to the leads they've received. Marketing is then able to determine which of their leads' sources should be focused on based on their ability to be converted by the sales team.

CLV (CUSTOMER LIFETIME VALUE) - An estimate of the total monetary value of a customer to a business over the duration of their relationship.

CODE - In Digital Marketing, the code is a set of programming instructions that make up a website or instruct a web page how to perform. There are many different types of code, for example a site could be built on JavaScript, HTML, or XML.

COMMENT SPAM - Irrelevant comments posted to a blog for the sole purpose of dropping a link to the spammer's website.

CONTENT - Content is any form of published material on the internet. Inbound marketers often recommend publishing quality content (engaging, informative, relevant) in order to help build brand awareness, establish expertise and authority, and drive traffic to your website.

CONTENT MARKETING - A marketing strategy of creating and distributing content to attract and persuade a target audience.

CONTENT OFFER (OR LEAD MAGNET) - A content offer is what you provide in exchange for information from your website visitors in order to turn them into a lead. A content offer can be an ebook, guide, white paper, or webinar that is given to a visitor after they provide you with some details, such as name, email, and business name.

CONTENT STRATEGY - Planning and implementation of digital content to make it work towards a uniform end; includes creating and distributing content for digital marketing campaigns such as blog posts, articles, social media posts, videos, podcasts, e-books, guides, webinars, etc.; includes testing to gauge content performance – content is the base on which all marketing techniques are built. This digital marketing term is a fundamental component of content marketing campaigns as well.

CONTEXT - Not only do you have to provide excellent content for your audience, you need that content to be contextually relevant. By knowing your target audience, their behavior, preferences, and goals, you can provide content that meets their needs.

CONTEXTUAL ADVERTISING - A method of serving advertisements based on the content (i.e., overall context or theme) of a web page.

CONVERSION PATH - A conversion path is a series of events that are set up to move website or social visitors down a path that converts them into a lead. A conversion path on a website consists of a call-to-action > landing page with a sign-up form > thank-you page > thank-you email. In a conversion path something is promised to the visitor in return for their contact information. This could be an ebook, consultation, white paper, etc. The lead magnet needs to be something that potential leads find valuable enough to provide you with their contact information.

CONVERSION RATE - The percentage of users who completed the desired action; calculated by dividing the overall size of the audience with the total number of 'convert' users; for instance, those who clicked on an ad – conversion rate percentage is used as a metric upon which marketers try to improve further growth. Digital marketing strategies are almost always data-driven, and this digital marketing term is one of the most common parameters measured to determine the performance of any campaign.

CONVERSIONS - The act of a user completing a desired action from an ad. This can be any action like downloading a pdf, filling out a form, making a purchase, clicking on an ad, or calling a business. In paid advertising, conversions help a business see how well their advertising is doing, and if users are interacting with them.

COOKIE - A small digital file that is stored on the backend of a user's computer after they visit a site. This can stay on a computer either permanently or temporarily. Users can clear their cookies, or clear cache, to remove any temporarily stored cookies from their website. Cookies can be used by a business to learn about their customer, how they interact with their website, and remarket back to them based off of their interests.

COPY OR AD COPY - The text associated with an ad. Copy can also be referred to as the main content on the pages of a website, but when talking about ad copy it is usually in reference to the headlines and description that accompany the ad.

CORE WEB VITALS - A set of web page performance and user experience metrics that Google calculates based on real world usage data.

CPI (COST-PER-IMPRESSION OR COST-PER-THOUSAND OR CPM) - *(see CPM)*

CPA (COST PER ACQUISITION) - A pricing model that charges only when leads, sales, or conversions are generated; it is a financial metric that measures the costs of acquiring one paying customer – it helps marketers to know how much a company can afford to pay for leads and drive new customer growth.

CPC (COST PER CLICK) - A pricing model that measures the cost for each click on an ad; designed to drive traffic to a website – critical digital marketing metric showing how much a business pays for someone to click on their ad.

CPL (COST PER LEAD) - The amount a business or advertiser is paying per one lead from an advertisement. If they are spending $500 on advertising and they have 100 leads, their cost per lead ($500/100) is $5.00.

CPM (COST PER THOUSAND) - The amount a business or advertiser is paying per 1,000 impressions of an ad. If a company is spending $1,000 in advertising and they have 4,000 impressions, their cost per thousand (($1,000/4,000)x1,000) is $250.

CPV (COST PER VIEW) - In video advertising, a bidding method where you pay for qualifying views.

CRAWL (CRAWLING) - The process of scanning a website to discover new pages, updated pages, or removed or redirected pages. This is done by a Googlebot,

or 'Spider,' either when a user uses a search engine, or when an advertiser is indexing (see: Index) a website from the backend.

CREATIVE - The imagery of an advertisement. Creative is the meat of the ad that is meant to draw in the audience's attention and get them to perform an action.

CRM (CUSTOMER RELATIONSHIP MANAGEMENT) - A set of applications that marketing firms use to manage customer data, analyze customer interactions, and receive relevant data in real-time – CRM is used to update and improve customer relationship strategies, to personalize and target marketing services.

CRO (CONVERSION RATE OPTIMIZATION) - The process of optimizing a website to increase the percentage of visitors performing the desired CTA; a marketing system to raise the percentage of visitors converting into paying customers – CRO methods create a better user experience, generate quality leads, shorten time to close deals.

CROWDSOURCING - Crowdsourcing is the process of getting work, funding, or ideas from a crowd of people online. A great example of crowdsourcing is Wikipedia. In digital media crowdsourcing is a great way to take the pulse of your followers. For example, you can poll them on Facebook and/or Twitter to learn what type of content they want, which provides ideas for your website.

CTA (CALL TO ACTION) - A word or phrase used in marketing to get the audience to take an action. Common examples of popular calls to action are "Buy Now," "Contact Us," "Call Today," "Download Here," "Learn More," etc.

CTR (CLICK THROUGH RATE) - The percentage of users who click on links placed in emails, ads, websites, etc.; measures the users actively engaging with linked content on a site with the formula: CTR = (click-throughs/impressions) x 100 – this metric helps to understand customers and finetune target audience.

CAC (CUSTOMER ACQUISITION COST) - Customer acquisition cost is the amount of money it takes to convert one person into a customer. This figure focuses mainly on marketing costs. When this numerical value is determined, companies can predict how much they will need to spend in order to generate a desired number of customers.

CLTV (CUSTOMER LIFETIME VALUE) - Customer lifetime value is a prediction of how much revenue a customer will bring during their lifetime as your customer. This measure is used to determine how much a company should or could spend in order to acquire a new customer.

D

DASHBOARD - A place to see all important metrics at a glance. Most often used in Google Analytics, this workspace allows an advertiser to track the most important metrics to their business over a designated period of time and determines how users are interacting with their website.

DATA STUDIO - A free tool from Google that lets users make custom reports with data from Google's marketing services and external sources.

DATA TRANSFER - The total amount of outbound traffic from a website*, typically measured in gigabytes (Gb).

DATA-DRIVEN ATTRIBUTION - A marketing attribution model that uses machine learning to determine the relative importance of advertising interactions in the user journey.

DEDICATED HOSTING - Hosting option whereby the host provides and is responsible for the equipment

DEEP LINKING - Linking to a web page other than a site's home page.

DEEP WEB - *(see invisible Web)*

DEMOGRAPHICS - Statistical data relating to the general population or the smaller groups within it. Generally, demographics are broken down by age, gender, location, income, occupation, ethnicity, and race. It is a common practice in marketing campaigns to target advertisements towards one or several demographics.

DESCRIPTION TAG - An HTML tag used by Web page authors to provide a description for search engine listings.

DIGITAL AGENCY - An agency offering a mix of web design, development and marketing.

DIGITAL FINGERPRINTING - Once our browser and/or device is analysed, the fingerprinting software saves the fingerprint data server-side, outside of the user's control. Digital fingerprinting has made advanced user and device tracking without cookies a reality and has become extremely hard to control or regulate.

DIRECTORY - *(see Web directory)*

DISINTERMEDIATION - The elimination of intermediaries in the supply chain, also referred to as "cutting out the middlemen."

DISPLAY ADVERTISING - A type of online marketing that uses images or video to communicate their ad, rather than text-based advertising. Display advertising is used across platforms like Google AdWords, AdRoll, Facebook, Instagram, and more.

DKI (DYNAMIC KEYWORD INSERTION) - A feature in Google AdWords that allows an advertiser to customize their ads based off of what their users search for. To enable this feature, a small, special piece of code is placed in the ad text that tells a search engine when a customer uses one of their keywords, or to replace the code with the keyword that triggered their ad.

DOFOLLOW LINKS - A description of links that do not contain the "nofollow" attribute, and thus may convey authority in the eyes of search engines.

DOMAIN - A name used in URLs to identify web pages and where they belong. For example, in the URL www.fujisanmarketing.com/blogs, the domain name is fujisanmarketing.com.

DOMAIN AUTHORITY - The measure of power a domain name has, and how it ranks in a search engine. The domain authority is based off of three main factors: age, popularity, and size.

DOMAIN NAME - Location of an entity on the Internet.

DOORWAY PAGE - A page made specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main content.

DOUBLE OPT-IN - A double opt-in is when a subscriber has to confirm their email address after entering their information to subscribe to an email list. Typically, once a website visitor fill outs a form to subscribe to an email list they immediately receive an email to confirm their information.

DSP (DEMAND SIDE PLATFORM) - A system that provides the technology for advertisers to purchase ad space through a real-time bidding auction. Essentially, if you are wanting to promote a display ad, you could use a DSP to get your ad on a third-party website. When a user reaches that website, the DSP technology will analyze the user's demographics, interests, and hobbies (all collected through the cookies on their computer), compare that with the advertiser's bids, and make a real-time decision on who wins that ad placement. DSPs algorithm will combine ad relevancy and interest with bid strategy to determine which advertiser ends up on top.

DUPLICATE CONTENT - Web page content that appears multiple places online, either as exact copies or in versions that are deemed to be substantially similar by search engines.

▬ E ▬▬▬▬▬▬▬▬▬▬▬▬▬

E-A-T - E-A-T in SEO stands for Expertise, Authoritativeness and Trustworthiness. In 2022 Google confirmed E-A-T is rated for every query that is searched.

ECOMMERCE - The process of buying and selling of products and services over the Internet.

ECPC (ENHANCED CPC) - In search advertising, a semi-automated bid strategy that adjusts your CPC bid based on the likelihood of a conversion.

ECPM - Effective cost per thousand impressions (technically, "effective cost per mille").

EMAIL FILTERS - Email filtering is a technique that organizes emails based on a word or phrase in the "from," "subject," and body copy sections of an email. Most email programs employ filters in an effort to keep the user's inbox free of spam.

EMAIL LIST - An audience list used specifically for email marketing. An email list can be curated in a variety of different ways, whether that is opt-in or subscribing to content (a customer asks to be on the list), gated content (a user must input their email in order to download or receive content), or when a user becomes a customer by completing a purchase and including their email in their information.

EMAIL MARKETING - A type of content marketing specifically sent through email. Email marketing can be used to distribute content, sales promotions, services, or used to develop relationships with potential customers.

EMAIL SERVICE PROVIDER - A service that facilitates the management of email lists and delivery of email campaigns to subscribers.

EMAIL SPAM - Unwanted, unsolicited email.

EMAIL WHITELIST - Just as an IP/email address that has been blacklisted won't be allowed through most spam filters, a whitelisted address has been given the golden ticket. Whitelisted email/IP addresses are typically accepted and allowed into most inboxes.

ENGAGEMENT RATE - This is one of the most important social-media-related digital marketing terms in this list. Engagement is the clearest sign of people's interest in your content. Your engagement is likely more easily understood as the number of likes, comments, and shares (interactions) it receives versus the number of people who saw it (impressions).

EVERGREEN CONTENT - Content that is likely to be relevant for a long time.

EXACT MATCH KEYWORDS - In search advertising, a keyword matching option that lets your ad serve when someone searches for the keyword or a close variant of it.

EXCLUSIVITY - Contract term in which one party grants another party sole rights with regard to a particular business function.

EXTENSIBLE MARKUP LANGUAGE (XML) - Extensible Markup Language (XML) refers the abbreviation for extensible markup language. XML is much like HTML- hypertext markup language in the way that it is most often used for computer data categorization. XML- extensible markup language allows customizable tags for information markups for computers to better understand the information.

EZINE - An electronic magazine, whether delivered via a Web site or an email newsletter.

━━ **F** ▬▬▬▬▬▬▬▬▬▬▬▬

FACEBOOK - a social networking site located at facebook.com.

FACEBOOK ADS - An online advertising platform to show ads on Facebook and related properties.

FAVICON - A small icon that is used by some browsers to identify a bookmarked Web site.

FBA (FULFILLMENT BY AMAZON) - An Amazon solution that allows sellers to send their products to Amazon, and Amazon will store, pack, ship, and assist with customer service on the sellers' behalf.

FBM (FULFILLMENT BY MERCHANT) - Is when a seller lists a product on Amazon and handles the warehousing and shipping aspect of things. Sellers use their own resources and send the item directly to the buyers instead of paying a service fee to Amazon.

FIRST PARTY DATA - Data your company has collected directly from your audience, whether customer, site visitors, or social media followers.

FIRST-MOVER ADVANTAGE - A sometimes insurmountable advantage gained by the first significant company to move into a new market.

FLASH - Multimedia technology developed by Macromedia to allow much interactivity to fit in a relatively small file size.

FORUM - An online community where visitors may read and post topics of common interest.

FRAMES - A structure that allows for the dividing of a Web page into two or more independent parts.

FREEMIUM - A technique where a business offers a free basic product, giving the customer an option to use an advanced version for a premium cost.

FREQUENCY - The number of times an ad makes an impression on one person. Often, advertisers will limit the frequency of an ad so a user doesn't experience ad fatigue by seeing the same ad too many times, and develop a negative connotation with that advertiser.

FREQUENCY CAP - Restriction on the amount of times a specific visitor is shown a particular advertisement.

━━ **G** ▬▬▬▬▬▬▬▬▬▬▬▬▬▬

GA OR GOOGLE ANALYTICS - A platform in Google that tracks and measures various metrics of a website to show an advertiser or company how a user interacts with their website, and how their website is performing as a whole.

GDPR - The General Data Protection Regulation (GDPR) is legislation that updated and unified data privacy laws across the European Union (EU).

GEO-TARGETING - A method of detecting a website visitor's location to serve location-based content or advertisements.

GIF89A - (see animated GIF)

GOOGLE ADWORDS - Google's pay-per-click (PPC) advertising platform. AdWords allows you to build, manage, and optimize campaigns, ad groups, ads, and keywords within a single account.

GOOGLE DATA STUDIO - A free tool from Google that lets users make custom reports with data from Google's marketing services and external sources.

GOOGLE KEYWORD PLANNER - In search advertising, a tool from Google that generates keyword ideas and traffic estimates.

GOOGLE PARTNERS - A program by Google offering resources and status for agencies and third parties that manage Google ads for other businesses.

GOOGLE SEARCH CONSOLE - A free service from Google, formerly known as Google Webmaster Tools, that lets website owners check their search performance, indexing status, and various other website measures.

GOOGLE SIGNALS - A feature from Google that uses signed-in data to enable cross-device reporting and remarketing capabilities.

GSC OR GOOGLE SEARCH CONSOLE - Previously named Google Webmaster Tools, it is a service for webmasters to monitor, maintain, and optimize their web presence. Common areas of focus in GSC are site indexing, site traffic, and crawl errors.

GTM OR GO-TO-MARKET STRATEGY - Plan specifying how to present a product's unique value proposition to achieve a competitive advantage in reaching customers – provides a roadmap for launching a product to achieve product-market fit.

GTM OR GOOGLE TAG MANAGER - A platform in Google that manages all tags for a website in one place, allowing the advertiser to easily change, update, or add new tags or code snippets to their site without having to go into the backend of the website.

GUERILLA MARKETING - Unconventional marketing intended to get maximum results from minimal resources.

GUEST BLOGGING - Writing a blog post to be published on another blog as a temporary featured author.

H

H TAGS - Commonly referred to as the Header tag, or <h1> tag in HTML, it is the title of a page, and will stand out among the rest of the text on a page. Other header tags in HTML include h2, h3, h4 and so on. This represents the hierarchy of titles and subtitles on a page. Google uses these tags when they crawl the backend of a site to get an idea of what that page is about.

HARD BOUNCE - Email marketers will already be well aware of this marketing term. A hard bounce is when an email immediately "bounces" back because the email doesn't exist, is misspelled, or is blocked. Hard bounces are permanent and they will never be delivered.

HEATMAP - A graphical representation of data where varying degrees of a single metric are shown using colors.

HIT - Request of a file from a Web server.

HOUSE AD - Self-promotional ad a company runs on their own site/network to use unsold inventory.

HOUSE LIST (RETENTION LIST) - An opt-in list that is self-constructed over time. You typically provide a piece of valuable content for a person's email address (and more). You can then market to, cross sell, upsell, and build a relationship with customers over time. Your list is a very valuable asset!

HTML BANNER - A banner ad using HTML elements, often including interactive forms instead of (or in addition to) standard graphical elements.

HTML EMAIL - Sometimes digital marketing terms help us understand what they mean, sometimes they don't. If you know what HTML means, this is helpful, but let's take a deeper look. An HTML email contains custom fonts, graphics, images, links, background colors and, at times, can look like a page on a website. They are fully designed emails with their own code and styling.

HTML OR HYPERTEXT MARKUP LANGUAGE - A coding language used to create a website. The letters, symbols, and numbers within a text file will determine what a website looks like and how it will perform.

HUBSPOT - HubSpot is an inbound marketing software platform that helps companies attract visitors, convert leads, and close customers. Here at Uhuru Network, we use HubSpot not only for ourselves but also for our clients.

HYBRID MODEL - A combination of two or more online marketing payment models.

I

IMPRESSION - A single instance of an online advertisement being displayed.

IMPRESSION - A single instance of an online advertisement being displayed.

IMPRESSION SHARE - The percentage of impressions your ads received compared to the number of impression your ads were eligible for.

IMPRESSIONS - The number of times an ad is seen by a potential customer. This can be through a search engine results page or through display advertising, and a user does not need to interact with the ad for it to be considered an impression. This is a common metric tracked in pay-per-click campaigns.

INBOUND LINK - Similar to a 'backlink,' it is a link directing users to a website from a separate or third-party site. Having a high number of inbound links is very beneficial towards a website's SEO and domain authority because it is essentially boosting — or endorsing — that website.

INBOUND MARKETING - A marketing model whose sales performance relies on the initiative of its client base to find and purchase a product.

INCENTIVIZED TRAFFIC - Visitors who have received some form of compensation for visiting a site.

INDEX - The process of gathering and recording all pages on a particular website. This is a commonly-used feature of Google Search Console, where Google will
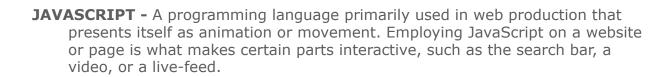
crawl a website to index all current pages, add any new or updated pages, and remove any deleted pages.

INFLUENCER - The digital marketing term "influencer" is just what it sounds like, a person who has the power of influence over their social media audience. These are people you want sharing your content and interacting with your brand.

INTERACTIVE AGENCY - An agency offering a mix of Web design/development, Internet advertising/marketing, or E-Business/E-Commerce consulting

INTERSTITIAL - An advertisement that loads between two content pages.

INVISIBLE WEB - the portion of the Web not indexed by search engines.

▬ J ▬▬▬▬▬▬▬▬▬▬▬▬

JAVASCRIPT - A programming language primarily used in web production that presents itself as animation or movement. Employing JavaScript on a website or page is what makes certain parts interactive, such as the search bar, a video, or a live-feed.

▬ K ▬▬▬▬▬▬▬▬▬▬▬▬

KEYWORD - In Search Engine Optimization, it is a word or set of words that help make up a site's metadata and describes what is on a web page. When used correctly, a keyword should help users find a web page based on their search terms.

KEYWORD DENSITY - Keywords as a percentage of indexable text words.

KEYWORD DIFFICULTY - A metric that estimates how difficult it would be to rank for an organic search keyword.

KEYWORD MARKETING - Putting your message in front of people who are searching using particular keywords and keyphrases.

KEYWORD RESEARCH - The practice of researching what terms or phrases people frequently search for and using that data to make informed decisions regarding which keywords a business should be targeting in their own campaign. If done well, keyword research can help businesses rank higher for their targeted terms.

KEYWORD STUFFING - The practice of loading a page with keywords or phrases in an effort to manipulate the site's SEO rankings. These keywords can often appear out of context or, in some cases, irrelevant to the page itself. While this

used to be a common SEO practice for some companies, Google has since discouraged this practice by lowering SEO scores when caught.

KEYWORDS TAG - META tag used to help define the primary keywords of a Web page.

KPI OR KEY PERFORMANCE INDICATORS - A metric or quantitative benchmark to track progress towards marketing goals; KPIs should be SMART or Specific, Measurable, Achievable, Relevant, Time-Bound – used in measuring performance and course correction.

L

LANDING PAGE - Any page that gets traffic from anywhere other than the same pages on your site — hence the name landing. A landing page is typically comprised of copy, images, and a form. A landing page is used to persuade website visitors to sign up to receive a content offer or purchase a product. Landing pages can be long or short, and the content is dependent on the action you want your visitors to take

LAST CLICK ATTRIBUTION - A marketing attribution model that assigns all of the conversion credit in a user journey to the last marketing touchpoint.

LEAD - A conversion from an ad that gives information on a potential customer that a sales team can then convert into a sale. This is a commonly used metric or KPI in any PPC Account.

LEAD GENERATION - Lead generation is the process for acquiring new leads. Online lead generation is done by providing valuable content to website visitors in exchange for their contact information.

LEAD MAGNET - A specific deliverable that is offered to prospects in return for contact information, typically to join an email list.

LEAD NURTURING - When a visitor turns into a lead on your website they are most likely not ready to buy. Lead nurturing is providing those initial leads with valuable information about your industry or product until they are ready to purchase. By caring for your leads you develop the relationship and show that you care.

LIKE-GATE - A barrier requiring a user to "Like" a brand's page before they can access certain content from that brand on Facebook.

LINK BUILDING - Link building is the act of increasing the number outside sites linking back to yours (backlinks). This process typically involves creating high-quality content (interesting, engaging) that others want to share.

LINK BUILDING - The process of acquiring hyperlinks from other websites to your own. A hyperlink (usually just called a link) is a way for users to navigate between pages on the Internet.

LINK CHECKER - Tool used to check for broken hyperlinks.

LINK POPULARITY - A measure of the quantity and quality of sites that link to your site.

LINK TEXT - The text contained in (and sometimes near) a hyperlink.

LINKBAIT - A piece of content created with the primary purpose of attracting inbound links.

LINKEDIN ADS - An online advertising platform to show ads on LinkedIn.

LIST CLEANING - Removing email subscribers that are inactive or invalid.

LIST FATIGUE - Declining response to email marketing campaigns over time due to too many messages or too little new value.

LIST HYGIENE - The health or the practices of maintaining the health of an email marketing list.

LIST SEGMENTING - If you had different types of clients and customers in different phases of their buying cycle would you send them the same email? The answer is no. With list segmentation companies segment their leads and current clients into lists that match their current buying cycle or what type of client they are. These different lists receive different information/content that they care about the most.

LOG FILE - File that records the activity on a Web server.

LONG DOMAIN NAME - Domain names longer than the original 26 characters, up to a theoretical limit of 67 characters (including the extension, such as .com).

LONG TAIL KEYWORDS - Keywords that get relatively little search traffic.

LOOKALIKE AUDIENCE - In Facebook, this feature allows for an Account Manager to upload an existing client, customer, or subscriber email list to Facebook so Facebook can find those existing user profiles, then find other profiles who are similar in demographic, hobbies, interests, and occupation, creating an entirely new target audience for the marketer. This allows a marketer to reach a brand new audience who, because they are similar to the existing customers, will most likely be interested in their product.

LTV (LIFETIME VALUE) - Also called CLV or Customer Lifetime Value – the best estimate of expected revenue from an average customer – is used to calculate the overall impact of one sale throughout the entire customer relationship.

M

MANAGED WORDPRESS HOSTING - Web hosting optimized specifically for WordPress, where the hosting company assumes many of the routine maintenance tasks.

MANUAL BIDDING - An advertising bid strategy where you explicitly set a maximum cost-per-click.

MANUAL SUBMISSION - Adding a URL to the search engines individually by hand.

MARKETING AUTOMATION - A software or tool that helps automate marketing processes or actions. Oftentimes, it is used for email marketing, social media, or other tasks that require repetition. Examples of marketing automation software include HubSpot, MailChimp, Marketo, and ActiveCampaign.

MARKETING AUTOMATION - The use of software to automate repetitive tasks related to marketing activities and connect different parts of the marketing funnel.

MARKETING PLAN - The part of the business plan outlining the marketing strategy for a product or service.

MARKETING QUALIFIED LEAD (MQLS) - Marketing qualified leads are typically prospects that have expressed some interest in your company by engaging with your content and then provided identification details that allow you to convert them into a known lead. For more information on MQLs read: 6 Keys to Track the ROI of Marketing Qualified Leads.

MEDIA KIT - A resource created by a publisher to help prospective ad buyers evaluate advertising opportunities.

META DESCRIPTION - A tag in the HTML of a web page consisting of key words and phrases that gives a short summary on what the page is about. When properly optimized for SEO, search engines will scan this part of the site to see if that page is relevant to a user's search. This tag is also kept to a limit of ~160 characters.

META SEARCH ENGINE - A search engine that displays results from multiple search engines.

META TAG GENERATOR - Tool that will output META tags based on input page information.

META TAGS - Tags to describe various aspects about a Web page.

META TITLE - Similar to the meta description, this is also a tag in the HTML of a web page that acts as the page title. When properly optimized for SEO, search engines will read this tag first and will continue with the description to determine if the page is relevant. Also referred to as a title tag, this is kept to a 50–60 character limit.

METADATA - Often in the form of tags, it encompasses the descriptions or keywords used to describe a web page's content. The two most basic forms of metadata are meta description and meta title, however this can also include the author, when it was created, any open graph tags, and how long the document is.

MOBILE FIRST INDEXING - Google's practice of primarily using the mobile version of a web page for indexing and ranking.

MOBILE SEARCH - An online search performed from a mobile device, such as a smartphone. As we saw in 2017, mobile search is beginning to dominate the search space, surpassing desktop searches.

MODERATOR - At a forum, someone entrusted by the administrator to help discussions stay productive and within the guidelines.

MOFU (MIDDLE OF FUNNEL) - Is the consideration stage of the buyer's journey. A middle-of-the-funnel lead has moved from awareness to consideration and is ready to receive information about your product or service. A branded offer is given to provide the lead with more information and address any pushback.

MOUSETRAPPING - The use of browser tricks in an effort to keep a visitor captive at a site, often by disabling the "Back" button or generated repeated pop-up windows.

MULTIVARIATE TESTING - A method in marketing research where multiple variables in a control scenario are simultaneously changed and the ensuing alternate strategies tested, in order to improve the effectiveness of the final marketing strategy.

━━ **N** ━━━━━━━━━━━━━━━━

NAP (NAME, ADDRESS, PHONE NUMBER) - Ads that adapt their appearance based on the website they appear on, in order to blend in with the content.

NAVIGATION - That which facilitates movement from one Web page to another Web page.

NEGATIVE KEYWORDS - Keywords that prevent ads from appearing for search queries that contain them.

NETIQUETTE - Short for network etiquette, the code of conduct regarding acceptable online behavior.

NETWORK EFFECT - The phenomenon whereby a service becomes more valuable as more people use it, thereby encouraging ever-increasing numbers of adopters.

NEW USERS - In Google Analytics, this is the category of people who visit a site for the very first time. It is common for an account manager to track the number of sessions to a website from a new user, so they can see how many new potential customers are visiting their site.

NEWSJACKING - A term coined by David Meerman Scott in his book, "Newsjacking." According to Scott, Newsjacking is the process of adding your thoughts and opinions into breaking news stories.

NOFOLLOW - A value that can be assigned to a rel attribute to tell a search engine that the outbound hyperlink should not influence the link target's ranking in a search engine index. It allows one site to link to another without influencing that site to rank better.

O

OFF-PAGE OPTIMIZATION - Off-page optimization is everything you can do to improve your organic search rankings that does not involve your actual website. This includes anything you can do to create high-quality backlinks and further drive your exposure.

OG OR OPEN GRAPH TAG - This allows an advertiser to have control over how information is passed from a website to social media. For example, a company can set the image, title, and description they want to show on Facebook for whenever someone posts that website's domain to Facebook.

ON-PAGE OPTIMIZATION - On-page optimization involves actions you take on your website to improve your organic search engine rankings and can include improving meta tags or optimizing your website content.

OPEN RATE - Open rate is the percentage of emails opened from the total that were sent. Similar to CTR, open rate takes into account all emails that were sent and divides that total by the number of emails that were opened. For example: If we sent an email to 1,000 email subscribers but only 250 people opened that email, the open rate would be 25%.

OPT-IN (OR SUBSCRIBE) - An opt-in is when a person provides their email address to a company or individual because they are choosing to receive emails from that company or individual.

OPT-OUT (OR UNSUBSCRIBE) - One of the digital marketing terms that email marketers need to pay attention to, an opt-out is when a person subscribed to an email list no longer wants to receive email communication from a specific company or individual, so they remove their email address from the list.

ORGANIC SEARCH - The unpaid entries in a search engine results page that were derived based on their contents' relevance to the keyword query.

ORGANIC TRAFFIC - Users coming to a website on their own through a search engine, like Google or Bing. Unlike paid traffic, these users are coming to a website unprompted and uninfluenced by advertisements. This is a common metric that business owners strive to increase.

OUTBOUND LINK - A link that comes from your website that allows the customer to leave your website and move to another domain. These are often paired with a NoFollow that removes the Inbound link for the other website (See: NoFollow).

OWNED MEDIA - Content created on properties you own or control.

━━ **P** ▬▬▬▬▬▬▬▬▬▬▬▬▬▬

PAGE PERFORMANCE - Page performance takes into account on-page SEO, website traffic, CTA conversion rate, and contacts acquired.

PAGE RANK - Your page rank is how trustworthy your particular site is as determined by Google's algorithm. Sites are ranked on a scale of 0 to 10, with 0 meaning you don't rank in their search engine (not good) and 10 being given to fewer than 150 sites (most of them being Google-, Apple-, or Adobe-owned).

PAGE SPEED - The time it takes for the content on a web page to load on a browser or mobile device. While this is highly important for user experience, this is also becoming an increasingly important part of SEO optimization; the slower a page loads, the fewer pages search engines can crawl within their allocated crawl time. From a user experience standpoint, the slower a page loads, the higher the bounce rate will tend to be.

PAGE VIEWS - The number of times a user has visited a web page. Whether there are unique users visiting a page, or the same user visiting a page multiple times, they are all counted as a page view. This is a common and useful metric to track in Google Analytics.

PAGEJACKING - Theft of a page from the original site and publication of a copy (or near-copy) at another site.

PAGERANK - An algorithm used by Google to signal the relative popularity of pages, according to the weighted value of their backlinks.

PAID ADS - Generating website traffic through paid ads that ensure the marketing content will jump to the head of the line; include two main categories of social media ads and display ads that are targeted based on trackable behavior metrics – helps to reach relevant leads.

PAID SEARCH TRAFFIC - The number of users that come to a web page through a paid advertisement, typically through a PPC channel such as Google AdWords or Facebook Advertising.

PASS-ALONG RATE - The percentage of people who pass on a message or file.

PPC (PAY PER CLICK) - Online advertising payment model in which payment is based solely on qualifying click-throughs.

PPL (PAY PER LEAD) - Online advertising payment model in which payment is based solely on qualifying leads.

PPS (PAY PER SALE) - Online advertising payment model in which payment is based solely on qualifying sales.

PAYMENT THRESHOLD - The minimum accumulated commission an affiliate must earn to trigger payment from an affiliate program.

PAYPAL - An online payment service that lets its users make purchases and receive payments via a user-defined email address.

PBN (PRIVATE BLOG NETWORK) - PBN refers to the abbreviation for a private blog network. PBN is known as a link network. The private blog network is a collection of private websites that link to one another. PBN is not an approved Google SEO tactic as the networks are built with the intent to manipulate search engines by adding links to a website's link profile.

PMAX (PERFORMANCE MAX) - In Google Ads, a performance-based campaign type designed to find customers across all of Google's channels.

PERMISSION MARKETING - Aarketing centered around obtaining customer consent to receive information from a company.

PERSONA (OR IDEAL BUYER) - In marketing, a persona is the perfect representation of whom you want to purchase your product or service. An ideal buyer or buyer persona is a complete breakdown of behaviors, pain points,

goals, wishes, dreams, demographics, and professional careers. To learn more about personas read: Defining Your Ideal Buyers.

PERSONALIZATION - When you receive an email from a company that says, "Hi Rachel," that's personalization. Personalization means adding some information to your email that is specific to the person you are sending it to. This personal touch can be added in the subject line or in the body of the email. Personalization is used to get subscribers to notice a company's email in the hopes that they are more likely to open it and act on it.

PHRASE MATCH KEYWORD - In search advertising, a keyword matching option that lets your ad serve when someone searches for the keyword or one that Google considers to have a similar meaning.

PIXEL - A piece of code used to track a goal that lives in the backend of a website. Different platforms have various pixels that all service different purposes. Pixels can track conversions or form fills, count purchase orders and revenue from users that come through an ad, and they can even tag a user's computer by placing a cookie on their browser that allows the company to remarket their goods and services back to them after the user leaves their site.

PLAIN-TEXT EMAIL - Some digital marketing terms need little explanation. A plain-text email is just what it sounds like, an email that doesn't contain any images, rich formatting, or links. Individuals or companies can use plain text emails when they want to send an email that only focuses on the copy of the email. In most email software, plain-text emails are automatically generated whenever an HTML email campaign is created. This is for the subscribers who have noted that they only want to receive plain-text emails.

PODCAST - A series of audio or video files that are syndicated over the Internet and stored on client computing devices for later playback.

POP-UNDER AD - An ad that displays in a new browser window behind the current browser window.

POP-UP AD - An ad that displays in a new browser window.

PORTAL - A site featuring a suite of commonly used services, serving as a starting point and frequent gateway to the Web (Web portal) or a niche topic (vertical portal).

PPC (PAY-PER-CLICK ADVERTISING) - A form of online advertising in which advertisers only pay for their ads when a user clicks on them. Common PPC channels are AdWords, Bing, and Facebook.

PREMIUM WORDPRESS THEME - A theme coded for the WordPress content management system that costs money.

PROGRAMMATIC ADVERTISING - The use of software to automate the buying of digital ad space. The buying and selling of ad space is automated through a series of algorithms to ensure that ads are seen by the right audience. By automating the process, buying ads becomes more fine-tuned and cost-effective for buyers and publishers

Q

QUALITY SCORE - Quality score refers to a Google AdWords' rating specific to the quality and relevance of a PPC keywords in a campaign. Google scores on the content/ad copy, the landing page quality and relevance, and the expected click-through rate. Marketers benefit from a high-quality score as it helps in ad auctions, meaning a high score can result in a higher ad ranking in the search results and lower campaign costs.

QUERY (SEARCH QUERY) - Queries refer to a term used for an Internet user that types keywords and phrases into a search engine to search a topic. An example of a query is typing "How to find local mechanics" into a search engine. The results would be on how to find local mechanics and local mechanics.

QUORA - Quora refers to a question and answer website. The site is a community with users being the community and can ask, answer, edit, and organize questions. In other words, the site allows users to participate in the asking and answering as well as theb editing questions from other Quora users.

R

RANK TRACKING - The process of tacking a website's organic search engine rankings for certain keywords over time.

RANKINGS - Rankings refers to a general term associated with the position of a website in the search engine results. A site is never "guaranteed" to be in a top position or the last pages of the search engine results. SEO and site quality influence the position of a site greatly. A ranking is specific to a keyword, so a marketer/webmaster can have a website with keywords that rank on the first page of the search results and some that don't. A site's ranking can increase and decrease for different queries and search terms.

RATE CARD - Document detailing prices for various ad placement options.

REACH - The total number of views content receives over a specified period of time. With paid reach, a business will pay money to have an ad with higher visibility within a targeted time frame and demographic, while organic reach requires SEO to have users find the business themselves.

REAL-TIME DIGITAL MARKETING - Social media allows brands to market in real time in response to breaking news or a world event. The ability to publish content as these events unfold (real time) gives marketers an opportunity never before seen in the marketing world.

RECIPROCAL LINKS - Reciprocal links refer to two websites that link to one another. Reciprocal links are typically used to boost the ranking of both sites in the search engine results. Google and other search engines can consider reciprocal links a tactic to manipulate search engines and can penalize webmasters for reciprocal links use.

RECTANGLE AD - Any one of the large, rectangular banner sizes suggested by the IAB.

REDDIT MARKETING - Reddit marketing refers to an online platform that allows marketers to network with the submission of links, content, and to carry on conversations with Reddit users. Marketers can create branded AMAS- Ask me anything, create Reddit ads, and get involved in the site. Reddit is a community of entrepreneurs, businesses, and individuals that seek information about a variety of interest. Reddit marketing is for marketers that want to reach eager individuals through community involvement, advertising, and being the master of their niche with questions and answers. Reddit is the fourth most visited site in the US.

REFERRAL TRAFFIC - Referral Traffic refers to a marketing method of leveraging customers, partners, or employees. Entrepreneurs, consumers, customers, and partners are referred to a personal and professional network to promote or engage with a product or service. Referral marketing is a trusted marketing strategy, and it involves encouraging and rewarding customers to recommend products and services from consumer and B2B brands.

RELEVANCE SCORE - Relevance score refers to a Facebook marketers score that is calculated on the positive and negative feedback that Facebook expects the ad to receive from the marketer's target audience. In other words, Facebook scores the ad based on their prediction of the ad's performance. The greater expectations of an ad, the higher the ad's relevance score will be. Ads are scores between 1 and 10 with 1 being the lowest score an ad can receive.

RELEVANCY SCORE AND QUALITY SCORE - To decide how relevant an advertisement is and how it compares to other similar ads on the platform; higher scores mean more ads will be shown over competitors – improving these scores help to lower CPC.

REMARKETING - Similar to retargeting, remarketing is Google AdWords' solution that is specific to their network. However, remarketing is confined to email and phone. For example, if a person browses a shopping website and abandons their cart, a remarketing email may be sent to that person to remind them of their almost-purchase.

REP FIRM - Ad sales partner specializing primarily in single-site sales.

RDAS (RESPONSIVE DISPLAY ADS) - An ad format for Google Ads, where marketers enter text and visual elements, and Google combines the elements in various ways to fit available ad space and optimize performance.

RSAS (RESPONSIVE SEARCH ADS) - A text ad format for Google Ads, where marketers enter up to 15 headlines and 4 description lines, and Google tests different combinations to see which perform better.

RESPONSIVE WEB DESIGN - Responsive web design refers to a website creation that adjusts page content to the screen size or device to be displayed accurately. In other words, a complete and correct visual display of the page content is accurately shown regardless of the screen size of the device. With responsive web design, a website "responds" to the screen size of the user's device and will adjust the site's content and images to fit the screen perfectly.

RETARGETING - When ads for a business' product or service are shown across the web to people who have visited their website previously. Remarketing reintroduces the product or service to those who are more likely to buy, because they have already shown interest in the past. When a person browses a website, a cookie tracks them anonymously, and shows them targeted ads based on their browsing behavior.

RETURN DAYS - The number of days an affiliate can earn commission on a conversion (sale or lead) by a referred visitor.

ROI (RETURN ON INVESTMENT) - ROI refers to the abbreviation for Return on Investment. For an advertiser to have a positive ROI, the advertiser must have a higher revenue for the campaign than their campaign out of pocket expenses. In other words, a marketer must make more money on the campaign then they spend.

RICH MEDIA - New media that offers an enhanced experience relative to older, mainstream formats.

RLSA (REMARKETING LISTS FOR SEARCH ADS) - A Google AdWords function that allows businesses to create lists based on customer behavior from their website visit. Depending on the parameters set, businesses can add tags to certain pages of their website, adding customers who visit those pages to a list. Google will then attach cookies, so when the customer searches for similar items, you can bid more for keywords, or target ads to the customer directly.

ROAS (RETURN ON AD SPEND) - Marketing metric to measure the efficacy of advertising campaigns and calculate the return on investment for paid marketing such as spending on ads – ROAS helps to evaluate which methods are working and how to improve future advertising efforts.

ROBOTS.TXT - Robots.txt refers to a text file stored on a web site's server that communicates to search crawlers. Indexing robots (crawlers) are "told" what files and folders can be viewed and files and folders that the webmaster restricts from viewing. Robots.txt can keep a webmaster's indexed pages limited to pages they wish.

ROI (RETURN ON INVESTMENT) - The benefit received from a certain investment compared to the cost. In technical terms, the formula is (gain-cost) divided by the cost, but can be based on a number of metrics. For example, a business' ROI in digital marketing could take into account the cost of the investment in addition to leads and conversions as part of the equation.

RON (RUN OF NETWORK) - Ad buying option in which ad placements may appear on any pages on sites within an ad network.

ROS (RUN OF SITE) - Ad buying option in which ad placements may appear on any pages of the target site.

━━ ━ S ━━━━━━━━━━━━━━━━━━━━━

SALES ACCEPTED LEAD - Sales accepted lead refers to a qualified marketing lead that reaches a sales team after the lead has been reviewed as a genuine lead and passed to the sales team for approval. In other words, a sales accepted lead is a lead that must be reviewed and identified as meeting the defined standards for a qualified lead and then passed to the sales team for them to approve the lead. The BANT method is often used to qualify a sale. BANT stands for budget, authority, need, and timeframe.

SALES CYCLE - Sales cycle refers to the process of a business/company selling to a consumer. It refers to each activity associated with closing a sale. The steps used are not specific. Each company can have a set of steps and activities they use in the sales cycle. However, each step works to close the sale. The average sales cycle is the length of time from the first knowledge of the prospect such as a lead to closing the sale. The sales cycle typically has seven steps- knowledge, prospecting, approach, needs assessment, presentation, close, and follow up.

SALES QUALIFIED LEAD (SQLS) - A sales qualified lead is a marketing qualified lead that is accepted by the sales team and warrants a sales team member reaching out. An SQL is ready to be sold and is the most likely to purchase the company's product or service.

SCHEMA MARKUP - Schema markup refers to an HTML code that is added to the website HTML to provide search engines with better relevant information regarding a business, place, person, product, or thing. Schema markup is also referred to as structured data or rich snippets.

SEARCH ALGORITHM - Search algorithm refers to the process used by an algorithm to locate specific data among a collection of data. Search engine algorithm is the rules and formula that search engines use to index and rank a web page. A search algorithm is also referred to as a search engine algorithm.

SEARCH ENGINE - A software or platform that searches the Internet based on user queries. The search engine will then present the found information in the form of a search engine results page (SERP).

SEARCH ENGINE OPTIMIZATION (SEO) - Search engine optimization refers to the abbreviation for search engine optimization. SEO is a marketing strategy to enhance search results and build brand awareness. SEO marketing uses different methodologies like content marketing, link acquisition, and technical and code improvement. SEO is organic marketing meaning that it does not involve paid channels like PPC.

SEARCH ENGINE SPAM - Excessive manipulation to influence search engine rankings, often for pages which contain little or no relevant content.

SEARCH ENGINE SUBMISSION - The act of supplying a URL to a search engine in an attempt to make a search engine aware of a site or page.

SEARCH ENGINES - Search engines refer to a software system that is developed with the intent to search for information on the World Wide Web. Search engine results displayed when a web browser search is performed. For instance, a web user types "Starbucks" into their search browser. The search engine results are displayed in pages and provide Starbuck results to the user. The information can be a mix of web pages, images, and other file types. Information is indexed, and when a search is performed, it pulls relevant information per the keyword search to show the results. Google, Bing, and Yahoo are the most well-known search engines.

SEARCH NETWORK - Search network refers to a group of websites that allows ad displays. For instance, Google's Search Network is a group of both Google and non-Google websites that partner with Google to display ads. Advertisers typically pay to have their ads displayed across the network.

SEARCH OPERATOR - Search operator, also referred to as a search parameter, refers to a character or string of characters used in a search query to narrow search results. In other words, a character or string of characters causes the action of gathering relevant information for the search query and display the results in the search engine results pages. Typically, web pages displayed in the search results pages contain both the word or phrase preceding it and the word or phrase following it.

SEARCH PARTNERS - In search advertising, sites that partner with Google to show ads in search and search-like settings.

SEARCH QUERIES - Search queries refer to a Web search query that Internet users enter into their search browser to perform a web search. Keywords and keyword phrases are used for the search engine to pull relevant information to be displayed. There are three types of search queries: Navigational, informational, and transactional queries.

SECOND PARTY DATA - Customer information you didn't collect yourself. Businesses often get it by working with a trusted partner that shares audience insights in a mutually beneficial relationship.

SELF-SERVE ADVERTISING - Advertising that can be purchased without the assistance of a sales representative.

SEM (SEARCH ENGINE MARKETING) - Strategies to get higher placement on search engines by bidding on search terms and increase the visibility of a website in search engine results pages; refers almost exclusively to paid search advertising and alternately referred to as pay per click or PPC – used to generate better leads.

SEO - *(see search engine optimization)*

SERP (SEARCH ENGINE RESULTS PAGE) - The resulting list a user receives after typing in a search query in a search engine. It may be a mix of ads and organic search results.

SESSION RECORDING - Session recording refers to the capability to record the onscreen activity of any user session hosted from a VDA for Servicer QS or Desktop QS. Sessions recording can be performed on any type of connection, subject to corporate policy and regulatory compliance. Sessions recording records, catalogs and archives sessions for later playback.

SESSIONS - Sessions refers to a measurement of action. In web analytics, a session, or site visit refers to the time a visitor spends interacting on a site. In Google Analytics, a session is a metric that measures visitor site interaction which Google defaults to 30 minutes. Sessions also refer to operational analytics and provision of user-specific recommendations. The two most common methods to define a session is time-oriented approaches based on user activity and navigation based approaches based on a chain of requested pages.

SHOPPING CART - Software used to make a site's product catalog available for online ordering, whereby visitors may select, view, add/delete, and purchase merchandise.

SIG FILE - A short block of text at the end of a message identifying the sender and providing additional information about them.

SINGLE OPT-IN - A single opt-in is when a subscriber doesn't have to confirm their email address or information twice. Once they enter their contact information on a form, they are immediately signed up to the email list as a subscriber.

SIS (SEARCH IMPRESSION SHARE) - A metric used within Google AdWords defined as the percent of impressions received on an ad divided by the total amount of impressions that were available for that ad. It is used to give businesses a benchmark for their ad performance, such as whether or not it would be beneficial to increase budget in order to gain more impressions.

SITE SEARCH - Search functionality specific to one site.

SITEMAP - A structured list of the pages within a website that helps search engines index the site. Having a sitemap helps users find and navigate the site based on their query.

SKYSCRAPER TECHNIQUE - Skyscraper technique refers to a system for turning content into quality backlinks. Skyscraper technique is created by Backlinko's Brian Dean and used to generate more traffic. With skyscraper technique, marketers research popular trends, topics, and well-received pieces of existing content specific to the topic areas of their business. The marketer then writes new and informative pieces that communicate a similar message. Once the pieces are published, the marketer reaches out to net users that have linked out to similar content for acknowledgment of their piece. This technique can work well as there is an existing demand on the topic, the audience is primed, and a ranking potential exists.

SLIDEDECKS - Slidedecks refer to a presentation that explains something in step by step process. A slide can be a single page or a group of slides which is referred to as a slide deck and used for presentation purposes. Typically, a presentation program like Microsoft PowerPoint is used for the presentation.

SMARKETING - Smarketing is aligning your sales and marketing teams to work toward a common goal of growing business revenue. To find out how to get your sales and marketing teams working together read: How to Turn Your Sales & Marketing Teams into BFF's

SOCIAL LISTENING - Social listening is a brand monitoring digital marketing term that helps businesses understand what's being said about its products or services in order to meet customers' issues head on. Salespeople can also use social listening to identify the needs of their prospects and provide help in order to establish themselves as a trusted resource (see Social Selling).

SOCIAL MEDIA TRAFFIC - Social media traffic refers to a website, mobile site, or mobile app traffic from social media sites. In other words, the visitor is directed to the site from a social media platform. Social media platforms include Facebook, Instagram, Twitter, and Pinterest. When an ad or link is

clicked from a social media site, the user is directed to the site, and their visit is considered social media traffic. Social media traffic can result from paid or organic advertising.

SOCIAL NETWORKING - The process of creating, building, and nurturing virtual communities and relationships between people online.

SOCIAL SELLING - Social selling refers to a brand's ability to engage potential customers on social media by answering questions, providing informative content, and resolving other issues, and in turn helping to move them along the sales funnel. Social selling is typically done on a one-on-one, salesperson-to-prospect basis.

SOFT 404 - A situation where a web server returns a "200 OK" (success) response, but Google treats it like a "404 Not Found" response.

SOFT BOUNCE - A soft bounce is when an email "bounces" back because of a problem with the server or other temporary issue. A soft bounce has the opportunity to reach its intended recipient if tried again and is not a permanent issue.

SPAM - One of the least popular but better known digital marketing terms. Nobody likes receiving spam. Spam is email we didn't sign up to get. It's unsolicited email that a company sends you because, most likely, they purchased an email list and you happen to be on that list.

SPIDER - Also known as a web crawler, it is a bot that helps search engines index websites. This enables users to find relevant search results more efficiently.

SPLASH PAGE - A branding page before the home page of a Web site.

SPONSORSHIP - Advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordinated beyond-the-banner placements.

SQUEEZE PAGE - A type of landing page designed specifically to collect email addresses from visitors.

STICKINESS - The amount of time spent at a site over a given time period.

SUBJECT LINE - An email subject line is the line of text that is shown in a subscriber's email inbox before they even open the email. Subject lines are used to give the subscriber a reason to open your email. They are usually short, descriptive, and can contain personalization tokens such as the subscriber's name or something specific to them.

SUPER AFFILIATE - An affiliate capable of generating a significant percentage of an affiliate program's activity.

SURROUND SESSION - advertising sequence in which a visitor receives ads from one advertiser throughout an entire site visit.

▬ T ▬▬▬▬▬▬▬▬▬▬▬▬▬

TAG - Also known as a pixel or web beacon, tags collect and receive data based on user interaction with a web page. These tags can help integrate third-party applications, set cookies, and gather user information.

TARGET AUDIENCE - The ideal client persona in mind while strategizing new ad campaigns or content; the group of people who could benefit from a company's offers – determining a target audience through paid and organic efforts helps to increase sales and grow the reach.

TARGETING - Targeting is defining whom you're marketing to, typically through a social media platforms built-in targeting tools. Both Facebook and LinkedIn offer highly detailed targeting tools that allow you to filter through their users to find the exact type of person you want for marketing purposes. (You can choose to show your Facebook ad to divorced women over 50 who like skydiving and action movies, if that is your ideal buyer!)

TCPA - TCPA is the abbreviation for the Telephone Consumer Protection Act of 1991. The law restricts telemarketing certain phone calls, text messages, and facsimiles.

TECHNICAL SEO - Technical SEO refers to website and server optimizations that are performed to aid search engine crawlers to crawl and index a site. Technical SEO helps crawlers, also called spiders, to more effectively read and score and index a site. Technical SEO does not involve any content part of a website; however, if done correctly, it will boost the content, helping it to be found easily.

TEXT AD - Advertisement using text-based hyperlinks.

THANK-YOU PAGE - A thank-you page is how you deliver the content offer after someone fills out a form on a landing page. You are thanking the visitor for filling out the form and providing them with the content you promised.

THIN CONTENT - Web page content that search engines deem to have little or no value.

THIRD PARTY DATA - Any data collected by a business without any direct link to your business or audience. Its scope is much wider than first and second party data.

TIME ON PAGE - Time on page refers to the amount of time a website visitor spends on a page or website. Time on page is a Google Analytics tool that uses timestamps to record when pages are loaded. Timing users time a page was opened and the exit time equivalates to the time on page or website.

TITLE TAG - Title tag refers to an HTML element that identifies a specific page topic. Title tags are displayed on search engine results pages as the clickable headline for a search. Title tags are essential for SEO, usability, and social sharing. A title tag should be descriptive and feature the marketer's main keywords with an accurate and informative description of the page content.

TOFU (TOP OF FUNNEL) - This is the beginning of the buyer's journey. The information your website provides to new leads are answers to services or product questions, brand positioning, and common sales questions.

TOP 10 - The top ten search engine results for a particular search term.

TRACKING CODES - Tracking code refers to source code or script most often used in the header, footer, or thank you page of a website. The tracking code communicates information to software tools for data gathering purposes. Google AdWords and Analytics use tracking codes to track user site information.

TRENDED FUNNEL - In GA4, a report that shows the performance of each step in a funnel over time.

TRICK BANNER - A banner ad that attempts to trick people into clicking, often by imitating an operating system message.

TRIGGER - Often attached to a tag, it is an automated response that occurs based on a user action and allows the tag to fire. For example, reaching the "Thank You" page after successfully completing an online order may mean a cookie is then set to the browser to collect further information that may be used later for remarketing.

TWITCH ADVERTISING - Twitch advertising refers to marketing on the Twitch interactive platform. Twitch is renown as a gamers' platform. The site provides marketers with standard IAB display and video media as well as native and custom ads. The site reaches over 50 percent of the millennial males in America. Advertisers can create ads that interact with Twitch gamers and users.

TWITCH LIVE STREAMING - Twitch live streaming refers to streaming video on the Twitch interactive platform. To live stream, Twitch recommends users have no less than an Intel Core i5-4670 processor, 8GB of RAM and Windows 7 or newer. Twitch Live streaming primarily focuses on video game live streaming, including broadcasts of eSports competitions. Users can also live creative stream content, music broadcasts, and "in real life" streams.

GeraldB.com

TWITTER PROMOTE MODE - Twitter promote mode refers to an "always on, amplification engine" which boosts tweets and profiles automatically. For marketers, Twitter promote mode is consistent for attracting and reaching more followers.

TWO TIER AFFILIATE PROGRAM - Affiliate program structure whereby affiliates earn commissions on their conversions as well as conversions of webmasters they refer to the program.

— U ▬▬▬▬▬▬▬▬▬▬▬▬

UNDERDELIVERY - Delivery of less impressions, visitors, or conversions than contracted for a specified period of time.

UNIQUE VALUE PROPOSITION - Unique value proposition, also referred to as a unique selling proposition, refers to the clear statement that describes the offered asset, the solutions to the prospect's or customer's needs, and what makes the company the best choice. A unique value proposition should be displayed on all marketers landing pages.

UNIQUE VISITORS - Unique visitors refers to a Web Analytics metric used to show the number of different, unique visitors to a website over a specific period. IP addresses are used to track unique visitors. Multiple visits by the same visitor will not be considered a unique visitor. Only the visitor's first visit to a website classifies them as a unique visitor.

URL OR UNIFORM RESOURCE LOCATOR - Also called a web address, it is typically displayed in a browser's address bar and used to specify and identify a location on the World Wide Web.

USABILITY - *(see Web site usability)*

UX (USER EXPERIENCE) - UX refers to the abbreviation for User Experience. UX refers to the manner a user interacts with a website or app. For instance, the web pages a visitor visits while on a site, how the visitor scrolls a page, and areas the visitor "hovers" over on a page, etc. Knowing visitor site behavior, or UX helps marketers to improve conversion rates. It is essential for marketers to have a good UX for the sake of business as a good UX drives repeating users and engagement.

UI (USER INTERFACE) - User Interface (UI) refers to the abbreviation for a user interface. User interface refers to the means by which a user and digital device interact. For example, input devices and software use and a site's visitor behavior while on the site. A user interface should be user-friendly.

UTM TRACKING - A function that can be managed within Google Analytics, a UTM code is a small addition of text to the end of a web URL that allows businesses

to track their web traffic. UTMs can be integrated with social media posts, emails, and even other web pages to give businesses an idea of which efforts are leading traffic back to their website.

━━ **V** ━━━━━━━━━━━━━━

VALUE PROPOSITION - A statement promising a service, good, or feature that a customer would benefit from when purchasing a product or service.

VARIABLE - In the A/B testing process, it is the metric that is being tested or changed to determine which option works best, depending on a business' goals. The variable may include the headline, CTA, ad copy, layout, or timing.

VERTICAL BANNER - A banner ad measuring 120 pixels wide and 240 pixels tall.

VIDEO MARKETING - Video marketing refers to a marketing strategy that integrates video with advertising. Video marketing is used for various types of promotion such as customer testimonials, how to videos, interactive videos, live stream events, and video advertisements.

VIRAL - Going viral refers to a piece of content that is shared over and over again because of its perceived informational or entertainment value. If your content (picture, video, article, etc.) goes viral it will be seen by far more people and have a far greater impact on brand awareness, conversions, etc.

VIRAL MARKETING - Marketing phenomenon that facilitates and encourages people to pass along a marketing message.

VISITS - Visit refers to a metric used to calculate the total site navigations of a visitor to a website. Visits can also be referred to as sessions. The metric is one that is important in digital marketing as it is used in conjunction with the conversion rate to understand a site's performance better.

VLOG - A blog that publishes video content.

━━ **W** ━━━━━━━━━━━━━━

WEB BROWSER - A software application that allows for the browsing of the World Wide Web.

WEB DESIGN - The selection and coordination of available components to create the layout and structure of a Web page.

WEB DIRECTORY - An organized, categorized listings of Web sites.

WEB HOSTING - The business of providing the storage, connectivity, and services necessary to serve files for a website.

WEB PAGE - A single page that lives on a domain within a website on the World Wide Web. They are a document written using HTML and display data that can usually be accessed by anyone.

WEB SITE TRAFFIC - The amount of visitors and visits a Web site receives.

WEBINARS - Webinars refer to an online seminar. The webinar or online seminar can be created to inform, train, or sell to an audience of net viewers interested in the brand, product, or service. Marketing webinars typically involve a sign-up form on a marketer's website or email to view the presentation. Employee webinars are most often through the employer or their training teams.

WEBSITE - An address on the Internet made up of a collection of web pages that are connected to one another in order to host information and data.

WEBSITE ANALYTICS - Website analytics refers to the analysis and reporting of web data to better understand website visitor behavior. Specific data is measured and analyzed for an informed understanding of user behavior across web pages. Various data includes the amount of time a visitor spends on a page, how many pages of a website site visitors visit while on the site, how long they stay on the site, and how they arrive at the site are all measured and analyzed for website analytics.

WHITE HAT MARKETING - White hat refers to a marketing term used to describe ethical marketing practices. The term is used in search engine optimization terminology and refers to the usage of optimization strategies, techniques, and tactics that do not engage in unethical practices to manipulate the search engines. White hat marketing completely follows all search engine rules and policies.

WHITE PAPERS - White papers refer to an advanced problem-solving guide. White papers are an authoritative, in-depth, persuasive report on a specific topic with a problem and solution. In marketing, white papers are used to educate audiences about a particular issue or to promote a mythology.

WHOIS - A utility that returns ownership information about second-level domains.

WIREFRAME - Wireframe refers to a cursory layout drawing that acts as a "draft" of a web page in the design process. The draft or sketch focuses on interactive functionality and the rough layout to quickly build the design/page. Wireframing requires experience and expertise in the web design field.

WORD-OF-MOUTH MARKETING - A marketing method that relies on casual social interactions to promote a product.

WORDPRESS - A free and open-source content management system that allows businesses to integrate plugins, themes, and other services with an pre

existing website. Businesses often use it for its content management and creation ability.

WORKFLOW (OR DRIP CAMPAIGN) - A workflow is a series of events that slowly or quickly move a lead through a company's lead nurturing process. A workflow could be a set number of automatic emails that are sent to prospects that take different actions, such as viewing a pricing page or scheduling a free consultation.

X

XML SITEMAP - A tool that helps search engines more effectively crawl a website. It is useful for businesses with large sites or with a significant number of web pages that are not linked to each other. Having a sitemap will help organize this data so it can be properly cataloged by a search engine.

Y

YELP - Yelp refers to a social review platform and search engine. The platform is designed for consumers to have the option to eave reviews for businesses and to search for local businesses. Yelp also provides marketers with an advertising program that displays ads and assets to Yelp users based on keyword searches.

YOAST - A web-optimization company, they offer advanced WordPress plugins and services to help the functionality of user websites. This includes keyword and SEO analysis, Google integrations, and XML sitemap integrations.

YMYL (YOUR MONEY OR YOUR LIFE) PAGES - A category of web pages identified in the Google Quality Rater Guidelines as potentially impacting the future happiness, health, financial stability, or safety of users.

YOUTUBE - YouTube refers to a video sharing website. In 2006, YouTube was purchased by Google and is currently part of Google's ad network. YouTube is currently the most used search engine worldwide. YouTube provides video streaming and information as well as an advertising platform for marketers.

YOUTUBE ADVERTISING - YouTube advertising refers to advertising on YouTube. YouTube offers marketers six advertising formats. Advertising formats include display ads, skippable video, overlay ads, non-skippable video ads, sponsored cards, and bumper ads. The Google AdWords platform allows marketers to create and run ads.

Z

ZMOT - Zero Moment Of Truth. The moment that occurs after the customer has been exposed to your brand but before a purchase is made.