

THE DIGITAL MARKETING GLOSSARY

Compiled by Inbound Mauritius



Introduction

At Inbound Mauritius, we know it can be sometimes very challenging to understand the world of Digital Marketing (DM)- mostly when you are just beginning in DM. As such, we decided to compile a set of all the most used terms together with their definitions in this ebook.

We surfed the web, read definition from DM world leaders and visit multiple DM Websites to make sure we are sharing the maximum knowledge through

The Digital Marketing Glossary.

Happy Learning

Inbound Mauritius Team



#

– This symbol represents a tag for categorization on Twitter. See “hashtag.”

301 Redirect – Code meaning “moved permanently,” used to point browsers, spiders, etc. to the correct location of a missing or renamed URL. Pages marked with such a code will automatically redirect to another URL.

404 Error – “File not found” code for a Web page that displays when a user attempts to access a URL that has been moved, renamed or no longer exists. Used as a template for missing or deleted pages, designing a custom “404 page” in a user-friendly way can help people stay engaged with your site even when a given page turns up blank.

A

Abandonment Rate – Similar to Bounce Rate

Acquisition – Refers to the point in time when a visitor to a website becomes a qualified lead or customer.

Acquisition Cost – Similar to cost-per-acquisition.

AdCenter – Similar to Microsoft adCenter.

AdSense – Google AdSense is a pay-per-click advertisement application which is available to bloggers and Web publishers as a way to generate revenue from the traffic on their sites. The owner of the site selects which ads they will host, and AdSense pays the owner each time an ad is clicked.

AdWords – The pay-per-click (PPC) search-engine marketing (SEM) program provided by Google.

Aggregator – An Internet-based tool or application which collects and curates content (often provided via RSS feeds) from many different websites and displays it in one central location. Google Reader is one popular example of an aggregator.

Akismet – A widely used application for blogging platforms, such as WordPress, that functions as a filter for trapping link spam, comment spam and other forms of undesirable user-generated content.

Alerts – Notifications that can be set up for various search terms, events or website actions. These are often sent to an individual via email, e.g., whenever a company/product name appears on the Internet in newly published content. Alerts are usually sent to an individual via email.

Algorithm – Mathematical rules and calculations a search engine uses to determine the rankings of the sites it has indexed. Every search engine has its own unique, proprietary algorithm that gets updated on a regular basis. Google’s famously has more than 200 major components.

ALT Attribute – A line of text used to describe the content associated with a non-text based file, typically an image. A traditionally strong correlation exists between use of keywords in these attributes and high rankings for the pages that contain them.

Anchor Text – The non-URL text that is displayed in a hyperlink. For example, in this hyperlink to Fathom’s website, “Fathom’s website” is the anchor text. Careful use of anchor text can produce both reader and SEO benefits.

Avatar – A graphical representation of a real person, often seen in user profiles for online forums, social networks or chat/instant-message services. Avatars can be two-dimensional images, representing the author of a blog or microblog.



80%

Of consumers do “a lot” of online research for major purchase decisions

Backlink – Similar to inbound link.

Ban – Removal from a search index when a page and/or entire website is deemed inappropriate for a given engine’s results, usually on a temporary basis until the offending site corrects itself.

Banner Ad – Graphical image or small animation file embedded within a Web page and used for advertising, often containing a link to other sites, products, etc.

Blip – A “blip” can refer to a music or video clip which a user has posted via the popular media hosting sites, Blip.fm and Blip.tv.

Blog – Short for “weblog,” this is a special kind of website for self-publishing, often done by the owner of the site (the “blogger”), but sometimes by a committee of authors who rotate by day, for example. Visitors can view regular blog updates by going to the actual site or using an RSS feed aggregator like Google Reader.

Blogger – An individual who generates content for blogs, either personal or professional. Reasons for being a professional blogger are many: delivering timely commentary; showcasing expertise; engaging with audiences and fellow bloggers; and building personal brands.

Blogroll – A list of recommended or similar blogs that a blogger lists on his or her own blog as a resource for the audience.

Bookmarking – The act of saving a website address for future reference.

Bounce Rate – Refers to the percentage of a given page’s visitors who exit without visiting another page on the same site.



MAKE YOUR BLOG EASY TO READ

According to Neil Patel, one way to decrease your bounce rate on your blog is to make it easy to read.

Broken Links – Links to pages which no longer exist or have been moved to a different URL without redirection. These links usually serve pages with the “404 error” message (see “404 error”).

Burstable Bandwidth – A hosting option that allows sites to use the available network capacity to handle periods of peak usage.

Business Bosting – Web hosting geared towards the mission-critical functions demanded by business-class customers.

Button Ad – A graphical advertising unit, smaller than a banner ad.

Buzzword – A trendy word or phrase that is used more to impress than explain.

C

Categories – Ways to organize content on a site, especially blogs. One typical way to store both current and archival blog posts is by an alphabetical list of topical categories.

Click-Thru Rate (CTR) – The percentage of people who actually click on a link after seeing it.

Cloaking – Is a search engine optimization (SEO) technique in which the content presented to the search engine spider is different from that presented to the user's browser.

Collaboration – In reference to Web 2.0, this concept states that shared contributions of large numbers of individuals, using social media tools, is a main driver of quality content on the Internet.

Collective Intelligence – The idea that a community or group of individuals is more efficiently capable of higher thought processes than an individual. Social-media applications of this concept include online communities which provide user-created informative content, such as Wikipedia.

Comments – Comments are content generated by users in response to an initial publication, most notably blog posts.

Congoo – Congoo is a news-sharing social network that offers free subscription content across hundreds of broad and niche topics.

Content – Any text, image, video, audio, app or other material published on the Internet for audience consumption.

Contextual Link Inventory – An extension of search engines where they place targeted links on websites they deem to have similar audiences.

Conversion – A desired action taken by a website visitor, such as making a purchase, registering for an event, subscribing to an e-newsletter, completing a lead-gen form, downloading a file, etc.

Conversion Cost – See “cost-per-acquisition (CPA).”

Conversion Rate – This is the percentage of visitors to a site or ad who actually take a further action, like buying a product or filling out a survey. For example, if your primary goal is to collect survey data through your site, and 20 people visit it, but only 5 people complete the survey, you have a conversion rate of 25%.

Cost-Per-Acquisition (CPA) – Represents the ratio of the total cost of a pay-per-click (PPC) campaign to the total number of leads or customers, often called “CPA” or “conversion cost.”

Cost-Per-Click – A method of paying for targeted traffic. For a fee, sites like Google or Facebook direct traffic to your site. You agree to pay a set amount for every click.

CPM – This is the “cost-per-thousand” views of an advertisement. Often, advertisers agree to pay a certain amount for every 1,000 customers who see their ad, regardless of conversion rates or click-thrus.

Crawler – An automatic function of some search engines that index a page, and then visit subsequent pages that the initial page links to. As the cycle continues over time, search engine crawlers or “bots”/“spiders” can index a massive number of pages very quickly.

Today **50%** of companies have content marketing strategies

D

Dashboard – Any area of administrative control for operating applications, especially social media settings, blogging software, and user profiles for websites that offer multiple customization options.

Deep Linking – Linking to a web page other than a site’s home page.

Del.icio.us – A popular social bookmarking site which allows members to share, store and organize their favorite online content.

De-listing – See “ban.”

Digg – Not as popular as it once was, Digg is a tech-centric social bookmarking and crowdsourcing site with a large, devoted audience that famously directs server-busting traffic to websites that have articles linked from its popular top rankings.

Directory – An index of websites where the listings are compiled by hand, rather than by a crawler. Whether general or niche-oriented, the best of these sites are structured, reviewed and regularly updated by humans with transparent editorial guidelines.

DMOZ – Also known as the Open Directory Project, this continually expanding directory is run by volunteers. It claims to be the largest (and is one of the most famous) of the human-edited directories.

DNS – Stands alternately for “Domain Name Service,” “Domain Name Server,” and “Domain Name System”: the DNS is a name service which allows letters (and numbers) that constitute domain names to be used to identify computers instead of numerical IP addresses.

Doorway Page – A low-content page traditionally created expressly for the purpose of ranking on a search engine.

E

eCPM – Effective cost per thousand impressions (technically, “effective cost per mille”).

Email – The transmission of computer-based messages over telecommunication technology.

Email Marketing – The promotion of products or services via email.

Email Spam – unwanted, unsolicited email.

Entry – A piece of writing posted to a blog, microblog, wiki, or other easy-access Web publishing platform.

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

Ezine – An electronic magazine, whether delivered via a Web site or an email newsletter.

F

Facebook – A dominant, free-access social-networking site which is available to companies and any person 13 years of age or older. Facebook was initially non-commercial and limited to students with a college email domain, but has since expanded to accommodate fan pages, paid advertising, and e-commerce stores.

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

Flash – Refers to a form of video software developed by Adobe Macromedia that creates vector-based graphic animations that occupy small file sizes.

Flickr – A media-hosting network where users can upload and share image files. It is the largest photo-storage and photo-sharing site on the Web.

Forum – An area on a website (or an entire website) dedicated to user conversation through written comments and message boards, often related to customer support or fan engagement.

Free – Without monetary cost.

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 Cap – Restriction on the amount of times a specific visitor is shown a particular advertisement.

G

Gateway Page – See “doorway page.”

Geo-Targeting – A method of detecting a website visitor’s location to serve location-based content or advertisements.

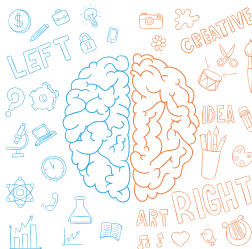
Google Instant – a feature of Google’s search engine that shows search results as the keyword query is being typed.

Graphical Search Inventory – Images and banner ads that are tied to particular search terms on a search engine. They are then displayed to the user after a related search term is entered.

Groups – Micro-communities within a social networking site for individuals who share a particular interest. LinkedIn groups are a particularly notable example of this phenomenon.

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.



People are either right brained or left brained

H

H-Tags (H1, H2, etc.) – Also known as “header tags,” these page elements represent different levels of headings in HTML. From the largest (H1) to the smallest (H6), these define the titles/headings and sub-headings of Web copy. For SEO and reader benefits, headers should contain keywords wherever possible.

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

HTML Email – Email that is formatted using Hypertext Markup Language, as opposed to plain text email.

Hyperlink – Known as “link” for short, a hyperlink is a word or phrase which is clickable and takes the visitor to another Web page. This page can be within the same site or on a completely different site.

TOO MANY CHOICES HINDER DECISION MAKING

Impression – An instance of an organic search-engine listing or sponsored ad being served on a particular Web page or an image being viewed in display advertising.

Index – The actual collection of data and websites obtained by a search engine, also known as “search index.”

Inbound Link – A link from another website directed to yours, also known as a “backlink.”

Instant Messaging – A service where individuals can communicate through a real-time, text-based interface over an Internet connection.

Interstitial – An advertisement that loads between two content pages.

IP Address – This series of numbers and periods represents the unique numeric address for each Internet user.



(John Emmerling)

J

Java – Java is a powerful programming language which is independent of platforms, meaning it can run on multiple computers and operating systems.

Jaiku – A cousin of Twitter, this now-defunct microblogging social network and mobile-phone app was started in Finland and later purchased by Google.

JavaScript – JavaScript is a relatively simple scripting language which can be seamlessly integrated with HTML and is used on many websites. JavaScript is less complex and consequently, less powerful than Java.

K

Keyword – A word used in a performing a search.

Keyword Density – Keywords as a percentage of indexable text words.

Keyword Marketing – Putting your message in front of people who are searching using particular keywords and keyphrases.

Keyword Research – The search for keywords related to your Web site, and the analysis of which ones yield the highest return on investment (ROI).

Keyword Stuffing – The excessive, unnatural use of keywords on a web page for search engine optimization purposes.

Keywords Tag – META tag used to help define the primary keywords of a Web page.



DID YOU KNOW?

Keywords help your website, blog or any content to be ranked in search engine. **82.6%** of internet users use search to get results according to their keywords or query.

L

Landing Page – A stand-alone Web page that a user “lands” on, commonly after visiting a paid search-engine listing or following a link in an email newsletter. This kind of page often is designed with a very specific purpose (i.e. conversion goals) for visitors.

Lead Magnet – A specific deliverable that is offered to prospects in return for contact information, typically to join an email list.

Link Building – The process of increasing the number of inbound links to a website in a way that will increase search engine rankings.

Link Checker – Tool used to check for broken hyperlinks.

Link Popularity – A measurement of the number and quality of sites that link to a given site, especially as cataloged in a search-engine index.

Link Text – See “anchor text.”

Link Farm – A website exclusively devoted to listing a very large number of links without groupings, categories, or structure. These sites are largely discredited by major search engines, and your site’s engagement with one can potentially lead to ranking penalties.

Listings – A listing is a website’s presence in a search engine or directory, and is not necessarily indicative of its search-engine positioning.

M

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.

Media Kit – A resource created by a publisher to help prospective ad buyers evaluate advertising opportunities.

Meta-Search Engine – A search engine that does not compile its own independent results, but rather pulls data from two or more search engines, such as Dogpile.com.

Meta-Tags – Also called meta-data, this information found in HTML page headers used to be the bread and butter of SEO marketing tactics. Still used today despite widely perceived diminishing relevance to search-engine rankings, the most common are the “title,” “description,” and “keyword”

Meta-Description Tag – A tag on a Web page located in the heading source code containing a basic description of the page. It helps search engines categorize the page and can potentially inform users who come across the page listing in search results.

Microblog – A microblog is a social media utility where users can share short status updates and information. The most famous example is Twitter, which combines aspects of blogs (personalized Web posting) with aspects of social networking sites (making and tracking connections, or “friends”).

Microsoft adCenter – The pay-per-click (PPC) search-engine advertising program provided by Microsoft.

Mirror Site – Duplicate copy of a website already in existence, used to increase response time for high-volume sites.

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.



By 2019 mobile advertising will represent 72% of all US digital ad spending. (Payfirma)

N

Natural Listings – See “organic listings.”

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

Ning – A hosting service with a set of community-building tools that allows anyone to create a social network.

Nofollow – “Nofollow” is an append which is coded into the HTML markup of a hyperlink. It is used to prevent a search engine from indexing a link to a particular Web page. Some strategic uses of external “nofollow” are associated with link popularity management, e.g., for site owners that do not want to give full “follow” credit to links posted by users in their forums or blog comments.

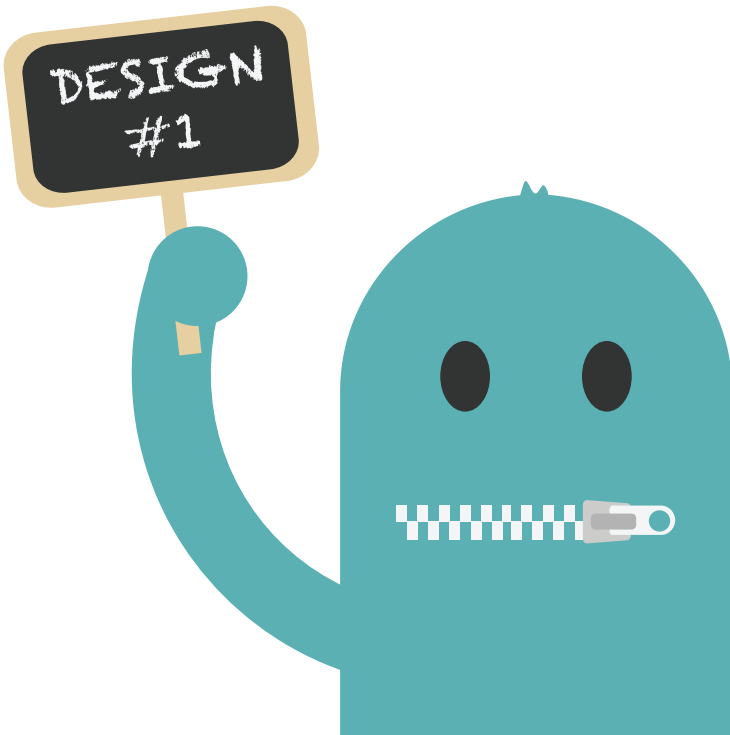
O

Organic Search – The unpaid entries in a search engine results page that were derived based on their contents’ relevance to the keyword query.

Organic Listings – Also known as “natural” listings, these are search-engine results that have not been purchased. They are calculated solely by an engine’s algorithm and are based on the merits of the listed pages. Typically, most search engines will display several sponsored ads related to search terms (often separated by background color or otherwise highlighted) before displaying the non-paid listings.

Outbound Link – Any link on a Web page to an external Web page.

DESIGN IS THE
SILENT AMBASSADOR
OF YOUR BRAND.



P

PageRank – A former proprietary method of Google (now disavowed) for measuring the popularity of a Web page. Much-debated in the SEO community, the measurement is believed to be influenced chiefly by the number and quality of inbound and outbound links associated with a given page.

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

Pay-Per-Click – Also known as “PPC,” this type of paid search marketing involves placing advertisements that run above or besides (and occasionally below) the free search-engine listings on Google, Bing, and Yahoo!.

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

Podcast – A series of audio or video content which can be downloaded and listened to/viewed offline

Pop-Up Ad – A form of advertisement which automatically opens (or “pops up” in) a new window in a browser to display an ad.



Everything is **connected!**

Q

Query – The term(s) entered into a search engine by the user.

R

Ranking(s) – The position of a website’s listing(s) in search-engine results pages. The higher a rank for a specific keyword, the more generally visible a page is to search-engine users.

Reciprocal Link – A link to a website that is reciprocated in the form of a backlink

Robot – Also known as “bot.” See “crawler.”

ROI – An acronym for “return-on-investment.” ROI is the percentage of profit from a given digital marketing activity.

RSS – “Really simple syndication” is the process by which content such as blog posts or podcasts can be updated regularly and syndicated to subscribers in feeds.

Run of network (RON) – ad buying option in which ad placements may appear on any pages on sites within an ad network.

S

Search Engine – A website that allows users to search the Web for specific information by entering keywords.

Search-Engine Marketing (SEM) – A phrase sometimes used in contrast with “SEO” to describe paid search activities, SEM may also more generally refer to the broad range of search-marketing activities, either paid or organic.

Search-Engine Optimization (SEO) – The process of using website analysis and copy/design/structural adjustments to ensure both the highest possible positioning on desired search-engine results pages and the best experience for a given site’s users.

Search-Engine Referral – This statistic represents a visitor who arrives at a website after clicking through a search-engine results listing.

Social Network – A site or community on the Internet where members can interact with one another and share content. This term is more or less used interchangeably with “social media” in reference to Internet marketing.

Spam – In email marketing, this refers to any message that is deemed by users or email providers to be an unsolicited commercial offer.

Sphinn – A niche social-bookmarking website for online marketers.

Splash Page – A branding page before the home page of a Web site.

Squidoo – A popular UGC site that allows members to create easy-to-build, single-page websites (called “lenses”) featuring whatever topic they choose.

Subscribing – The process of opting in to an email newsletter or adding an RSS feed to an aggregator



A SMOOTH
Sea
NEVER MADE A
SKILLFULL
Sailor

T

Tag – A keyword (often in a string) which is attached to a blog post, tweet (see “hashtag”), social bookmark or media file. Tags help categorize content by subject.

Title Tag – A form of meta-data used by search engines to categorize Web pages by title.

Tweet – A “tweet” is the special name for an entry made on the microblogging site, Twitter. Up to 140 characters long, tweets can consist of random status updates.

Twitter – Twitter is a microblogging platform which allows users to create profiles, share short updates on a timeline, and engage with other users, much like a social-networking site.

U

Unique Visitor – Also known as “absolute unique visitor,” this statistic represents visitors to a website that are counted once in a given time period despite the possibility of having made multiple visits.

URL – “Universal” or “uniform resource locator,” this string of letters and numbers separated by periods and slashes is unique for every Internet page.

User Sitemap – A page containing structured links to every other important page on a particular website grouped by topic or navigational hierarchy. These pages are equally useful for people and search-engine spiders alike, as they provide a categorized look at every page on a website at a glance

User-Generated Content – Commonly abbreviated as “UGC,” it is any piece of content created by a member of a given website’s audience for use on that website and sometimes to be freely distributed on the Web.

V

Vertical Banner – A banner ad measuring 120 pixels wide and 240 pixels tall.

Viral Marketing – Marketing phenomenon that facilitates and encourages people to pass along a marketing message.

Vlog – A blog that publishes video content.

VOIP – An acronym for “Voice Over Internet Protocol.” This technology allows a user to make phone calls (with potential video) via a computer with an Internet connection or a wireless-enabled mobile device. The most famous example of a VOIP provider is Skype.



**"FRIENDSTALKER" WAS
ONE OF THE EARLY NAMES
CONSIDERED FOR TWITTER.**

W

Web 2.0 – This complex term covers many dimensions of the contemporary Web, including quick user access to streaming video, audio, images and other popular content.

Webinar – A Web-based seminar containing audio and video, often in the form of a slide deck.

Web Directory – Organized, categorized listings of Web sites.

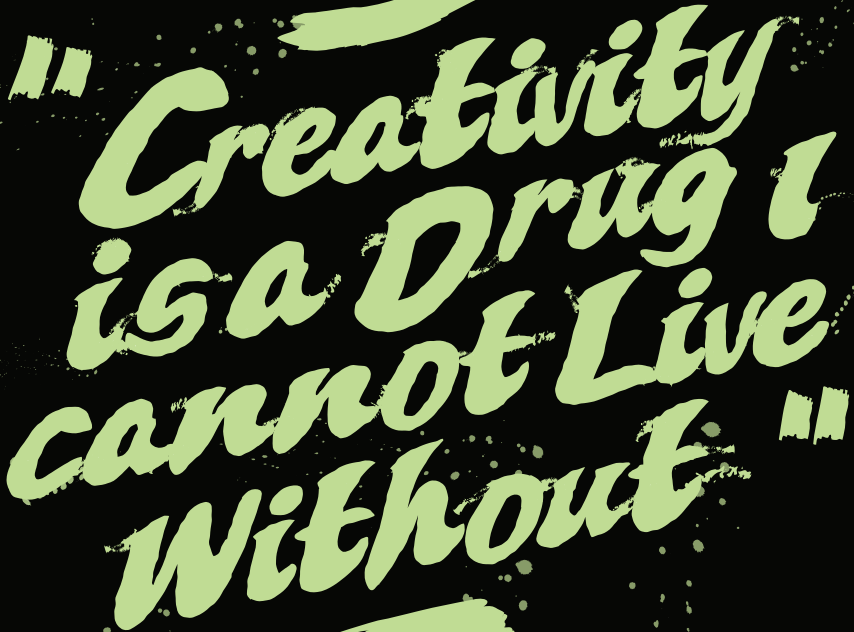
Web Hosting – The business of providing the storage, connectivity, and services necessary to serve files for a website.

Website Traffic – The amount of visitors and visits a Web site receives.

Website Usability – The ease with which visitors are able to use a Web site.

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

WordPress – A popular content management system that is available as a hosted service (wordpress.com) and self-hosted platform (wordpress.org).



" Creativity
is a Drug I
cannot Live
without "

(Cecile B. Demille)

X

XML Sitemap – An XML file for search engines containing a list of URLs on a particular domain. This file can be used to supplement regular indexing, where a bot/crawler goes out and visits each page of a site by itself.

Y

Yahoo – Portal located at www.yahoo.com

YouTube – The most popular video-hosting and video-sharing site, it is also currently the largest search engine after Google (incidentally, also owned by Google).



YouTube is the second largest search engine after Google

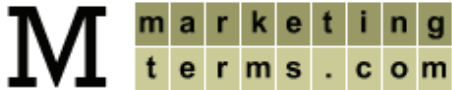
Z

Zworks – Metasearch engine located at www.zworks.com

Credits



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