A-Z Glossary of Digital Marketing Terms

This A-Z glossary has succinct definitions of the top 100 digital marketing terms. Glossary entries are taken from alexandrapatrick's e-marketing resources.

A

1. **Above the fold**
    Above the fold refers to banner advertisements which are displayed at the top of a web page. It's the information placed at the top of an email or webpage, so that visitors see it first, without scrolling.

2. **Ad impression**
    An advertisement's appearance on a browser. For example, if the page you're on shows three ads, that's three ad impressions. Advertisers use impressions to measure the number of views their ads receive.

3. **Ad space**
    The area of a web page that is set aside for banner advertising.

4. **Affiliate marketing**
    A commission-based arrangement between two websites. Where referring sites which agree to feature content or an ad (publisher) receive a commission on sales to drive traffic to another site (affiliate). If you visit the affiliate's site, click on this advertisement and go onto perform a specified action (usually a purchase) on an advertiser's site then the affiliate receives a commission.

5. **Analytics**
    Any metrics (type of measurement), statistics or key-performance indicator which measure marketing and sales effectiveness.

6. **Anchor text**
    The words forming a text-based hyperlink viewable within a browser. Important to search engine optimisation as it indicates the content of the page referred to search engines. Also important for effective website design, it is prominent when scanned to form a call-to-action.

7. **Avatar**
    A picture or cartoon used to represent an individual in chat forums, games or on a website as a help function.

B

8. **Banner**
    An online advert usually found running on commercial websites.

9. **Below the fold**
   Website content that is obscured when you arrive on a page. You will need to scroll down to access it.

10. **Blog**
    Short for "web-log", it's an online space regularly updated presenting the opinions or activities of one or a group of individuals displayed in chronological order. Comments can be added to each blog posting to help create interactivity and feedback.

11. **Bluecasting**
    Messages being automatically pushed to a person's Bluetooth enabled phone or they can pull or request audio, video or text content to be downloaded from a live advert.

12. **Bluetooth**
    A standard for wireless transmission of data between devices, e.g. a mobile phone and a PDA.

13. **Bounce rates**
    Proportion of visitors to a page or website that exit after visiting a single page only, usually expressed as a percentage.

14. **Breadcrumbs**
    Give a visual trail/indication of where a visitor is on a website. Allows them to move up or down a level.

15. **Broadband**
    An internet connection that delivers a higher bit rate (128kbps or above) than a standard dial-up connection. It's a better online experience as pages load quickly and you can download items faster.

C

16. **Call to action**
    Encourages visitors to your website to act and respond to an offer.

17. **Click-stream**
    A record of the path a visitor takes through a website. Click-streams help website designers assess how the site is being used.

18. **Click-through**
    When a person interacts with an advertisement and clicks through to the advertiser's website.

19. **Content**
    The design, text and graphical information which forms a web page.

20. Content management systems or CMS
Content management systems are software tools or web services for creating and amending website content.

21. Conversion rate
Proportion of visitors to a page or site that convert to the outcome required, such as a lead or sale, usually expressed as a percentage. A high conversion rate indicates that the link, ad, or site was successful.

22. Cookie
A small text file on the user's PC that identifies their browser so they are 'recognised' when they re-visit a website, e.g. it allows usernames to be stored and websites to personalise their offering.

23. CTR (click-through rate)
Frequency of click-throughs as a percentage of impressions served.

24. CPA (Cost-Per-Action)
Cost of advertising based on a visitor taking some specifically defined action in response to an ad. 'Actions' include such things as a sales transaction, a customer acquisition or a click.

25. CPC (Cost- Per-Click)
The cost an advertiser pays to acquire a click-through.

26. CPL (Cost-Per-Lead)
Cost of advertising based on the number of generated leads recorded.

27. CPM (Cost-per-Mille)
Also known as Cost per Thousand. M is the Roman numeral for thousand; hence CPM rather than CPT. Online advertising can be purchased on the basis of what it costs to show the ad to one thousand viewers (CPM).

28. CRM
Short for customer relationship marketing, describing campaigns specifically targeted at increasing brand loyalty.

29. Customer journey
A route the customer follows – the buyer may use different media to select suppliers, make purchases and gain support.

D

30. Domain name
The unique name of an Internet site, e.g. www.alexandrapatrick.co.uk

31. Drill down
When a website visitor accesses additional pages and goes deeper into the site.

E

32. Emoticons
Emoticon symbols are used to indicate mood in an electronic mode of communication, e.g. email or Windows Live Instant Messenger.

33. Entry page
The page at which a visitor enters a website. Not necessarily the home page.

34. Exit page
The page from which a visitor exits/leaves a website.

F

35. FaceBook
Facebook is a free-access social networking website. Users can join networks to connect and interact with other people. People can also add friends and send them messages.

36. Flash
Web design software that creates animation and interactive elements which are quick to download.

37. Flickr
Flickr is a popular photo sharing website that allows members to upload their own photos into customised albums that can then be labelled and tagged.

G

38. 3G
3G or 3rd generation of mobile phone technology based on Universal Mobile Technology System UMTS standard. Application services include wide-area wireless voice telephone, mobile Internet access, video calls and mobile TV, all in a mobile environment.

39. 4G
4G is the 4th generation of standards for mobile phones and is the successor to the 3G and 2G. Mobile telecommunications that use 4G are expected to provide a comprehensive and secure IP based mobile broadband solution to laptop computer wireless modems, smartphones, and other mobile devices.

H

40. Hit
Also known as page hit, is the retrieval of any file from a web server, includes web pages and all associated image files, i.e. every file and image on a website will record a hit. This term is commonly used by many as a measure of success for website traffic but some argue that unique visitors and page impressions are more appropriate variables to use.

41. Homepage
The introductory page of a website.

42. HTML
Stands for Hyper Text Mark-up Language, the coding used to create and link together documents and files on the Internet.

43. Hyperlink
Highlighted words or images that take you to another section within the same document or to retrieve a different document.

I

44. Impression
The exposure of a clickable ad on a website to one individual person.

45.   Inbound link
A link to your website from a different website.

46. Instant messaging
Sending messages and chatting with friends or colleagues in real-time when you are both online via a special application. Windows Live Messenger is the most popular application.

47. Intranet
A network based on TCP/IP protocols that belongs to an organisation and is accessible only by the organisation's internal members, employees or others with specific authorisation.

48. ISP (Internet Service Provider)
A company which provides users with the means to connect to the Internet.

J

49. Jump page ad
A microsite which is reached after a click-through from an interactive ad, usually with specific content that provides advertising message continuity. This is normally frequency capped so users are not continually exposed to the advertising each time they visit the web site where the jump page is running.

K

50. Key Performance Indicators (KPIs)
Measures used to assess the performance of a marketing process and/or whether goals set are achieved.

51. Keywords in PPC
The purchase of keywords (or search terms) by advertisers in search listings.

52. Keywords in SEO
The keyphrase or search query which is typed into the search engine.

L

53. Landing page
A website destination page when a person clicks on an ad or other form of link from a referring site. It can be a home page but more typically a landing page is a custom page with the messaging focused on the offer in the ad.

54. Link popularity
Refers to the number and quality of inbound links to a website from other websites. One of the highest quality inbound links from a major directory such as Yahoo!

55. Live chat
A person asks questions on a company website and a company representative replies in real-time online.

M

56. Meta-tags/descriptions
A special HTML code or tag that identifies the content of a web page for the search engines.

57. Microsite
A sub-site reached via clicking on an ad. A person stays on the publisher's website but has access to more information from the advertiser.

N

58. Natural search results
The search results that appear in a separate section (usually the main body of the page) to the paid listings. The results listed here have not been paid for and are ranked by the search engine (using spiders or algorithms according to relevancy to the term searched upon).

59. Navigation in web design
The method of finding and moving between different information and pages on a website. It is determined by menu arrangements, site structure and the layout of individual pages.

O

60. Open rate
A measure of email effectiveness, the open rate indicates how many emails have been viewed.

61. Opt-in
An individual has given a company permission to use his/her data for marketing purposes.

62. Opt-out
An individual has stated that they do not want a company to use his/her data for marketing purposes.

P

63. Page view
The term used when people have clicked on or viewed a web page.

64. Pay per click or PPC search marketing
When a company pays for text ads to be displayed on the search engine results pages when a specific key phrase is entered.

65. Pixel
The small dots on a computer screen that are used to represent images and text. Short for picture element. Used to indicate the size of banner advertisements.

66. Podcasting
Podcasting involves making an audio file (usually in MP3 format) of content – usually in the form of a radio programme- that is available to download to an MP3/4 player.

67. Pop-up
An online advert that 'pops up' in a window over the top of a web page.

68. PPC (Pay per Click)
Allows advertisers to bid for a placement in the paid listings search results on terms that are relevant to their business. Advertisers pay the amount of their bid only when a person clicks on their listing. Also called sponsored search or paid search.

Q

69. Quick Response or QR code
A QR code is a two-dimensional matrix bar code readable by scanners, mobile phones with a camera and smartphones. Able to retrieve information about a company instantly.

R

70. Rank
How a web page performs compared with others is called its page rank. In the past, this was a primary measure of how well a page was rated by Google.

71. Reach
The number of unique web users potentially seeing a website one or more times in a given time period expressed as a percentage of the total active web population for that period.

72. Reciprocal linking
Links are exchanged between sites. The effectiveness of this will depend on the link quality and whether they are direct or not.

73. Repeat visits
If an organisation can encourage customers to return to the website then the relationship can be maintained online.

74. Rich media
The collective name for online advertising formats that use advanced technology to build brands. It uses interactive and audio-visual elements to give richer content and a richer experience. See also Interstitial, Superstitial, Overlay and Rich Media Guidelines

S

75. SEM (Search Engine Marketing)
The process which aims to get websites listed prominently in search engine results through search-engine optimisation, sponsored search and paid inclusion.

76.SEO (Search Engine Optimisation)
The process which aims to get websites listed prominently within a search engine's organic (algorithmic, spidered) search results. It involves making a site search engine-friendly. See also organic listings.

77.Server
A host computer which maintains websites, newsgroups and email services.

78. Site analytics
The reporting and analysis of website activity - in particular user behaviour on the site. All websites have a weblog which can be used for this purpose, but other third party software, e.g. Google Analytics is available for a more sophisticated service.

79. Site map
A graphical or text depiction of the relationship between different pages/groups of content on a website

80. Social media
Social media is information content created by people using highly accessible and scaleable publishing technologies. It allows people to connect in the online world to form relationships for personal and business reasons. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM).

81. Social networking
Social networking sites help people discover new friends or colleagues byaligning shared interests, related skills, or a common geographic location.

82. Spam
Unsolicited junk mail.

83. Spider

A programme which crawls the web and fetches web pages in order for them to be indexed against keywords. Used by search engines to formulate search result pages. See also organic listings.

84. Splash page

A preliminary page that precedes the normal home page of a website. Site users can either wait to be redirected to the home page or can follow a link to do this. Splash pages are not now commonly used since they slow down the process whereby customers find the information they need.

85. Stickiness

Measure used to gauge the effectiveness of a site in retaining its users. Usually measured by the duration of the visit.

86. Storyboarding

Using static drawings or screenshots of the different parts of a website to review the design concept with customers or clients.

87. Streaming media

Compressed audio/video which plays and downloads at the same time. The user does not have to wait for the whole file to download before it starts playing.

T

88. Traffic

The number of visitors who visit a website.

89. Twitter

An online community where people share short, text-based (max 140 characters) posts, primarily for self-promotion.

U

90. Unique users

A measure of the total number of different users, or different computer terminals, that have visited a website determined through the use of enhanced tracking or user registrations.

91. URL (Uniform Resource Locator)

Technical term used to refer to the web address of a particular website. For example www.alexandrapatrick.co.uk

92. User generated content

Online content created by website users rather than media owners or publishers – either through reviews, blogging, podcasting or posting comments, pictures or video clips. Sites that encourage user generated content include MySpace, Facebook, YouTube, Wikipedia and Bebo.

V

93. Viral marketing
Refers to the idea that people will pass on and share compelling and entertaining content; this is often sponsored by a brand which is looking to build awareness of a product or service. These viral commercials often take the form of funny video clips, or interactive
Flash games, images, and even text.

94. Vlog
A video blog.

W

95. WAP (Wireless Application Protocol)
Standard for providing mobile data services on hand-held devices.

96. Web analytics
Techniques used to assess and improve the contribution of e-marketing to a business including reviewing traffic volume, referrals, clickstreams, online reach data, customer satisfaction surveys, leads and sales.

97. Widgets
Widgets are tools on a website or on a user's desktop. They either provide some functionality, like a calculator or they provide real-time information, for example on news or weather. They are often placed in the left or right sidebar, or in the body of an article.

98. Wi-Fi (Wireless Fidelity)
The ability to connect to the Internet wirelessly. Internet hotspots in coffee shops and airports etc. use this technology.

99. Wiki
A wiki is a type of website that allows the visitors themselves to easily add, remove, and otherwise edit and change some available content, sometimes without the need for registration.

100.   Wireframes in web design
Wireframes are used to indicate a proposed visual layout for a web page design.

about alexandrapatrick

alexandrapatrick specialise in marketing and photography, helping businesses to attract and secure more customers by integrating lead generation and social marketing activities into websites and offline marketing activities. For more information on alexandrapatrick, please visit www.alexandrapatrick.co.uk or email maria.calllow@alexandrapatrickco.uk