

DIGITAL MARKETING TERMINOLOGIES BY KOAK EDUCATION

#

301 Redirect : it is a method of redirecting or moving a visitor from a page to another page. This is a permanent redirect (for example: there are two websites, websiteA.com and websiteB.com but you only want a single website. You can 301 redirect all of the traffic from websiteB.com to websiteA.com so that all visitors land on websiteA.com)

302 Redirect : it is the same redirecting method as 301 redirect but it is only a temporary method.

404 Error : This error appears when you wish to visit a site which does not exist.

A

Ad Extensions : it is the extra pieces of data that can be added to Google Adwords ads, which include app downloads , address , pricing , reviews , callouts , click-to-call , and site links . Ad extensions help advertisers make richer, more communicative ads that take up more on-page real estate, which mostly leads to greater Click Through Rates.

Ad Manager Account : it is an advertisement account on Facebook that enables you to execute ads on Facebook Ad Network.

Ad Network : it is a group of websites or digital mediums (like apps) where advertisements can be showcased. For example, Google has 2 ad networks: the display network and the search network.

Adwords (Google Adwords) : it is a Google owned program which is used to place advertisements on Google search result pages on Google ad network sites , and on YouTube. It is the main or chief platform for PPC advertisements.

Alt Text (or Alternative Text) : it is an attribute added to the HTML code for images , it is used to provide vision impaired website visitors about the nature of the content of the image.

Analytics (or Google Analytics) : A Google platform that allows webmasters to collect statistics and data about website visitors. Google Analytics (sometimes abbreviated as GA) allows webmasters to see where web traffic comes from and how visitors behave once on the site.

Anchor Text : It is the clickable text in a hyperlink .It provides context about the destination site.

Adsense (Google Adsense) : It is a Google platform that gives the websites permission to earn money by posting Google network advertisements on their website.

Algorithm : It is a set of rules that computers follow to perform a task. In digital marketing, algorithm usually refers the the set of rules that Google uses to order and rank websites in search results page.

Algorithm Update : It is a change made to the Google algorithm.Such updates typically affect the rankings of websites.

Alexa (Amazon Alexa) : It is Amazon's home assistant device that uses voice commands to do various things like: play music, answer questions, give weather updates, and more. Voice search is becoming more interesting to the SEO industry as more people use devices like Alexa in place of computers for searches.

Automation : It is the use of computer programs to perform tasks that are in repetition, that would normally be completed manually. Email programs can use automation to send email messages to people based on certain triggers. Marketers also use automation to nurture leads by sending relevant content to previous visitors of a website, in an attempt to get the visitor back to convert into a sale.

B

Backlink : Also known as a “link”, Banklink is when one website hyperlinks to another website using html href code. Backlinks are used by Google in their SEO ranking factors, with the basic idea being that if “website x” has incoming backlinks from other websites (websites B, C, and D), the links are votes of trust for website x, and website x gains some authority from B, C, and D through the links. By using this technique, the traffic to your site will definitely improve in very short time.

Banner Ad : A popular form of digital image ad that can be placed on different websites. The largest and most popular image ad network is run by Google.

Bing : A web search engine that provides search services for different form of information just like Google. Bing is owned and operated by Microsoft, and is powers Yahoo! Search.

Bing Ads : Bing Ads (formerly Microsoft adCenter and MSN adCenter) is a service that provides pay per click advertising on both the Bing and Yahoo! search engines. As of June 2015, Bing Ads has 33% market share in the United States. The service allows businesses to create ads, and subsequently serve the ads to consumers who search for keyword that the businesses bid on. This platform also provide targeting options such as location, demographic, and device targeting.

Black Hat : These are unethical digital marketing or SEO techniques with spammy tactics to rank websites, like article spinning, mass directory link building, or negative SEO.

Blog : Short for “web log”, a blog is a web page or a website that is and should be regularly updated with new written content. Blogs are an important section of a website in digital marketing, as they provide new content on a regular basis which can helps to attract new visitors, engage existing visitors, and give strong authority signals to Google.

Bot : An automated program that visits different websites, sometimes also referred to as a “crawler” or a “spider”. A spam bot visits websites for different reasons, often showing in Google Analytics as junk traffic. However, Google uses a bot to crawl websites so that they can be ranked and added to Google search or we say to index the website/web pages.

Bounce Rate : The percentage of visitors to a website that leave immediately without clicking or interacting with any portion of the page. Let’s assume, if 200 people visit a website, and 100 of them immediately leave, the website has a bounce rate of 50%. Websites aim to have as low of a bounce rate as possible, and averages is to be anywhere between 40-60%.

Bread Crumbs : Navigation links provided at the top of a webpage that helps the user to understand where on the website they are. These links often appear near the web page’s title and look something like this: Home > Services > Specific Service

Business Manager : A simple Facebook platform that allows marketers to manage different pages and ad accounts in one central location.

C

Campaign : Series of ad that share a information, and market a product or services. In the context of digital marketing, campaigns can be run through search and display network advertising platforms , social media, email, or other online platforms.

Canonical (rel=canonical) : A code that is added into the html head of a webpage to indicate Google whether provided piece of content is original or duplicated from somewhere else. Original content should canonical to itself, and content taken from other places should point the canonical to the original source URL. Canonicals can also be used to avoid duplicate content issues within a website.

Click-Through-Rate : It is a metric that measures the number of clicks advertisers receive on their ads per number of impressions. It can be calculated by dividing the number of clicks on the ad divided by the number of impressions (how many times it was seen). This ratio can be useful when determining whether an ad's messaging matches what the consumer is searching for, and if it resonates with them.

Code : Languages used to build a website/webpage. The most commonly used languages in web design are HTML, CSS, JS, and PHP.

Contact Form : A portion of a website with fillable fields for visitors to contact the website owner, most commonly it is used to collect name, phone number, and email address of potential customers.

Content : Any form of media online that can be read, watched, or interacted with is known as content. Content commonly refers specifically to written material, but can also include images and videos also.

Conversion Rate : Rate of percentage of visitors to your website that complete a desired goal out of the total number of visitors in your website. For example, if 100 people visit a website and 20 of them complete the conversion goal (like filling out a contact form) then the conversion rate is 20%.

CPA (Cost Per Acquisition) : A metric of a paid advertising platforms that measures how much someone amount is spent in order to acquire a new lead or customer. It can be calculated by dividing the total spend by the number of conversions, for a given period of time.

CPC (Cost Per Click) : The amount of money spent for a click on an ad in a Pay-Per-Click campaign. In the Adwords platform, each keyword will have an estimated click cost, but the prices change in real time as advertisers bid against each other for each keyword. Average CPCs can range from less than \$1 dollar for longtail or low-competition keywords, to upwards of \$100 per click for competitive terms, primarily in legal, insurance, and water damage restoration industries.

CPM(Cost Per Thousand) : M here is the roman numeral for 1,000. It is the amount an advertiser pays for 1,000 impressions of their ad. Measuring ad success with CPM is most common in awareness campaigns, where impressions are more important than conversions or clicks.

Crawler : An automated piece of software that scans websites. The name reflects how the software “crawls” through the code, which is why they are sometimes also referred to as “spiders”. Crawlers are used by Google to find new content and to evaluate the quality of webpages for their index.

CRO(Conversion Rate Optimization) : CRO in digital marketing aims to improve the conversion rate of web pages, thus making the pages more profitable. CRO uses a type of testing called “A/B split testing” to determine which version of a page (version A or version B) is more successful.

CSS(Cascading Style Sheets) : CSS is a document in a website's HTML code which decides how the website should be appear on screen. CSS is a time saving document for web designers as they can style batched-sections of HTML code, rather than styling individual lines of code one-at-a-time.

CTA (Call to Action) : It is an element on a web page used to push visitors towards a specific action or conversion. A CTA can be a clickable button with text, an image, or text, and generally uses an urgent verb phrase like: “call today” or “buy now”.

CTR (Click Through Rate) : It is a metric that measures the number of clicks advertisers receive on their ads per number of impressions. It can be calculated by dividing the number of clicks on the ad divided by the number of impressions (how

many times it was seen). This ratio can be useful when determining whether an ad's messaging matches what the consumer is searching for, and if it resonates with them.

D

Dashboard : It is a web page which contains and shows comprehensive data about the performance of a website or digital marketing campaign. Dashboard pulls data from various sources and displays the information in an easy to read format.

Digital Marketing : It is the marketing done for your service/product and/or brand using your assets on digital platforms such as search engines , social media sites , emails , mobile phones , etc.

Directory : It is a website that classifies and lists websites with similar concept. Some directories like chambers of commerce can be helpful for SEO, however widespread abuse of spam directories led Google to discount links from directories whose sole purpose was selling links.

Display Ads : These are advertisements on a display network which include many different formats such as: videos , images , audios , and flash. They are also referred to as banner ads, these are the advertisements that are seen around the web on blogs , social media , and news sites.

Display Network : It is a network of websites and apps that show display ads on their web pages. Businesses can target consumers on the display network based on keywords/topics, placement on specific webpages, and through remarketing.

DNS(Domain Name System) : It is a protocol that translates website URLs (which use alphabetic characters) into IP addresses (that use numeric characters). DNS exists because it is more useful for internet users to remember letters and words in website URLs, but the world wide web communicates in numbers with IP addresses. Without DNS, every website would just be a string of numbers rather than a traditional URL.

Dofollow : It denotes that a hyperlink is absent of a "nofollow" tag. By default, a hyperlink is a dofollow link until " no follow " is specifically added to the code. Dofollow links passes SEO equity to the destination URL, while "nofollow" links do not.

Duplicate Content : Refers to instances where portions of text are found in 2 different places on the web. When the same content is found on multiple websites, it can cause ranking issues for one or all of the websites, as Google does not want to show multiple websites in search results that have the exact same information. This type of duplicate content can occur because of can result from plagiarism, automated content scrapers, or lazy web design. Duplicate content can also be a problem within one website — if multiple versions of a page exists, Google may not understand which version to show in search results, and the pages are competing against each other. This can occur when new versions of pages are added without deleting or forwarding the old version, or through poor URL structures.

DIMENSIONS

250 x 250 – Square

200 x 200 – Small Square

468 x 60 – Banner

728 x 90 – Leaderboard

300 x 250 – Inline Rectangle

336 x 280 – Large Rectangle

120 x 600 – Skyscraper

160 x 600 – Wide Skyscraper

300 x 600 – Half-Page Ad

970 x 90 – Large Leaderboard

E

Ecommerce (or E-Commerce) : Stands for Electronic Commerce, it is a classification for businesses that conduct business online. The most common form of e commerce business is an online retailer that sells products direct to the consumer.

Email Automation : A marketing system that uses software to automatically send emails based on defined triggers. Multiple automated emails in a sequence are used to create user funnels and segment users based on behavior. For example, an automation funnel could be set to send email 1 when a person provides their email address, then either email 2a or 2b would be sent based on whether or not the person clicked on the first email.

Email List : It is a compilation of email addresses on which targeted email marketing campaigns can be sent.

Email Marketing : The use of email with the goal of acquiring sales, customers, or any other type of conversion.

F

Featured Snippet : It is an outline of information which Google extracts from a website and places them directly into search results page to show quick answers to common and simple queries. They appear in a box at the top of search results with a link to the source website/blog. Most featured snippets are shown for question queries like “What is _____”, “How is _____” or “How to _____”.

Facebook Advertising : Facebook allows advertisers to reach its users through their ad network. A range of ad types can be created to reach various goals set by companies. Facebook advertising is unique in that audiences are set up based on vast demographic information that Facebook has about their users, as compared to Google advertising that uses keywords.

Facebook Profile : A personal Facebook account. Profiles are automatically created when a user signs up.

Facebook Business Page : It is a public webpage on Facebook created to represent a company/business/brand. Using a business page gives users access to Facebook Ads Manager. It also allows businesses to engage with users .

Facebook Ads Manager : Ads Manager is a tool for creating Facebook ads, managing when and where they’ll run, and tracking how well campaigns are performing on Facebook, Instagram or their Audience Network.

Form Fill : It is commonly used as a noun to refer conversion when a visitor has filled out a contact form on a website. “This month our company generated 30 phone calls and 11 form fills.”

G

Google : It is the Company behind the search engine giant Google.com. It was founded in 1998, It is now in control of approximately 80% of the search market. Google is owned by parent company Alphabet.

Google+ : Google’s own social media platform. Google+ has been used to varying success by the company, and is still receiving updates that change functionality in a variety of ways. Google+ can also be used for business pages (Google My Business), which can feature information, company events, updates, and more.

Google Analytics : A free software platform created by Google, which is used to analyze nearly every aspect of users accessing a website. Website traffic, conversions, user metrics, historical data comparisons, and effectiveness of each channel of marketing can all be managed using this tool.

Google Adwords : Google’s online advertising service. This system allows advertisers to reach customers through their search and display networks. AdWords offers several cost models which vary by bidding strategy and company goals. Advertisers can bid on keywords which allows their ads to show in Google search results and on Google’s network of partner websites.

Google My Business : The platform on which businesses can input information to appear in search results, map packs, location searches, and more. Name, address, phone number, website link, hours of operation, and reviews can all be managed through this platform. GMB is crucial to local SEO campaigns, as this is directly related to location-based searches.

Google Partner Agency : It is an agency which is certified by Google for meeting certain requirements. To be a Google Partner, an agency/business/company must have an Adwords certified employee affiliated with the company profile, meet spend requirements, and Meet the performance requirement by distributing gross ad revenue and growth, and maintaining and growing the client base.

Google Hummingbird : The industry nickname for one of the first major overhauls to the main Google search algorithm. In contrast to algorithm updates like Panda or Penguin, Hummingbird was intended to completely update the way Google interpreted user search queries. Previous to this update, Google results were mostly provided based on specific keyword matching within the user query. Now, a search for “Cheapest way to build birdhouse without using wood” will show results directly related to that query. Previously, users might see results that included wood as a building material.

Google Home : It is a device for consumers which connects to their home network and can perform many simple tasks through voice based commands. General uses for Google Home include Setting Alarms, Playing Music , Scheduling Appointments , or Making Google searches.

Google Maps : It is the location and navigation service provided by Google.

Google Panda : A Google algorithm update focused on analyzing the quality of a website’s on-page content. Initially released February 2011, and updated periodically after this release, similar to Google Penguin. The algorithm has now been assimilated to Google’s core search algorithm, and can assess content quality in real time.

Google Penguin : It is a Google algorithm update focused on analyzing the quality of links pointing to a site, or more accurately, the overall quality of a site’s backlink profile. It was first announced on April 2012 and is updated periodically after this release, similar to Google Panda. This algorithm targets “black hat SEO” tactics which manipulates search rankings by creating links to sites in an unethical manner. Google estimated that Penguin affects 3.1% of all searches in English, a relatively large number for one algorithm.

Google Pigeon : It is Google algorithm update focused on providing locally relevant results to searchers. For example, searching for “coffee shop” will return results primarily centered around that neighborhood. In addition, Google can determine your location when you enter a search, and show you local businesses nearby your area even without localized keywords. This algorithm greatly influenced the potential for local businesses to appear in search results.

Google Algorithm : A mathematical programmatic system that determines where websites will appear on Google search result pages for any given number of queries. Sometimes also called the “Core” algorithm, though this is a less specific term. Google’s algorithm is constantly updated (approximately 500-600 times a year, or two times per

day), which can have varying levels of impact on the rankings of websites across the world. Google's actual algorithm is kept deliberately secret to prevent webmasters from manipulating the system for rankings, though Google does publically state their suggested "best practices" for appearing higher in search results.

Google Reviews : These are reviews left using the Google My Business platform. Reviews can be displayed in the knowledge graph in Google searches , and show positive results with SEO rankings.

Google Search Console (formerly Webmaster Tools) : Search Console is a free tool Google offers to webmasters. Within the tool are several areas that include data on how a site is performing in search. Search Console differs from Analytics – it does not measure traffic, it measures a site's visibility on search pages, and indexability by Google crawler bots. Metrics Search Console measures are Click-Through Rate, Number of Indexed Pages, Number of Dead Links (AKA 404 pages), and more.

GCLID(Google CLick IDentifier) : This is a small string of numbers and letters that serves as a unique ID badge for visitors to a website. Typically, this is used to keep track of individual users as they click on a PPC ad, so that their interaction with the website can be tracked and attributed properly using Google Analytics.

Gravity Forms : It is a WordPress plugin that adds a customizable contacts form to a website. Gravity Forms is the standard contacts form plugin used on websites which is built by Geek Powered Studios.

H

HARO(Help A Reporter Out) : Three times a day Monday through Friday, HARO emails are sent out, listing different stories that reporters need sources for. Used as a marketing strategy to gain PR and link opportunities.

Hashtag : It is a phrase beginning with the symbol "#" which is used in social media websites to tag content for users to find. This can be used for finding users searching for wide topics on social media websites , as well as niche , detailed topics.

Header : Can refer to either the top portion of a webpage that typically contains the logo and menu, or the section of HTML in a website's code that contains important information about the site.

Header Code : In a website, a particular code is placed in the header section so that it can be accessed across all pages of the website. Generally in the header code, you'll find things like Adwords Code , Schema Markup Code , Analytics Code, and other tools used for tracking data across a website. These things are placed in the header code so that they can be rendered to track information as the website loads.

Header Tags : Header tags are used in HTML code of a website for classifying text headings on a page. Header tags use a cascading format where a page can have only one H1 (main title) but beneath can be multiple H2s (subtitles) and every H2 can have H3s beneath (sub-sub titles) and so on.

-H1 is used only once on a webpage, and is used to display the most important title.

-H2 is used to display the major subtopics of a certain webpage

-H3 is used to display the major subtopics underneath an H2 tag.

Heatmap : A heatmap is a graphical representation of how users interact with your site. Heatmapping software is used to track where users click on a page, how they scroll, and what they hover over. Heatmaps are used to collect user behavior data to assist in designing and optimizing a website.

HTML(HyperText Markup Language) : HTML is the standard markup language for creating Web pages.It describes the structure of Web pages using markup.The elements in HTML are the building blocks of a webpage , these elements in HTML are known as tags.

HTTP(HyperText Transfer Protocol) : HTTP is the protocol used by the world wide web to define how data is formatted and transmitted, and what actions web browsers and web servers should take to respond to a command. When you enter a website into your web browser and press enter, this sends an HTTP command to a web server, which tells the server to fetch and send the data for that website to your browser.

HTTPS(HyperText Transfer Protocol Secure) : It is a secured version of HTTP, which is used to define how data is transmitted and formatted across the web. HTTPS has an advantage over HTTP in that the data sent when fetching a webpage is encrypted, adding a layer of security so that third parties are not able to gather info about the webpage when the data is sent from the server to the browser.

Hreflang Tag : A code in the html of a website that tells search engines like Google which spoken language a web page is using. These are especially useful for websites that have versions of pages in multiple languages, as they help Google understand which pages are related and which should be shown to specific audiences.

Hyperlink : A hyperlink is an HTML code that creates a link from one webpage to another web page, characterized often by a highlighted word or image that takes you to the destined location when you click on that highlighted item.

I

Iframe : It is an HTML document file that is embedded inside of another HTML document file on a website. These are generally used to embed content from a source to another web page.

Impression : It is a term used in Pay per click(PPC) advertising which tells us how many times an ad was displayed.

Impression Share : It is used in Pay per click(PPC) advertising, it refers to the percentage of times viewers have seen an advertiser's ad, with respect to the total possible amounts that ad could have been seen.

Inbound Marketing : Inbound marketing refers to the activities and strategies used to attract potential clients or customers to a website. Inbound marketing is very important in having a good web presence, as it is used as a way to attract prospective customers by educating and building trust about your services, product or brand.

Index : The term 'index' in digital marketing refers to all the web pages that Google has crawled and stored in their system to be shown to the Google searchers. If it is used as a verb(indexing/indexed), it refers to the function of Google copying a web page into their system.

IP Address : An IP (Internet Protocol) address is a unique number that identifies a device using the internet to communicate over a network. Each device has a unique IP address, and can be used to locate and differentiate that device from all other devices when using the internet.

J

Java : It is a programming language that is used to create applications that can run on a digital devices.

Javascript (JS) : It is a scripting language. It is used on web browsers to provide interactive elements to web pages that are difficult or impossible to achieve with just HTML or CSS.

K

Keyword : A Keyword is a word or a phrase which indicates the major theme in a piece of content. If you search for something in a search engine, you type in a keyword search engine search bar and the search engine provides you with results based on that keyword.

Keyword Density : It refers to the percentage of how many times a keyword appears on a webpage with respect to the total words on that webpage.

Keyword Stuffing : If a web page uses a keyword too many times or superfluously, to manipulate search engine results. This kind of conduct is disapproved and will lead to either algorithmic devaluation in the search results, or a manual penalty from Google.

L

Landing Page : It is the destination webpage a user lands on after clicking on a link (either in an ad or anywhere else).

LSI (Latent Semantic Indexing) : A search engine indexing method that creates a relationship between words and phrases to form a better understanding of a text's subject matter. Latent semantic indexing helps search engines serve up results to queries with higher precision.

Lead : A potential customer in the sales funnel who has communicated with a business with intent to purchase through a call, email, or online form fill.

Link : It is also referred to as a hyperlink, it is a string of hypertext transfer protocol structured text which is used to bridge web pages on the internet. There are two main forms of links: internal links which point to the pages on the same site, and external links which point to the web pages on a different website.

Link profile : it is the grouping of all links which are pointing to a particular website. A link profile can be used to ascertain a website's power, trust, subject matter, and content.

Linkedin : It is a social networking website oriented around connecting professionals to jobs, businesses and other professionals in their industry.

LinkedIn Advertising : LinkedIn's advertising platform. Through different ad formats, advertisers can bid on ad space and target unique audiences based on job title, years of experience, industry, and many other demographics.

Link Network : A blackhat link building strategy that uses a network of websites all interconnected with links in order to boost backlink profiles and rank certain sites higher in Google search results. Some link networks can also be known as private blog networks (PBNs). Link networks and PBNs are against Google guidelines and are devalued or penalized when detected.

Lookalike Audience : It is a targeting option offered by Facebook's ad service. This audience is created from a source audience (i.e. fans of your Facebook page, email list), and from this list Facebook will identify common characteristics between audience members. Facebook will then target users that exhibit similar interests or qualities.

Long Tail Keyword: It is a keyword phrase which is lengthy and precisely matches to the user's search query. A long tail keyword get less searches per month but has a higher search intent, and typically less competition by companies looking to serve up content to that search query. For example, a regular keyword might be "austin web designer" but a long tail keyword would be "affordable austin web designer that makes WordPress sites".

M

Map Pack : The section of Google search results pages featuring three businesses listed in a local map section. The map pack shows up for queries with local intent, a general business type, or a “near me” search.

Medium (source/medium): Medium is the general category of traffic to a website tracked in google analytics.

Meta Tags : It is a HTML snippets added to a webpage’s code that that add contextual information for web crawlers and search engines. Search engines use meta data to help decide what information from a webpage to display in their results.

Meta Description : One of the meta tags that gives a description of the page in 160 characters. The meta description is an important aspect of a web page because it is what appears in Google searches and other search engine results.

Meta Keywords : It is a particular meta tag that shows the specific keywords addresses in a page. After the meta keyword markup was misused on some websites, listed keywords no longer apply to how a page is categorized by search engines.

N

NAP (Name, Address, Phone Number) : An acronym for local citations. Consistency in name, address, and phone number citations is an important piece of a local SEO Campaign. To build local SEO authority, a business’s name, address ,and phone number should be listed across local citation websites like Yelp, Google Business, Angie’s List, Yellow pages, Better Business Bureau, Foursquare, and more.

Nofollow : It is an HTML link attribute that is used to convey the web crawlers and search engines that the link to the destination web page should not transfer SEO equity (i.e. it shouldn’t give SEO benefit to the recipient). According to Google’s guidelines, any link that is not natural should have a nofollow tag.

O

Organic : A source of traffic to a website that comes through clicking on a non-paid search engine result. Organic traffic is a main measurement of an SEO campaign and grows as a site ranks better for keywords, or ranks for more keywords in search engines.

P

Panda : A search engine algorithm developed by Google to rate the quality and relevance of content on a webpage. Google panda was released in February 2011 and devalued sites in search results that had thin, non-original, or poorly written content.

PBN (Private Blog Network) : It is also known as a link network, private blog network is a accumulation of private websites all linking to each other. These networks added with the intention to manipulate search engines by adding large amounts of new links to a website's link profile.

Penguin : A search engine algorithm developed by Google to determine the quality of links pointing to a particular site. It was launched to deter spammers from blackhat seo practices such as private blog and link networks. Google Penguin was released in April 2012 and updated regularly until 2016 when it was then rolled into the Core Algorithm.

Pigeon : It is a Google search engine algorithm which is intended to distribute locally targeted information for certain searches. The Google Pigeon was released in July 24, 2014 and helps the users find local businesses from broad keyword searches.

PPC / Pay-Per-Click : An online advertising model in which advertisers are charged for their ad once it is clicked. The PPC model is commonly associated with search engine and social media advertising like Google Adwords and Facebook Ads.

Position : The placement in Google search results that a site is in for a specific query.

Penalty : An infraction issued by Google, to a webmaster, for breaking Google's guidelines. The penalty is issued by Google through Search Console, and can result in a sites' removal from search engine results. The issues that caused the penalty will need to be fixed before the penalty is lifted, and once the penalty is lifted it may still take

some time to return to previous rank in Google search results. Penalty may also refer to an “algorithmic penalty” which is actually a misnomer; a website may be doing poorly in search results because of an issue that Google’s algorithm has found in the site. This however is not really a “penalty” but a ranking problem. For there to be a true penalty, there would have to be a manual action from Google, as denoted by the message sent to the webmaster in Search Console.

PDF : Portable Document Format (PDF) is a file that provides a digital image of the text or the graphics. It is used to present and exchange documents reliably, independent of software, hardware, or operating system. PDFs are easy to use and can be imported or converted easily. It can be crawled and indexed by Google just like a normal web page.

Q

Quality Score : It is the Google Adwords’ rating of the relevance and quality of keywords used in PPC campaigns. These scores are largely determined by relevance of ad copy, expected click-through rate, as well as the landing page quality and relevance. Quality score is a component in determining ad auctions, so having a high score can lead to higher ad rankings at lower costs.

Query : It is the term given for what a user searches using search engines like Google, Bing, and Yahoo. Examples of queries include “american electrician”, “how do i know if i have a rats in my house”, “distance to closest candy shop,” and many more.

R

Rankings : A general term for where a website appears in search engine results. A site’s “ranking” may increase or decrease over time for different search terms, or queries. Ranking is specific to each keyword, so a website may have keywords that rank on the first page, and others that don’t.

Reciprocal Link : It refers to that particular link when two websites link to each other, usually to express purpose of increasing the search engine ranking of both

websites. Such links are sometimes considered manipulative by the search engines, therefore it can incur a devaluation or penalty against both sites.

Redirect : A way by which a web browser takes a user from one page to another without the user clicking or making any input. There are various types of redirects (the most common of which is the 301 redirect), which serve different purposes. Typically, this helps improve user experience across a website.

Rel Canonical : In HTML, “rel” is an attribute associated with links. “Canonical” can be applied to the “rel” attribute, which will link to the original or authoritative page from which content is being used or referenced. The “canonical” page is the original content, and any page referencing it is a duplicate or otherwise similar page. Used to prevent duplicate content issues and maintain search engine rankings.

Remarketing : Also known as retargeting, a type of paid ad that allows advertisers to show ads to customers who have already visited their site. Once a user visits a site, a small piece of data called a “cookie” will be stored in the user’s browser. When the user then visits other sites, this cookie can allow remarketing ads to be shown. Remarketing allows advertisers to “follow” users around in attempts to get the user back to the original site.

Responsive Web Design : A philosophy of creating a website that allows all of the content to show correctly regardless of screen size or device. Your website will “respond” to the size of the screen each user has, shrinking and reorganizing on smaller screens, and expanding to fill appropriately on large ones.

Return On Ad Spend (ROAS) : It is a Pay Per Click (PPC) marketing metric which shows the profit made compared with the amount of money spent on the advertisements. Similar to Return On Investment (ROI).

Robots.txt : A text file stored on a website’s server that includes basic rules for indexing robots which “crawl” the site. This file allows you to specifically allow (or disallow) certain files and folders from being viewed by crawler bots, which can keep your indexed pages limited to only the pages you wish.

Return On Investment (ROI) : In order for a business to receive a positive ROI, they must earn more money using marketing channels than they are spending on the marketing itself.

Really Simple Syndication (RSS) : It is a way for users to keep track of updates to multiple websites (news sites, blogs, and more) in one place, as opposed to having to manually check in on every single site individually. An RSS Feed is a place where all updates are tracked simultaneously, in an easily viewable format.

S

Schema Markup : Code that is added to the HTML of a website to give search engines more relevant information about a business, person, place, product, or thing. Also known as rich snippets or structured data.

Search Network : A group of websites in which ads can appear. Google's Search Network, for example, is a group of Google & non-Google websites that partner with Google to show text ads.

Search Engine : a program that searches an index of information and returns results to the user based on corresponding keywords. The most well known search engines are Google, Youtube, Bing, and Yahoo.

Search Operator : It is a text modifier which can be used in Google search to provide more precise results. Such operators mostly act as shortcuts to advanced search.

SEM (Search Engine Marketing) : It is a vague term that can apply to either , any digital marketing that involves the use of a search engine, or Only paid digital marketing that involves a search engine, i.e: PPC (pay-per-click). There is not an industry standard as to which definition is correct, however the latter is most commonly used.

SEO (Search Engine Optimization) : the process of improving a website's performance and positioning in organic search engine results through a variety of methodologies including content production or improvement, technical and code improvement, and link acquisition.

SERP : stands for Search Engine Results Page, the page featuring a list of search results that is returned to the searcher after they submit a keyword search.

Sessions : A metric in Google Analytics that measures one user interacting with a website during a given period of time, which Google defaults to 30 minutes. A session is not dependent on how many pages are viewed, so if a person goes to a website and looks around at different pages for 20 minutes, it would count as 1 session.

Siri : Apple's voice search technology that allows for hands free search on iPhones and other Apple products.

Sitelink : It is an ad extension in Google Adwords which appears below the main ad copy that links to a specific page on the website. Ads can have from 2-6 sitelinks.

Sitemap : An XML file or page on a website that lists all of the pages and posts for search engines to see. This document helps search engines quickly understand all of the content that they should be aware of on a particular website.

Slug : It is slang for the portion of a URL that comes after the .com/ For e.g. , the homepage might be <http://www.yourname.com> , but for the About Us page, a slug would be added to the end of the URL to direct the browser to a page within the website i.e. <http://www.yourname.com/about-me>.

Source : It is a term in Google Analytics that can help webmasters identify where traffic is coming from (ie. the "source" of the web traffic). Source can be a search engine (for example, Google) or a domain (example.com).

Spider : It is an automated program which visits websites, sometimes it is also referred as a "crawler" or a "bot". A spider visits websites for foul reasons, often showing in Google Analytics as junk traffic. However, Google uses a bot to crawl websites so that they can be ranked and added to Google search.

Style Sheet : It is a shortened term for Cascading Style Sheet (CSS). CSS is a document of code that tells the website's HTML code how it should be displayed on screen. CSS is a time saving document for webmasters as they can style sections of HTML code, instead of styling individual lines of code one at a time.

T

Tag : A tag is a keyword or term assigned to a piece of information (such as an Internet bookmark, digital image, database record, or computer file). This kind of metadata helps describe an item and allows it to be found again by browsing or searching. Tags are generally chosen informally and personally by the item's creator or by its viewer, depending on the system, although they may also be chosen from a controlled vocabulary.

Title Tag : An HTML element that is used to describe the specific topic of a web page. Title tags are shown in the top bar of a search engine. In SEO, it is best practice to have explanatory title tags highlighting your main keywords, rather than something basic like “home”.

Tracking Code : It is a script which is often placed in the header, footer, or a thank you page of a website that passes information along to software tools for data gathering purposes. Tools like Google Adwords , Google Analytics utilize tracking codes so that they can track the information of the viewer of website.

Twitter : It is a social networking site where people can communicate in short messages called tweets. Tweeting is sending a short message to anyone who follows you on Twitter. **Twitter Advertising :** Allows marketers to promote a tweet on users feeds without that user having to follow your brand for it to appear on their feed. These advertisements can be used to grow brand awareness, gain more followers, extend social media reach, and/or reach out to prospective customers about a product or service.

U

Unique Visitors : A metric used in web analytics to show how many different, unique people view a website over a period of time. Unique visitors are tracked by their IP addresses. If a visitor visits the same website multiple times, they will only be counted once in the unique visitors metric.

URL : stands for Uniform Resource Locator and is the address of a web page. The URL refers to what specific web page a web browser is viewing.

UI : Stands for User Interface. User interface is the area with which a user interacts with something through a digital device. Good UI should be fluid and easy for most people to understand.

UX : It stands for User Experience. UX refers to a person's perceptions and responses resulting from the use and or anticipated use of a product, system or service. UX can be shaped by testing differences in page layouts, CTAs, colors, content, etc to improve conversion rates. Having a good UX is crucial to having a good business, as it drives repeating users and engagement.

V

Visits : An old term in Google Analytics which was recently changes to “sessions”.

Visitors : It is a Google Analytics metric which is used to quantify the no. of users who land on a website for a particular time period.

W

Web 2.0 : The second major phase of development of the World Wide Web, marked by a shift from static web pages to dynamic content, as well as social media and user generated content.

Website : It is a document of group of documents that are accessible on the World Wide Web.

Webinar : It is an online seminar used to train, inform, or sell to an audience of viewers who signed up to view the presentation.

White Hat : It is a term used for ethical digital marketing.

Wireframe : a cursory layout drawing of a webpage that acts as the first step in the design process.

X

XML : Stands for eXtensible Markup Language. Similar to HTML (Hypertext Markup Language) in that it is primarily used to categorize various data for computers and humans to use more effectively. In basic terms, XML allows for customizable tags for marking up information that is otherwise difficult for computers to understand.

XML Sitemap : It is a document in XML format that categorizes all relevant pages, posts, files, etc. of a website. This document is not for human use, though it can be viewed by humans. An XML sitemap is designed to help crawlers easily find all of the pages for a given website.

Y

Yelp : It is a social review platform and search engine that allows users to leave reviews for businesses.

YouTube : A video sharing website, bought by Google in 2006. YouTube is part of Google's ad network. Youtube is currently the 2nd most used search engine in the world.

YouTube advertising : YouTube offers advertising in 6 different formats. Display ads, overlay ads, skippable video, non-skippable video ads, bumper ads, and sponsored cards. These ads can all be created and run through the Google Adwords platform.

Yahoo! Search : the third largest search engine in the US, owned by Yahoo. As of 2009, the engine has been powered by Bing.

Yahoo! Advertising : Yahoo and Bing ads are both run through the Bing Ads platform. These search engines share advertising networks.