Glossary of Terms

A

A/B Testing: An online marketing testing technique against a control to see if the new technique is more effective.

Adwords: Google's PPC advertising platform.

API:Application Programming Interface, a document interface that allows software applications to interact with other applications.

App: Any tool that performs a function on mobile or desktop devices.

B

Backlink: A link to a specific website from another that increases the websites standing when evaluated by a webcrawlers

Blog: A blog is a website or page where the users post relevant content updates.

Bitly: A free URL shortening application

C

Campaign: A campaign is marketing messages with a specific aim, typically awareness, brand recognition, lead generation, or product sales.

Click Through Rate (CTR): The percentage of the targeted audience that is exposed to the marketer's message that click on the link provided in the message and land on the marketer's web property.

Comment: An online response given by users as either an answer or reaction to a post or message.

Content: Text, pictures, video's and any other online material.

Content Marketing: A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

Conversion rate: The percentage of unique visitors to a website that are "converted" into customers, users, or leads.

D

Digital Marketing: The marketing of products or services using digital channels to reach consumers.

Display Advertising: A digital advertising format where graphic ads are shown on a web page.

Drip Campaign: A method used in direct marketing to acquire customers through lead nurture programs

E

Email Marketing: The targeting of consumers through electronic mail.

Engagement: A term for user interaction with a particular piece of shared content: Likes, shares, comments on Facebook; RTs, replies, favorites on Twitter, and link clicks on all social media.

Extensions: A feature that shows extra business information with your ad, like an address, phone number, store rating, or more webpage links.

F

Facebook: A popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Facebook Ads: Facebook's advertising platform hyper-targeting via Facebook profile tags and traits to reach a certain specific audience.

Facebook Pixel: An analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website.

Follow: The act of choosing to see the content or updates of someone on various digital platforms.

G

Geo-targeting: The practice of search engines displaying location-dependent results.

Google: A company known for an Internet search engine, as well as for computer apps like Gmail, Picasa and Google Drive.

Google +: A Google social networking platform.

Google Analytics: A free web analytics service offered by Google that tracks and reports website traffic.

Google Maps: A Web-based service that provides detailed information about geographical regions and sites around the world.

Google My Business: A free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps.

H

Hangouts: A unified communications service that allows members to initiate and participate in text, voice or video chats, either one-on-one or in a group.

Hashtag: A word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.

Hubspot: A developer and marketer of software products for inbound marketing and sales.

HTML: Hypertext Markup Language, a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on World Wide Web pages.

Hyperlink: Text that is highlighted and takes you to a certain destination.

I

Impressions: A view or an ad view

Influencer: Someone who is an expert in a certain field and, or have a large following on a social media platform.

Instagram: An online photo sharing social Web service that lets you share your life with friends through a series of pictures captured with a mobile device.

J

JavaScript: A scripting language developed by Netscape that is used to create interactive Web sites.

K

Keyword: A term or phrase that a user will search for with a search engine.

Klout: A measure of social influence.

L

Landing Page: A specific webpage on a website that a user is taken to when clicking on a search engine result or digital advertisement.

Like: An action made by a Facebook user that represents a user's approval of a posting.

Link Building: The process by which you increase the amount of links to your website.

Linkedin: A social networking site designed specifically for the business community.

Long-tail Keywords: A marketing automation platform and an email marketing service.

Lookalike Audience: Targeting people who are similar to your existing customers.

M

Mailchimp: A marketing automation platform and an email marketing service

Meme: An image, video, or text-based idea, joke or concept that people share.

N

Negative Keyword: A word or phrase that allows you to filter out who your ads will be served to in the search results page.

Newsfeed: An electronic transmission of news

O

Organic Listings: Results pages that appear because of their relevance to the search terms.

P

PPC: Pay Per Click, or paid search results.

Profile: A description of individuals' social characteristics that identify them on social media.

Q

Quality Score: A metric Google uses to determine your page ranking and how much you pay per click in a particular Google AdWords campaign.

R

Retargeting/Remarketing: Serving ads to people who have previously visited your website.

Retweet: An action on tweets for users to share that tweet with their following.

ROAS: Return On Advertising Spending represents the dollars earned per dollars spent on the corresponding advertising.

RSS Feed: A type of web feed which allows users to access updates to online content in a standardized, computer-readable format.

S

Search Engine Optimization: A methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine.

Share: An action made by internet users to pass on any form of information to their friends, followers and connections.

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

Snapchat: A mobile app that allows users to send and receive "self-destructing" photos and videos.

Subscribe: The action of choosing to get updates and information from a certain site.

T

Trending: An event or topic that is popular and is widely discussed online.

Troll: Someone who generally post controversial, provocative & irrelevant messages with the intention to get an emotional response from others online.

Twitter: A social networking website, which allows users to publish short messages that are visible to other users.

U

User-Generated Content:

V

Viral: The rapid spreading of a piece of content across the web.

Vlog: A blog in which the postings are primarily in video form.

W

Website: A location connected to the Internet that maintains one or more pages on the World Wide Web.

WordPress: An open source CMS which is used for blog publication.

Web crawler: Sometimes called a spider, is an Internet bot that systematically browses the World Wide Web, typically for the purpose of Web indexing.

Y

YouTube: A video sharing service that allows users to watch videos posted by other users and upload videos of their own.

Yelp: A website and application that publishes crowd-sourced reviews about local businesses.

Z

Zapier: A tool that allows you to connect apps you use every day to automate tasks and save time.