

**Advertising Network** – A group of websites where one advertiser controls all or a portion of the ads for all sites. A common example is the Google Search Network, which includes AOL, Amazon, Ask.com (formerly Ask Jeeves), and thousands of other sites. In Google AdWords, they offer two types of ad networks on the internet: search and display (which used to be called their content network).

**Affiliate Marketing** – A type of internet marketing in which you partner with other websites, individuals, or companies to send traffic to your site. You will typically pay on a Cost per Acquisition (CPA) or Cost per Click (CPC) basis.

**Algorithm** – The term search engines use for the formulae they use to determine the rankings of your Natural Listings. Search engines will periodically send a Spider through your website to view all its information. Their programs analyze then analyze this and other data to value your site and fix whether or not, and how high or low pages on your site will appear on various searches. These algorithms can be very complicated (Google alone currently uses 106 different variables) and search engines closely guard their algorithms as trade secrets.

**Analytics**– Also known as Web Metrics. Analytics refers to collection of data about a website and its users. Analytics programs typically give performance data on clicks, time, pages viewed, website paths, and a variety of other information. The proper use of Web analytics allows website owners to improve their visitor experience, which often leads to higher ROI for profit-based sites.

**Auto responder** - An **autoresponder** is just a sequence of email marketing messages that gets sent to subscribers in the order and frequency that you decide.

**Backlinks**– Links from other websites pointing to any particular page on your site. Search engines use backlinks to judge a site's credibility; if a site links to you, the reasoning goes, it is in effect vouching for your authority on a particular subject. Therefore, Link Building is an incredibly important part of Search Engine Optimization. How many links, the quality of the sites linking to you, and how they link to you all are important factors. Also called Inbound Links.

**Blog** – Short for Web log, blogs are part journal, part website. Typically the newest entry (blog post) appears at the top of the page with older entries coming after in reverse chronological order. Several blogging platforms exist; our favorite is WordPress.

**Cloaking (Or masking)**– Showing a search engine spider or bot one version of a Web page and a different version to the end user. Several search engines have explicit rules against unapproved cloaking. Those violating these guidelines may find their pages penalized or banned from a search engine’s index. As for approved cloaking, this generally only happens with search engines that offer a paid inclusion program. Anyone offering cloaking services should be able to demonstrate explicit approval from a search engine for what it is they intend to do.

**Content Locking** - A content locker is a script that you can use on your web page that will prevent or “lock” them from viewing or interacting with the page. Normally, you will lock the page and require the visitor to preform an action before they can gain access to the page. The Bad. Let's get the bad out of the way first.

**Conversion Rate** – This statistic, or metric, tells you what percentage of people is converting (really!). The definition of “conversion” depends upon your goals and measurements. It could mean a sign up for free information, a completed survey, a purchase made, or other.

**Cost per Acquisition (CPA)** – An online advertising cost structure where you pay per an agreed upon actionable event, such as a lead, registration, or sale.

**Cost per Click (CPC)** – A common way to pay for search engine and other types of online advertising, CPC means you pay a pre-determined amount each time someone clicks on your advertisement to visit your site. You usually set a top amount you are willing to pay per click for each search term, and the amount you pay will be equal or less to that amount, depending on the particular search engine and your competitors’ bids. Also referred to as Pay Per Click (PPC) or Paid Search Marketing.

**Cost per Impression (CPM)** – A common internet marketing cost structure, especially for banner advertising. You agree to pay a set cost for every 1,000 Impressions your ad receives. Search engine marketing may involve CPM costs for Contextual Advertising. This internet advertising pay structure should really be called Cost per 1,000 Impressions.

**Crawler** – Component of a search engine that gathers listings by automatically “crawling” the Web. A search engine’s crawler (also known as a Spider or robot) follows links to Web Pages. It makes copies of those pages and stores them in a search engine’s index.

**Domain Name** – A website’s main address.

**Email List** - Collection of email addresses collected with the purpose of direct marketing.

**Landing Page** – The first page a person sees when coming to your website from an advertisement. This page can be any page on your website including your home page. Almost anytime you direct someone to your website from an advertisement, you should send them to a specialized landing page with tailored information to increase your landing page conversion rate.

**Link Building** – Simply stated, link building is the process of obtaining hyperlinks (links) from websites back to yours. While link building is a crucial part of Search Engine Optimization, gone are the days of simply reaching out to a webmaster to ask for a link. Today’s link building strategies must include content creation and building relationships with influencers who can share your content and naturally link to your site.

**Opt-in** – This type of registration requires a person submitting information to specifically request he or she be contacted or added to a list. Opt-ins typically lower lead flow rates and raise Costs per Acquisition from internet marketing campaigns, but may produce higher percentages of interested leads.

**Pay per Click (PPC)** – The most common type of search engine advertising cost structure is PPC search engine marketing. Google, Yahoo, MSN, and many more search engines all use PPC.

**Rank** – How well a particular Web page or website is listed in the *Search Engine’s Results*. For example, a Web page about apples may be listed in response to a query for “apples.” However, “rank” indicates where exactly it was listed – be it on the first page of results, the second page or perhaps the 200th page. Alternatively, it might also be said to be ranked first among all the results, or 12th, or 111th. Overall, saying a page

is “listed” only means that it can be found within a search engine in response to a query, not that it necessarily ranks well for that query.

**Search Engines** – Search engines are places people go to search for things on the internet, such as Yahoo!, Google, or Bing. Most search engines provide websites two ways of appearing: Natural (free) and Paid. Natural Listings, also referred to as organic listings, appear based on the search engines’ own formulae. You can’t pay to have your site listed higher (although some search engines require that you pay to be included in the Natural listings), but you can perform Search Engine Optimization (SEO). Paid Listings usually appear above or to the side of Natural listings and are typically identifiable as advertisements. The most common cost for advertising on Paid listings through Paid Search is Pay per Click (PPC).

**SEO** – Acronym for Search Engine Optimization and may also be used to refer to a person or company that does search engine optimization.

**Social Media** - A type of online media where information is uploaded primarily through user submission. Web surfers are no longer simply consumers of content, but active content publishers. Many different forms of social media exist including more established formats like Forum and Blogs, and newer formats like Wikis, podcasts, Social Networking, image and video sharing, and virtual reality.

**Social Networking** – A type of *Social Media*, Social networking websites allow users to interact and create or change content on the site. These sites, of which businesses are now using for marketing purposes, allow users to create their own websites / online spheres (e.g. LinkedIn and Facebook), share photographs (e.g. Flickr), microblog / text small bits of information to their personal community (e.g. Twitter) or recommend information for others to find on the Internet (e.g. del.icio.us and Digg). The sites in this last grouping are also referred to as social bookmarking or social news sites. There are also a growing number of sites that are heavily dependent on mobile and geographic locations, such as Foursquare.

**Spam** – Can refer to unwanted data sent via email or put on a website to game a search engine. You’re probably aware of spam in the classic email sense and hopefully also aware of the strict standards and penalties associated with the CAN-SPAM Act. Spam to a search engine is Web content that the search engine deems to be

detrimental to its efforts to deliver relevant, quality search results. Some search engines have written guidelines about what they consider to be spamming, but ultimately any activity a search engine deems harmful may be considered spam, whether or not there are published guidelines against. Examples of spam include the creation of nonsensical doorway pages designed to please search engine algorithms rather than human visitors, or heavy repetition of search terms within a page (i.e., the search terms are used tens or hundreds of times in a row).

**Tags** – Words or phrases used to describe and categorize individual blog posts, videos, and pictures. Correctly using tags organizes content for users and can help with visibility through SEO and social media optimization.

**Targeting** – Shaping internet marketing campaigns to attract certain specific groups of prospective clients. Examples of Targeting include women, gun owners, and Medicare recipients. Behavioral Targeting is a newer, specific type of focus for advertisers.

**Tracking Code** – Information typically included in the URL that allows an advertiser to track the effectiveness of various aspects of an advertisement. Commonly tracked items include Search Term and referring Search Engine.

**URL** – Uniform Resource Locator. These are the letters and symbols that make up the address of specific Web pages.

**WordPress** – WordPress is an extremely popular Content Management System. Developed originally for blogs, WordPress offers a great degree of flexibility and functionality. This site – and the Found Blog – are examples of WordPress sites.