

Web Site Marketing Terminology

Term Name	Definition
ANSI (American National Standards Institute)	An organization that creates standards for the computer industry. Responsible for the ANSI C standard.
Article Marketing	<p>There is a wealth of free content available on the web and the most common form is article marketing.</p> <p>Article marketing can be used in 2 ways:</p> <ol style="list-style-type: none"> 1. You write articles about your subject, service or product and provide them free of charge for others to publish on their web sites, blogs and newsletters. 2. You publish other peoples' free articles on your own web site to supplement you own content and increase the amount of useful content available to your visitors. <p>The Benefits Of Article Marketing</p> <p>When you provide articles for others to use, they include a credit to you and a link back to your web site. This helps in raising the profile of you or your organization and it brings some more visitors to your web site.</p> <p>When you republish free articles written by others, this can increase the number of visitors that you receive from search engines because you have added more keyword relevant content to your site.</p> <p>Using Articles Marketing</p> <p>There are a number of directories where you can publish you articles for others to find and where you can also search for articles to use on your own website. When using free articles always observe the terms of use and make sure that you are not reliant on free articles to provide the majority of the content for your website.</p>
Banner Ad	A (most often graphic) advertisement placed on a web page, which acts as a hyperlink to an advertiser's web site.
B2B	Business that sells products or provides services to other businesses.
B2C	Business that sells products or provides services to the end-user consumers.
Banner Exchange	Network where participating sites display banner ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.
Blog	A frequent, chronological publication of personal thoughts and Web links.
Click-through	The process of clicking through an online advertisement to the advertiser's destination.
Click-through Rate (CTR)	The average number of clicks-through per hundred ad impressions, expressed as a percentage.
Direct Traffic	When a visitor to a web site types the name of a web site directly into the address bar of their browser, they arrive at site they have requested. This is called Direct Traffic . Web sites of well known companies with strong brands usually receive more direct traffic than other web sites.
Email Marketing	The promotion of products or services via email.
Email Blasts	An electronic mailing, sent all at once to a large mailing list.
E-commerce	E-commerce is a technology-mediated exchange between parties (individuals or organizations) as well as the electronically based intra-or inter-organizational

	activities that facilitate such exchanges. E-commerce consists primarily of the distributing, buying, selling, marketing, and servicing of products or services over electronic systems such as the Internet and other computer networks.
Free Web Site Promotion	Barter, banner exchange, button exchange, text link exchange, Web ring, Web site award.
Hits	The numbers of times a web object (page or picture) has been viewed or downloaded.
Inbound Link	A link from a site outside of your site.
Keyword	In web terms: A word used by a search engine to search for relevant web information. In database terms: A word (or index) used to identify a database record.
Keyword Density	Keywords as a percentage of index able text words.
Keyword Marketing	Putting your message in front of people who are searching using particular keywords and key phrases.
Keyword Research	The search for keywords related to your Web site, and the analysis of which ones yield the highest return on investment (ROI).
Keywords Tag	META tag used to help define the primary keywords of a Web page. Link popularity - a measure of the quantity and quality of sites that link to your site.
Link Exchange	A link exchange Internet marketing campaign is the process of exchanging hyperlinks with a quality site that is somehow related to a company's.
Manual Submission	Adding a URL to the search engines individually by hand.
Meta Data	An item of metadata may describe an individual datum, or content item, or a collection of data including multiple content items
Meta Search	The method of searching for meta data in documents.
Meta Tag Generator	A tool that will output META tags based on input page information.
Meta Tags	Tags inserted into documents to describe the document.
Opt-in Email	Email that is explicitly requested by the recipient.
Opt-out	The customer is not contacted subsequently if he or she has explicitly stated that he or she does not want to be contacted in future. Opt-out or unsubscribe options are usually available within the e-mail itself.
Organic Search	<p>All types of traffic to a web site are identified by where the visitor was before they arrived at your web site. The term Organic Search means the visits to your web site that have come from a search engines.</p> <p>It means that the visitor has typed a word or phrase into a search engine such as Google or Yahoo and your web site has appeared in the results. The visitor has clicked on the link in the results that brings them to your website.</p> <p>This type of information is useful because it shows you which phrases successfully bring visitors to your site. If you expect people to search on a particular word and find your web site and this phrase does not appear in your organic search results it could be for any of the following reasons.</p> <ol style="list-style-type: none"> 1. You do not have any content on your web site that mentioned these words or phrases. 2. these words or phrases have not been optimized very well on your site 3. There's a lot of competition from other websites around these words or phrases and your site does not fair very well against them.
Outbound Link	A link to a site outside of your site.

Page Hits	The number of files served to web site visitors by a specific web site server each time a web page is requested. Each file sent to a browser by a web server is an individual hit.
Page Impressions	A page impression acts as a counter for Web pages; informing site owners how many times their sites were visited.
Page Views	A page view is each time a visitor views a webpage on your site, irrespective of how many hits are generated.
Pay Per Click (PPC)	Online advertising payment model in which payment is based solely on qualifying click-throughs.
Pay Per Click Search Engine (PPCSE)	Search engine where results are ranked according to the bid amount and advertisers are charged only when a searcher clicks on the search listing.
Pay Per Lead (PPL)	Online advertising payment model in which payment is based solely based on qualifying leads.
Pay Per Lead (PPS)	Online advertising payment model in which payment is based solely based on qualifying sales.
Reciprocal Links	Links between two sites, often based on an agreement by the site owners to exchange links.
Referral	<p>All types of traffic to a web site are identified by where the visitor was before they arrived at your web site. When a person clicks on a link on a web site and arrives at another web site this is called a referral.</p> <p>The site that the person clicks through from is called the referring site. Web analytics packages used to help you understand who is visiting your web site can tell you the addresses of the pages on other web sites that have referred visitors to <i>your</i> web site.</p> <p>This can be useful for tracking the success of promotions and advertising.</p>
Search Engine	Computer program used to search and catalog (index) the millions of pages of available information on the web. Common search engines are Google and AltaVista.
Search Engine Optimization (SEO)	The process of choosing targeted keyword phrases related to a site, and ensuring that the site places well when those keyword phrases are part of a Web search.
Title Tag	HTML tag used to define the text in the top line of a Web browser, also used by many search engines as the title of search listings.
Unique Visitors	Individuals who have visited a Web site (or network) at least once during a fixed time frame.
Viral Marketing	Marketing phenomenon that facilitates and encourages people to pass along a marketing message.
Web Site Traffic	The amount of visitors and visits a Web site receives.
Web Site Usability	The ease with which visitors are able to use a Web site.