



Internet Marketing Glossary

The following Internet Marketing Glossary is a list of terms that you may hear banded about in the world of Internet Marketing. These terms may also be used in other areas, however the definitions provided are ones recognised by the Internet Marketing industry at large. I have written the definitions from the viewpoint of an Internet Marketer.

It is worth noting that you **DO NOT** need to understand every term here to be successful in Internet Marketing but it can help you to become a perceived authority in your market and the knowledge will help you to think like an Internet Marketer.

3G

A type of mobile network that offers increased speeds which are useful for **Downloading** informational content. 3G is usually used by handheld mobile **Devices** such as Smart Phones such as **iPhones**, Blackberries, Androids and other devices such as Apple's **iPad**.

Above The Fold

What is seen on a web page as soon as someone lands on it. This is the area of a web page that must grab the attention of the visitor.

A/B Split Testing

The process of scientifically testing one variable against another to see which performs best. See also **Split Testing**.

Adsense

An ad serving programme operated by Google that enables **Website** owners to earn an income by displaying adverts on their website. Adverts placed on websites are known as being on the **Content Network**.

AdSwap

An arrangement between two **Internet Marketers** (or internet marketing parties) where one internet marketer mails their email subscriber **List** with an offer in exchange for their AdSwap partner reciprocating by emailing their list with your offer. The objective is that both parties must benefit from the arrangement.

AdWords

Google's advertising offering where advertisers can choose to advertise on Google's search engine results (**Search Network**) or on participating websites (**Content Network**). See **Adsense** above.

Affiliate

An **Internet Marketer** that markets a **Product** on behalf of another person or company (the **Product Owner**) in a mutually beneficial arrangement where the product owner generates a sale for the affiliate's efforts of providing **Traffic**. The affiliate earns a commission for the sale. See **Affiliate Marketer**.

Affiliate Army

A group of people that **Product Owners** recruit to drive **Traffic** to their **Offer** in exchange for rewarding them with commissions.

Affiliate Link

A special link that generates a **Cookie** which identifies the **Affiliate** and the **Product Owner** once it has been clicked. This enables both the affiliate and the product owner to be paid for a sale.

Affiliate Marketer

A marketer who sells someone else's product by sending **Traffic** in return for a commission. See **Affiliate**.

Affiliate Marketing

Affiliate marketing is the most popular **Internet Marketing** activity. It is an attractive proposition for so many as it is promoting products that other people have created in exchange for a commission on each sale. A **Product Owner** only needs to pay the **Affiliate** commission for each sale the affiliate makes.

Affiliate Toolbox

A collection of tools provided to affiliates to assist them in their promotional efforts. These can include banner ads, swipe emails, tweets, sig files, articles, blog posts and PPC ads.

AJAX

An acronym that stands for *Asynchronous JavaScript and Extensible Markup Language* which is a programming language that allows for the dynamic changes of **Web Pages** in real time. Facebook is a popular example of this.

Alt Tags

Tags that are given to images to label the images so they appear on image search results. Giving **Tags** to images on **Web Pages** increases the page's relevancy and **Organic** listing in the **Search Engines**.

Anchor Text

A **Hyperlink** embedded within a keyword phrase.

Anti-Virus Software

Software that sits on a **Client** that scans incoming files for potential threats such as **Viruses** or **Trojan Horses**. The software can also scan the hard disk to identify and remove viruses already infecting the **Local Machine**.

API

An *Application Programming Interface* (API) is an interface implemented by a Software program to enable interaction with another program.

API Key

A key code that is required to permit one **Software** program to interact with another.

Applet

A tiny program that is usually written in **JavaScript** (jScript) and runs within a **Web Browser**. Applets power some of the fancier features of **Internet** pages such as various animations.

Application

A computer **Program**.

Article Directory

A **Website** that contains a directory of article listings available in the **Public Domain**. Articles are usually submitted by people as a means of cascading their content. The directory benefits from the large volume of content for its users. The marketer benefits because the article directory allow the marketer to include their name and a summary which can include a **Banklink** to their site.

Article Spinning

The process of converting an article into many different looking articles by changing many of its words in such a way that the article appears unique to **Search Engines**. If articles are deployed steadily to **Article Directories**, it is a means of gaining **Traffic** steadily.

ASP

An acronym that stands for *Active Server Pages*. A web **Application** framework to allow programmers to build dynamic **Websites**.

Autoresponder

An autoresponder is an automatic email response **Program**. It can be either a desktop application that sits on your PC, or a web based application. Autoresponders enable marketers to build their own email subscriber **Lists** which they can follow up with again and again. Key features of the most popular autoresponders include **Followup** messages, **Broadcast** messages, blog broadcasts, social media propagation, parsing, list segmentation, web form creation and detailed metrics and reporting. Key players in the market for autoresponders are Aweber, GetResponse, Constant Contact and iContact. High end services such as InfusionSoft are often reserved for people that want a complete customer management solution.

Back End

Marketing communications that are in the latter stages of the relationship formed between the **Prospect/Customer** and the **Internet Marketer**.

Backlinks

Links on **Web Pages** that refer back to another web page. Backlinks form one of the three main elements that Google looks at in its **Search Algorithm** to determine the relevancy of the web page.

Bandwidth

The measure of network capacity that connects servers and the **Internet**. This is mainly measured in bits per second (bp/s), kilobits per second (kbp/s) or megabits per second (mbp/s).

Banner Ad

A picture of a flashing image or graphic that appears on a **Website** (most commonly at the top or right hand side) that contains special **HTML** or **JavaScript** code that redirects the **Internet** user to another location on the web. These graphics are mainly encoded with someone's **Affiliate Link**, so the banner owner is credited with the sale should the visitor purchase.

Benefits

Solutions to a problem that the **Offering** will actually provide/resolve for the buyer/user.

Binary Code

The code that a computer runs to execute a series of commands. This code is run once it has been compiled by a **Compiler**.

Bitrate

The speed of data transfer from one **Internet** location to another. Bitrate is measured in bits per second (bps), kilobits per second (kbps) or megabits per second (mbps).

Black Hat

Sneaky tactics that are considered covert and undesirable by key web authorities such as Google.

Blog

A blog is the short term for a web log. As blogs first came about on the **Internet**, people would use them to record their thoughts, lives and opinions. Blogs have become much more commercial in nature with some Internet Marketers making full time incomes and beyond. Blogs generally contain textual, audio and video content and are now often presented in rich multi-media format.

Blogger

A blogger is someone that uses **Blogs** to post information on topics that are of interest to them. There are many different platforms for hosting a blog. Some of these are hosted on the web and others are self hosted. Examples of website hosted blogs include Blogger (owned by Google), Tumblr and WordPress.com. The most common platform for professional bloggers is the self hosted **WordPress.org** blog.

Blogging

The process of using **Blogs** to store content, build relationships through engagement and make sales through various methods of monetisation.

Blogging Platform

A solution for **Bloggers** to host their **Blogs**.

Blogsphere

Term used to express the sum of all **Blogs** on the **Internet**.

Bonus

Additional items that are included as part of an **Offering** which are not charged for within the **Product** price. Bonuses are used to increase the **Perceived Value** of the **Offer** and increase the likelihood of a sale being made.

Bounce Rate

1. The number of emails that are not delivered to an inbox. This can be due to the inbox registered being decommissioned or mistakenly declared on signup.
2. The percentage of people that only look at one page on a **Website**.

Branding

Branding is an activity undertaken by marketers to establish company identity in the marketplace. Branding is an intangible element that often adds massive value to a company and enables an **Internet Marketer** to charge significantly more for their products due to the increase in **Perceived Value** attached to the brand. Branding can include a logo, a certain format or presentation or even a person that is symbolic of the brand. Richard Branson of the Virgin companies is a perfect example of this.

Broadcast

A type of email that is sent to many people at the same time. Most **Autoresponders** give some control over which subscribers receive the message.

Buyer Keywords

Specific **Product** keywords which are strong indicators that the user searching with those **Keywords** already has a strong intention to purchase the product. Filling a **Website** with buyer keywords gives a marketer a greater possibility of getting buyer **Traffic** rather than people seeking for information.

Cache

Temporary internet files stored on the user's hard drive. These often include the use of **Cookies**.

Call To Action

An instruction that gives a **Prospect** a strong instruction with a powerful reason to take an action desired by the marketer.

Chat Room

A chat room is an online area where people can talk to one another **IRT** (in real time). A chat room usually consists of more than two people where everyone can contribute to the discussion within the chat room at once. Chat rooms can be extremely fast moving when there are many people participating simultaneously.

Clickbank

The world's leading digital product marketplace.

Click Tracking

The process of tracking the number of times **Links** have been clicked on.

Client

1. A machine that is the service requester. A client machine requests information (ie. service) from a **Server**.
2. A person or business that the marketer considers themselves to have a fiduciary responsibility to serve.

Cloaked Link

The process of disguising a **Link** which makes it more attractive or viable to click.

Cloud

Delivery model for applications and services that are based over the **Internet**.

CMS

An acronym that stands for *Content Management System* which is an **Application** that enables users to update **Web Pages** with text, video and audio content without the need for technical knowledge, design or programming skills.

Coding

The process of writing computer programming code.

Cookies

A tiny piece of software contained within a **Web Browser** which records information about the user to improve their browsing experience. Cookies are legitimately used to improve the experience of the user by retaining information about them. Cookies can also be used illegitimately to track the keystrokes, movements and actions of the user and report them back to the cookie creator.

Compiler

Software that transforms code programmed by computers into **Binary Code** executed by the computer.

Consumer

The end user of a **Product**.

Content

A unit of value delivered from the marketer to the prospect. This could take the form of an email, a blog post, a PodCast, a product, an affiliate offer and a whole array of the other things.

Content Delivery Network

A CDN or a Content Delivery Network is a service that stores a website's static files such as static JavaScript, CSS and images and serves them to the visitor from a location close to them. This means that pages are loaded faster for the visitor giving them a better browsing experience. SEO benefits are also given to the blogger for provided a better browsing experience.

Content Network

Options which **PPC** search providers give to enable adverts to be placed alongside the user's mail file or on other **Website's** that have elected to use the adverts as a means of monetising the site.

Content Rich

A **Website** or **Web Page** that has lots of content and is considered favourable content by **Search Engines**, therefore the website is given a high ranking with Google.

Contributor

An **Internet Marketer** that provides a gift to a **Giveaway Event** with the objective of capturing the email addresses of **Leads**.

Conversion

A person taking an action that is considered favourable by the **Internet Marketer**. A favourable action for an **Opt In Page** is subscribing to the email **List**. A favourable action on a **Blog** is to leave a comment or share the post. A favourable action on a **Sales Page** is a sale. The process of conversions is a sophisticated science in the **Internet Marketing** world with many factors affecting **Conversion Rates**.

Conversion Rate

This is calculated as the number of favourable actions divided by the number of possible favourable actions multiplied by 100. **Internet Marketers** are always trying to increase their conversion rates in order to make the optimum use of the **Traffic** they generate.

Copyright

Work that must not be copied as it is protected by legislation. Copyright is often difficult to prove when someone copies it and changes a proportion of it to pass it off as their own work.

Copywriting

The art and science of persuading people to take a desired action using words. Certain **Keywords** are **Emotional Triggers** for people to take action. Such words as “secrets”, “free”, “discover”, “secure”, “limited” all trigger a state within the reader which motivates them to take a certain action.

CPA

1. A form of marketing where the marketer is rewarded when they drive **Traffic** to a **Web Page** where a specific action is fulfilled. Actions vary from subscribing to an email **List** to filling in a survey. Many CPA networks now exist for marketers to join.
2. An acronym that stands for **Cost Per Acquisition**. This is the cost that a marketer pays on average to acquire a new customer. If the marketer understands the Cost Per Acquisition and the **Lifetime Value** of the customer, then the marketer is informed on the Return On Investment.

cPanel

A dashboard of tools provided by a hosting provider that makes interacting with the server easy. These include FTP transfer tools, code editors and installation tools.

CPC

An acronym that stands for *Cost Per Click* which is the cost to the advertiser for each click they receive from the advertising provider.

Creative Commons

Creative Commons (CC) is a non-profit organisation committed to expanding the range of creative works for others to legally build upon and share.

CRM

An acronym that stands for *Customer Relationship Management* which is the process of managing relationships with customers giving consideration to their specific standing with the company. This may include which stage of the **Marketing Funnel** the customer is at. This practice helps the **Internet Marketer** to ensure that the right message is reaching the right people at the right time.

CTR

An acronym for *ClickThrough Rate* which means the number of times that a **Link** was clicked on as a percentage of possible times that it could have been clicked on. This is a measure that is effective to monitor **Traffic, Listbuilding** and **Affiliate Marketing** efforts.

Crowd

A collective term that is often used to describe people that are in your Facebook 'Fan' or 'Like' pages.

Customer

A person that has paid money to the **Internet Marketer**.

Database

A large storage container holding data. The data is usually **Indexed** for fast retrieval. Information is usually entered into a database using forms and a database is **Queried** for results.

Dedicated Server

A **Server** that is *dedicated* to one account holder with a promise of uptime, reliability and not being subject to being blacklisted due to another account holder that share the same server.

Deliverability

The ability for an **Autoresponder** company to deliver emails to people's inboxes without the emails being captured in **Spam Filters**.

Description Tags

A **Tag** which allows a few sentences to be written about the content of a **Web Page**. The description usually appears below the clickable **Link** within search results.

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