Digital Marketing Glossary of Basic Terms & Concepts

A/B Testing

Testing done to compare two variations of something against a variable. Often done to test the effectiveness of marketing tactics such as email marketing, landing pages, and different types of ads.

AdWords

Google's advertising system in which marketers big on specific keywords to make their PPC ads appear in search results.

Affiliate Marketing

When a publisher (website with a lot of traffic, for example) receives compensation for leads that come from featuring an advertiser.

API

Application Programming Interfaces (APIs) are computer programming rules. They're a system of tools and resources that allow developers to take information from one service or application to create software for another

Attribution

Identifying which part of a marketing campaign, advertisement, or interaction had the greatest effect and ROI on a customer.

Audience

The group of specific people a brand targets with their marketing.

B2B

Business-to-Business, or B2B, describes businesses that sell to other businesses. Typically high volume sales.

B2C

Business-to-Consumer, or B2C, describes businesses that sell directly to consumers. Example: Apple or Adidas.

Blogging

A personal or group of people updating, writing, and maintaining a blog. Blogging is a pillar of content marketing.

Bottom of the Funnel

The last phase of the business cycle where customers are about to make a purchase or make an intended action.

Bounce Rate

The number of website visits in which a user lands on a page, doesn't interact with tit, and then leaves the site.

Call-to-Action

Associated with ads, a call-to-action is typically a button that prompts visitors to take an action. For example, "Shop Now" or "Call Now" buttons on a business page or advertisement.

Closed-Loop Marketing

The biggest benefit to inbound marketing tactics/software. Closed-loop marketing is being able to track every step of marketing to a user.

CMS

Content Management System (CMS). Web Applications that make website management simple and secure. Example: WordPress.

Content Marketing

The creation and sharing of online content (videos, images, infographics, articles, etc.).

Conversion Rate

The percentage of people who take a desired action on a website (buying something, sharing something, etc.)

CPC

Cost per click. How much an advertiser pays for each click on an advertisement.

Cross-Device

The multiple screens (for example, a desktop, an iPad, and iPhone) users have. Marketers try to determine which messages work best for which devices.

Crowdsourcing

Getting ideas, information, or input from other publishers, freelancers, clients, or members of your audience.

CTR

Clickthrough Rate is the number of clicks an ad receives divided by the number of times the ad is shown (clicks divided by impressions = CTR).

Editorial Calendar

A calendar used for scheduling, creating, drafting, and even tracking the content of a blog.

Email Marketing

Emails that solicit something to users. Used to promote, advertise, request, connect, or even just build loyalty.

Engagement

The amount of interaction a piece of content gets from users. Measured by likes, shares, comments.

Evergreen

Content that has value that last past the publish date and continue to be used and referenced by users long after it's created.

Forms

Where users input their information on a web page in exchange for something. For example, filling out a contact form with name and email information in exchange for a free downloadable ebook.

Google My Business

A free tool for businesses and brands to manage their online presence across Google, including Search and Maps. Used to verify and edit business information.

Hashtag

A word or phrase following a hash sign that's used to identify and group specific topics.

HTML

An acronym that stands for HyperText Markup Language which is used to write web pages. HTML is at the root of every web page in existence.

Impressions

The number of times a user sees or interacts with an ad in any way.

Inbound Link

A link on another website to your own website.

Influencers/Influencer Marketing

Marketing that uses leaders or popular icons of a market to promote your brand.

Infographic

A visual representation of a piece of content or data. Often used to condense a lot of information, such as statistics, into an easy to understand, visually appealing image.

Interstitial Ads

Ads that pop up when a user clicks to a new page online.

Keywords

Topics and phrases that get indexed in search results. In paid search advertising, advertisers try to rank for keywords relevant to their business that users will search for.

KPI

The measurement of how well a company is achieving its business objectives.

Landing Page

A page strictly used for leads that promotes, markets, or informs about a particular offer, event, or item.

Leads

A user who shows interest in products or services (people who fill out information forms, request more info, etc.).

Link Building

The process of trying to get external pages to link to a specific website or page on a website.

Long-Tail Keywords

Specific search phrases containing keywords of 3 or more words.

Meta

Snippets of text that describe a page's content and appear in a page's code. Meta is comprised of Meta Keywords Attribute, keywords that are relevant to the page; Title Tags, text search engines use to as the "title" of the whole page; and Descriptions, which provide information about the page under its listing on a search engine.

Middle of the Funnel

The middle stage of the user/business cycle in which a visitor further investigates products, services, or solutions.

Mobile Marketing/Optimization

Optimizing marketing, advertising, and website performance for mobile devices (phones, tablets).

Native Advertising

Subtle advertising that relates to the platform it's appearing on to seem natural and part of the user's experience. Unlike interstitial ads, native ads aren't interruptive and appear one with the platform it appears on.

No-Follow Link

A link used to tell search engine crawlers not to follow back to linked websites. Used to avoid search violations or affiliations with spam.

Off-Page Optimization

Incoming links and references that impact the ranking/indexing of a webpage in search results.

On-Page Optimization

SEO based on a single webpage that work with the mechanics of a specific page (title tags, the URL, HTML).

Page Views

An instant of an internet user visiting a specific page on a website. Used by marketers to evaluate the reach of a website.

Penalties

Negative effects to a website's search rankings based on algorithm updates or manual review of a website made by a search engine.

PPC

A paid form of advertisers used by marketers through tools like Google AdWords or Facebook Ads. The advertiser pays the tool every time a user clicks on the ad, thus giving it the name Pay-Per-Click.

Responsive Design

Website development that adapts to how users view a website. Example: a website that is designed to respond accordingly to a user that is on a desktop and a user that is on a tablet.

Remarketing

The practice of putting targeted ads in front of an audience/user that has viewed your website or products before as they browse other website on the internet. Example: seeing a pair of shoes you abandoned in a shopping cart appear in an advertisement while checking Facebook.

Rich Snippets/Text

The term used to describe a data markup that site managers can add to their existing HTML that allows search engines to better understand each page's information.

ROI

An acronym for return on investment. ROI measures the benefit, or return, on expenditure.

SaaS

An acronym that stands for Software as a Service. SaaS is a software licensing and delivery service and is sometimes referred to as "software on demand".

SEO

An acronym for search engine optimization. SEO is the process of manipulating a website or web page to in turn effect its position in search engine's unpaid results.

Social Media

Digital platforms designed to allow the creation and sharing of information.

Top of the Funnel

The first stage of the online/business cycle in which leads are just beginning to interact with

UI

User Interface (UI) refers to how a user and software (website or app) interact. The goal for most marketers is to have an user-friendly UI that results in a positive user experience.

URL

A Uniform Resource Locator, or URL, is the specific address for a page on the web.

UX

User experience, or UX, references the overall experience a person has when using a product, website, or application.

Viral Content

A piece of content, such as an image, video, or article, that rapidly spreads online through social sharing and website links.