

Web Marketing Terminology

Analytics

A key component of online marketing that involves a measurement and analysis of data produced by web sites, online campaigns and other interactive initiatives. Analytics can be used to document the effectiveness of online efforts, calculate financial returns and discover worthy enhancements as indicated by user behaviors.

Banner Ads

An advertisement that is placed on a website and generally links back to the advertiser's website. Banner ads vary in size and may be created in different formats including static, animated and video.

Click

Generally used as an advertising measurement for the number of times an online advertisement such as a banner ad (see definition) was "clicked" by the web user which indicates a request for more information.

Click-Through-Rate

A simple percentage that is calculated by dividing the number of times an advertisement was visible to the audience by the number of times it was clicked.

Conversion Rate

Typically represents the percentage of targeted web users that take a desired online action step such as completion of a form, purchase, etc.

Cost Per Acquisition (CPA)

An "acquisition" may be defined as a paid subscription, purchased product, completed form, etc. The cost per acquisition then, is calculated by dividing the number of individuals acquired by the associated marketing expenses.

Cost Per Click (CPC)

A term used with search engine advertising campaigns and represents the cost charged to the advertiser every time their advertisement on that search engine is clicked.

Cost Per Thousand (CPM)

A media planning term that represents the cost to purchase an audience block of 1,000. Historically used in radio, print and TV, it is also used in association with online advertising in which ad space is sold on an impression (see definition) basis.

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Geo-Targeting

Marketing segments can be targeted geographically by purchasing media that is only distributed to an audience in a specified area.

Hits

Often confused with page views (see definition), a hit is actually a record of the number of requests fulfilled when a web browser requests information from a web server. For example, when a user visits a web page, it may record twelve hits as the various components of that web page (such as images, graphic elements, etc.) are downloaded to build the page.

Impression

When an online advertisement is included on a page being viewed by a web visitor, it is counted as one impression.

Internet Marketing

Internet marketing, online marketing and interactive marketing are all terms that describe the efforts by marketers to reach a targeted audience through online channels. Some of the initiatives that may be included are website marketing, e-mail marketing and search engine marketing.

Key Performance Indicator (KPI)

Useful when establishing marketing metrics (see definition), a key performance indicator is a measurement of a critical goal that is important to the success of the organization. For web marketers, an example may be the number of online sales that occur per month.

Keyword

Search engines define keywords as the word or set of words used to conduct a search. Online advertisers will purchase keywords that match searches relevant to their products or services. Keywords may also be utilized to optimize a website and gain better natural rankings (see definition) with those same search engines.

Landing Page

Deployed as part of a search engine advertising campaign, the landing page is where the visitor will go after clicking an online advertisement. Landing pages typically help to build a bridge in the mind of the visitor as he/she moves from the ad to the advertiser's website.

Metrics

Most often associated with web analytics (see definition), metrics are what the marketer has determined to measure for the purpose of monitoring and improving the performance of one's web site, advertising campaign, etc. Simple metrics might be the number of unique visitors to specific web page, the average number of pages viewed by a visitor or number of online registrations per week.

Microsite

A miniature website of two or more pages used in conjunction with a marketing initiative. Traffic generally originates from some form of advertising and most often includes content developed around a specific theme. A microsite may contain a link back to the organization's parent site or be fully self-contained.

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Paid Search

Closely associated with search engine advertising (see definition), paid search is a form of advertising in which advertising space is purchased on a search engine or website for a specific keyword term (see definition). Advertisers only pay when the advertisement is clicked.

Pay Per Click (PPC)

An advertising model in which advertisers are only charged when their online advertisement is clicked.

Return on Investment (ROI)

Although heavily used in the finance industry, online marketing can be structured to produce the data necessary to calculate the return gained as a result of the marketing investment.

Search Engine

An online tool that permits users to enter a query and review results generated by the search engine. The search engine provides links and brief excerpts from those pages it believes to be most relevant to the query. Major search engines include Google, Yahoo! and MSN.

Search Engine Advertising (SEA)

Advertising that is purchased from search engines for specific keywords that are used for search queries. The advertisement appears as a text-based ad with a headline, brief description and link to a web page designated by the advertiser.

Search Engine Marketing (SEM)

A marketing initiative that works within the dynamics of search engines such as Google, Yahoo! and MSN. SEM may include search engine advertising (see definition) and search engine optimization (see definition).

Search Engine Optimization (SEO)

The effort of improving the search engine rankings of one's website for key words and phrases. Higher rankings generally received greater web traffic.

Search Engine Results Page (SERP)

When an individual enters a keyword (see definition) query in a search engine, the results are a listing of recommended pages associated with the query. This page of recommendations is known as the search engine results page.

Search Terms

Same as keywords (see definition), these are the words an individual enters into the search engine query box.

Spam

Most often associated with e-mail, it is the unsolicited and indiscriminate sending of messages to email accounts often obtained improperly.

Traffic

Web traffic is the term used to describe the volume of visitors that enter a website and is often expressed as the number of visitors within a given period of time. The pathways taken by visitors once they enter the website are often analyzed and known as traffic patterns.

Usability Testing

Usability testing helps identify design issues that may reduce the “ease of use” in one’s website and thereby improve the marketing effectiveness of the site.

Unique Visitors

A total representing the number of individuals who have visited a web page or website during a period of time regardless of how many times they may have returned during that defined period.

Visitors

A total representing the number of visits to a specific page or website during a period of time. If an individual returned to the web page or website multiple times during this period, each visit is counted.

Web Analytics

An analysis of web statistics captured by web analytics software or web server logs that provides insights into the behavior and actions of those who have visited the website. Web analytics are used by marketers to improve the effectiveness of the website.

Website Marketing

Initiatives designed for the specific purpose of driving traffic to one’s website. Website marketing may include traditional advertising vehicles, public relations and of course, online marketing initiatives.