



## Online Marketing Terms

### Advertising Metrics

**Click-through** - the process of clicking through an online advertisement to the advertiser's destination.

**Click-through rate (CTR)** - the average number of click-throughs per hundred ad impressions, expressed as a percentage.

**Conversion rate** - the percentage of visitors who take a desired action.

**Cost-per-action (CPA)** - online advertising payment model in which payment is based solely on qualifying actions such as sales or registrations.

**Cost-per-click (CPC)** - the cost or cost-equivalent paid per click-through.

**CPM** - cost per thousand impressions. Cost Per Milli

**Customer acquisition cost** - the cost associated with acquiring a new customer.

**Visit** - request of a file from a Web server.

**Impression** - a single instance of an online advertisement being displayed.\*

**Page view** - request to load a single HTML page.

**Pay per click (PPC)** - online advertising payment model in which payment is based solely on qualifying click-throughs.

**Pay per lead (PPL)** - online advertising payment model in which payment is based solely based on qualifying leads.

**Pay per sale (PPS)** - online advertising payment model in which payment is based solely based on qualifying sales.

**Site stickiness** - the amount of time spent at a site over a given time period.

**Unique visitors** - individuals who have visited a Web site (or network) at least once in a fixed time frame, typically a 30 day period.

**Web site traffic** - the amount of visitors and visits a Web site receives.

### Advertising Specifications

**Banner ad** - a graphical web advertising unit, typically measuring 468 pixels wide and 60 pixels tall (i.e. 468x60).

**HTML banner** - a banner ad using HTML elements, often including interactive forms, instead of (or in addition to) standard graphical elements.



**Interstitial** - an advertisement that loads between two content pages.

**Pop-up ad** - an ad that displays in a new browser window.

**Pop-under ad** - an ad that displays in a new browser window behind the current browser window.

**Rectangle ad** - any one of the large, rectangular banner sizes suggested by the IAB. (300x250)

**Rich media** - new media that offers an enhanced experience relative to older, mainstream formats. Formats to be familiar with our video, point roll and i-blaster.

**Skyscraper banner** - an online ad that's a vertical banner. Sizes include (120x600 & 160x600)

**Text ad** - advertisement using text-based hyperlinks.

**Common Banner sizes** – 468x60, 728x90, 120x600, 160x600, 300x250, 240x400, 120x90, 120x60, 300x600 **examples** [http://www.iab.net/iab\\_products\\_and\\_industry\\_services/1421/1443/1452](http://www.iab.net/iab_products_and_industry_services/1421/1443/1452)

## Online Advertising

**Advertising network** - a network representing many Web sites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys.

**Caching** - the storage of Web files for later re-use at a point more quickly accessed by the end user.

**Frequency cap** - restriction on the amount of times a specific visitor is shown a particular advertisement.

**House ad** - self-promotional ad a company runs on its media outlets to put unsold inventory to use.

**Keyword marketing** - putting your message in front of people who are searching using particular keywords and key phrases.

**Rate card** - document detailing prices for various ad placement options.

**Run-of-network (RON)** - ad buying option in which ad placements may appear on any pages on sites within an ad network.

**Run-of-site (ROS)** - ad buying option in which ad placements may appear on any pages on sites within an ad network.

**Self-serve advertising** - advertising that can be purchased without the assistance of a sales representative.

**Sponsorship** - advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordinated beyond-the-banner placements.

**Under delivery** - delivery of less impressions, visitors, or conversions than contracted for a specified period of time.

## Search Engine Marketing

**Description tag** - an HTML tag used by Web page authors to provide a description for search engine listings.

**Doorway domain** - a domain used specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main domain.

**Doorway page** - a page made specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main content.

**Invisible Web** - the portion of the Web not accessible through Web search engines.

**Keyword** - a word used in a performing a search.

**Keyword density** - keywords as a percentage of indexable text words.

**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 text** - the text contained in (and sometimes near) a hyperlink.

**Log file** - file that records the activity on a Web server.

**Manual submission** - adding a URL to the search engines individually by hand.

**Meta tag generator** - tool that will output META tags based on input page information.

**Meta tags** - tags to describe various aspects about a Web page.

**Pay per click search engine** - search engine where results are ranked according to the bid amount, and advertisers are charged when a searcher clicks on the search listing.

**Search engine optimization** - 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.

**Search engine submission** - the act of supplying a URL to a search engine in an attempt to make a search engine aware of a site or page.

**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.

**Top 10** - the top ten search engine results for a particular search term.

**URL** - location of a resource on the Internet.



## **Web Design and Marketing**

**Above the fold** - the section of a Web page that is visible without scrolling.

**Ad space** - the space on a Web page available for advertisements.

**ALT text** - HTML attribute that provides alternative text when non-textual elements, typically images, cannot be displayed.

**Animated GIF** - a graphic in the GIF89a file format that creates the effect of animation by rotating through a series of static images.

**Bookmark** - a link stored in a Web browser for future reference.

**Cascading style sheets (CSS)** - a data format used to separate style from structure on Web pages.

**Favicon** - a small icon that is used by some browsers to identify a bookmarked Web site.

**Flash** - multimedia technology developed by Macromedia to allow much interactivity to fit in a relatively small file size.

**Frames** - a structure that allows for the dividing of a Web page into two or more independent parts.

**Home page** - the main page of a Web site.

**JavaScript** - a scripting language developed by Netscape and used to create interactive Web sites.

**Navigation** - that which facilitates movement from one Web page to another Web page.

**Shopping cart** - software used to make a site's product catalogue available for online ordering, whereby visitors may select, view, add/delete, and purchase merchandise.

**Site search** - search functionality specific to one site.

**Splash page** - a branding page before the home page of a Web site.

**Web browser** - a software application that allows for the browsing of the World Wide Web.

**Web design** - the selection and coordination of available components to create the layout and structure of a Web page.

**Web site usability** - The ease with which visitors are able to use a web site.

**Good Luck!**

Many things have changed - especially the mediums - but universal truths of communication tend to survive. **Please feel free to contact us at <http://www.4CInteractive.com>**