

Digital Marketing Glossary

Courtesy of Sue Painter | confidentmarketer.com

Above the fold - An old newspaper term that now refers to content that shows on your website pages without having to scroll to see it.

Adwords - A Google program that allows you to advertise on Google.

Aggregator - A software or web-based program that collects curated or syndicated content. An example of an aggregator is Digg.

API - Application Programming Interface. An API allows information to be transferred from one software to another software. Often you'll hear "what is your API key" which you provide so that the two systems interface with each other.

Avatar (also called buyer persona or ideal customer) - A complete description of who your customers are. Demographics, interests, buying habits, personality, motivations, personal goals.

B2B - A business whose customers are other businesses.

B2C - A business whose customers are consumers.

Bounce Rate - This refers to how often a viewer comes to your website, sees just one page, and bounces off your site. In email marketing this term is used to refer to how many emails you send out don't make it to the reader's email inbox.

Call to action or CTA - What you are asking your viewers to do next after seeing your blog post, social media post, or ad.

CPA - Cost per acquisition is how much it costs you to acquire a new customer.

CPI - Cost per impression. This gives you a measure of how many times your ad is shown on a site like Facebook. This is how many times your ad is displayed, not how many times it was actually read. Reach is the term used for how many people actually saw your ad.

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CTR - Click through rate. In email marketing the rate at which your readers actually click through to your website or other offer from the link in your email.

CTR - Click through rate. In advertising this is a measure of how many times your ad was clicked on by a viewer.

DA - Domain authority. This is a number that ranges from 1-100, assigned by a company named Moz, a marketing analytics company. The higher your DA rating the more powerful your website and the better your chances of ranking for a particular search term.

Dashboard - The administrative area of a software program or website.

Delicious App - A large social bookmarking site owned by Yahoo. You can use Delicious to store, organize and share favorite web pages. You can create tags for what you save to better find what you are looking for as well. Using Delicious, you can subscribe to the RSS feeds of other Delicious users.

Digg - A popular aggregator of top news for many topics specifically for Internet users.

Domain Name - The identifying name or Internet address of a website. As an example, one of my website addresses is confidentmarketer.com.

Engagement rate (See KPI as well) - How much viewers are interacting with your brand on blog posts or social media posts.

Entry - One individual post on a blog, which is its own separate page on your website.

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Feed - A page or program that aggregates and provides information to another program automatically. Usually known as an RSS (Really Simply Syndication) or Atom feed.

Google Ads (AdSense) - A Google program that allows ads to be placed on your content (such as YouTube videos) that can earn an income for you.

Hard bounce - Emails you send out which are returned to you as undeliverable.

HTML - Hypertext Markup Languages, or HTML, is the language in which websites are written. You might hear someone say "You need a piece of HTML code" for your website. HTML makes your website functional.

Hyperlinks - A live link in an Internet document that allows the user to click on it and jump immediately to that place. Hypertext is text that includes hyperlinks.

KPI - Key Performance Indicator is one of several analytics that measure the success of your digital marketing campaign. Commonly used KPIs are click through rates (CTR) or engagement rate.

Lead Generation or Lead Magnet - Often called lead gen for short. This is what you use to generate leads into your business. Sometimes called opt-in or freebie.

List segmentation - Dividing your email subscribers into separate lists depending on certain factors you set up. It might be buyers versus prospects, old versus young, male versus female, or any other set of parameters that helps you market correctly.

Lookalike audiences - Used in Facebook advertising. You can feed the subscribers to your email list into Facebook and it will create a lookalike audience with similar attributes for your Facebook ads to reach.

Meme - A virally transmitted photo or video on the Internet that is commentary on social events, culture, or current events.

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Microblogging - Short text articles such as those on Twitter or the short text that accompanies an Instagram graphic.

Navigation - How one goes from one page to another on a website. Usually shown in a menu of links or buttons, often at the very bottom of a website's page.

No follow (or no follow link) - A piece of HTML code that instructs browsers like Google not to follow or browse to that particular link. This causes that link not to be counted in the ranking for that website.

Open rate - How many of your subscribers opened your email.

PA - Page authority. Every page on your website has a ranking, from 1-100. The higher the page authority the better that page will have a chance to show up in search results.

Pixel - a piece of code placed in your website that tracks who comes to your website and what pages they visit (depending on how the pixel is set up).

Pixels - In graphic design (such as in Canva) the "pixel size" is the size of the design or photo, in pixels, that denotes the height and width of the image.

PPC - Pay per click. This is your click through rate if you are advertising on Google.

Quality score - See relevancy score. Quality score is a Google term that means the same thing as relevancy score means on Facebook.

Relevancy score - Used by Facebook when you are running a FB ad. Relevancy score tells you how relevant your ad is compared to similar ads. The higher the relevancy score the more your ad will be seen on FB. The term used on Google for this same thing is "quality score."

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SEO - Search engine optimization has to do with how your website ranks in searches organically (without paid traffic).

Social bookmarking - This is a way for you to organize and remember things you have found on the Internet. You can search, organize, store and manage your webpages and favorite online places using social bookmarking. An example of a social bookmarking site is Delicious.

Soft bounce - Emails you send out that don't reach the subscriber's email inbox because of their inbox being full or other reasons. The email address is valid but your emails are not being delivered.

Split testing (also known as A/B testing) - The practice of running 2 ads with slight differences at the same time, to see which will perform better for you. Also used in email marketing when you send the same email but with a different email subject line or different call to action to see which performs best for you.

Syndication - Allowing your blog content to be distributed and shared online.

Thank you page - Thank you pages are used to track conversions. It helps you know where your customers are coming from.

Total opens - The total number of times your email has been opened (includes multiple opens by the same person).

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Other online terms to be aware of

Deepfake

You might have heard this term during the recent Presidential election. It is the word used for images, videos, and recordings that seem true but are not - they have been doctored to appear true.

Algorithm

God knows we hear about Facebook and Instagram algorithms all the time - they constantly change! Or about Google's search algorithm. But what does that mean? On the internet every single click a person makes creates an electronic footprint - just as if you had walked across wet sand. An algorithm takes those "footprints" (or clicks that you make) and uses that information to push certain other information to you. Think about the stories you see or the ads you see - you see exactly those based on your clicks.

Data Void

A data void happens when hundreds of thousands of people are seeking information on the internet but no information actually exists. As an example there was a data void early in the pandemic - everyone was searching for answers about how to avoid covid but there was no scientific data to find online. Data voids are important because this is exactly where misinformation or wild theories can flourish. And because everyone is searching for those particular things the misinformation then spreads rapidly.

Social Media Bot

Automated programs that post messages, ads, or stories as determined by an algorithm, with the postings appearing to be made by a human. These are different from pre-schedulers like Hootsuite or Later, which post your social media at a predetermined time that you've set up. Although now some pre-schedulers have the ability to post for you at favorable times.

Sock Puppet

(I didn't know this one!) Sock puppets are fake or anonymous social media accounts. You know when suddenly someone famous follows you? That's probably a fake account, or a sock puppet.

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Other online terms to be aware of

Clickbait

You probably know this term! Clickbait usually uses an outrageous headline on a story that turns out to be all about nothing, and sometimes doesn't even talk about what the headline indicates. Forbes online has become filled with clickbait (I see it on Facebook all the time.)

Troll Farm

Some entities (political parties, businesses for example) hire people to set up fake accounts whose sole purpose is to push certain information or talking points.

Behavioral Microtargeting

We all are victims of behavioral microtargeting, which is smart marketing by companies (large or small) who seek to deliver to you what you might be looking to buy. Behavioral Microtargeting takes the information (footprint) that you leave as you browse the web or shop online, and matches it to specific advertising for other products and services that might be of interest to you.



Let's Connect

I work with small business owners to help them decide the best strategies to grow their business. My clients usually are at mid-life or older. They want what they do to have impact, be satisfying, and be financially successful.

Additional resources for you include:

- confidentmarketer.com/freereport gives you 20 critical questions to help you develop as a business owner without frustration and overwhelm.
- [CEO Circle Community](http://confidentmarketer.com/ceo-circle) is for women business owners, details can be found at confidentmarketer.com/ceo-circle.
- I offer a one-time consultation in my virtual meeting room if you want to tackle a particular question or issue. Please go to confidentmarketer.com/oneanddone for details.



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