

Digital Marketing Glossary



A/B testing – a method in marketing research where variables in a control scenario are changed and the ensuing alternate strategies tested, in order to improve the effectiveness of the final marketing strategy.

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

Call to action (CTA) – the part of a marketing message that attempts to persuade a person to perform a desired action.

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.

Contextual advertising – a method of serving advertisements based on the content (i.e., overall context or theme) of a web page.

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

Cookie – information stored on a user's computer by a website so preferences are remembered on future requests.

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.

Cost per lead (CPL) – online advertising payment model in which payment is based on the number of qualifying leads generated.

CPM – cost per thousand impressions.

Crawler (Spider, Bot, Robot) – Tools used to explore pages on the internet.

Geo-fencing – delivering ads to consumers within a specific boundary or "fence" (historical).

Geo-fencing micro proximity – geo-fencing in real time.

Geo-targeting – delivering ads to consumers based on their geographical location (historical).

Impression – a single instance of an online advertisement being displayed

Index – A large database where HTML versions of pages that the crawler has found are saved.

Keyword – used in digital marketing to describe a word or a group of words an Internet user uses to perform a search in a search engine or search bar.

Meta tags – tags to describe various aspects about a Web page, including the title and description you see in search engine results.

Organic search – the unpaid entries in a search engine results page that were derived based on the content's relevance to the keyword query.

Pay per click (PPC)/Search Engine Marketing (SEM) – online advertising payment model in which payment is based solely on qualifying click-throughs.

Schema – also "structured data;" code that you can add to your HTML to improve the way search engines read and represent your page on search engine results pages. This code tells search engines more about what kind of content is on your page, ie articles, recipes, events, reviews, FAQs and more.

Search engine optimization (SEO) – the practice of optimizing a website so that it appears higher in search results.

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.

Website traffic – the amount of visitors and visits a Website receives.



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