

DIGITAL COMMUNICATIONS & MARKETING

GLOSSARY
/ OF /
TERMS



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DIGITAL COMMUNICATIONS AND MARKETING GLOSSARY OF TERMS

1. CTR – Click-Through Rate

Click-through Rate identifies the percentage of people who click on link. Usually placed in an email, an ad, website page... etc. The higher the CTR percentage, the more people went through. CTR is extremely important for many parts of the Digital world.

2. CPA – Cost per Acquisition

Cost per Acquisition is a pricing model where companies are charged by advertising platforms only when leads, sales or conversions are generated. It's been around for awhile but has been generating much more traffic as a common pricing model in late 2012 and early 2013. Best part about CPA is you are only charged for the results that you want.

3. CPC – Cost per Click

Cost per Click is a pricing model where companies are charged by publishers for every click people make on a displayed/test ad which leads people to your company's website (hopefully to a landing page!).

4. CPM – Cost per Thousand

Cost per Thousand is a pricing model where advertising impressions are purchased and companies are charged according to the number of times their ad appears per 1,000 impressions. It's definitely a favourite form of selling ads by publishers because they get paid regardless by just displaying ads. CPM model really only makes sense if you are trying to increase brand awareness.

5. Conversion

When a visitor takes the desired action while visiting your site, it is called conversion. This can be a purchase, membership signup, download or registration for newsletter.

6. Impressions

This term is used to define the number of times a company's ad will appear to its target audience. Impression could also be related to a website and the number of times the web page appear in total.

Example of how impressions work: 1 visitor could view 5 pages which would create 5 impressions. 2 visitors could view 5 pages which would generate 10 impressions.

7. Keyword

A keyword is word or phrase that your audience uses to search for relevant topics on search engines. If you are a flower shop, a relevant keyword could be "Buy Red Roses" [short keyword] or "Looking to purchase roses from a flower shop" [long tail keyword]

8. Organic Traffic

This is traffic that is generated to your website which is generated by a Search Engine. This could be traffic from Google, Yahoo or Bing. It's also known as "Free" traffic. Organic traffic is the best type of traffic!

9. Paid Traffic

Paid search is when a company bids on keywords and makes advertisements around those keywords to be displayed on search engines. These results appear separately, either on the top, bottom or right side of a search results page. Paid traffic also encompasses any form of paid advertisement that directly points to your website.

10. SEO – Search Engine Optimization Search Engine Optimization is a way a company optimizes its webpage allowing the website to rank higher on a search engine's results page (SERP). The higher your ranking, typically more traffic is generated (if the keyword has traffic) and more targeted traffic.

11. SEM – Search Engine Marketing

Search Engine Marketing is a way companies can get higher placement on search engines by bidding on search terms. Make sure to check out our article on How to Run a PPC audit.

12. SERP – Search Engine Results Page

Search Engine Results Page is the list of results provided by a search engine after a search query is made. Essentially, if you are looking for where your website ranks for “Best Digital Marketing Agency” a SERP report will let you know that your website is ranked #4. Meaning that your website is in the Fourth position (1st page).

13. Domain Authority

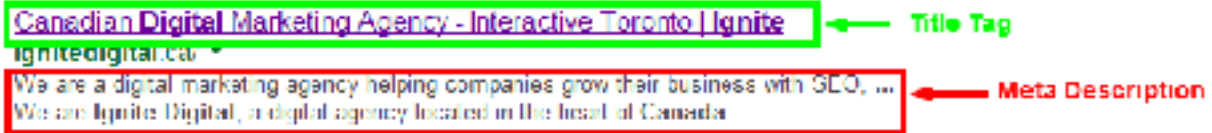
This is a scale from 1-100 that search engines use to determine how authoritative a company's website is, 1 being the lowest rank and 100 being the highest. The higher your domain authority the more Search Engines trust you.

14. Keyword Stuffing

This is the practice of using too many keywords in content in hopes of making it more visible on search engines. You will be penalized by search engines if you resort to it. Never keyword stuff, just provide great and valuable content.

15. META Description

The META description is the few lines of text that appear on the search engine results page.



16. RSS – Really Simple Syndication Really Simple Syndication is a technology that allows users to become subscribers of content and ultimately get automatic alerts if updates are made. They would need an RSS Reader which is where they receive all the updates. Here are a few popular RSS Readers:

- [FeedReader](#)
- [Feedly](#)

17. Viral Marketing

This is a way of marketing where the audience is encouraged by companies to pass on their content to others for more exposure. Usually a successful viral marketing campaign has an easy share functionality. If you had to pay a lot to generate awareness, it wouldn't be considered "*Viral Marketing*" (it would be considered paid traffic).

18. Subscriber

A subscriber is a person who allows a company to send him/her messages through email or other personal communication means. These subscribers are high value to publishers and businesses alike. Subscribers keep coming back!

19. Social Networking

Social networking is the practice of using web-based platforms (or mobile) to build online communities where people share common interests or activities. The most common social networks are: Facebook, LinkedIn, Twitter, Pinterest... just to name a few.

20. Landing Page

This is the page on a company's website that is optimized to act as the entry page to a site. When redirected from external links, this is where the visitors will be led back.

21. WOM—Word of Mouth

An unpaid form of promotion in which satisfied customers tell other people how much they like a business, product or service.

22. ESP—Email Service Provider

An email service provider (ESP) is a company that offers email marketing or bulk email services.

23. ROAS— Return on Advertisement Dollars Spent A metric used to measure the effectiveness of online marketing campaigns. This formula measures how much gross revenue is realized for every \$1.00 of spend on advertising ($\text{Dollars Sold} / \text{Dollars Spend} = \text{ROAS}$).

24. ROI—Return on Investment

ROI measures the amount of [return](#) on an investment relative to the [investment's cost](#).

25. Churn Rate

The annual percentage rate at which customers stop subscribing to a service or employees leave a job.

26. Cohort Based Analysis

Cohort analysis is a subset of behavioral analytics that takes the data from a given eCommerce platform, web application, or online game and rather than looking at all users as one unit, it breaks them into related groups for analysis.

27. CRO—Conversion Rate Optimization

Conversion rate optimization (CRO) is the process of optimizing your sponsored search ads, landing pages, and overall website design to raise your conversion rate. In other words, the goal is for the highest possible percentage of visitors to your site to convert, or complete your desired action.

28. A/B/N Split Test

A/B testing (also known as [split testing](#)) is a method of comparing two versions of a webpage against each other to determine which one performs better. By creating an A and B version of your page you can validate new design changes, test hypotheses, and improve your website's conversion rate.

29. LVC—Lifetime Value of a Customer in marketing, customer lifetime value (CLV) (or often CLTV), lifetime customer value (LCV), or life-time value (LTV) is a prediction of the net profit attributed to the entire future relationship with a customer.

30. IOT—Internet of Things

The interconnection via the Internet of computing devices embedded in everyday objects, enabling them to send and receive data.

31. VR—Virtual Reality

The computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors.

Google Analytics Terms

Bounce Rate: The percentage of visits in which the visitor only views one page of your Website before leaving is known as the Bounce Rate. With Bounce Rate information, you can analyze the quality of user visits. A high Bounce Rate often indicates that your pages are not relevant to what your visitors are looking for. You can lower your bounce rate by generating better targeted ads and Landing Pages, as well as creating quality content that will engage visitors and draw them into your Website.

Conversion: This is what occurs when a goal is completed. Conversions happen when a visitor comes to your site and completes a desired goal or action. Completing a purchase and submitting a contact form are both examples of goals. Google Analytics allows you to create customized goals so you can measure user actions that are important to your Website.

Cookie: A small amount of text data used to remember information from page to page and visit to visit. Cookies can contain information such as user preferences or shopping cart contents.

Cost Data: The information imported from a Google AdWords account into an Analytics account.

Custom Reporting: Google Analytics offers the option to create custom reports based on the metrics and dimensions you choose. Custom reports present the information you selected, organized in a way that works for you. Once you create a custom report, it will be available to you each time you login.

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Direct Traffic: Visits to your site where the user types your URL into their browser's address bar or when a visitor uses a bookmark to get to your Website. It is important to know where your Website traffic is coming from so you can understand which marketing endeavors are working for you. Direct traffic illustrates how many of your visitors know your brand and Website URL. These visitors did not find your Website on search engines or on another site. They came directly to your Website.

Goal: A measure of something you want to track in Google Analytics that you define as a success. Goals must relate to a quantifiable action that your Website's visitors take, such as product purchases, newsletter sign ups, or downloads. Goals are set up in Google Analytics to track conversions.

Goal Conversion Rate: The percentage of visits on a site where the visitor completes a goal or completes a conversion.

Keywords: These are the words that visitors use to find your Website when using a search engine. Google Analytics provides a list of keywords that have been searched by users who find your Website. This information shows you what searchers are actually looking for when they find your Website. This also allows you to discover potential new keywords to target.

Landing Page/Entrance Page: The first page a visitor views during a session; also known as the entrance page.

Loyalty: A measure of visitor behavior. A visitor's loyalty is illustrated by the amount of times they return to your Website in a specified time period. Loyal visitors are typically highly engaged with your Website and your brand. Low customer loyalty often illustrates the need for new content and regular updates to a Website.

New Visitors: Internet users who have not previously or recently visited your site are considered new visitors. If cookies on a previous visitor's computer have expired or if they have deleted their cookies, these visitors will also register as new visitors. Google Analytics lets you see how many new visitors you have so you can fine-tune your Website to increase repeat visits as well as increase the number of new visitors.

Organic Traffic: Visitors who come to your Website from unpaid organic or natural search engine results.

Paid Traffic: This consists of visitors who come to your Website from Google AdWords ads, paid search engine keywords and other online paid ad campaigns. When investing in an online PPC or other advertising campaign, this data will show you how effective your paid online marketing program is.

Page View: The amount of times visitors arrive on individual pages of your Website. If a user reloads a page, that action will be counted as an additional page view. If a visitor navigates to a different page and then returns to the original page, a second Page View will be recorded as well. Page views allow you to see which pages on your site are the most popular.

Referring Sites: Other Websites that refer or send visitors to your Website are called referring sites. Knowing where your traffic is coming from is an easy way to increase your ROI. You can focus more resources on sites that are referring more traffic, or re-evaluate your campaigns on sites that are not driving much traffic.

Returning Visitor: A returning visitor is a user who has been to your Website and has come back. When visitors return to a Website, it demonstrates that the Website is of interest to them.

Time on Site: The average length of time a visitor spends accessing your site within a specified time period. You can use this data to measure the effectiveness and quality of your Website. The longer visitors spend on your site, the more informative and interactive your site is.

Exit Pages: The pages on your Website that visitors leave from. In Google Analytics, these pages are listed in order from those the most visitors exited your site to those pages that visitors least exited your site. Take into consideration the content of the exit page when deciding on a course of action. If people are leaving your site from a Thank You page, there is no need for worry. If one of your Top Exit Pages is another page on your site, you want to investigate why your visitors are leaving from this page.

Top Landing Pages: The first pages that users land on, or come to when entering your Website. Within Google Analytics, these pages are listed in order of most visited to least visited. This data is important because it allows you to see which pages are attracting visitors.

Tracking Code: A small snippet of code that is inserted into the body of an HTML page. The tracking code captures information about visits to a page.

Traffic: The total number of visits to your Website. Within Google Analytics, traffic can be divided into multiple categories including, direct, organic and paid.

Traffic Sources: Where your traffic is coming from. Google Analytics includes information on which sites your visitors are coming to your Website from as well as what keywords they are using to get to your Website.

Unique Visitor: The number of individual (non-duplicate) visitors to a site over the course of a specific time period. This data is determined by cookies that are stored in visitor browsers.

URL—Uniform Resource Locator: The address of your Website

Visitor: The person who goes to a Website. The "Visitor" section of Google Analytics offers data and reports concerning the behavior of the visitors that frequent your Website.

Visitor Session: The time a visitor spends on a Website. The longer a visitor stays on your Website, the more relevant it appears to search engines. To increase the amount

of time visitors stay on your site, it is important to present informative content, easy to use navigation, and up to date information on your brand, products and services.

Visits: The amount of times your Website is accessed. This data allows you to see how effectively your Website is being promoted. Watching the trends in your visits allows you to analyze which aspects of your online marketing are working.