
YOUR COMPLETE GUIDE TO

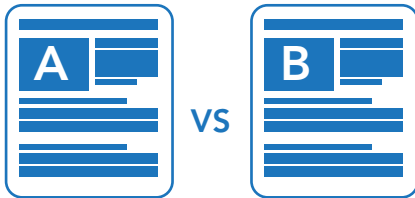
DIGITAL MARKETING

GLOSSARY



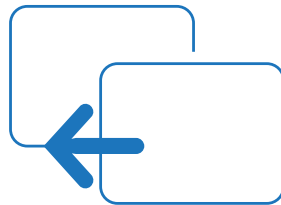
A/B TESTING

Two different versions of the same website landing displayed on rotation to test for visitor preferences.



BOUNCE RATE OR EXIT RATE

Bounce rate is the measurement in percentage of how many visitors leave a website after only viewing one page.



CALL TO ACTION

A call to action is a text link, button, image, or some type of web link that encourages a website visitor to visit a landing page and become of lead. Some examples of CTA's are "Subscribe Now" or "Download the Whitepaper Today."



CANONICAL URL

The canonical URL is the best address that a user can find a piece of information on. Sometimes you might have a situation where the same page content can be accessed at more than one address. Specifying the canonical URL helps search engines understand which address for a piece of content is the best one.



CONFIRMED OPT-IN (DOUBLE OPT-IN)

The confirmed opt-in is a more stringent method of obtaining permission to send email campaigns. It adds an additional step to the opt-in process because it requires the subscriber to respond to a confirmation email, either by clicking on a confirmation link or by replying to the email to confirm their subscription. Only those subscribers who take this additional step are added to your list.



CREATIVE COMMONS

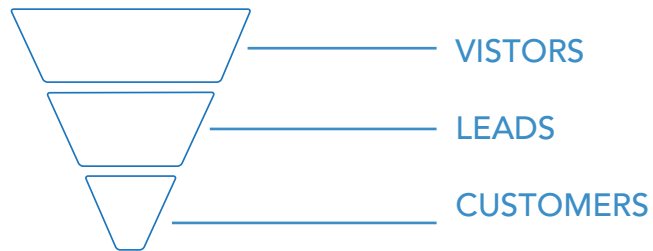
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DRIP MARKETING

Drip marketing is a synonym for lead nurturing, a series of emails that seek to encourage (primarily via educational, give-away or special offers) prospective customers to convert as sales.

FUNNEL

The journey your visitor navigates from arrival to final destination. Think of it as stepping-stones on a path to conversion.

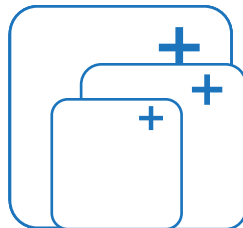


GROUNDSWELL

A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.

<http://www.cluetrain.com/book/index.html>

<http://empowered.forrester.com/groundswell/book.html>



HASHTAG (#)

A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#", for instance #marketinganalytics. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or discussion topic.

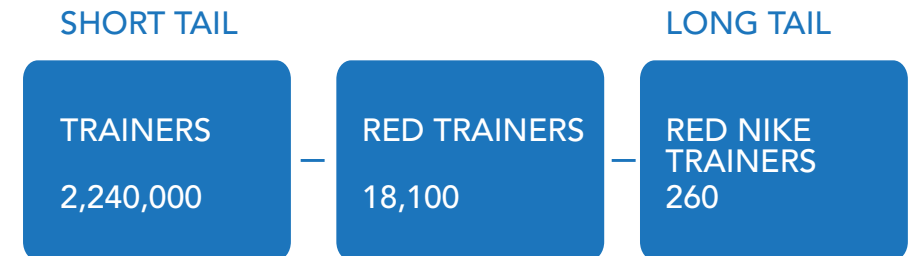
INBOUND MARKETING

Inbound marketing is a style of marketing that focuses on getting found by new visitors, converting traffic into leads, and analyzing performance. It's a concept based on Seth Godin's idea of permission marketing. David Meerman Scott recommends that marketers "earn their way in" (via publishing helpful information, nurturing leads, etc.) in contrast to outbound marketing where they used to have to "buy, beg, or bug their way in" (via paid advertisements, cold calling, etc).



LONG TAIL KEYWORD

A Google search that is very specific and highly qualified. Small businesses should consider targeting long-tail keywords. Generic keywords, such as "finance advice" are more competitive than narrower keyword combinations, such as "corporate financial advisors Dublin".



MOZRANK

A logarithmic rank of the number and quality of inbound links pointing to a certain website or page on that website, as scored by SEOmoz (<http://www.seomoz.org/>) - A 10 indicates that said webpage is regularly cited peer authority and a 0 denotes a webpage that has not been referenced externally at all.

NON-PERSONALLY IDENTIFIABLE INFORMATION (NPII)

This is visitor data that provides metrics and statistics, but does not provide specific information to contact or identify a specific end-user.



PERMISSION-BASED MARKETING

This type of marketing asks for permission from a prospective customer to communicate with them in future. Permission can come in the form of opting in to receive a newsletter, subscribing to a blog or following a company on social media.

SUBSCRIBE



Yes Please



No Thanks

PERSONALIZATION

Personalization is the process of tailoring digital content, be it webpages, email or social conversation, to individual users' characteristics or preferences. A customised email addressing each recipient by their first name is one simple example.

QUALIFIED LEAD

A qualified lead is a contact who opted in to receive communication from your company,.



REVENUE PERFORMANCE MANAGEMENT (RPM)

RPM is a system that improves your interactions with prospects along the sales cycle, measures results and seeks to maximize revenue.

ROBOTS

Commonly filed as robots.txt, which provide information about a given webpage, most often to help search engines access content.

SEGMENTATION

Segmentation refers to the process of separating your target audience into personas with different needs and preferences. These segments will ideally be marketed to in a way that reflects their specific experiences or interests.



SPIDER

A computer program that automatically browses the internet and collects information about websites. Search engine spiders use sitemaps as a fundamental way-marker to consume, digest and index website pages.

.XML SITEMAP

A file you can use to publish lists of links from across your site. This is easily generated and there are lots of free generation tools available online to help you generate this sort of file.

ZERO MOMENT OF TRUTH

Zero Moment of Truth (ZMOT) is a book by Jim Lecinski, Google's Managing Director of US Sales & Service and refers to the customers' inclination to research products online before making a purchase.

