

# 301 Redirects

A 301 redirect is a method of telling a search engine that a page has permanently moved to a new location.



# 302 Redirects

A 302 redirect is an HTTP status code indicating that a requested resource has been temporarily moved to a new URL.



# Alt Text

Alt text is a written description of an image that provides context for search engines and screen readers.

# Anchor Text

Anchor text is the visible text of a hyperlink that provides a clickable link to another web page or file.

# Average Position

Average Position is a metric that measures the average ranking of a website URL in search engine results pages.



# **B2B Digital Marketing**

**B2B Digital Marketing is the marketing of products and services to other businesses and organizations through online channels.**



# **B2C Digital Marketing**

Business-to-consumer (B2C) digital marketing is the use of online channels to market a business that sells products and services directly to consumers.



# Backlink

A backlink is a link from one website to another, which helps search engines like Google discover and rank content.



# Bing Advertising

Bing Advertising is an online advertising platform developed by Microsoft that provides pay per click advertising on the Bing, Yahoo!, and DuckDuckGo search engines.



# Bing Webmaster Tools

Bing Webmaster Tools is a free online toolset that helps webmasters and site owners monitor their website's performance in Bing search



# Black Hat SEO

Black Hat SEO is a set of practices that violate search engine guidelines in order to increase a website's ranking in search engine result pages.



# Bounce Rate

Bounce rate is the percentage of visitors who enter a website and leave without taking any further action.

# Brand Awareness

Brand awareness is the extent to which customers are familiar with a brand and its associated offerings.



# Brand Equity

Brand equity is the value of a brand in the eyes of customers, based on the products, services, and experiences associated with the brand.



# Brand Loyalty

Brand loyalty is the measure of how likely a customer is to continue using and recommending a particular brand.

# Buyer Persona

A buyer persona is a semi-fictional representation of an ideal customer based on market research and real data about existing customers.



# Call To Action (CTA)

A call to action is an instruction or prompt that encourages the reader to take a specific action.

# Click Through Rate

Click-through rate (CTR) is a measure of successful user engagement with an advertisement or link, calculated as the number of clicks divided by the number of impressions.

# Competitive Analysis

Competitive analysis is an assessment of the strengths and weaknesses of current and potential competitors in a market.

# Content Marketing

Content marketing is a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and retain a target audience, and ultimately drive profitable customer action.



# Conversion Rate

Conversion rate is a metric that measures the percentage of visitors to a website that take a desired action, such as filling out a form or making a purchase.

# Cost Per Click (CPC)

Cost per click (CPC) is an online advertising metric that measures the cost incurred for each time a user clicks on an ad.



# CPM - Cost Per Thousand

Cost Per Thousand (CPM) is an online advertising metric that measures the cost incurred for every 1,000 times an ad is shown.



# Conversion Rate Optimization

Conversion Rate Optimization (CRO) is a strategy used to increase the percentage of visitors to a website who complete an intended goal, such as making a purchase or signing up for an email subscription.



# Crawler

A crawler is a type of automated computer program that systematically browses the public web to collect data or other information.

# Customer Acquisition Cost

Customer Acquisition Cost (CAC) is a metric used to measure the cost associated with acquiring new customers, typically expressed as the cost of spending on marketing activities divided by the number of new customers acquired.



# Customer Experience

Customer Experience (CX) refers to the overall experience a customer has with a company's products, services, and processes, including purchases and interactions.



# Customer Lifecycle

Customer Lifecycle (CLC) is the cycle of stages a customer goes through when engaging with a company, from discovery and evaluation to purchasing and post-purchase.



# Customer Lifetime Value

Customer Lifetime Value (CLV) is a metric that measures the total value of a customer throughout their relationship with a company, including how much revenue they generate and how likely they are to return.



# Customer Pain Point

Customer Pain Point is a point in the customer journey where customers have difficulty or experience frustration with a product, service, or process.



# **Demand Generation**

Demand Generation is the process of creating interest in a company's products or services among potential customers.



# Digital Marketing

Digital Marketing is the use of digital technologies, such as social media, search engines, and websites, to connect with potential customers and promote products or services.



# Digital Marketing Automation

Digital Marketing Automation is the use of software and technology to automate digital marketing campaigns, with the aim of increasing efficiency and improving customer experience.



# Digital Marketing Campaigns

Digital Marketing Campaigns are used to promote a product, service, or brand through digital channels such as search engines, websites, social media, and email.



# Digital Marketing Channels

Digital Marketing Channels are the different mediums used to reach and engage with customers, such as websites, search engines, social media, email and more.



# Digital Marketing Funnels

Digital Marketing Funnels are the stages of a customer's journey from initial contact to conversion, and are used to measure the effectiveness of marketing efforts.



# Digital Marketing KPIs

Digital Marketing Key Performance Indicators (KPIs) are measurable metrics used to assess the performance of digital marketing campaigns and measure progress towards reaching a predetermined goal.



# Digital Marketing Goals

Digital Marketing Goals are objectives set to measure the success of digital marketing campaigns and to ensure that efforts are directed towards achieving desired outcomes.



# Digital Marketing Metrics

Digital Marketing Metrics are quantifiable measures of the performance of digital marketing campaigns that can be used to determine success or failure.



# Digital Marketing Plan

A Digital Marketing Plan is a roadmap outlining strategies and tactics to achieve specific business objectives using digital media channels.



# Digital Marketing Proposal

A Digital Marketing Proposal is a detailed document containing information about how a digital marketing campaign should be executed to reach specific business objectives.



# **Digital Marketing Qualified Lead**

A Digital Marketing Qualified Lead is a person who has a high likelihood of becoming an actual customer when targeted with an appropriate digital marketing strategy.



# Digital Marketing Report

A Digital Marketing Report is a document that summarizes the results of a digital marketing campaign, providing insights on how different tactics performed in order to inform future strategies.



# Digital Marketing Segmentation

Digital Marketing Segmentation is the process of categorizing potential customers into distinct groups based on shared characteristics, in order to personalize marketing strategies and achieve higher ROI.



# Digital Marketing Strategies

Digital Marketing Strategies are the plans and tactics used to reach target customers through digital channels, such as websites, email, search engines, social media, and other online platforms.



# Digital Marketing Services

Digital Marketing Services refer to the delivery of marketing activities and techniques over digital channels, such as search engines, emails, social media, websites, etc., for the purpose of connecting with customers and achieving business goals.



# Digital Marketing Tactics

Digital Marketing Tactics are the specific actions taken to execute a Digital Marketing Strategy and can include tactics such as SEO, content marketing, paid advertising, email marketing, and social media campaigns.



# Digital Marketing Tools

Digital Marketing Tools are the software and platforms that enable marketers to execute their Digital Marketing Strategies and Tactics, such as analytics tools, ad serving software, keyword research tools, content management systems, and email marketing services.



# Direct Traffic

Direct Traffic is website traffic that is sent to a website without using external sources such as organic search, paid search, or social media.



# Display Network

The Display Network is a collection of websites, apps, and placements which show ads from Google's Adwords platform.



# Email Automation

Email automation is the process of using software to send emails, manage contacts, and track customer engagement.



# **E-Commerce**

E-commerce is the buying and selling of goods and services through an electronic medium, such as the internet.

# Email Marketing

Email marketing is the process of sending targeted emails to contacts in order to grow a business or organization.



# Engagement Rate

Engagement rate is a measure of the number of people interacting with an email campaign compared to the total number of emails sent.

# Event Marketing

Event marketing is the use of in-person experiences and events to establish a relationship with an audience, build brand awareness, and foster community.



# Exit Rate

Exit rate is a metric used to measure how many visitors leave a website after viewing one page.

# Facebook Ads Manager

Facebook Ads Manager is a platform for creating, managing, and optimizing paid advertising campaigns on the Facebook network.



# Facebook Advertising

Facebook Advertising is a form of digital marketing that allows businesses to target their desired audience and promote their products and services on the social media platform.



# Facebook Audience Insights

Facebook Audience Insights is a tool within the Ads Manager that provides detailed demographic and psychographic segmentation data to better inform advertising strategies.



# Facebook Business Page

A Facebook Business Page is a digital hub that allows businesses to share their content, build relationships with customers, and advertise products or services.



# Facebook Live

Facebook Live is a feature of the social media platform that allows users to stream live video content in real time.

# **Facebook Messenger Bots**

Facebook Messenger Bots are automated AI-powered programs that allow businesses to communicate with their customers in real time and provide personalized customer service.



# Featured Snippets

Featured Snippets are concise summaries of a website's content shown on the search engine results page.

# Google Ads

Google Ads are online advertisements that businesses can use to promote their products and services on Google's search engine and other websites.



# Google Algorithm

Google Algorithm is a set of rules used by Google to determine the order and placement of websites in search engine results pages.



# Google Analytics

Google Analytics is a free service from Google that helps website owners track and analyze site visitor data to improve their web experience.



# Google Hummingbird

Google Hummingbird is an algorithm released by Google in 2013 that helps it better understand natural language searches.



# Google Business Profile

Google Business Profile is a free service from Google that helps businesses create and manage their presence on the internet, including their website and location information.



# Google Panda

Google Panda is an algorithm released by Google in 2011 that used machine learning to identify and rank lower-quality websites.



# Google Penguin

Google Penguin is an algorithm released by Google in 2012 that targeted websites using spammy tactics to manipulate search engine rankings.



# Google Search Console

Google Search Console is a free tool offered by Google that helps website owners track their performance on search engine results.



# Hashtags

Hashtags are words or phrases that begin with the hashtag symbol (#) and are used to categorize content across social media platforms.

# Heatmap

A heatmap is a graphical representation of data where the values are displayed as colors on a two-dimensional matrix.

# HTML

HTML (Hypertext Markup Language) is a standardized system of tags and attributes used to structure and format content on the web.

# HTTP

HTTP (Hypertext Transfer Protocol) is a protocol used for communication between web servers and clients, allowing for the transfer of data such as web pages and files over the internet.

# HTTPS

HTTPS (Hypertext Transfer Protocol Secure) is a secure version of HTTP that uses encryption to protect the data being transferred between web servers and clients, providing increased security and privacy for users.

# Hreflang Tag

Hreflang tag is an HTML attribute that tells search engines which language and/or regional version of a webpage to display to users based on their location and language preferences.



# Hyperlink

A hyperlink is a clickable element in an electronic document or web page that takes the user to another location, which could be another web page, a specific section of a page, or a downloadable file.

# Impressions

Impressions refer to the number of times an ad, a piece of content, or a webpage is displayed or appears on a user's screen, regardless of whether the user interacts with it or not.

# Impression Share

Impression share is a metric that represents the percentage of times an ad is shown to potential customers, compared to the total number of times it could be shown, based on targeting settings and available inventory.



# Instagram Advertising

Instagram advertising refers to the practice of creating and promoting paid content on the Instagram social media platform, including sponsored posts, Stories ads, and other formats, with the goal of reaching and engaging with a specific target audience.



# Instagram Stories

Instagram Stories is a feature of the Instagram social media platform that allows users to share temporary content, including photos, videos, and text, that disappears after 24 hours, providing a more casual and ephemeral way to share updates with friends and followers.



# JavaScript

JavaScript is a high-level programming language that is commonly used to create interactive web pages, dynamic user interfaces, and other web applications that run in a web browser.

# Keywords

Keywords refer to the specific words or phrases that are used in digital content, such as web pages or advertisements, to help search engines or users find and understand the topic or theme of the content.

# Keyword Phrases

Keyword phrases, also known as long-tail keywords, are specific combinations of words or phrases that are used in digital content to target a particular audience or topic, and to improve the relevance and visibility of the content in search engine results.



# Keywords Research

Keyword research is the process of identifying and analyzing the specific words and phrases that people use to search for information or products online, in order to optimize digital content and marketing campaigns for maximum visibility and relevance.



# Keywords Stuffing

Keyword stuffing is the practice of excessively inserting keywords and phrases into website content to manipulate search engine rankings.

# Landing Page

A landing page is a web page created for the purpose of directing visitors towards a specific action, such as making a purchase or completing a form.

# Landing Page Optimization

Landing page optimization is the process of improving a landing page to increase conversions and maximize results. This can include attempting to reduce bounce rates, increasing the visibility of call-to-action buttons, or improving the site's loading speed.



# Latent Semantic Indexing

Latent Semantic Indexing (LSI) is an indexing and retrieval method that uses mathematical algorithms to analyze the relationships between words in order to help search engines better understand user queries.



# Leads

Leads are potential customers who have expressed interest in a product or service, and who may be converted into paying customers.

# Lead Nurturing

Lead Nurturing is the process of engaging potential customers over a period of time with personalized content designed to educate and build trust, with the goal of eventually converting them into paying customers.



# Link Profile

A link profile is a collection of all the hyperlinks that point to a website, which can be used as an indicator of its relevance and authority.

# Live Streaming

Live streaming is the process of broadcasting real-time video or audio content over the internet.



# Local SEO

Local SEO is the process of optimizing a website's content and architecture to improve its visibility in local search engine results.



# Lookalike Audiences

Lookalike Audiences are audiences created by online platforms, such as Facebook and Google Ads, which share similar characteristics with an already existing customer base.



# Long Tail Keywords

Long tail keywords are phrases consisting of three or more words that target a specific and usually niche audience.

# Meta Descriptions

Meta descriptions are HTML attributes that provide a brief summary of what a webpage is about, which can be used by search engines when displaying search results.

# Mobile Advertising

Mobile advertising is the practice of delivering tailored advertisements to consumers on their mobile devices, such as smartphones and tablets.



# Mobile First Index

Mobile First Index is a Google algorithm which prioritizes mobile content when ranking webpages in search engine results pages.



# Meta Keywords

Meta keywords are tags that are used to provide an indication of the content of a web page, and are typically included in the HTML code of a website.

# Mobile Page Optimization

Mobile page optimization is the process of improving user experience on a web page for mobile devices in order to increase engagement, conversions and rankings.



# Niche Marketing

Niche marketing is an approach to targeting a specific, well-defined segment of the market with specialized products or services.



# On Page SEO

On page SEO is the process of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.



# Organic Search Traffic

Organic search traffic is the traffic generated by visitors who arrive at a website through unpaid or natural search engine results.



# Page Speed

Page speed is a measure of how quickly a web page loads and displays content to users.

# **Paid Advertising**

Paid advertising is a method of generating traffic to a website by paying for advertisements on search engines, social media platforms, and other websites.



# Pay Per Click (PPC)

Pay Per Click (PPC) is an online advertising model where advertisers pay a fee each time their ad is clicked on by a user.



# **Pinterest Advertising**

Pinterest Advertising is a form of paid advertising which leverages the visual platform of Pinterest to create and promote attractive content in order to drive traffic to websites.



# **Pinterest Marketing**

Pinterest Marketing is the process of creating and distributing content on Pinterest to gain visibility and reach target audiences.



# Penalty

In digital marketing, a penalty is a negative consequence for breaching an agreement or policy with a search engine or other online platform.

# Position

In digital marketing, position refers to the placement of content or links relative to other content on a website or search engine results page.

# Quality Score

Quality Score is an algorithm used by search engines to determine the relevance and quality of a website in relation to certain keywords.

# Quora

Quora is an online platform where users can ask questions and get answers from experts in the field.

# Rankings

Rankings are lists of items ordered according to their relevance, popularity, or quality.

# Reddit Marketing

Reddit Marketing is a form of social media marketing that involves creating content and engaging with the Reddit community in order to increase brand awareness and drive traffic to your website.



# Relevance Score

The Relevance Score is a measure used to determine how closely related a piece of content is to the user's search query.

# Referral Traffic

Referral Traffic refers to the visitors that come to a website through links from other websites.



# Remarketing

Remarketing is a form of online advertising that allows companies to target users who have already interacted with their site.



# Responsive Web Design

Responsive Web Design is a design approach that optimizes the layout of web content to fit the size and orientation of different devices.



# Return On Investment

Return on Investment (ROI) is a measure of the profitability of an investment, calculated as the ratio of the gain from the investment relative to its cost.

# **Robots.txt**

robots.txt is a text file that tells web robots (typically search engine crawlers) which pages on a website should not be processed.

# **Sales Cycle**

The sales cycle is a sequence of steps that a customer moves through when making a purchase.

# Schema Markup

Schema markup is a type of structured data that can be added to a website to improve how search engines interpret and display content.



# Search Algorithm

A search algorithm is a process used by machines to locate information based on given input.

# Search Engines

Search engines are online tools that use algorithms to find relevant information on the internet.



# Search Network

A search network is a system of computers and web servers connected together that allow for the sharing of search results.



# Search Engine Marketing

Search Engine Marketing (SEM) is an internet marketing strategy that involves optimizing websites to increase their visibility and ranking in search engine result pages.



# Search Engine Optimization

Search Engine Optimization (SEO) is the process of improving website visibility and ranking in search engine result pages, through the use of different techniques such as optimizing content, coding, and link building.



# Search Engine Results Page

A Search Engine Results Page (SERP) is the list of web pages returned by a search engine in response to a keyword query.

# Search Network

A Search Network is a collection of search engines, websites, and directories that allow users to find information using keywords.



# Search Queries

A Search Query is an input phrase or keywords used to search for information in a web-based search engine.

# Skyscraper Technique

The Skyscraper Technique is a content marketing strategy in which existing popular content is used to create better and more comprehensive content.



# Social Media Traffic

Social Media Traffic refers to the amount of web traffic generated from social media sites such as Facebook, Twitter and Instagram.



# Target Audience

Target Audience refers to the group of people who are most likely to be interested in a product, service or message.

# Technical SEO

Technical SEO is an optimization process that involves improving the visibility of a website on search engines by making adjustments to the website's technical infrastructure.



# Top Of Funnel Marketing

Top Of Funnel Marketing is an approach that focuses on acquiring visitors and providing them with the initial knowledge or content, before they move further down the funnel.



# Tracking Codes

Tracking codes are snippets of code that can be used to collect data about user behavior on a website or application.

# Time On Page

Time On Page is the amount of time a user stays on a page before moving to another page or leaving the website.

# Title Tag

A Title Tag is an HTML element that describes the content of a web page, and is used by search engines to help determine the relevance of a webpage.

# User Interface (UI)

User Interface (UI) is the visual layer that mediates the interaction between a user and a computer system.

# Unique Value Proposition

A Unique Value Proposition is a succinct statement that describes why a customer should choose one product or service over another.

# Unique Visitors

Unique Visitors are individuals who have visited a website or app in a given period of time, counted only once regardless of the number of visits.

# UTM Tracking Code

A UTM Tracking Code is a snippet of code that can be added to a URL in order to track the performance of website visitors, campaigns and other forms of online activity.



# User Experience (UX)

User Experience (UX) is the process of creating products and services that provide meaningful, relevant and valuable experiences to users.

# Video Marketing

Video Marketing is the use of video content to promote a product, service, or brand for marketing purposes.



# Visits

In digital marketing, Visits refer to the number of times a website or page is viewed by a single user in a given time period.

# Webinars

Webinars are online seminars or presentations used in digital marketing, typically hosted via video conferencing services and software.



# Website Analytics

Website Analytics is the process of measuring, collecting, analyzing and reporting website data in order to understand and optimize website usage.



# White Hat Marketing

White Hat Marketing is an ethical approach to marketing that focuses on providing value to customers and building long-term relationships.



# White Papers

Digital marketing White Papers are authoritative documents that provide detailed information about a particular digital marketing topic, often used to influence public opinion or promote a product, service, or organization.



# XML Sitemap

An XML Sitemap is an XML file that contains a list of URLs on a website to help search engines find and crawl them.

# Yelp

Yelp is an online review,  
recommendation, and customer  
service website for local businesses.



# YouTube

YouTube is the world's largest online video platform and social media site, where users can watch, upload and share videos.

# **YouTube Advertising**

YouTube Advertising is an effective way to reach potential customers through YouTube video campaigns.

