

## Web Marketing Terminology

**Advertising Network** - A network representing many Web sites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Affiliate** - the publisher/salesperson in an affiliate marketing relationship. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Affiliate Marketing** - Revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Affiliate Network** - a value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Banner Ads** - A term to describe the ads on a website. Although the term “banner” represents a 468x60 pixel size, “banner” may be used to describe other ad sizes. See **Creative** and **Display Ad**.

**Blog** - A **weblog**, which is usually shortened to **blog**, is a type of website where entries are made (such as in a journal or diary), displayed in a reverse chronological order. The word blog can also be used as a verb, meaning to maintain or add content to a blog. (Source – [www.wikipedia.com](http://www.wikipedia.com))

**Click or Click-Through** - A click is when someone clicks on an ad to go to the advertiser's site. Some ads may not click through if the advertiser is having website difficulty.

**Click Through Rate (CTR)** - The average number of click-throughs per hundred ad impressions, expressed as a percentage. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Cookies** - information stored on a user's computer by a Web site so preferences are remembered on future requests. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Community** – Also know as a **virtual community** or **online community** is a group of people that primarily or initially communicates or interacts via the Internet. The dawn of the “information age” found groups communicating electronically rather than face to face. (Source – <http://en.wikipedia.org/>)

**Conversion Rate** - The percentage of visitors who take a desired action. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Cost per Action or Cost per Acquisition (CPA)**

Online advertising payment model in which payment is based solely on qualifying actions such as leads, sales or registrations. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Cost per Click (CPC)**

The cost or cost-equivalent paid per click-through. A click-through is the process of clicking through an online advertisement to the advertiser's destination. (Source - [www.marketingterms.com](http://www.marketingterms.com))

**Cost per Thousand (CPM)**

Cost per thousand impressions.

**Creative** – Various advertising units (banners, text, email, etc.) that are used in online promotions.

**Customer Acquisition Cost** - the cost associated with acquiring a new customer. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Display Ads** -A term that can be used to describe banner ads on a website.  
See **Banner** or **Creative**.

**Impression** - When someone looks at an ad. Can also be referred to as “eyeballs”. Hit the refresh button on your browser on a site with ads in it. Every new ad you see is an ad impression.

**Merchant** – the advertiser in an affiliate marketing relationship. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Privacy** - Notices posted on a website that will disclose how a company collects, uses and shares data with partners or advertisers.

**Publisher** – An owner of a website or websites that allocates space for online advertisements.

**ROI** – Return on Investment.

**Run of Network (RON)** - ad buying option in which ad placements may appear on any pages on sites within an ad network. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Run of Site (ROS)** - ad buying option in which ad placements may appear on any pages of the target site. (Source – [www.marketingterms.com](http://www.marketingterms.com))

**Search Engine Marketing (SEM)** - the overarching term to describe marketing a website through search engines including (single or combined) efforts to improve **Organic** listings, running **Pay per Click** ads, using **Pay per Inclusion** and getting listed in **Vertical** search placements.

**Search Engine Optimization (SEO)** - The act of modifying a website so that it has a higher likelihood of appearing well in the organic or natural listings of the search engines.

**SERP** – Acronym for Search Engine Results Page.

**SPAM** - Short for **C**ontrolling the **A**ssault of **N**on-**S**olicited **P**ornography and **M**arketing Act of 2003. The act focuses on regulating the distribution of commercial e-mails.

**Viral Marketing** - Any marketing technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. (Source – <http://searchcrm.techtarget.com>)

**Web 2.0**

Web 2.0 is a term that encompasses technical components of web development but also bridges the connective, future components of the web that deliver rich user experiences. Web site are no longer just brochures, they are solutions!

**Web Analytics** - the objective tracking, collection, measurement, reporting and analysis of quantitative Internet data to optimize websites and web marketing initiatives. (Source – [Web Analytics Association](#))

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