

## 1) 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.).

## 2) BLOG:

This is short for web log or weblog. Blogs are usually maintained by an individual or group of people. A personal blog or business blog will traditionally include regular entries of commentary, descriptions of events, or other material, such as photos and video. Note: if you are blogging for business, you should always add a call-to-action to ensure your blog is generating leads.

## 3) BLOGGER:

The person who writes for a blog is referred to as a blogger, and the act of writing for the blog is known as blogging. Note: Google also has a blogging platform called Blogspot that is sometimes referred to as "Blogger."

## 4) 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 a lead. Some examples of CTAs are "Subscribe Now" or "Download the Whitepaper Today."

## 5) CAMPAIGN:

An email marketing message or a series of messages, such as lead nurturing, designed to accomplish an overall marketing goal.

## 6) CATEGORY:

Category and tags are frequently used synonymously. Though often times a category (in terms of hierarchy) is the top-level definition and a tag may be a more specific classification beneath that. For example, a blog about apple pies may have a category of baking and a tag of pies.

## **7) CMS (OR PLATFORM):**

This is short for content management system. It is a software program that allows you to add content to a website more easily. HubSpot, for instance, has a CMS through which you can manage your website pages, landing pages, and blog.

## **8) CONVERSION FORM:**

A form in which you collect information on your site visitor. Conversion forms convert traffic into leads. Collecting contact information helps you follow up with these leads and learn more about them.

## **9) CONVERSION RATE:**

This is the number of people who complete a form on a landing page divided by the total number of people who visited the page. You can also measure the conversion rate of an email marketing campaign or promotion, which would be the number or percentage of recipients who respond to your call-to-action. You may measure conversion in sales, phone calls, opportunities, or appointments.

## **10) CRM:**

CRM is short for customer relationship management, which is a system that manages interactions with existing and potential customers and sales prospects.

## **11) FEED:**

This is a news feed used for providing users with frequently updated content. Content distributors syndicate a web feed, thereby allowing users to subscribe to it in an RSS reader or via email.

## **12) 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 “#.” Example: #yourhashtag. Hashtags are commonly used to show that a tweet (a Twitter message) is related to an event or conference. Other social media platforms, such as Instagram, also use hashtags.

## **13) HEADER:**

This is the top part of your blog, appearing before any pages or posts. Headers generally include items such as logos, taglines, and navigation menus, which are meant to set the tone or theme of your blog.

## **14) INBOUND LINK:**

A link from one site into another. A link from another site will improve your SEO, especially if that site has a high PageRank.

**15) INTERNAL LINK:**

A link from one page to another on the same website, such as from your homepage to your products page. Note: It's suggested that you use internal links in your blog posts when applicable to direct readers to past posts and related resources.

**16) KEYWORD OR KEY PHRASE:**

These should be used as a topic generator. Picking keywords is the process of determining what topics are most relevant to your target audience or buyer persona and crafting content around those topics. They should be used in a strictly creative sense for structural composition, reasoning, and comprehension, and should showcase your knowledge in a given field.

**17) KPI (KEY PERFORMANCE INDICATORS):**

Key Performance Indicators are the metrics you will look at to track progress toward your goals.

**18) LANDING PAGE:**

A website page containing a form that is used for lead generation. This page revolves around a marketing offer, such as an e-Book or a webinar, and serves to capture visitor information in exchange for the valuable offer.

**19) LEAD:**

A person that transforms from an anonymous website visitor into a known contact part of your business sales cycle. This process occurs as the visitor provides his or her contact information in exchange for valuable content.

**20) LEAD GENERATION:**

Lead generation is the process of attracting new leads. It is a marketing tactic that drives a person to demonstrate interest in a product or service. Online this traditionally happens by providing valuable content in exchange for contact information from a website visitor.

**21) LEAD NURTURING CAMPAIGN (AKA: WORKFLOW):**

An email series that can be triggered after someone fills out a form on your landing page. These emails help guide them through the sales funnel, providing more content and points of contact.



## **22) LEAD TO CUSTOMER RATE:**

This is a percentage calculated by dividing the total number of customers for a given marketing channel by the total number of leads generated in that same period of time.

## **23) LIFECYCLE:**

The customer lifecycle is a process that consists of many steps, including research, inquiry, purchase, and usage. Marketers need to facilitate and enrich this process in order to build healthy customer relationships.

## **24) LONG-TAIL KEYWORD:**

An uncommon or less used keyword. Small businesses should consider targeting long-tail keywords. Generic keywords, such as “software,” are more competitive than narrower keyword combinations, such as “inbound marketing software.”

## **25) META DESCRIPTION:**

Your meta description should be a short description of that particular page or post. It’s a great opportunity to place some very targeted content for your audience to see on the search results page. A good description is approximately two sentences (no more than 160 characters) using your target keywords to invite a person to visit your site.

## **26) META KEYWORDS:**

These have historically been the most popular and well-known element describing content of a web page. Search engines, however, quickly came to realize that this piece of information was often inaccurate or misleading and frequently lead to spammy sites. That is why search engines no longer follow this tag; however they should be used as a guide to creating a page or post appropriate to your audience.

## **27) META TAGS:**

A comprehensive term that is comprised of meta titles, descriptions, and keywords. These three items together are what are referred to as meta tags. The tags are elements that provide information about a given web page, most often to help search engines categorize them correctly. *Note: These are inserted into the HTML and are not directly visible to a user visiting the site.*

## **28) OFFER:**

The content that is provided once a lead has filled out a landing page form. Common examples of offers include eBooks, whitepapers, webinars, and kits.



**29) PAGE RANK:**

A number from 0-10, assigned by Google, indicating how good the overall SEO is for a website or page. It is technically known as “Toolbar PageRank.” Note: PageRank relevancy is changing.

**30) PAGE TITLE (OR META TITLE):**

The page title is the phrase that shows in the blue bar at the top of your web browser when the page loads. The page title is also the bold text that shows up on a search results page when you rank in a search engine.

**31) PERMALINK:**

An address or URL of a particular post within a blog.

**32) PERMISSION-BASED MARKETING:**

This type of marketing asks for permission from its audience and seeks to be educational. Permission can come in the form of opting-in to receive a newsletter, subscribing to a blog, or following a company on social media.

**33) PODCAST:**

A podcast, or non-streamed webcast, is a series of digital media files, either audio or video, that are released episodically and often downloaded through an RSS feed.

**34) POST:**

This is synonymous with “article.” Basically, a post is an article within a blog. It can be on any topic, and it’s the collection of posts that form the basis of a blog.

**35) QUALIFIED LEAD:**

A qualified lead is a contact that opted-in to receive communication from your company, became educated about your product or service, and is interested in learning more.

**36) SEARCH ENGINE OPTIMIZATION (SEO):**

Search Engine Optimization is the process of improving the volume or quality of traffic to a website from search engines via unpaid or organic search traffic.

### 37) SOCIAL MEDIA SHARING:

Your content should not exist in a vacuum. Give people the opportunity to share your content for you. A lot of platforms, such as HubSpot, have this built in. There are also tools like [sharethis.com](http://sharethis.com) or [addthis.com](http://addthis.com) that make content sharing easy.

### 38) SUBSCRIBE:

Your blog should have multiple means through which users can subscribe to your content. These should include email and RSS.

### 39) TAG OR TAGLINE:

A tag is a bit like a category in that it is another way of classifying blog posts. It is a word or set of words that help define what the post is about. Tip: Think of it like a filing system and these are your folder labels.

### 40) TARGETING:

This is when you send emails to a select audience or group of individuals likely to be interested in the message. Targeting is very important for an email marketer because a relevant and targeted email campaign will yield a higher response rate and result in fewer unsubscribes.



Special thanks to HubSpot for providing the inspiration behind this glossary of important inbound marketing terms!



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**FREE 30-minute**  
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