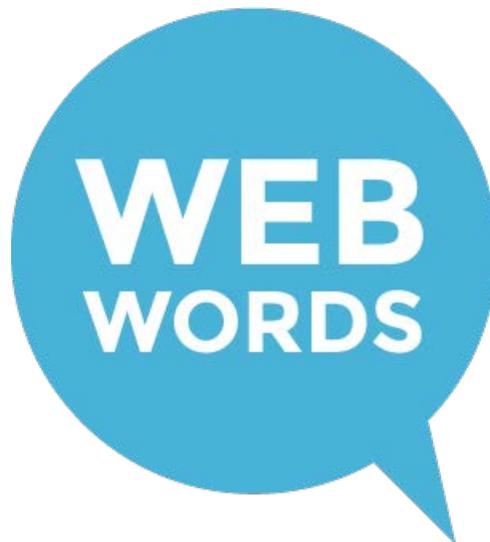


WEB WORDS

An Insider's Guide to Web Design
and Online Marketing Terms



WEBSITEMUSCLE



An Insider's Guide to Web Design & Online Marketing Terms

Ever get stuck in the middle of a techy conversation and feel completely inept?

Nevermore!

With this handy dandy glossary of terms, you'll be empowered to not only engage in techy conversations, but - gasp! - *initiate* them! So put on your thinking cap and prepare to impress fellow partygoers at the next cocktail party with your advanced knowledge of highly technical website design and online marketing terms.

Why this glossary? Easy: 1) we want you to sound really smart, and 2) knowing the lingo will come in handy when it comes to getting involved in your own website and online marketing needs.

Disclaimer: This glossary is not exhaustive. These are some common terms that are a little more advanced than the most basic terms like *computer* and *internet*, but not *too* in-depth or technical that we lose you in the first 30 seconds.

That said, get ready to *browse* the terms and *host* a party to show off your stuff! You'll be sure to *generate* lots of *responses*! No? Nothing?? Okay, fine - no more bad puns. Let's get down to it!

Glossary of Website Design & Online Marketing Terms

Above the Fold: the portion of a website that can be seen on a computer screen without having to scroll down. What lies beneath that is considered “below the fold”.

Algorithm: a procedure or formula for solving a problem. Google’s search algorithm contains hundreds of signals that determine what a user is looking for in order to return the most appropriate search results.

Alt Tag: a text alternative to an image on your website. Google cannot really see images, so alt tags enable it to read what the image is about when it crawls and indexes a website.

Analytics: data about a website. Google Analytics has several metrics to see how many people are visiting a website, how long they are staying there, what pages and blog posts are most popular, subscriptions to newsletters, social sharing, and more. Analytics are very useful to track the successes and failures of an online marketing campaign.

Backlink: a hyperlink from one website to another. In online marketing, backlinks are an important part of off-site SEO. Also called *Inbound Links*.

Blog: a shortened version of the term ‘web log’. A regularly updated website or web page, usually written in an informal style. In online marketing, blogs are useful for driving more traffic to a site and increasing brand awareness.

Bounce Rate: the percentage of visitors to a website who navigate away from the site after viewing only one page.

Brand Awareness: how familiar consumers are with a company’s brand, and whether consumers correctly attribute a product or service to a particular business.

Branding: the marketing practice of creating a name, symbol, or design that identifies and differentiates a business or product from other businesses or products.

Browser: a program used to navigate the internet. Popular browsers include Google Chrome, Safari, Mozilla Firefox, and Internet Explorer.

Bruin: mascot of Website Muscle founder Sam Nelson’s alma mater, UCLA. Go Bruins!

Call To Action (CTA): in online marketing, an instruction or invitation to a website visitor designed to provoke an immediate response. CTAs include downloadable materials, contact forms, and requesting consultations or demos.

Cascading Style Sheets (CSS): used to style and define how HTML elements are displayed. Allows web developers to separate design from content and define the look and feel of their websites.

Closed-Loop Marketing: marketing that relies on data and insights from closed-loop reporting, in which sales teams report to marketing teams about the leads they received, which helps marketing understand their best and worst lead sources.

Code: in website design, instructions created by a programmer or web developer, read by search engines and converted to make a website look and function in certain specified ways. Code typically refers to HTML, CSS, PHP and/or Javascript. Also known as *Source Code*.

Content Management System (CMS): a web application designed to make it easy for users to edit, add to, and manage a website. Popular CMS platforms include WordPress, Joomla, Drupal, and ModX.

Content Marketing: the use of keyword-rich, relevant, and valuable content published in various channels such as blogs, landing pages, and social media, in order to increase rankings and drive more traffic to a website.

Conversion: in online marketing, the process of turning website visitors into customers.

Conversion Rate Optimization (CRO): the process of increasing the amount of leads and conversions on a website without increasing the number of visitors to the website.

Cookie: a piece of data sent from a website and stored in the user's web browser.

Cost per Acquisition (CPA): a measure of the costs associated with acquiring a new customer.

Crawling: a technique where search engine software (such as Google's Googlebots) browse web pages and follow links in order to properly index the pages. Also called "web crawling". See also *Indexing*.

CSS: see *Cascading Style Sheets*

Customer Lifetime Value (CLV): see *Lifetime Value*

Customer Relationship Management (CRM): the process of managing a company's interactions with current and future customers throughout the customer life cycle, usually using software that tracks every customer interaction.

Domain Authority (DA): the measure of the power of a domain name, based on three main factors: age, popularity, and size. Also a search engine ranking factor.

Domain Extension: see *Top-Level Domain*

Domain Name: the web address "nickname" for users to access a website; e.g., websitemuscle.com, wikipedia.org, ssa.gov, ucla.edu (see *Bruin*). The domain name is part of a URL (see *URL*).

Domain Name Servers (DNS): keeps a directory of domain names and translates them to IP addresses. See *Internet Protocol Address*. Every domain name has DNS records and wherever they are pointed, control of the IP address, MX records, etc, is given.

Download: transferring information from a website or server onto a computer.

Element: an individual component of an HTML document or web page.

Email Marketing: using email to send announcements, ads, business requests, etc., for the purpose of building trust, loyalty, and brand awareness.

Favicon: an icon associated with a URL and displayed to the left of the browser's address bar. Also called "page icon".

Graphics Interchange Format (GIF): a format for image files that supports either static or animated images.

Hit: a request made to a web server for a file, such as a web page, image, JavaScript, or CSS. The number of hits on a web page is not necessarily the same as the number of page visits.

Hosting: a service that provides storage space on a server for your website (files, images, documents, etc) to live. This is always a monthly subscription service.

Hyperlink: a clickable link or highlighted text that takes you from one webpage or website to another webpage or website when clicked. Also called "link".

Hypertext Markup Language (HTML): a computer language (see *Code*) used to build websites.

Hypertext Preprocessor (PHP): a general-purpose, server-side scripting language especially suited for website development and programming. PHP can be embedded into HTML.

≈: see *Backlink*

Indexing: the complex process of categorizing and ranking websites in search engines after the sites have been crawled by web crawlers like Googlebots. See also *Crawling*.

Internet Marketing: see *Online Marketing*

Internet Protocol (IP) Address: the technical web address for a website, kept invisible to users; unlike the Domain Name, which is the viewable “nickname” for users.

Internet Service Provider (ISP): a company that provides internet access.

JavaScript: a computer programming language built into all major web browsers and used to make web pages interactive and dynamic. JavaScript can sometimes be interchangeable with PHP, but unlike PHP, JavaScript is client-side (see *Hypertext Preprocessor*). It can be embedded into HTML or placed in separate (.JS extension) files.

Joint Photographic Experts Group (JPEG): a format for compressing image files; seen as .jpeg or .jpg.

Keyword: a word or phrase used to gather information on a topic online via search engines such as Google, Yahoo, or Bing (see *Search Engines*). Defining target keywords is an important part of any online marketing strategy.

Landing Page: any web page that a visitor can arrive at or “land” on. In online marketing, landing pages are often standalone web pages with a focused objective. Landing pages can be grouped into two categories: Click-Through or Lead Generation/Lead Capture.

Lead Generation: in online marketing, the process of stimulating and capturing interest in a product or service for the purpose of developing a sales pipeline, email newsletter list, etc. Also called “Lead Gen” or “Lead Capture”.

Lifetime Value (LTV): a prediction of the net profit a business will derive from their present and future relationship with a customer.

Link: see *Hyperlink*

Link Building: the process of acquiring hyperlinks from other websites that direct visitors to your own website. Link building is an important part of the off-site SEO process (see *Off-Site SEO*).

Local SEO: the process of optimizing a website for local results in search engines. This can be accomplished through registration in local online directories, social media, and customer review sites, to name a few.

Marketing Qualified Lead (MQL): a prospect that is more likely to become a customer than other leads based on their activity before converting, often informed by closed-loop analytics.

Meta Description: also known as the Snippet, the meta description is an HTML element that describes a web page on SERPs (see *Search Engine Page Results*). The meta description is not a Google ranking factor but is useful for the user experience.

Mobile-Friendly: also known as *Responsive*, a website that is built to load quickly and display properly on mobile devices like smartphones and tablets. Mobile-friendliness is a Google ranking signal (see *Ranking*).

Off-Site SEO: the process of improving search engine rankings by accumulating inbound links from other websites directed to your website.

Online Marketing: a set of powerful tools and techniques used to increase visibility and traffic to a website, and for promoting products and services through the internet. Also called *Internet Marketing*.

On-Site SEO: the process of improving search engine rankings by making sure website pages, titles, tags, and overall structure are optimized for target keywords.

Organic: in online marketing, organic search results are listings on SERPs (see *Search Engine Results Pages*) that appear because of their relevance to the search terms entered, as opposed to paid advertisements.

Pay-Per-Click (PPC): paid advertisements online. In exchange for visible ads for specified search terms, the advertising company pays the host website (e.g., Google) every time a user clicks on the ad.

Permalink: a permanent, static hyperlink to a web page or blog post.

PHP: see *Hypertext Preprocessor*

Platform: the system in which a website is programmed and built. Common website platforms include WordPress, Squarespace, Tumblr, Joomla, and Drupal.

Plugin: a piece of software that adds functionality to a web browser or website.

Portable Network Graphic (PNG): a file format for image compression; seen as .png.

Ranking: the position on search engine results pages (SERPs) where a search result appears. One objective of online marketing is to improve rankings for targeted keyword searches so that users will click through to the website being promoted.

Responsive: see *Mobile-Friendly*

Rich Site Summary (RSS): a format for delivering regularly updated content, such as news and blog posts. Also called “Really Simple Syndication”.

Robots Exclusion Protocol (REP): a standard used by websites to provide instructions to web crawlers and other web robots. Also called the “Robots Exclusion Standard” or “robots.txt protocol”. Robots can ignore the instructions.

Search Engine: a place where users can navigate the internet by typing in keywords and phrases to find websites. Popular search engines include Google, Bing, and Yahoo.

Search Engine Optimization (SEO): strategies and techniques employed to improve a website’s search engine rankings and drive more traffic to the website.

Search Engine Page Result (SERP): the list of results returned by a search engine when a user submits a keyword query.

Second Level Domain (SLD): the part of a domain name that appears directly in front of the last dot in the domain name. For example, in www.websitemuscle.com the SLD is *websitemuscle*. See also *Top Level Domain*.

Social Media: websites and online applications that allow users to create and share content and/or participate in social networking. Common social media platforms include Twitter, Facebook, LinkedIn, Instagram, Google+, Snapchat, Tumblr, Pinterest, and YouTube.

Source Code: see *Code*

Spam: irrelevant or inappropriate internet messages sent to a large number of recipients; also inappropriate techniques used to ‘trick’ Google into ranking a website.

Stock Image: a photograph licensed for different uses; often used on web pages to enhance the user experience. Also called stock photography.

Subdomain: a smaller part of a larger domain, occurring before the first dot in the domain name, commonly used to divide web content into different sections. For example, in blog.hubspot.com, the subdomain is *blog*. Subdomains can be created under any registered domain name.

Target Market: in online marketing, the primary audience (group of consumers) a business wishes to attract and sell a product or service to.

Title Tag: used on SERPs (search engine results pages) to concisely explain what a web page is about.

Top Level Domain (TLD): the last part of a domain name; e.g., *.com* or *.net* or *.org*. Also called “Domain Extension”.

Uniform Resource Locator (URL): the larger internet address that includes the domain name and provides the specific page address, folder name, machine name, and protocol language; e.g., <http://www.websitemuscle.com/blog/>.

Upload: transferring data from one computer to another, or from a computer to a server.

User Experience (UX): the overall experience a person has while using a website or computer application, particularly with regard to how easy and pleasing it is to use.

User Interface (UI): everything designed into a website or other computer system that a user can interact with.

Widget: in WordPress, a small block that performs a specific function; can be added to the header, footer, and sidebar of a web page.

WordPress: a CMS platform for websites. Website Muscle builds all its websites in the WordPress platform. See also *Content Management Systems*.

Any others not listed here? [Submit them and we'll get back to you with an answer!](#)



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