



SPHERICAL STRATEGIES
DIGITAL & ANALYTICS CONSULTING

Your Digital Marketing Glossary



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Account-Based Marketing (aka, Key Account Marketing): a strategic approach to business marketing based on account awareness in which an organization considers and communicates with individual prospect or customer accounts as markets of one.

Ad Extensions: additional pieces of information about your business, like a phone number or a link to a specific page on your website, you can add to your ads. Ad extensions are free to add to your ads, with the usual charges for any clicks you get. Including ad extensions can improve the visibility of your ads, which can lead to more clicks and improve your ROI.

Ad Network: a company that connects advertisers to websites that want to host advertisements. The key function of an ad network is an aggregation of ad supply from publishers and matching it with advertiser's demand.

Aggregation: the process of collecting social media content from multiple platforms—like Twitter, Instagram and Facebook—into one unified presentation to drive engagement and potential sales.

Analytics: the translation of customer behavior into actionable business data. Today's marketers can use digital analytics tools to look at the many online channels their buyers might interact with and find new revenue opportunities from existing campaigns.

Anchor Text: is the visible, clickable text in an HTML hyperlink. The term "anchor" was used in older versions of the HTML specification for what is now referred to as the "a element".



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Algorithm Update: a change made to a Google algorithm, which typically affects website rankings. Google makes hundreds of algorithm adjustments each year, as well as several major updates.

Artificial intelligence (AI): refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The term may also be applied to any machine that exhibits traits associated with a human mind such as learning and problem solving



Bot: a software application that runs automated tasks (Scripts) over the Internet. Bots perform tasks that are simple and repetitive, faster than a person could.

Bounce: a website visit in which the visitor looked at only the page he or she landed on, did not interact with, and then left the site.

Bounce Rate (aka, Abandonment Rate): an Internet marketing term used in web traffic analysis. It represents the percentage of visitors who enter the site and then leave, instead of continuing to view other pages within the same site.

Brand Awareness: the extent to which customers are able to recall or recognize a brand under different conditions.

Brand Compliance: the method businesses use when creating messaging, to make sure that the message doesn't negate or stray from the business's core brand standards, values, and visual identity.



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Branding: the creation of a name, logo, slogan and/or design scheme associated with a company, product or service; branding aims to set up a significant and differentiated presence in the market that attracts and retains loyal customers.

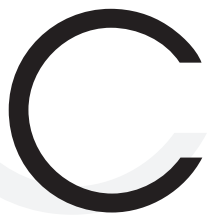
Buyer Persona: a fictional character created to represent a user type that might use a site, brand, or product in a similar way. Marketers may use personas together with market segmentation, where the qualitative personas are constructed to be representative of specific segments.

Buyer Journey (aka, Customer Journey, Marketing Funnel, Conversion Path): the sequence of events before a customer buys something, including prospect awareness, lead conversion, customer sales and customer delight.



Call to Action: any device designed to prompt an immediate response or encourage an immediate sale. A CTA most often refers to the use of words or phrases that can be incorporated into sales scripts, advertising messages or web pages that encourage consumers to take prompt action.

Campaign: a series of messages that share a strategy, theme and time frame while marketing a product or service; campaigns can run through search and display network advertising platforms (i.e., Google, Bing), social media, email, or other online platforms.



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Click-Through-Rate (CTR): the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.

Contact Form: a section on a website with fillable fields for visitors to contact the website owner, most commonly used to collect the name, phone number and email address of potential customers.

Content Amplification: the process of helping content reach a much wider audience; the practice encompasses many individual techniques, strategies and methods such as through paid advertising on social media or leveraging an email list.

Content Marketing: a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

Content Management System (CMS): a software application that can be used to manage the creation and modification of digital content. CMSs are typically used for enterprise content management and web content management. Managing capabilities include creating, editing, archiving, publishing, collaborating, reporting, and distributing website content, data and information.

Contextual Marketing: a form of targeted advertising for advertisements appearing on websites or other media, such as the content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the context of what a user is looking at.



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Conversion: the completion of a pre-defined goal, such as converting a prospect into a lead or a lead into a paying customer.

Conversion Marketing: marketing with the intention of increasing conversions.

Conversion Rate: the percentage of visitors to your website that complete a desired goal (a conversion) out of the total number of visitors. A high conversion rate is indicative of successful marketing and web design: It means people want what you're offering, and they're easily able to get it!

Conversion Rate Optimization (CRO): a system for increasing the percentage of visitors to a website that convert into customers, or more generally, take any desired action on a webpage. This branch of digital marketing aims to improve the conversion rate of web pages, thus, making the pages more profitable.

Cost Per Acquisition (CPA): a marketing metric that measures the total cost to acquire one paying customer on a campaign or channel level. CPA is a vital measurement of marketing success, generally distinguished from the Cost of Acquiring Customer (CAC) by its granular application. $\text{Total Campaign Cost} \div \text{Conversions} = \text{CPA}$.

Cost Per Click (CPC): the amount of money spent for a click on an ad in a Pay-Per-Click (PPC) campaign. In the Ads platform, each keyword has an estimated click cost, but the prices change in real-time as advertisers bid against one another for each keyword.

Cost Per Thousand (CPM): the amount advertisers pay for 1,000 impressions of their ads. The "M" is for mille, the Latin word for 1,000.



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Customer Acquisition Cost (CAC): the cost associated with convincing a customer to buy a product/service. This cost is incurred by the organization to convince a potential customer. This is an important business metric.

Customer Relationship Management Software (CRM): a category of software that covers a broad set of applications designed to help businesses manage a wide variety of marketing and business processes. Marketing functions include prospect acquisition, sales lead tracking, customer data, customer interactions, automated sales and more. Business functions include contacts, employees, clients, contract wins and more. The software is applied in an approach to managing a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.



Dashboard: a web page that pulls data from various sources about the performance of a website or digital marketing campaign and displays aggregate data on a single tool.

Demand Generation: the focus of targeted marketing programs to drive awareness and interest in a company's products or services.

Digital Marketing or Advertising: a catchall term for online work that includes specialized marketing practices, like SEO, PPC, CRO, web design, blogging, content and any other form of advertising on an internet-connected device with a screen.



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Email Automation: the ability to send time or action triggered emails to subscribers with relevant information. Automation is useful for a variety of different marketing purposes.

Email Marketing: the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.

Earned Media: marketing by third-party entities that isn't paid for. It is an outcome of a brand's public relations and branding, and customer experience efforts.



Facebook Advertising: paid messages from businesses that are written in their voice and help reach the people who matter most to them. Advertisers create campaigns that have specific goals, which are called advertising objectives. Ads are then created within those campaigns to help them reach those objectives. A range of ad types can be created on Facebook to reach various goals set by companies; audiences are based on the vast demographic information that Facebook has about users.

Facebook Ads Manager: a tool for creating Facebook ads, managing when and where they'll run, and tracking how well campaigns are performing.

Form Fill: when a visitor has filled out a contact form on a website.



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Geotargeting: a method of determining the location of a website visitor and delivering different content to that visitor based on their location.

Google Ads: a program used to place ads on Google search results pages, YouTube and Google ad network sites

Google Analytics: a platform that allows webmasters to collect statistics and data about website visitors, including where web traffic comes from and how visitors behave once on the site.

Google Search Console (formerly Webmaster Tools): a free tool Google offers to webmasters to monitor performance, such as traffic, website visibility on search pages and site performance.

Graphical Search Inventory: images and banner ads are tied to particular search terms on a search engine, which can be tracked and attributed properly using Google Analytics.

H

Hashtag: a keyword (often in a string) preceded by a hash sign (#), used on social media websites and applications to help categorize messages on a specific topic.

Heatmap: a graphical representation of how users interact with your site, including where users click on a page, how they scroll and where they hover.

Hyperlocal: when marketers use GPS data to geographically target customers at the extremely local level, especially to market on an individualized level.

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Impression: a term used in PPC advertising that represents how many people have seen an ad.

Impression Share: the number of impressions you've received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, bids, and Quality Scores.

Inbound Link (IBL): a hyperlink that links from a Web page, back to your own Web page or website. These links are important in determining the popularity (or importance) of your Web site. Some search engines, including Google, consider Web sites with more backlinks, more relevant in search results pages.

Inbound Marketing: a technique for drawing customers to products and services via content marketing, social media marketing, search engine optimization and branding. This technique is based on the four key phases of the "buyer's journey," so companies can more easily put themselves in front of prospects, leads and customers at the "moment of relevance."

JavaScript: an object-oriented computer programming language, often abbreviated as JS, commonly used to create interactive effects within web browsers.



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Key Performance Indicators (KPI): a type of performance measurement. KPIs rate the success of an organization or of a particular activity in which it engages.

Keyword Density: the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page. In the context of search engine optimization, keyword density can be used to determine whether a web page is relevant to a specified keyword or keyword phrase.

Keyword Proximity: refers to the distance between the search term's individual keywords. For example, a website contains the keywords that make up the search term "adjustment Miami chiropractor" in the heading "Your professional chiropractor in Miami; your source for a comprehensive back adjustment". The search term proximity between "chiropractor" and "Miami" is one word. The proximity between "Miami" and "adjustment" is six words. The smaller the distance between a search term's individual keywords, the more relevant it will be from a search engine's point of view.

Keyword Stemming: the practice adopted by search engines to group search results not only by exact keyword matches, but also by variations of keywords in semantic groups, such as singular-plural, related suffixes and synonym. ; also, in SEO practice, a process that involves taking a basic but popular keyword pertaining to a particular website and adding a prefix, suffix, or pluralization to make the keyword into a new word.



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Landing Page: sometimes known as a “lead capture page”, “static page”, or a “destination page”, is a single web page that appears in response to clicking on a search engine optimized search result, marketing promotion, marketing email, or an online advertisement.

Latent Semantic Indexing (LSI): a mathematical method used to determine the relationship between keyword phrases within a piece of content; search engines use this to form a better understanding of the text’s subject matter.

Lead: a potential customer in the sales funnel who has communicated with a business typically via an online form.

Lead Generation: the initiation of consumer interest or inquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list acquisition, or sales leads.

Linkbait (aka, Clickbait) : (on a website) content designed to attract attention and encourage those viewing it to create hyperlinks to the site, with the aim of improving the site’s position on the list of results returned by a search engine.

Link Farm: a website exclusively devoted to listing a large number of links without groupings, categories or structure and discredited by major search engines.

Lookalike Audience: an “algorithmically-assembled group of social network members who resemble, in some way, another group of members”.



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Long-Tail Keyword: a keyword phrase that aims to capture search traffic from a specific, often 3+ word search query. It is often used to target niche demographics, rather than mass audiences. The “longtail” refers to the search demand curve -- as keyword terms become more specific and detailed, search volume becomes less competitive, but searcher intent becomes higher.

Lost Impression Share (Budget): the percentage of impressions you lost out on due to an insufficient budget

Lost Impression Share (Rank): the percentage of impressions you lost out on due to low ad rank.



Machine Learning: algorithms that leverage specific data sets and rules programmed by humans, which improve automatically through experience. It is seen as a subset of artificial intelligence.

Marketing Automation: software platforms and technologies designed for marketing departments and organizations, enabling them to more effectively market on multiple channels online and automate repetitive tasks.

Meta Description: text that describes a web page in 160 characters and that appears in Google searches and other search engine results.

Meta Keywords: a specific meta tag that displays the keywords addresses in a page.

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Meta Tags: HTML snippets added to a web page's code that add contextual information for web crawlers and search engines to help decide what information from a web page to display in their results.

Mobile Marketing: a multi-channel online marketing technique focused on reaching a specific audience on their smartphones, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media, or mobile applications.

N

Nofollow: a value that can be assigned to the rel attribute of an HTML. It is an element to instruct some search engines that the hyperlink should not influence the ranking of the link's target in the search engine's index.

O

Omnichannel Marketing: a multi-channel sales approach that provides the customer with an integrated shopping experience. The customer can be shopping online from a desktop or mobile device, via phone, or in a brick and mortar store, and the experience will be seamless.

Optimization: the process of improving the marketing efforts of an organization in an effort to maximize the desired business outcomes. Performed on each individual marketing tactic employed, as well as optimizing the fit of those tactics into the marketing strategy as a whole.



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Organic: a source of traffic to a website that comes through clicking on a non-paid search engine result; grows as a site ranks better for keywords or ranks for more keywords in search engines.

Outbound Link (aka, External Link): links that are meant to take you elsewhere. These are links that are going to direct you to another specific webpage or website altogether. Most, if not all, websites have outbound links.

Owned Media: digital marketing channels that a company exercises complete control over, such as their branded website and social media.

P

PageRank: an algorithm used by Google Search to rank web pages in their search engine results. PageRank was named after Larry Page, one of the founders of Google. PageRank is a way of measuring the importance of website pages. It is believed to be influenced chiefly by the number and quality of inbound and outbound links associated with a given page.

Paid Media: external marketing efforts that involve paying for placement. Paid media includes PPC ads, display ads, paid content promotion, social media ads and paid influencers.

Pay-Per-Click (PPC): an online advertising model in which advertisers are charged for their ads once it is clicked. The PPC model is commonly associated with search engine and social media advertising like Google Ads and Facebook Ads.

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Personalized Content: is a strategy that relies on visitor data to deliver relevant content based on audience interests and motivation. It ranges from a highly targeted call to action, to a revolving landing page based on geographic or industry-specific segments.

Programmatic Advertising: automated buying and selling of online advertising. This automation makes transactions efficient and more effective by streamlining the process and consolidating your digital advertising efforts in one technology platform.

Q

Quality Score: Google Ads' rating of the relevance and quality of keywords used in PPC campaigns; largely determined by the relevance of ad copy, expected click-through rate, as well as the landing page quality and relevance.

Query: the term(s) entered into a search engine by a user.

R

Ranking(s): the position of a website's listing(s) in search engine results pages; the higher a rank for a specific keyword, the more generally visible a page is to those using the search engine.

Real-Time Engagement: the ability to interact in a way that is non-intrusive and delivers value for the recipient. It relies on using contextually relevant messaging to forge connections with users, reacting to their immediate intentions rather than attempting to predict them.



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Reciprocal Link: an agreement between two webmasters to provide a hyperlink within their own website to each other's site. Generally, this is done to give readers quick access to related sites, or to show a partnership between two sites.

Referral : a medium denoted in Google Analytics that represents a website visit that came from another website (as opposed to coming from a Google search, for example); when users click on a link to another, external web page, they are said to have been "referred" there.

Remarketing (aka, Retargeting): a form of online targeted advertising by which online advertising is targeted to consumers based on their previous Internet actions. Retargeting, tags online users by including a javascript tag (known as a pixel) within the target webpage or email, which sets a cookie in the user's browser.

Responsive Web Design: the practice of creating a website that allows all the content to show correctly regardless of screen size or device; the website "responds" to the size of the screen, shrinking and reorganizing on smaller screens, and expanding to fill appropriately on large ones.

Return On Ad Spend (ROAS): one of the easiest revenue-based metrics to measure. It is simply the total revenue generated for a specific marketing channel (like PPC) divided by the total spend on that channel.



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Sales Enablement: the process of providing the sales organization with the information, content, and tools that help sales people sell more effectively. The foundation of sales enablement is to give sales people what they need to successfully engage the buyer throughout the buying process.

Schema Markup (aka, Rich Snippets or Structured Data): the language of search engines, using a unique semantic vocabulary. It is code used to more clearly provide information to search engines in order to understand your content.

Search Network: a group of websites where ads can appear; Google's Search Network, for example, is a group of Google and non-Google websites that partner with Google to show text ads.

Search Engine Marketing (SEM): a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising and SEO, by adjusting and/or re-writing website content.

Search Engine Optimization (SEO): the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results and excludes direct traffic and the purchase of paid placement.

Search Engine Referral : a statistic that represents a visitor who arrives at a website after clicking through a search engine results listing.

Search Engine Results Page (SERP) : the page featuring a list of search results that is returned to the searcher after they submit a query.



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Second-Screen: the idea that customers aren't just behind one screen, but two, such as televisions and smartphones. A second screen is also known as a companion device.

Sessions: a metric in Google Analytics that measures one user interacting with a website during a given period of time, which Google defaults to 30 minutes; not dependent on how many pages are viewed, so if a person goes to a website and looks around at different pages for 20 minutes, it would count as one session.

Sitelink: hyperlinks to website sub-pages that appear under certain Google listings to help users navigate the site. The site owner cannot add any sitelinks; Google adds them through its own automated algorithms.

Smart content: also referred to as dynamic content, is website content that changes based on the interests or past behavior of the viewer. Smart content is designed to offer a more relevant and personalized experience to your website visitors -- one that static content can't provide.

Snackable Content: website content that is designed to be easy for readers to consume and to share. This includes short videos, lists, blurbs, etc., that can be viewed rapidly.

Social Impressions: the total number of times social media browsers have shown your content.

Social Media Listening (aka, Social Media Monitoring): the process of identifying and assessing what is being said about a company, person, product or brand on social media.



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Social Media Analytics: the process of gathering and analyzing data from social networks such as Facebook, Instagram, LinkedIn and Twitter. It is commonly used by marketers to track online conversations and provide actionable insights on which campaigns are working and which are not working.

SoLoMo: an acronym for Social+Local+Mobile marketing. It is an increasingly common term referring to a marketing approach that emphasizes getting in front of customers at all angles and relies on the idea that customers are social beings who like to be social in local environments where things are relevant to them.

Source: a term in Google Analytics that helps webmasters classify where traffic is coming from (i.e., "source" of the web traffic, such as a search engine or a domain).



Unique Visitors: a metric used in web analytics to show how many different unique people view a website over a period of time, tracked by their IP addresses.

User Experience (UX): the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product: branding, design, usability and function.

User-Generated Content (UGC): content created by a member of a given website's audience for use on that website, such as, wiki.

User Interface (UI): the area in which a user interacts with something through a digital device.



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Video Marketing: a marketing strategy that relies heavily on videos to attract audiences, convert leads, nurture prospects and sell to customers.

Visitors: a metric in Google Analytics that quantifies a website user over a particular period of time; broken down between “new visitors” who are browsing for the first time in the allotted time period, or “returning visitors” who already have browsed at least once in the given time frame.



Web Crawler (aka, Spider, Spiderbot, Crawler) : an Internet bot that systematically browses the World Wide Web, typically for the purpose of Web indexing.



Xtensible Markup Language (XML): similar to HTML (Hypertext Markup Language) in that, it is primarily used to categorize various data for computers and humans to use more effectively; allows for customizable tags for marking up information that is otherwise difficult for computers to understand.

XML Sitemap: an XML file for search engines containing a list of URLs on a particular domain; can be used to supplement regular indexing, where a bot or crawler goes out and visits each page of a site by itself.