



# Digital Marketing Glossary

## Your Handy Dandy Cheat Sheet

We've put together a list of the most commonly used terms in Digital Marketing and broke them down. It's a lot to remember, so feeling overwhelmed is normal—but you can always check back to refresh yourself!

### **A/B Testing**

Testing different versions of web pages or ads to see which one performs better. This is usually measured in return on investment, conversion rate and click through rate. This is a great place to test headlines and images to see what people are responding to.

### **Above The Fold**

Area of a webpage that is visible right away when you load a webpage.

### **Google Ads/Adwords**

Advertising service that allows you to put up ads across Google's online network. Formerly known as Google Adwords, now known as Google Ads.

### **Algorithm**

A formula used to rank websites in search results, or sort user's news feeds on Social Media.

### **Analytics**

Data gathered about your website visitors. For example, what pages they visited, how long they stayed, and how they ended up on your website in the first place.

### **Below The Fold**

Area of the webpage that cannot be seen until the user has scrolled down.

### **Call To Action (CTA)**

A section of a website whose purpose is to encourage the user to take a certain action. For example, clicking a link, filling out a contact form, or making a purchase.

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### Click Through Rate (CTR)

Percentage of users that saw an advertisement, compared to how many clicked it. If 100 people saw an ad and 20 clicked on it, then you have a 20% CTR.

### Conversion

When a user takes a desired action. It could be signing up for an email list, making a purchase, filling out a contact form, etc.

### Conversion Rate

Percentage of people that finish a conversion. If 10 people visit and 6 people buy a product, the conversion rate is 60%.

### Cost Per Click (CPC)

Advertising structure where you pay only every time someone clicks on your ad.

### Cost Per Mille (CPM)

Advertising structure where you pay for every 1,000 impressions or views.

### Domain Name

A unique address made up of letters, numbers, dashes and periods to identify a website (www.yourwebsite.com).

### Email List

A list of people's email addresses you have gathered. Useful for getting a message out to the masses.

### Ecommerce

Buying or selling products and/or services online.



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### **Funnel**

When you guide web users through a predefined funnel that usually has multiple calls to action. For example: visit website > buy product > upsell > join company newsletter is a 'funnel'.

### **Impression**

When a user views your advertisement or webpage.

### **Inbound Link**

A link pointing to your website.

### **Keyword**

An important word/search term that you want to optimize and rank your website for.

### **Landing Page**

The page you intend the user to first arrive on. Landing pages usually have a clear call to action, and are very specific.

### **Page Rank**

Google's measurement that determines how relevant a site or webpage is to the search terms.

### **Pay Per Action (PPA)**

An advertising model where you only pay for a completed action such as a confirmed sale, email subscription, or inbound sales enquiry.

### **Pay Per Click (PPC)**

An advertising model where you pay a set amount for every click your advertisement receives.

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### Popup

An ad, banner or webpage that is automatically triggered to "pop-up", or appear on top of the current web browser.

### Return On Investment (ROI)

The percentage of profit made above the initial investment.  
If you invest \$100 and earn \$140 you would have a 40% return on investment.

### Redirect

When you direct a user from one webpage to another.

### Site Speed

How fast a website loads – the faster, the better!

### Sitemap

A page that links to all other pages on the site allowing search engines like Google to easily find all of the pages on your website.

### Spinning

When a piece of content or an ad is tweaked with alternative words and sentences to cover more keywords.

### SSL Certificate

An SSL Certificate on your website makes sure that all data sent from the user's web-browser to the website's server is secure. Without an SSL, your site is not able to establish a secure, encrypted connection.

### Target Audience

A group of people that will be interested in your products/services.  
Our target audience would be small business owners.

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### Traffic

How many people are visiting your website.

### URL (Uniform Resource Locator)

The address of a web-page online. ie: <https://www.hookpromotions.com>

### Web Hosting

A service that allows users all over the world to access your website whenever.