

DIGITAL MARKETING

GLOSSARY

The Ultimate Digital Marketing & SEO
Glossary



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Glossary

A

A/B testing

A testing method used to compare two versions of a website page or advertisement. Typically an A/B test of a page tests the original page (version A) against the same page with one change (version B).

Acquisition

Also referred to as conversion; completion of an action - typically a sale.

Ad Copy

Text that motivates a potential customer to care about your product or services and engage with your ad.

Ad Creative

A single image, slideshow of multiple images, or a video used in an ad.

Ad Exchange

A technology platform that facilitates the buying and selling of media advertising inventory from multiple ad networks. Prices for the inventory are determined through bidding. The approach is technology driven as opposed to the historical approach of negotiating price on media inventory.

Ad Network

Services through which marketers buy ad inventory and publishers (website or mobile app owners) sell ad inventory. Networks operate and control all aspects of the marketplace they create.

AdWords Match Type Broad

A keyword match type found in AdWords that means you want your ad to be displayed for any searches that include any word in the keyword, in any order (e.g., "women's shoes" would match for "women's heels", but also "women's rights", "men's shoes", "women's snow shoes", etc.).

AdWords Match Type Exact

A keyword match type found in AdWords that means you want your ad to be displayed for any searches that match the terms exactly.

AdWords Match Type Modified Broad

A keyword match type found in AdWords where you add a plus sign in front of any word in the keyword phrases to indicate it must be included in the search. This match type is more restrictive than the broad match type.

AdWords Match Type Negative

A keyword match type found in AdWords that allows exclusions of search terms from your campaigns.

AdWords Match Type Phrase

A keyword match type that means your ads will show for any search that includes the words in your keyword in the exact order you've specified. The search can have words before or after the phrase (e.g., "cute women's shoes"), but nothing in between.

Algorithms

Complex mathematical formulas and processes. Algorithms, for example, decide what information to pull from a Search Engine Index.

Alt Tag

A piece of text that describes the picture or video that would be shown to the user in the event the picture or video file does not load.

Analytics

In digital marketing, analytics is the information resulting from systematic analysis of data gathered from marketing activity such as email marketing, landing page A/B testing, or Google AdWords purchases.

API

Application programming interface. A set of functions an outside party can run in order to build its own third party services on top of a company's service; a way computers talk to each other when they are owned by different companies. In digital marketing, developers build APIs to talk with ad systems to create and manage ads.

Anchor text

A piece of text that displays as a link.

Auction

The process of bidding against other advertisers (in the case of an ad auction) to reach the same people.

Autoplay video ads

Video ads that start playing without any user interaction.

Average lead score

The average quality score for leads; see lead quality score below.

Average order amount or average order value (AOV).

The amount of all orders divided by the total number of orders; used in digital marketing to help calculate the necessary reach, along with CTR and conversion rate.

Average time on page

In Google Analytics, the average amount of time users spent viewing a particular page or screen or set of pages or screens.

B

B2B

Business to Business. A way to describe a company's business model where that company's customers are businesses.

B2B2C

Business to Business to Consumer. Refers to businesses that sell to businesses but the product is used by consumers. For example, Slack is a B2B2C business.

B2C

Business to Consumer. A way to describe a company's business model where that company's customers are consumers.

Backlink / Inbound link

An incoming link from a webpage on the web to your webpage.

Banner Ads

Also known as "display ads." These advertising units are images that advertisers place on known publishers' websites in order to attract or re-attract their target audience.

Baseline

An established level of normalcy. In digital marketing, for example, the normal or regular number of unique visitors per day to a website.

Behavioral Targeting

Following behavior of consumers online (browsing, registrations, searching) to infer data (interests, attributes, lifestyle) from such behavior and target ads according to that inferred data.

Black Hat

SEO practices that are shady or dishonest and that try to mislead search engines.

Blogging

From the term "web log", in which a user actively updates a visible section of a website in order to inform or attract users and customers on a regular basis.

Bounce Rate

In Google Analytics, the percentage of single page visits (i.e., visits in which the person left your site from the entrance page without interacting with the page).

Brand

A business's brand is the sum total of all its users' and customers' opinion of that business.

Brand Advertising (brand ads)

Ads that are typically geared towards generating awareness and interest. These ads help make your brand or product known to the user or create a certain image of your brand.

Branded Keywords

Keywords that are focused on your brand, and either contain your company's name or some variation of it in the keyword.

BreadCrumb

A secondary navigation that displays the location of the visitor on a website.

Below the fold

BTF. Refers to where an ad is placed on a web page. Placement below the fold means the visitor has to scroll down to see the ad.

Business Lifecycle

The life stages of a business: start up, growth, mature, and declining.

Business model

An entity's business model defines how the business makes money from its product or service.

C

CTA

Call to action. An instruction meant to promote that viewer to take an action, usually a click. For example, a button on a web page or in an email that says "learn more" or "get started" would be considered a call to action.

CAN SPAM

2003 legal regulation. Requires email marketers to provide a physical address on every marketing email and provide a simple way for a user to opt out of receiving further marketing email.

Cart Abandonment

When a prospect puts something in their shopping cart, but doesn't complete the sale.

Channel(s)

Where you reach customers in digital marketing. Four main types include Brand, Direct, Search, and Social. In Google Analytics, channel or channel groups are the roll up of traffic sources that groups several marketing activities.

Chat Bots

Computer programs designed to simulate a conversation with a human using audio or text.

Churn

Measures how quickly your customers leave.

CTR

Click through rate. The percentage of the targeted audience that is exposed to the marketer's message that click on the link provided in the message and land on the marketer's web property. Calculated as (# of clicks/# of times ad is shown) x 100.

CTC

Click to conversion rate. This is the number of clicks that convert to your desired objective (e.g. a sale) divided by all the clicks you received.

ClickBait

Content in the form of headlines and/or images that are provocative and used to get people to click through to a web page.

COGS

Cost of goods sold. The costs a business incurs in order to produce a product or service.

Cohort

A group of users who share a common trait. For example, they all completed a certain action in a certain time period.

Cohort Testing

Also known as longitudinal testing. Helps you understand how different segments respond to different treatments over time.

Community Management

Active engagement with your audience by reviewing and responding to comments, reading private messages, and monitoring issues.

Consistency

The importance of continuing with a course of action, such as blogging, in a regular frequency in order to repeatedly expose the intended audience to your message.

Consumer

Also known as your “user.” The person or entity that is the end user of your product or service. Your consumers can also be your customers but your customers may not be your consumers.

Content

A broad term that encompasses your message, and often includes or is a variation of your value proposition.

Content marketing

When companies create and distribute content to achieve business goals. For example, blogs, case studies, videos, industry reports, and webinars.

Conversion

A completed activity, online or offline, that is important to the success of your business. For example, a completed sign-up for your email newsletter, a purchase, or a download.

Conversion Path

Each step a user takes that brings them closer to a website's objective.

Conversion Pixel

A piece of code placed on a website page where you would like to measure an action taken. For example, a conversion pixel on a thank you page a user sees after a purchase would tell you that someone made a purchase (or converted).

Copy

Text. A written material as opposed to images.

Cost Margin

The revenue generated by the sale of goods or services minus the sum of all direct costs associated with the production of those goods, then divided by the total revenue.

CPC

Cost per click. The amount spent on an advertisement divided by the number of clicks the advertisement received. CPC is calculated as $(\text{amt spent on ad} / \# \text{ of clicks})$.

CPL

Cost per lead. The amount spent on an advertisement divided by the number of leads (usually form completions) the advertisement generated. CPL is calculated as $(\text{amt spent on ad} / \# \text{ of new leads})$.

CPM

Cost per mille impression. Mille is Italian for one thousand. CPM is calculated as (cost per 1,000 impressions) = (amt spent on ad)/(impressions served) x 1,000.

CR

Conversion rate. The percentage of unique visitors to a website that are "converted" into customers, users, or leads. For example, CR is calculated as the number of "conversions" divided by the total number of ad clicks that can be connected to those conversions.

Crawlers or Spiders

Also referred to as search engine bots. These are how search engines like Google navigate the web and they crawl pages, moving from link to link.

Custom Audiences

A way to target in Facebook, Twitter, or Google AdWords based on previous visits to your site, email addresses, or similarity to an audience you've already reached.

Customer

The person or entity that pays you for your product or service.

CAC

Customer acquisition cost. Also known as CPA (cost per acquisition). The cost of acquiring one customer.

Calculated as (amount spent on ad)/(# of acquisitions).

Customer Journey

The steps or stages a potential customer navigates to find a business and become its customer. Typical stages are aware, interest, desire, action, and post-action.

Customer Lifetime Value

A metric that describes the total net profit a company makes from a customer during their entire relationship. Often calculated as (avg sales rev per cust) x (avg # of times cust buys per yr) x (avg retention time in mos or yrs for avg cust).

Customer Relationship Management (CRM)

Practices and technologies companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention, and driving additional sales.

Customer Segments

A group of customers based on their demographics, psychographics, lifestyle, geography, and behaviors.

D

Data Aggregators

Companies that supply advertisers and publishers with data about users that may assist in a sale.

Delivery

In digital marketing, the receipt of a message from the marketer by a group or individual in the target audience.

Demographics

Market segmentation according to age, race, religion, gender, family size, ethnicity, income, and education. Companies use demographics to target customers more accurately.

Digital Marketing

Marketing deployed in digital channels that is measurable.

Digital Marketing Funnel

A visualization of the steps targeted audiences take from exposure to a message to a conversion.

Direct Response Ads

Ads that are in the action stage of the customer journey; often used in ecommerce offers.

Display Advertising

Where a marketer pays to display their message in a dedicated space usually above, below or next to the content on a publisher's page. One of the most common types of display ads are banner ads.

Distribution

In marketing, the means by which your message is delivered to its end user or customer.

Domain

A domain name is a way to identify an internet address.

Domain Authority

A score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines.

DSP

Demand Side Platform. Ad buying technology that interfaces with exchanges for ad buyers.

E

Earned Content/Media

Content about your brand that is created by customers. For example, word of mouth, industry buzz, viral content, or reviews.

Email Attempted

of email messages sent.

Email Bounced

of attempted emails that were not delivered due to an invalid email address, mailbox limitation, etc.

Email Click-Through Rate

The percentage of total recipients who clicked any tracked link in an email.

Email clicked

of times the email registered a click.

Email Complained

of people who complained that your emails were spam.

Email Conversion Rate

of recipients who took action divided by the # of emails delivered.

Email Converted

of email subscribers who, after clicking on your email, converted in some way (e.g., purchase or signup).

Email Delivered

of email messages delivered (as opposed to sent).

Email Marketing

Content sent directly to users via email.

Email Open Rate

The % of list subscribers that open an email message you sent. It measures how well a specific email captures interest, and is calculated as $\# \text{ opens} / \# \text{ delivered}$.

Email Opened

of times an email was opened.

Email List Subscribers

The number of people who subscribed to receive your organization's email.

Email Total Open Rate

of total actions taken. For example, if you send an email to 10 people, 5 people open it 1 time, and a 6th person opens it 4 times, then the total open rate is $9/10$ or 90%.

Email Unique Open Rate

of subscribers who took action at least once. For example, if you send an email to 10 people, 5 people open it 1 time, and a 6th person opens it 4 times, then the unique open rate is $6/10$ or 60%.

Email Unsubscribed

of subscribers who unsubscribed from an email.

End action rate

Measures how effective your campaigns are at prompting your audience to complete a goal.

Engagement

In social and content marketing, the term for user interaction with a particular piece of shared content. For example, likes, shares, comments on Facebook, RTs, replies, favorites on Twitter, or link clicks on social media.

Entrances

In Google Analytics, the number of times visitors entered your site through a specific page or set of pages.

ESP

Email Service Provider

Exit %

In Google Analytics, the (Number of exits) divided by the (number of pageviews) for a page or set of pages.

It indicates how often users exit from that page or set of pages when they view the page(s).

External Website Links

Hyperlinks that point to any domain other than the domain the link exists on. Said another way, if another website links to your website this is considered an external link to your site and also applies if you link out to another website.

F

Facebook Ads

Facebook's platform that enables paying customers to reach a specific audience through advertisements placed in a user's timeline.

First Click Attribution

The marketing attribution under which the channel that the user first saw is the channel that gets the credit for the sale or conversion. The exact opposite of last click attribution.

Format

The manner in which content is arranged or presented. For example, a video or blog.

Framework

A way to organize how you will market your company, business, or client.

Frequency

In digital marketing, how often a task is performed; for example, the frequency of a blog post or twitter update or how often a purchase is made.

Frequency capping

This refers to limiting the number of times an advertisement can be shown to a visitor or audience.

G

GIF

A series of compressed images that are scrolled through in a loop.

Goal

A specific, measurable step you take in pursuit of an objective. Goal has a specific meaning in the context of Google Analytics.

Goal - Google Analytics

In Google Analytics, a configuration setting that allows you to track the valuable actions, or conversions that happen on your site or mobile app. Each time a user completes a goal, a conversion is logged in your analytics account.

Goal Completion Rate

Measurement of how effective your campaigns are at prompting your users/visitors to complete a goal.

Goal completions

In Google Analytics, the total number of conversions, or the total number of visitors who have completed all steps defined as part of this goal.

Goal conversion rate

In Google Analytics, the sum of all individual goal completion rates. It is the percent of sessions that resulted in a goal completion.

Goal Value

In Google Analytics, the value produced by goal conversions on your site. This value is calculated by multiplying the number of goal conversions with the value you assigned to each goal.

Google Ad Placement

Google's formula for determining when and where an ad will show up on the search engine results page.

The formula is calculated as $CPC \text{ Bid} \times \text{Quality Score}$.

Google AdWords

The program operated by Google that enables paying customers to reach a specific audience via advertisements placed on the Search Engine Results Page (SERP).

Google Keyword Planning Tool

A free tool provided by Google that helps users find and plan which keywords to target with their advertising campaigns.

Google Quality Score

The number Google gives your ad based on several factors, including the CTR, the landing page, historical performance, ad relevancy, and keyword relevancy.

H

Hero shot

A video or image that displays your product or service in its best light or in use.

HTML

Hypertext Markup Language. The underlying code that programmers use to create web pages.

Hummingbird

A major Google update that made the search engine more relevant and friendly to individual users.

Hyperlink

Links you click that take you from one page to the next online.

I

Impression

A single display of an ad on a web page.

In-article video

A video ad that plays between paragraphs of text content on a webpage.

In-feed video

A native video ad in a social feed (e.g., Twitter) that is often paired with a headline, description, and logo.

Inbound links

A hyperlink back to your site from another website and often used in SEO marketing. Sites with a variety of high quality inbound links rank higher on search engine results pages.

Incentive

Use of motivational devices such as competitions, games, premiums, or special pricing to promote the sale of a product or service.

Incremental Sales

The number of additional sales that resulted from your marketing campaign.

Influencer

A person who is well-connected and looked to for advice, direction, knowledge and opinions. Influencers can be academics, journalists, industry analysts, professional advisors, celebrities, and experts.

Influencer marketing

A form of marketing that targets and uses influencers to spread your message.

Infographic

A way to summarize data and insights visually through pictures and graphs.

IO

Insertion order. The order form advertisers fill out to purchase and run an ad on a publisher's website.

Instream Video Ads

Video ads that are played before (pre-roll ad), during (mid-roll ad) or after (post-roll ad) a video, and typically cannot be stopped from playing. In some cases the user can skip these ads after a few seconds.

Interaction Rate

When talking about display ads, the percentage of ad impressions that had at least one interaction or engagement. For example, interactions include playing a video or clicking a link in the ad.

IMU

Interactive media unit.

Also referred to as display banner ads or dynamic display ads.

Interactive Video Ads

Video ads that respond to user input. Input includes, but is not limited to, starting, pausing, or stopping the ad. Interaction is meant to increase engagement.

Internal Linking

Building links from one page to another within the same domain.

Interstitial

Also referred to as a transition ad, an intercommercial ad, or a splash page. Video that appears between two content pages.

ISP

Internet Service Provider. An organization that provides services for accessing and using the internet.

K

Keyword Performance

An analysis of keywords used in search engine optimization or search engine marketing campaigns as measured against goal completions, click through rate, and other metrics.

Knowledge Graph

A knowledge base Google uses from sources across the web to improve search results by understanding the searcher's intent and the contextual meaning of a search query.

Knowledge Panel

A box that sits at the top of Google's search results and allows users to access information regarding facts, people, and places in one spot.

KPI

Key performance indicator. A metric used to understand if your marketing effort is helping you reach your marketing objective.

L

Landing Page

A page on a website where a customer lands when they click on a link. The term can also refer to a page created for a specific marketing purpose.

Last Click Attribution

A marketing attribution method that is the default setting in Google Analytics. Under this method, the channel that the user saw right before visiting your site is the channel that gets the credit for the sale or conversion.

Lat-Long

Latitude - Longitude. The geographic location of a user expressed by latitude and longitude on a map.

Lead Quality Score

Measures the quality of marketing or sales leads based on predetermined criteria which range from demographics to user activity as evaluated against your current customer base.

Lead Source

Specific methods or sources you use to attract leads to your business.

Lead to Prospect Ratio

Measures how many prospects move down the sales funnel to become leads.

Calculated as # of leads/# of prospects.

Lifecycle Email

Similar to triggered emails, these emails are sent based on user activity or inactivity, but aren't necessarily sent right after a user takes an action. For example, when signing up for MailChimp, if MailChimp notices that you have not yet uploaded lists to your profile after five days, they will email you to prompt you to do so.

Linear Attribution

A marketing attribution method where credit for a sale or conversion is equally distributed among all channels the user encountered before the sale or conversion.

Link building

The process of garnering links from other websites to your own to improve your ranking on a search engine results page.

Listicles

Articles presented in the form of a numbered or bullet-pointed list.

Long Form Video

A video ad that is a longer piece of video content (more than 10 mins) and typically tells a full story. For example, movies or original series.

Loyalty Marketing

Marketing focused on growing and retaining customers.

M

Macro Conversions

Big, important steps that users take, often revenue generating.

Manual Links

Links by which you manually contact a website or blogger to ask them for a backlink to link to your website or page.

Marketing Objective

What you want your marketing efforts to accomplish for your business.

Max CPC Bid

This is the target max cpc bid you want to keep you CPC bid to in order to run a profitable campaign. It is usually defined as half the expected value for each new lead.

Media Mentions

How many times your brand or company is mentioned in media; used to track effectiveness of social media and public relations (PR) activities.

Medium

The general format of the content used in your marketing efforts. For example, email, banner ad, Tweet, cost per click campaign (referred to as CPC in Google Analytics), or organic search (referred to as organic in Google Analytics).

Meta Description Tag

A tag that provides a summary of the content of the page. It is another important way to tell search engines what your page is all about.

Meta Tag

Meta tags are pieces of text that get put inside the HTML code of the website. Meta tags are a way of labeling content and guiding the search engine without interfering with the user experience.

Metric

A measurable unit; often expressed as a number.

Micro Conversions

Smaller important steps that users take to contribute to a larger conversion, or are just good indicators of progress. For example, created an account.

Multivariate Testing

A type of testing that allows you to see how changing more than one aspect of your campaigns will affect success. For example, if you decide to change both the location of the call to action button and the color.

N

Native Advertising

Paid ads on platforms outside of own media that mimic the website on which they are located.

Native Video

Video ads integrated in the format of a website. These ads typically include a headline, a description and context for the ad.

Natural Links

Natural Links are the links to your website that you did not ask to receive.

Non-branded keywords

Keywords that do not contain the brand name, or a variation of it, but instead are used to describe what the company does or sells more broadly.

Number of Impressions

The number of times an ad is shown.

Number of Unique Impressions

The number of unique users to whom the ad was shown: only counts as one unique impression.

O

Objective

What you want to achieve with your marketing efforts.

Off site SEO

Also called off page SEO; describes the links and resources pointing back to your website or page that impact your SERP presence. The strength of your off site SEO is often measured by the number of links, the authority of the sources linking back to you, how often others link to you, and the keywords that are used to do so.

On site SEO

The changes you can make to the design and content of your site to improve your ranking in the SERP.

Online lead generation

Online marketing to drive traffic to a website where visitors are asked to indicate interest in a product service by filling out the form, subscribing to an email list, or another action that collects information about the visitor.

Optimization

The testing and tweaking of campaigns, ads, pages, etc. to improve results.

Organic traffic

People who find their way to your website on their own; not through paid efforts and is usually related to your SEO strategy.

Outbound link

Links on your page that link to outside pages.

Outstream video ads

These are video ads that take place outside of the in-line video experiences.

P

Page authority

A score (on a 100-point scale) developed by Moz that predicts how well a specific page will rank on search engines.

Page rank

Algorithm involved in determining the ranking of websites in the search results for a given keyword.

Page value

In Google Analytics, the average value of this page or set of pages. Page Value is ((Transaction Revenue + Total Goal Value) divided by unique pageviews for the page or set of pages)).

Page views

The number of times a web page or set of web pages are viewed during a given time period. In Google Analytics, the total number of pages viewed. Repeated views of a single page are counted.

Pages per visit

The average number of pages viewed by a single visitor during a given time period.

Pages/Session

In Google Analytics, the average number of pages viewed during a session. Repeated views of a single page are counted.

Paid content

Content pushed out by the marketer via any paid means such as Facebook ads, Google AdWords, Twitter Ads, or banner (display) ads.

Paid media

Marketing channels controlled by external parties that your company pays. Two common types are Display Advertising and Search Engine Marketing (SEM).

Promotional email

Emails sent to promote your product or service. They are typically scheduled to occur on a certain date, and rely on a good subject line and call to action to drive conversions.

R

Reach

The total number of different people exposed, at least once, to a campaign or marketing effort during a given period.

Real time bidding (RTB) exchanges

How advertisers or their partners bid on ad placements.

Retargeting

A targeted form of display advertising, driven by web browser cookies, that enables you to continually put a digital message (an ad) in front of a user who has previously visited your website.

Return on investment (ROI)

The analysis that tells you if the money you spent to acquire a customer results in value to the business; it's calculated in many ways but the simple calculation is $((\text{revenue} - \text{COGS}) - \text{marketing investment}) / (\text{marketing investment})$.

Returning visitors

A visitor with existing Google Analytics cookies from a previous visit.

S

SAAS

Software as a Service.

Sales accepted leads

Sales team has contacted or deems acceptable.

Sales cycle

The time required for a sales conversion to be completed after the prospect initially becomes aware of the marketer's brand or product.

Sales qualified leads

Leads who have filled out a form.

SEM

Search engine marketing.

SEO

Search Engine Optimization

Search Engine Optimization

The process of making changes to the design, content and link structure of a site to improve a website's ranking, and therefore visibility, in the search engine results unpaid, or organic search results.

SERP

Search Engine Results Page: the results page you see when you perform a search in a search engine like Google.

Sessions

Term used in Google Analytics that refers to the period time a user is actively engaged with your website, app, etc.; all usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

Social graph

A digital map of the social relationship between people.

Social media

Websites or applications that enable users to create and share content with others - usually via a social network; people brought together by some relationship or shared interest online.

Demographics

Content and communication via social networks like Facebook, Instagram, and LinkedIn.

Source

In Google Analytics, the origin of the traffic, such as the actual search engine (e.g. Google), the web domain, etc. used to reach a website.

Strategy

A set of actions that form a cohesive response to a challenge. Per Richard Rumelt in *Good Strategy, Bad Strategy*, the kernel of a strategy contains a diagnosis, a guiding policy, and a coherent action. Digital marketing frameworks are a way to organize a strategy.

T

Targeting

The people you want to reach; those you aim to have ultimately see your ad.

Time decay attribution

In this model, credit for a sale or conversion is given more to the channels nearer to the conversion.

Title tag

Tells search engines what the content on the page is all about and will be displayed on the search engine results page.

Total reach

The total exposure (measured in web users or "eyeballs") of an advertisement or piece of content.

Traffic

Usually refers to number of visitors to a landing page or website.

Transactional email

Automated email driven by a certain type of transaction on a web property; for example, an order or email subscription.

Triggered email

Emails sent based on some user action, such as signing up for email, making a purchase, submitting a comment, or completing some task.

Twitter Ads

The program operated by Twitter that enables paying customers to use hypertargeting via Twitter user's profile data to reach a certain specific audience via advertisements placed in a user's timeline.

U

UGC

User Generated Content: content such as blogs, pictures, videos, that consumers themselves create around a brand, product, or service.

UI

User interface.

Uniform Resource Locator (URL)

URL is short for Uniform Resource Locator and indicates an address that identifies a particular file on the web. The first part of the address is called a protocol identified and it indicates what protocol to use and the second part is called a resource name and it specifies the IP address or the domain name where the resource is located. The protocol identified and the resource name are separated by a colon and two forward slashes.

For example, <https://www.google.com>.

Unique pageviews

In Google Analytics, the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + Page Title combination.

Unique visitors

Visitor to your website within a certain timeframe. For example, if the same 3 people visit your website several times in a month, you would still only have 3 unique visitors; referred to as "users" in Google Analytics.

User

In Google Analytics, visitors that had at least one session on your site/app during the time period selected.

User Flow

The path you construct for users to follow to conversion. Each step of the flow should be designed with intention.

UX

Also referred to as Website UX; UX stands for user experience. Website UX is the process of designing websites so that they are easy to use and delightful to interact with.

UTM code

UTM codes help you tell one traffic source from another, and how Google Analytics shows this traffic. You use these codes to identify the traffic that comes to your site from your campaigns, and what the traffic does on your site. A UTM code is made by adding extra information to the end of a URL.

V

View through

A way to track ad exposure; requires browser cookies or other technology to track if a visitor was exposed to the ad during a defined period, even if that visitor never clicked an ad.

View Through Conversion (VTC)

A measure of the number of online conversions that happened within 30 days after a user saw, but did not click, a display ad. So, in this case we are talking about users who saw your ad, and then later show up on your website.

View through rate (VTR)

(# of times ad viewed/ # of times ad shown) X 100; The number of completed views of a skippable ad over the number of initial impressions; the percentage of people that saw your entire ad.

VPAID

Video Player Ad Interface Definition; displayed in a publisher's in-stream video player (like the YouTube Player), and typically includes video content. VPAID creatives can be linear or non-linear.

VPAID linear creatives

Video creatives that appear before, between or after the publisher's video, and fill the entire video player. They can be skippable or non-skippable ads.

VPAID non-linear creatives

Video creatives that overlay the video player without pausing the video, and do not fill the entire video player. When a user clicks a non-linear ad, the video can be paused, and the ad can expand.

W

White hat

SEO practices or tactics that are honest and the most sustainable way to market your business through search.

WIIFM

What's In It For Me.?

Winback

How you nudge back a customer who hasn't used your product or service in a while to your website or nudge back a prospect who didn't complete an action or sale on your website.