20. glossary

A/B Split Test	Testing two variables for statistically significant influence.
Above The Fold	The content that can be seen on a screen without having to scroll down. In email marketing, this refers to the portion of an email that can be viewed in the preview pane.
Accessibility	The general term used to describe the degree to which a system is usable by as many people as possible without modification. In one context it refers specifically to people with disabilities and their use of assistive devices such as screen-reading web browsers.
Action	A specified task performed by a user, which in affiliate marketing results in an affiliate being awarded commission. Actions include purchasing a product, signing up for a newsletter or filling in a form.
Active Server Pages	ASP - It's the same abbreviation as Application Service Provider but definitely not the same thing. Active Server Pages are Microsoft's server-side technology for dynamically-generated web pages. ASP of this variety is marketed as an add-on to IIS.
Active Verb	A word that conveys action or behaviour, and in a call to action, tells a prospect what to do.
Ad Space	The allotted space on web pages available for online advertising.
AdSense	Text and image advertisements by Google that appear on content web sites.
ADSL	Asymmetric Digital Subscriber Line. A lot faster than ISDN, ADSL is a high speed method of accessing the Internet.
Advertiser	See "*Merchant*".
Affiliate	Affiliates market a merchant's products and earn revenue for successful referrals to the merchant's web site. Also called a publisher.
Affiliate Forum	An online community of affiliate enthusiasts where members can read or post topics on any topics linked to affiliate marketing.
Affiliate Marketing	An agreement between two sites in which one site - the affiliate, agrees to feature content or an advertisement designed to drive traffic to another site. In return the affiliate site receives a percentage of sales generated by traffic it sends towards this site.
AJAX	Abbreviation of Asynchronous JavaScript and XML, AJAX is a web development technique for creating interactive web applications. AJAX increases usability and speed by ensuring the web page doesn't have to reload each time a change is made by the user.
Alexa Rank	A number indicating how popular a web site is compared to other sites, based on information returned by, among other sources, the Alexa Toolbar and Quirk SearchStatus. The number is the index of a given site in long ordered list of popularity, the most popular site at index 1, the second most at index 2 and so on.
Algorithm	An algorithm is a mathematical, computational or statistical method that is pre-determined to take a number of variables into account and output a single, quantifiable number that is a function of all of the variables. A good example of a commonly used algorithm is the one used by Google to determine which pages should rank more highly on the SERPs. Another example is the algorithm used by BrandsEye to take into accounted tagged and weighted criteria, to calculate a single Reputation Score.
Alt Tag	See "*Alt Text*".

Alt Text	This refers to the "alt" attribute for the IMG HTML tag. It is used in HTML to attribute a text field to an image on a web page, normally with a descriptive function, telling a user what an image is about and displaying the text in instance where the image is unable to load. Also called Alt Tag.
Anchor Text	The visible, clickable text in a link.
Animated GIF	A GIF (type of image file) which supports animations and allows a separate palette of 256 colours for each frame.
Analytical CRM	Software that assists a business in building customer relationships and analyses ways to improve them. See "CRM"
Apache	An open source web server, Apache HTTP Server is the most popular web server in use today.
ARG	Alternative Reality Game - a game that takes place in both the real world and in a fantasy world, and usually involves an online component.
Ask.com	This search engine formally known as Ask Jeeves was founded by Garrett Gruener and David Warthen. Ask Jeeves allowed users to ask questions in everyday language and became an extremely popular engine. As Google, MSN and Yahoo! began indexing pages faster, Ask Jeeves suffered. Though its user base is still significantly smaller than those of the big three, Ask.com remains a popular engine.
ASP	Abbreviation of Application Service Provider, essentially a business that provides computer-based services to customers over a network.
Astroturfing	Covert and manipulative use of word of mouth.
Autoresponder	A nifty program designed to send an automated response to incoming emails.
B2B	Stands for Business to Business. When businesses sell products/services to other businesses and not to consumers.
B2C	Stands for Business to Consumers. When businesses sell products/services to consumers.
Back Button	This button, which is located at the top of a web browser, allows you to go back to a page from which you navigated.
Backlink	All the links on other pages that will take the user to a specific web page. Each link to that specific page is known as an inbound/backlink. The number of backlinks influences PageRank so the more relevant backlinks the better.
Bandwidth	The amount of data a connection is capable of moving, generally measured in bits per second.
Banner	An online advertisement in the form of a graphic image that appears on a web page.
Banner Exchange	A symbiotic advertising initiative whereby businesses involved promote each other's services and web sites on an exchange rather than paid basis. Also known as link exchange.
Benefit	The positive outcome for a user that a feature provides.
Black Hat	A term coined by the SEO industry to define the unethical techniques some search engine optimisers use to get their sites ranking at number 1. These practises include keyword stuffing, hidden text and duplication of content. The immediate results may be astounding but the long-term results are detrimental as black hat SEO techniques are a no go with the search engines: employ these tactics at your own peril.

Blacklists Blacklists are lists of IP addresses belonging to organisations that have been identified as spammers. The ISPs use these lists to filter out spam and block messages from these IP addresses from reaching their final destination.

Blog A blog is a type of web site that allows users (bloggers) to post entries on different topics and can allow readers to comment on these posts.

Blog Comment A facility whereby users can remark or provide feedback on a particular post. Due to the fact that some individuals or companies have abused this system by automatically spamming blog comments with links to their web sites, many comment systems are now moderated or by invitation only.

Blogosphere The world of blogs, bloggers and blog posts.

Blogroll A collection of links to other blogs. It is usually found on the home page of most blogs.

Boilerplate Standard wording about an organisation that usually appears at the foot of a press release.

Bookmarking Saving the web address of a web page or web site so that it may be easily referred to. Bookmarks can be managed with a browser, or with an online tool.

Bookmarks The list of all web sites you have bookmarked are your bookmarks.

Bounce Rate Single page view visits divided by entry pages.

Bounces The number of emails that were unable to reach their final destination due to a hard or soft bounce.

Bounces (single page view visits) Visits that consist of one page, even if that page was viewed a number of times.

Brand Distinctive name or trademark that identifies a product or manufacturer.

Brand Awareness A measure of how quickly a brand is called to mind.

BrandsEye BrandsEye is online reputation management (ORM) software, developed by Quirk eMarketing, which allows for real-time monitoring of a brand on the Web. BrandsEye combines human subjectivity with sophisticated technology, allowing the quantifying and benchmarking of online reputation.

Breadcrumb Links Links, usually at the top of the page, that indicate where a page is in the hierarchy of the web site.

Browser An application used to access the Internet. Popular browsers include Firefox, Internet Explorer and Safari.

Buzz Online excitement and word of mouth is referred to as buzz.

C2B Consumer to Business. When consumers sell products/services to businesses.

C2C Consumer to Consumer. When a consumer sells products or services to other consumers.

Cache A cache is a temporary copy of a collection of data. If accessing the original data is proving to be time-consumin), then users can access the cache thereby not having to reload the original data.

Call To Action A CTA is a phrase written to motivate the reader to take action (sign up for our newsletter, book car hire today etc.).

CAN-SPAM The U.S. law that regulates commercial email. It stands for "Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003."

CAPTCHA CAPTCHA stands for "Completely Automated Turing Test To Tell Computers and Humans Apart" and it does pretty much what it says. It is a program that asks a user to complete a simple test to prove the user is human and not a computer. The most common test is by typing in the content of a distorted image of numbers and text that a computer is unable to read.

CGM See "Consumer generated media", also another word for social media.

Click Fraud The act of generating invalid clicks on an advert. Deliberate invalid clicks may be generated by competitors to waste the media budget of an advertiser or by site owners hosting the advert in order to increase profits from the clicks.

Click Path The clicks taken by a visitor to a web site in one visit.

Click Tracking Using scripts to track clicks into and out from a web site. Also can be used to shield a link from being picked up as a back link to another site.

Clicks and Mortar A business model by which a company integrates online and offline presences.

Click-through The number of times a link was clicked by a visitor.

Click-through Rate The total clicks on a link divided by the number of times that link was shown, expressed as a percentage.

Client-side Transactions that take place before information is sent to the server.

Cluetrain Manifesto A set of 95 theses organised as a call to action for businesses operating within a newly connected market place.

CMS Content Management System - A script or program for maintaining web sites, particularly the content.

Collaborative CRM Umbrella term for all the interactive options for serving customers. It is people-based customer support that includes: collaborative browsing, web-based text and voice chat, desktop sharing, application sharing, file transfer and phone support. See "CRM"

Commission The bounty paid by a merchant to an affiliate when the affiliate makes a successful referral.

Common Page Elements Items which appear on every page of a web site.

Consumer Generated Media Information that is published online by individuals. This refers to videos, photos, blogs, audio and more. It is also referred to as social media.

Contextual Advertising Advertising on content web sites rather than on search sites where adverts are placed based on the content of the web site.

Conversion A visitor completing a target action.

Conversion Funnel A defined path that visitors should take to reach the final objective.

Conversion Optimisation Two phase process which is made up of analysing the collaborative effect of your eMarketing efforts and optimising their effect in turning visitors into customers.

Conversion Rate The percentage of visitors to a web site that perform a desired action, such as making a purchase or filling out a form. For example, if 30 visitors out of 100 subscribe to a newsletter for example the conversion rate is expressed as 30%.

Cookie A small text file that is stored on an end-user's computer that allow web sites to identify the user, store unique variables, and allow the web site owner to construct a profile of that user.

Count	Raw figures captured for analysis, these are the most basic web analytics metric.
CPA	Cost Per Action. Refers to the cost of acquiring a new customer. The advertiser only pays when a desired action is achieved (sometimes called cost per acquisition).
CPC	Cost Per Click. Refers to when an advertiser only pays when their ad is clicked upon, giving them a visitor to their site - typically from a search engine in Pay Per Click search marketing.
CPL	Cost Per Lead. Commission structure where the affiliate earns a fixed fee for a lead sent to a merchant.
CPM	Cost per Mil (1000). Amount paid for every 1000 views of an advertisement.
CRM	Customer Relationship Management.
Cross Marketing	Marketing other products or services to an existing customer. Cross marketing enhances the ability for generating further sales. Also known as Cross Selling.
Cross Selling	See Cross Marketing.
Crowdsourcing	Harnessing the skills, talents and ideas of a broader community, usually through social media.
CSC	Common Short Codes. Users send messages to shortened numbers, usually to get something in return, like an entry to a competition for example.
CSS	Cascading Style Sheets. This is a language used to describe how an HTML document should be formatted. Cascading Style Sheets provide the ability to separate the layout and styles of a web page from the data or information.
Customer	A person who buys or uses goods or services. A person with whom a business must deal.
Customer Life Cycle	The progressive steps a customer goes through when purchasing, using or considering a product or service.
Cybersquatting	Cybersquatting occurs when a domain name that contains the name of a well-known brand/subject/trademark i.e. emarketing.com is purchased with no intent to be developed but rather to be sold off to the highest bidder.
Data Mining	The process of analysing large amounts of data for patterns. This process can be used to predict buying habits, credit card purchases and cross sale capabilities.
Database	In email marketing, the database is the list of prospects to whom emails are sent. It also contains additional information pertinent to the prospects.
Dead Link	A link to a page that no longer exists: spiders check these types of links and eventually eliminate them from search engine results. Also see Link Rot.
Deep Linking	Jakob Nielsen's term for a user arriving at a site deep within its structure or where search engines index a mirrored copy of content normally inaccessible by search engine spiders.
Dell Hell	The term used by Jeff Jarvis when his Dell computer malfunctioned, and he had a hard time getting appropriate customer service.
Directory	Directory web sites provide an ordered listing of registered web sites in different categories. They are similar to an e-version of Yellow Pages. Yahoo! and Excite are the best known examples of directories.
DNS	Domain Name System - DNS resolves a domain name into an IP address.
DOM	Document Object Model - a web standards approach to representing HTML and XML documents as objects.
Domain Name	The name of a server that distinguishes it from other systems on the World Wide Web: our domain name is quirk.biz.
DomainKeys	An email authentication system designed to verify the DNS domain of an email sender and the message integrity.
Dotcom	An enterprise that only conducts business online. These enterprises do not have physical stores; the products/services they offer are sold online.
Double Opt-in	The act of getting subscribers to confirm their initial subscription via a follow up email asking them to validate their address and hence opt-in again.
Download	Transferring files from one computer to another. When you are online you are downloading files from a web site server to your PC.
Dynamic Keyword Insertion	In paid search advertising, this allows keywords used in searches to be inserted into advert copy.
Dynamic Parameter	The elements of a URL that are dynamically generated.
Dynamic Site	Content such as text, image and form fields on a web page that change according to user interactivity.
eCRM	Electronic Customer Relationship Management
EDGE	A faster version of GSM wireless service. It enables data to be delivered at rates up to 384 Kbps on a broadband.
Electronic Payment	Payment and receipt of payment via the Internet.
Email	Also known as electronic mail, email is essentially mail that is electronically transferred from PC to PC. Email allows you to send messages to anyone, anywhere in the world instantly.
Email Newsletter	Like a traditional print newsletter but delivered to your inbox rather than to your post box.
eMarketing	The process of marketing a brand using the Internet.
Encryption	Mathematical algorithms are used to encrypt data in order to protect it from unauthorised use.
Entry Page	The first page of a visit.
EPC	Earnings Per Click taken from the total amount earned divided by the number of clicks.
Event	A recorded action that has a specific time assigned to it by the browser or the server. Also, a step a visitor takes in the conversion process.
Exit page	The last page of a visit.
Exponential Growth	If growth more than doubles with each iteration, it is exponential.
External Referrer	A URL that is outside of the web site.
FAQ	Frequently Asked Questions. It's always useful to have a section like this on your site to give users quick answers to questions they're likely to have.
Favicon	This small, nifty icon identifies a bookmarked site.
Feature	A prominent aspect of a product which is beneficial to users.
Feed	See RSS and RSS Reader.

Feed Reader — An RSS aggregator that lets you view all your RSS feeds in one place.

Flash — A technology used to show video and animation on a web site; can be bandwidth heavy and unfriendly to search engine spiders.

Flog — A fake blog is known as a flog.

Focus Group — A form of qualitative research where a group of people are asked questions in an interactive group setting. From a marketing perspective, it is important tool for acquiring feedback regarding new products and various topics.

Folksonomy — Categorisation or taxonomy based on social media tags.

Forward Button — This button allows you to go forward again once you have used the back button.

Frames — An HTML technique used to combine two or more HTML documents within a single web browser screen. Frames can often cause accessibility and usability issues and their use is largely discouraged by good designers.

Frequency — This is the interval, at which email efforts such as newsletters are repeated, (weekly/monthly etc.).

Frequency Cap — Frequency caps are present to limit the number of times we are exposed to the same online advert.

FTP — File Transfer Protocol is a standardised method of moving files across the Internet.

Geographical Targeting — Also Geotargeting. Used to allow you to see where your visitors come from and to give them specific information that is relevant to them.

GIF — Abbreviation of Graphics Interchange Format, a GIF is an 8-bit-per-pixel bitmap image format using a palette of up to 256 distinct colors. GIF's allow images to be reduced without degrading their quality.

Goal — The defined action that visitors should perform on a web site or the purpose of the web site.

Google — The world's best known search engine, Google offers access to billions of web pages in over 30 languages to searchers all over the world. Google began life as the research project of two graduate students, Sergey Brin and Larry Page.

Google AdSense — This program allows sites to display adverts from Google AdWords and earn revenue from the hits that generate traffic.

Google AdWords — Google's PPC program allows advertisers to display their adverts on relevant search results and across Google's content network via this program.

Googling — This is what you're doing when you enter a search query in Google.

GPRS — General Packet Radio Service. Delivers wireless packet data services to GSM customers.

GPS — Global Positioning System. Satellite-based positioning technology that allows a GPS receiver to calculate its position anywhere on earth with great accuracy.

Grey Hat — Grey Hat SEO is what occurs when white hats try and push the limits of what they can get away with. With the rapid evolution of search engines they don't tend to get away with it for very long. See Black Hat.

GSM — Global System for Mobile Communications. Most widely used of the three digital wireless telephone technologies. Uses a variation of time division multiple access.

GZIP Compression — Software that compresses a web site in order to speed up download times.

Handset — A portable or mobile phone.

Hard Bounce — The failed delivery of email communication due to an undeviating reason like a non-existent address.

Hardware — The body of your PC, hardware comprises all the physical components of a computer (monitors, keyboards, printers, drives etc).

Heading Tags — Heading tags (H1, H2, H3 etc) are standard HTML elements used to define headings and subheadings on a web page. The number indicates the importance, so H1 tags are viewed by the spiders as being more important that the H3 tags. Using targeting key phrases in your H tags is essential for effective SEO.

Heatmap — A data visualisation tool that shows levels of activity on a web page in different colours, with reds and yellows showing the most activity and blues and violets the least.

Hidden Text — A black hat technique where the keywords are invisible to the naked eye as they are the same colour as the page's background. Search engines are not fooled by this unethical technique and sites will be penalised for employing it.

Hit — A hit, though often mistaken for a measure of popularity, is a request from a user's browser to view a particular page or image.

Home Page — The first page of any web site. The home page gives users a glimpse into what your site is about – very much like the contents in a book or a magazine.

House List — An email database that a company generates itself without purchasing or renting names.

HTML — The abbreviation for HyperText Markup Language, read by web browsers. Certain HTML "tags" are used to structure the information and features within a web page. As an example, HTML emails usually contain graphics and can be interactive.

Hyperlink — A link in a document (electronic) that allows you, once you click on it, to follow the link to the relevant web page.

IIS — Internet Information Services, a web server from Microsoft.

IM — Instant Messaging is a technology that allows its users to communicate in real-time. Essentially your IM system alerts you when a contact on your list is online; you can then initiate a chat session.

Impression Fraud — The act of deliberately generating impressions of an advert without the intention of clicking on the advert. The result is a reduction in click through rate which can affect Quality Score in PPC advertising.

Impressions — The number of times a web page or ad is viewed.

Inbound Link — See "*Backlink*".

Index — The searchable catalogue of documents and pages created by a search engine. Web spiders index web sites with the search engines by scanning or crawling them.

Information Architecture — The layout and structure of a web site, which should be according to information hierarchy and categories.

Internal Referrer — A URL that is part of the same web site.

Internal Site Search — A search function specific to a web site.

Internet — A worldwide system of interconnected computer networks; the Internet connects millions of individuals from every corner of the globe.

Internet Explorer	IE – Microsoft's web browser.
Internet Press Release	An element of WebPR, an Internet press release is exactly the same as a traditional press release but is released online rather than in print and can be optimised to form part of an SEO strategy.
IP Address	The Internet Protocol (IP) address is a exclusive number which is used to represent every single computer in a network.
ISP	Internet Service Provider – this is the company that is providing you access to the Internet e.g. MWEB, AOL, Yahoo! etc).
Java	A programming language which allows multifaceted and graphical customer applications to be written and then accessed from a web browser.
JavaScript	A popular scripting language that is used on web sites to perform client side actions without requiring full page refreshes. Examples include web analytics for page tagging and page animation.
Junkmail	See Spam.
KEI Analysis	Keyword Effectiveness Indicator. It is designed to measure and quantify the quality and worth of search terms.
Key Performance Indicator (KPI)	A metric that indicates whether a web site is achieving its goals.
Key Phrase	Word or words being optimised for by a web site. Also used to refer to words that are used by users of search engines.
Keyword	A word or words used by a searcher on a search engine. In SEO, keywords are the words that a web site is optimised to rank for, and in PPC, keywords are bid on by advertisers. In online reputation management, a keyword is a term that is used when searching the Internet for mentions.
Keyword Density	This relates to the number of times a keyword/key phrases appear on a web page. This divided by the total number of words that appear on a page gives you a percentage. The higher the better - but not too high - you don't want to be penalised for keyword stuffing.
Keyword Frequency	The number of times a keyword or key phrase appears on a web site.
Keyword Phrase	Two or more words that are combined to form a search term/query - often referred to as keywords. It is usually better to optimise for a phrase rather than a single word as more searches will search for a phrase rather a than word as they want more specific and relevant content.
Keyword Rankings	This term refers to where the keywords/phrases targeted by SEO rank amongst the search engines - if your targeted terms do not appear on the first 3 pages, start worrying.
Keyword Research	The process of researching what searchers are searching for, copy optimisation revolves around the selection of the best keywords/key phrases. There are a multitude of keyword research tools out there, which will help you discover the best possible keywords for which to optimise web sites.
Keyword Stuffing	Repeating keywords/phrases over and over ad nauseum, this is done in the hopes of improving the page's ranking. Search engines penalise sites heavily for keyword stuffing.

Lame-Ass Syndrome (LAS)	This unfortunate yet common syndrome results in sites that will not function without the WWW in the URL; it is caused by System Administrators presenting signs of severe DNS laziness.
Landing Page	The page a user reaches when clicking on a paid or organic search engine listing. The pages that have the most success are those that match up as closely as possible with the users search query.
Landing page	The page intended to identify the beginning of the user experience resulting from a defined marketing effort.
Link	A link is a URL embedded on a web page, if you click on the link you will be taken to that page.
Link Bait	A technique for providing content that attracts links from other web pages.
Link Checker	These tools are used to check your site for broken hyperlinks. Very useful.
Link Exchange	When two sites agree to link to each other.
Link Popularity	A measure of the quantity and quality of other web pages that link to a web site.
Link Rot	When you click on a link and receive an error message or a notification that the web site has been moved. This highly frustrating phenomenon known as link rot is detrimental to SEO as spiders cannot keep up with the changes. This could be solved by a redirect link being inserted.
Linux	An open source operating system based on UNIX. Linux is used to run web servers and desktops.
Load Time	The length of time it takes for a page to open completely in the browser window.
Local Area Network	LAN. A network of workstations sharing a server within a relatively small geographic area, like in an office.
Log Analyser	Software that provides information about a site's visitors, activity statistics, accessed files, click-through paths and other analytical data based on the users behaviour.
Log Files	Text files created on the server each time a click takes place, capturing all activity on the web site.
Marketing Mix	The four elements businesses need to consider for the success of their marketing efforts: Product, Price, Place and Promotion. The focus that is placed on each one is entirely dependant on the goals of the marketing strategy.
Mashup	When content from two or more sources is combined.
Mass Customisation	Dynamically tailoring content for many individuals.
Mentions	In online reputation management, mentions refer to the instances when a selected brand, company or staff members are talked about online, usually by clients or consumers.
Merchant	This is the owner of the product that is being marketed or promoted. Also referred to as "Advertiser".
Meta Data	Information that can be entered about a web page and the elements on it that provide context and relevancy information to search engines; these used to be an important ranking factor.
Meta Description Tag	A short paragraph describing the page content. This summary is usually shown on the SERPs if it contains the search term searched for. The spiders use the meta tag description to determine the topic of the page and the use of targeted key phrases is important here.

Meta Keyword Tag	A list of the words and phrases that are important on a web page, the use of targeted key phrases is important here - but remember no keyword stuffing.
Meta Tags	Meta tags are there to tell the spiders what exactly the web pages are about. It's important that your Meta tags are optimised for the targeted key phrases. Meta tags are made up of meta titles, descriptions and keywords.
Meta-Search Engines	A search tool that will allow a user to conduct a search across two or more search engines and directories. Examples of meta-search engines include Clusty and Dogpile.
Mirror Sites	Duplicates of a site usually found on a different server. These sites are used to trick search engines and are usually considered a Black Hat tactic which the search engines will most often penalize by removing both the mirror and original sites from the index.
MMS	Multimedia Message Service. An extension on SMS, allows picture, sound or low quality videos to be sent on a wireless network.
Mobile Network	The facilities and technology that provide a public mobile telecommunications service possible.
Moblog	A blend of the words mobile and weblog. A moblog, consists of content posted to the Internet from a mobile or portable device, such as a cellular phone or PDA. Moblogs generally involve technology which allows publishing from a mobile device.
MSN	MSN Search was developed by Microsoft and comprised a search engine, index, and web crawler. On September 12 2006 MSN Search evolved into MSN Live Search which offers users the ability to search for specific types of information using search tabs that include web, news, images, music, desktop, local, and Microsoft Encarta.
Multivariate Test	A test used when testing many variables to determine statistically signicant influences on outcomes.
Natural Search	These are the listings generally found on the left hand side in search engines, and are not influenced by direct financial payments. Listings are results based on factors such as keyword relevancy within a web page: SEO is used to boost success. Also see Organic Search.
Navigation	How a web user moves through a web site, and the elements that assist the user.
Netiquette	Like etiquette but on the net, netiquette are the social rules that govern online interactions. An example of a net no-no would be IMing someone in caps (this means you're SHOUTING).
Netizen	A word derived from net and citizen. Unlike a newbie, a netizen is an experienced web user. Someone who has spent a significant (if not disproportionate) time on the Web.
Network	A group of two or more computer systems linked together in a LAN or a WAN.
New visitor	A unique visitor who visits the web site for the first time ever in the period of time being analysed.
Newbie	Aka n00b. Fresh blood – someone who is new to the wonderful online world and are often unaware of netiquette. You have to start somewhere, right?
Newsgroup	An online discussion group.

Nofollow Link	Nofollow is an attribute of a hyperlink, indicating that the link is not necessarily endorsed by the web site and ignored by search engine spiders.
Online Press Release	Press release distributed over the Internet. It is aimed at a broader segment of reader including social media, consumers and journalists.
Online Press Room	A part of a web site aimed at providing journalists with pertinent corporate information, such as PR contacts, images and press releases.
Online Reputation	The aggregation of sentiment from mentions of an entity online will give its online reputation.
Open Rate	This is also referred to as the read rate. This is the number of emails that are opened in an email marketing campaign as a proportion of the total emails sent.
Open Source	Unlike proprietary software, open source software makes the source code available so that other developers can build applications for the software, or even improve on the software.
OPML	A file containing a list of RSS URLs. Often used for sharing feeds amongst users.
Opt-in	Give permission for emails (or any other direct marketing) to be sent to you.
Opt-out	Also known as unsubscribe - the act of removing oneself from a list or lists so that specified information is no longer received via email.
Organic Search	These are the listings generally found on the left hand side in search engines, and are not influenced by direct financial payments. Listings are results based on factors such as keyword relevancy within a web page: SEO is used to boost success. Also see Natural Search.
Original Referrer	The URL that sent a new visitor to the web site.
ORM	Online reputation management - the understanding and influencing of the perception of an entity online. This entails ensuring that you know what is being said about you, and that you are leading the conversation.
Outbound Links	These links will, once clicked on, take users to another site.
Page	Unit of content (so downloads and Flash files can be defined as a page).
Page Exit Ratio	Number of exits from a page divided by total number of page views of that page.
Page Tags	JavaScript files embedded on a web page and executed by the browser.
Page Views	The number of times a page was successfully requested.
Page Views Per Visit	The number of page views in a reporting period divided by the number of visits in that same period.
PageRank	PageRank gives a ranking or score to every web page on the Internet based on the number and quality of the page's backlinks, this score is a number out of 10 with 1 being the lowest and 10 being the highest. Anything above 5 means your site is doing well!
Paid Search	Placing ads for products or services on search engines (listings appear at the top of the page and on the right hand side) and on content sites across the Internet. These ads are typically small snippets of text linked to merchandise pages. See PPC.
Pass on	To share content with another person.
Pass On Rate	The number of times a piece of information or content is forwarded to others.
Pay Per Click	PPC - buying sponsored adverts on search engine results pages and content pages, while only paying for those ads on a performance basis. See Paid Search.

Pay Per Lead   Similar to Pay Per Click, PPL is an advertising payment model in which payment is made on leads not just clicks.

PC   Personal Computer.

Permalink   A unique URL which points to the permanent location of a single blog post and its associated comments and TrackBacks.

Persona   A character used to define a group of users to a web site.

Phishing   A criminal activity where "Phishers" attempt to fraudulently acquire sensitive information, such as passwords and credit card details. Often this is done by masquerading as a party the victim is likely to trust (another person or reputable business) via some form of electronic communication like email, IM or even telephone.

Ping   Packet Internet Groper - a utiltity that verifies a link or a connection to the Internet.

Plug-in   An extension that adds on to the capabilities of a major software package.

Podcasting   Publishing audio programs via the Internet, allowing users to subscribe to a feed of new files. Podcasting enables independent producers to create self-published, syndicated "radio shows". Listeners may subscribe to feeds using "podcatching" software (a type of aggregator), which periodically checks for and downloads new content automatically.

Pop-up   Unrequested window that opens ontop of the currently viewed window.

PPC   Pay Per Click is advertising on search engines where the advertiser pays only for each click on their advert.

Profit   Money made from a product/service after expenses have been accounted for.

Press Release   Also called a news release, this is an electronic or paper document issued to the media with the intention of gaining news coverage. It follows established layout guidelines.

Publisher   See "*Affiliate*".

Purity Point   The 'cleanliness' of a mailing list based on previous mailings. A Purity Point of 0 is the best while 1 is the poorest. This decimal number is based on the number of bounces and their type, compared to the amount of emails sent.

Quality Score   Quality Score is the basis for measuring the quality of keywords and determining minimum PPC bids. This score is calculated by measuring a keyword's click-through rate, ad text relevancy, the keyword's historical performance and the quality of the landing page.

Ranking   In search, ranking is used to describe the relative position of a web page in the SERPs.

Ratio   An interpretation of data captured, a ratio can be between counts, ratios or a ratio and a count metric.

Reach   The number of unique users who have viewed an online advertisement.

Reciprocal Link   This is when a site agrees to link to another site providing that the other site links back to it in return.

Referrer   The referrer is the URL of the web page that a user was at before reaching yours. The server's logs capture referral URLs and store them in their log files. Furthermore, if a user used a search engine to find your web site, the key phrases they used to find your site will be embedded in the referring URL. Intelligent log analysers can then take this data to track how many visitors originate from each key phrase.

Referrer   The URL that originally generated the request for the current page.

Repeat Visitor   A unique visitor with two or more visits within the time period being analysed.

Reputation Score   This is the single, quantifiable number, generated by BrandsEye; Quirk's online reputation management software. It is derived from an algorithm that takes into account all the relevant mentions of a brand, and the significance that the user has attached to them. This significance is ascertained through the process of tagging each mention to rank across a number of weighted criteria that include sentiment and credibility among others. This score provides a benchmark against the brand's reputation as it fluctuates over time, and also allows comparison between a brand and its competitors.

Return Visitor   A unique visitor who is not a new visitor.

Revenue   Yield of income from a particular source.

Revenue Share   Commission structure where the affiliate earns a percentage of a sale.

ROAS   This stands for Return on Advertising Spend and indicates the amount of revenue garnered from each referrer. It is calculated by dividing the total amount of revenue garnered by the total amount of revenue spent on the advertising campaign.

Robot.txt   A file written and stored in the root directory of a web site that restricts the search engine spiders from indexing certain pages of the web site.

Robots Exclusion Protocol   A protocol used to indicate to search engine robots which pages should not be indexed.

ROI   Short for Return On Investment which is the ratio of cost to profit.

RSS   Really Simple Syndication. RSS allows you to receive/ syndicate this information without requiring you to constantly open new pages in your browser.

RSS Reader   This is how you read you RSS Feeds. These desktop news readers or aggregators display new content from the RSS feeds that you have signed up to. Also known as RSS Aggregator.

Salesforce Automation   A type of program that automates the business task of sales associated with effective implementation, productivity and forecasts.

Scripting Language   A high level language used to control what the user sees on a site or to manipulate the data stored on a server.

Search   Searching is the process of finding information on the Internet using search engines.

Search Engine   A tool for searching the Internet. Users of search engines enter keywords relevant to their search, and the search engine returns results from its databases.

Search Engine Copywriting   The practice of writing content specifically designed for chosen key phrases. This enhances spiderability and results in higher rankings on search engines.

Search Engine Listing   The listing of pages in the results pages (SERPs) of a search engine in response to a search query.

Search Engine Optimisation   See "*SEO*".

Search Engine Submission   Supplying a URL to the search engines to make them aware that the web site and its pages actually exist and alerting them of updated content in the hopes of faster and more regular indexing.

Search Query   Same as Search Term.

Search Referrer   The URL has been generated by a search function.

Search Term
Search terms are the words entered by the searcher. search engines will then look for these words in their index and return matching results. Also known as Search Query.

SearchStatus
An awesome toolbar extension for Firefox and Mozilla that allows you to see how any and every web site in the world is performing. Designed by QuirkStar Craig Raw, SearchStatus provides extensive search-related information about any site.

Security Protocols
An abstract or concrete protocol that performs a security-related function and applies cryptographic methods.

Seed
The process of initiating a viral campaign through strategic online placement.

Seed Audience
The initial audience from which viral growth starts.

Segmentation
Is used to filter visitors into distinct groups based on characteristics so as to analyse visits.

SEM
Search Engine Marketing refers to marketing that is related to search. It comprises SEO and PPC.

Sender Alias
The name that is chosen to appear in the sender or from field of an email.

Sender ID
A method used by major ISPs to confirm that emails do originate from the domain from which it claims to have been sent.

SEO
Search Engine Optimisation is the practice that aims to improve a web site's ranking in the search engines for specific keywords.

SERP
Search Engine Results Page - the page that shows the results for a search on a search engine.

Server
A computer that delivers information and software to other computers linked by a network.

Server-side
Transactions that take place on the server.

Session
A session is a lasting connection between the user and a web site.

Single Page Visits
Visits that consist of one page.

Site Architecture
The design and planning of web sites involving the technical, aesthetic and functional elements that combines to create a web site.

Site Refinement
Improving a web site's design and functionality. Also see Web Standards.

Sitemap
On a web site, a page that links to every other page in the web site, and displays these links organised according to the information hierarchy.

SMS
Short Message Service. Electronic messages sent on wireless network.

SMTP
Simple Mail Transfer Protocol - a protocol for sending messages from one server to another.

Social Bookmarking
A web based service to share Internet bookmarks. Del.icio.us and Digg are examples of social bookmarking services.

Social Currency
A measure of a person's power and influence within a defined social group.

Social Media
The media that is published, created and shared by individuals on the Internet, such as blogs, images, video and more.

Social Network
In the online sense, this refers to a type of web site model where individual members become part of a broader virtual community.

Soft Bounce
The failed delivery of an email due to a deviating reason like an overloaded mail box or a server failure.

Solaris
The operating system used on Sun Systems computer servers, known for its robustness and scalability.

Spam
Email sent to someone who has not requested to receive it - EVIL!

SPF
Sender policy framework - an extension of SMTP that stops email spammers from forging the "From" fields in an email.

Spider
An automated program that scans or crawls web pages to gather information for search engines.

Splash Page
This is a page, usually animated and containing some kind of variation of the phrase 'click here to enter this site'. These pages are considered detrimental to SEO.

Split Testing
Creating hypothesis and testing by randomly sending visitors to either option in a statistically equal manner, and measuring which has the best conversion rate.

Sponsored Advert
Also known as Pay Per Click (PPC).

Sponsored Links
The paid search results on the SERPs.

Stakeholder
A person or organisation with an interest (a "stake") in how a resource is managed.

Strategy
A set of ideas that outline how a product line or brand will achieve its objectives. This guides decisions on how to create, distribute, promote and price the product or service.

Subject Line
The title of the email communication. As it is the first element of the communication that will be seen, it needs to be attract attention and entice the user to open the email.

Syndicate
Making content available for distribution among selected clients.

Tag
In social media, tags indicate or label what content is about.

Taxonomy
Classification and division into ordered categories, usually hierarchical. In social media, taxonomy can refer to the categorization of content on the Internet.

Text Emails
Text emails or plain text emails do not contain graphics or any kind of markup.

Third Party Cookie
Some web sites store information in a small text file on your computer called a cookie. A third party cookie either originates from, or is sent to, a web site different from the one you are currently visiting. These third-party cookies can either be persistent, meaning they remain on the system after your session, or temporary, meaning they are removed from your system.

Title Tags
The (preferably optimised) title text you select will appear in the top bar of a user's browser when they view the web page. Title tags should be a brief and accurate description of the page's content.

Touch Point
Every instance the consumer comes into contact with a brand.

TrackBack
A mechanism used in a blog that shows a list of entries in other blogs that refer to a post on the first blog.

Tracking
Measuring the effectiveness of a campaign by collecting and evaluating statistics.

Tracking Codes
A piece of code that tracks a user's interaction and movement through a web site.

Traditional Media
Newspapers, magazines, television and publishing houses are the realm of traditional media.

Traffic
This refers to the visitors that visit a web site.

Unique Forwarders
This refers to the number of individuals who forwarded a specific email.

Unique Visitors	The number of individual people visiting the web site one or more times within a period of time. Each individual is only counted once.
Unix	The most common operating system for servers on the Internet.
URL	Uniform (or Universal) Resource Locator - the unique address of a web page on the Internet. For example, http://www.gottaquirk.com.
URL Rewriting	Presenting search-friendly URLs without question marks, and rewriting them on the server in their standard format suitable for use in querying dynamic content.
Usability	Usability is a measure of how easy it is for a user to complete a desired task. Sites with excellent usability fare far better than those that are difficult to use.
USSD	Unstructured Supplementary Service Data. Works on all existing GSM phones. Provides session-based communication, enabling a variety of applications.
USP	Unique selling point (or proposition) - what makes your offering different to your competitors'.
Visit Duration	The length of time in a session.
Visit or Session	An interaction by an individual with a web site consisting of one or more page views within a specified period of time.
Visit Referrer	The URL that originated a particular visit.
Visitor	An individual visiting a web site that is not a search engine spider or a script.
Vlog	A video based log, also called a video log.
VRM	Vendor Relationship Management. The emerging school of thought that incorporates the tools, technology and services that make it easy for customers to manage relationships with vendors.
W3C	World Wide Web Consortium, an organisation which oversees the Web Standards project. www.w3c.org.
WAP	Wireless Application Protocol. A set of standards that allows web access on mobile devices.
Web Analytics	A software tool that collects data on web site users based on metrics to measure its performance.
Web Browser	This is what allows you to browse the World Wide Web – examples of browsers include Internet Explorer, Safari and Firefox (Quirk's number 1 browser).
Web Design	The layout and structure of a web page. Web design is not solely about making the page look pretty, it's also about functionality and usability.
Web Server	A remote third-party computer whose job it is to deal with requests coming from web browsers.
Web Standards	Best practices for building web sites. The web standards are issued by the W3C.
Web2.0	The network as a platform for content and functionality. This includes delivering and allowing multiple users access to dynamic web applications and content; online collaboration, generation and distribution of data and a richer interactive user-experience through web site applications that enhance value and ease-of-use. Web2.0 is often considered to include RIAs (Rich Internet Applications) built in AJAX, Flash, Java applets or ActiveX.
WebPR	Public relations on the Web. Online press releases and article syndication promote brands as well as drive traffic to sites.

White Hat	A term coined by the SEO industry to describe ethical SEO tactics. See ¨*Grey Hat*¨ and ¨*Black Hat*¨.
White List	A list of accepted email addresses that an ISP, a subscriber or other email service provider allows to deliver messages regardless of spam filter settings.
Wide-Area Network	WAN - a network of computers that are relatively far apart and are connected via telephone lines or radio waves.
Widget	A window or a text box for user interaction. An area on a page hosted by a third party, generally used for a small application or syndicated content.
Wiki	A wiki is an online collaborative tool that allows numerous users to access and edit web page content freely and creatively. It supports links to web sites, images and text and can be used for a host of functions, including project planning and document building.
Word of Mouse	Word of mouth is sometimes referred to as word of mouse online. Online news and gossip, spread through blogs, newsgroup postings, IM and email.
Word of Mouth	Information that is passed between people, as opposed to messages from a company to people.
WordTracker	WordTracker is an online tool that helps web site owners and search engine marketers identify keywords and phrases that are relevant to their or their client's business and most likely to be used as queries by search engine visitors.
WWW	The World Wide Web is the complete collection of files written in various mark-up languages on the Internet.
XML	eXtensible Markup Language - a standard used for creating structured documents. XML promises more efficient and organized delivery of data over the internet. XHTML is the XML version of HTML.
Yahoo!	One of the most popular search engines on the net, Yahoo! began its life as the bookmark lists of two graduate students, David Filo and Jerry Yang. Their bookmark list just never seemed to stop growing, and today Yahoo! serves billions of page views worldwide.
Zone-file	In computer networking, a zone file is a database element of the domain name system (DNS) used by BIND and other DNS server software. A zone file typically contains information that defines mappings between domain names and IP addresses and can also contain reverse mappings which can resolve IP addresses into domain names.