

Ad Extensions

Ad extensions refers to additional information to a Google AdWords ad. This additional information can be in the form of the company address, callouts, pricing, reviews, click to call, site links, and app downloads. Lengthier ads increase ad visibility on the search pages and typically generates an increased click-through rate.

Alt Text – Alternative Text

Alt text refers to a word that is used in HTML (Hypertext Markup Language) to provide a textual alternative to visual information. The addition of the text to HTML code for images allows vision impaired website visitors information on the picture contents.

Anchor Text

Anchor text refers to the clickable words in a hyperlink. Anchor text is used in SEO practices as a ranking signal to Google. The hyperlink provides context linking the display to another document or site on the net. Search engine and users can collect information on the link's destination via hyperlink information.

Average Position

Average position refers to a “statistic that describes how your ad typically ranks against other ads.” On a search page, Google AdWords has four top positions (1 – 4.) Positions 1 – 4 appear at the top of the search results pages. Ad positions 5+ are displayed at the bottom of the search results page. Google determines ad position by ad rank. Google scores on the marketer's bid and keyword, ad, and website or landing page quality. The better the score, the better the ranking position for the ad. Ads can vary from position to position throughout the day depending on high bids for the date and time. Google AdWords Tools allow marketers to analyze their ad's average position.

B2B Digital Marketing

B2B digital marketing refers to digital technologies and strategies use to reach leads and convert customers. B2B is abbreviated for “Business 2 business.” B2B digital marketing methods allow marketers to focus on targeted, measurable, and interactive audiences. Products and services are promoted through different digital marketing methods like digital content marketing and social media marketing. This type of marketing is considered effective in building brand awareness, preference, and engage with prospects and customers. B2B digital marketing methods include search engine optimization, search engine marketing, influencer marketing, content marketing, e-commerce marketing, data-driven marketing, campaign marketing, content automation, social media marketing, direct email marketing, social media optimization, eBooks, display advertising and optical disks and games.

Backlink

A backlink refers to a link that is hyperlinked to another website. An HTML Href Code connects the two links. Sites with strong backlinks are ranked higher by Google. The concept is that websites backlinked to established and trusted websites offer higher ranking potential. Google authority is gained via the backlinks. Backlinks are also called incoming links, inbound links, in links, and inward links. The links are incoming links to a website or web page.

Bing Advertising

Bing advertising refers to a Bing platform service. The service provides pay per click advertising on Bing, MSN, and Yahoo! search engines. Marketers bid on keywords and keywords phrases. Advertisers can create ads that focus on geographic regions, day and time, and demographics.

Bing Webmaster Tools

Bing webmaster tools refers to a free Bing service. The service provides webmasters the option to add websites to the Bing index crawler. The tools are categorized for easy reference. Each is designed to help marketers succeed in the Bing search pages results. To engage in the service, sign up is necessary. The tools include a personal marketer's dashboard for easy view of site/s performance and to identify areas that need emphasis. The tools offer website owners an easier way to understand and analyze site performance through reporting tools, diagnostic tools, and notifications.

Black Hat SEO

Black hat SEO refers to an unethical digital marketer or SEO marketing methods used to rank a website higher in the search engine results page. The practice lowers the rankings of competitor sites and increases the rank of the unethical advertiser site/s. Spammy tactics are used that include mass directory link building, article spinning, and negative SEO like negative reviews left on a competitor. It is malicious marketing tactics for personal gain (higher website status.) Hacking competitors' sites are also considered black hat SEO. Search engine providers like Google consider optimization tactics that are deceptive or do not conform to their guidelines to be black hat methods.

Call To Action (CTA)

Call to action refers to a digital marketing term. CTA is a design that marketers use to prompt a response from consumers. Marketers use CTA to encourage consumers to take immediate action toward the purchase of their goods or services.

Click Maps

A click map refers to a graphic representation of website areas where visitors click. For instance, your website may be a digital marketing e-commerce site that sells software and services. The site's product and service pages categorized. Your click map will track user activity for images, text, buttons, and page elements visitors click for each page. Various tools are used to generate a click map. Click maps provide marketers with easier interpretation and analysis for tracking site data. The displayed data format will depend on the tool used to generate the click map.

Digital Marketing

Digital marketing refers to a term used to associate marketing techniques with digital technologies like the Internet. The term is used for online marketing practices such as SEO, CRO, PPC, blogging, web design, content marketing, and all other forms of online marketing. Internet streaming of video with advertisements can also be a form of digital marketing.

Digital Marketing Advertising

Digital marketing advertising refers to a term used to associate digital technologies with marketing. Marketers engage in digital marketing advertising to promote brand, products, and services. Most often, the term is referring to online and mobile phone marketing. Digital marketing advertising is often referred to as digital marketing.

Digital Marketing Campaigns

Digital marketing campaigns refer to online advertising. Digital marketing campaigns can include various types of advertising like PPC and content marketing. Marketers strategically plan marketing campaigns to engage with consumers, convert sales, drive traffic to websites, and increase revenue. Marketing campaigns are used to reach company/marketing goals and include one or more digital marketing channels for campaign success.

Digital Marketing Services

Digital marketing services refers to a digital marketing company or provider. Digital marketing services are often called SEO services, companies, or providers. They are online marketing specialists to promote the businesses online through digital channels like websites, SEO, PPC, content marketing, and social media.

Digital Marketing Tools

Digital Marketing Tools: Digital marketing tools refers to specific digital media- computer software technology that allows marketers to reach consumers with targeted, measurable communications. Digital marketing tools include SEO, interactive online advertisements, mobile marketing, opt-in email, and online partnerships like sponsorships and affiliate marketing. Web analytics are combined with the use of digital marketing tools and used to track and visualize campaign results, collect data, and inform marketers with users' online activities, IP addresses and search keywords. With combining digital marketing tools and web analytics, marketers can use information collected to create a targeted marketing campaign better.

Direct Traffic

Direct traffic refers to a net user going directly to a webpage. In other words, the net user types a URL into their browser or uses a bookmark to access a site. Direct traffic is considered site visitors that reach a web page without clicking on an ad, being enticed by a CTA, or responding to an email, or some other form of previous advertisement. Google Analytics provides a summary of traffic, consumer behaviors, and conversions from organic, referral, paid email, social, direct, etc. channels.

E-Commerce

E-Commerce refers to Electronic Commerce. The term classifies online businesses. A common E-Commerce business is an online retailer that sells products directly to consumers. Computer networks are used to trade or facilitate trading in products or services.

Email Lists

Email list refers to a collection of email addresses. Marketers use email addresses to target email campaigns. Typically, email lists are grouped by user classification. Classifying the email list allows marketers to focus on the type of communication with the consumer. For example, marketers can send one type/set of emails to prospects, while another type/set to customers. Classification allows marketers to better communicate with their prospects and customers.

Email Marketing

Email marketing refers to the use of email to convert prospects and customers to sales. Email marketing allows marketers to target their prospects and customers with personalized information on their brand, goods, and services to market.

Facebook Ads Manager

Facebook Ads Manager refers to a Facebook tool that marketers use to create and optimize Facebook social network campaigns. Marketers can create and run ads, target ads, and offers the capability to see the ad performances and billing summary, payment history, and payment method information.

Facebook Advertising

Facebook advertising refers to the Facebook ad network. Facebook users can market their brand, product, and/or service to reach consumers within the Facebook community. Facebook provides a range of ad types designed to be specific to the marketer's goals. Facebook advertising is unique in the manner that audiences are made on vast demographic information from Facebook user information. Google and other ad networks use keywords.

Facebook Audience Insights

Facebook Audience Insights refers to a Facebook tool that marketers use to target audiences, including aggregate information regarding demographics, geography, consumer purchase behavior, and more. Facebook Audience Insights provides marketers with a look at trends about their current and potential customers across Facebook.

Facebook Business Page

A Facebook business page refers to a marketer's business profile page on the Facebook social media platform. The page is similar to a personal Facebook page; only it is a business profile. Local businesses, online marketers, and entrepreneurs can create a Facebook business page to promote their brands, products, and services. Marketers can use their pages to post status updates, provide links, make comments, announce events, and display photos and videos.

Facebook Live

Facebook live refers to a basic feature that offers live streaming video capability to Facebook users. Facebook Live is designed to be simple to use. Users tap the live stream icon which allows live video broadcasting from their smartphone. Users can also leave a description for the event.

Feature Snippets

Features snippet refers to a piece of website information pulled by Google to place in search results. The information is summarized and is designed to show quick answers to common and simple queries. Featured snippets refer to the display at the top of search results with a link to the source. Google programmatically pulls relevant information from an authoritative site. Featured snippets are most often displayed for question queries such as "What is _____?"

Geo-Keywords

This is a term developed by our firm. It describes geography ("GEO") and the targeted keyword a client wants to show up in searches for. "Clearwater Plumbing Companies" is an example.

Google Ads

Google Ads refers to the Google online advertising service. Google AdWords allows marketers to reach consumers through the Google search pages and their display networks. Advertisers bid on keywords and keyword phrases. The service provides marketers with different strategies to reach their marketing goals, such as bidding on keywords to display ads to show in the Google search pages results or on Google's network of partner websites.

Google Analytics

Google analytics refers to a Google software platform. The Google-created software is designed for marketers to analyze nearly all aspects of website users through the Google Marketing Platform. This includes website traffic, user metrics, conversions, historical data comparisons, and the effectiveness of each marketing channel can be managed with the Google Analytics tools.

Google Business Profile (Google My Business)

Google My Business, now rebranded as Google Business Profile refers to a Google platform that allows marketers to create a Google business page. Marketers can input information to appear in the search pages results, location searches, map packs, and more. The company name and information, website link, hours of operation, and reviews are also managed through the Google platform. Google My Business is ideal for local SEO campaigns as the company information appears in the Google Search Results when the company name is typed into the browser.

Google Search Console

Google search console refers to a free Google tool available to webmasters. The Google search console was formerly known as Webmaster Tools. The Google search console includes various areas for marketers to analyze data and determine how their site is performing. Search console is different than Analytics as it does not measure traffic. The console provides a site's visibility on search pages and indexability by Google crawler bots. Metrics search console measures CTR, the number of indexed site pages, and dead links, and more.

HTML

HTML refers to the abbreviation for hypertext markup language. HTML code sets are used for a web browser to know how to display a web page. Individual code within the HTML is called a tag or an element. HTML typically includes a starting and ending element/tag for markups.

HTTP

HTTP refers to the abbreviation for hypertext transfer protocol. The World Wide Web uses a protocol to define how data is formatted and transmitted. It also provides knowledge to web servers and browsers of necessary actions needed to be taken for command response. When a website is interested in a browser and the "search" button is clicked, the HTTP command is sent to the server. This command tells the server to locate the site and send the data for the user to be sent directly to the URL or site.

HTTPS

HTTPS is the abbreviation for hypertext transfer protocol secure. HTTPS is a more secure version of HTTP. HTTP is used to define how data is formatted and transmitted across the net. HTTPS provides a protective barrier over HTTP as it is encrypted. With the added layer of security, personal information of consumers using an encrypted site is better protected.

Hyperlink

Hyperlink refers to an HTML code that is used to create a link from one webpage to another page. The HTML code often includes a highlighted word or image that will take a user directly to the location when the highlighted word or image is clicked.

Instagram Advertising

Instagram Advertising refers to paid advertising on the Instagram platform. The advertising is a paid advertising, meaning advertisers pay to have their ads displayed. Marketers can reach more significant and more targeted audiences. With Instagram advertising, marketers use images or videos with context for advertising.

Instagram Stories

Instagram stories refers to a story of a video or picture post. In other words, an Instagram member posts a picture or video with a story on their profile page. Instagram displays the post with a colorful ring

around the profile picture and users can tap it to read the member's story. Once tapped, the picture or photo will appear in a row at the top of the followers' feeds, and it can be tapped to read the story.

Instagram TV

Instagram TV refers to an Instagram feature an app that allows users to share and view a video. Instagram TV format is like Instagram Stories with the difference being the length of content a user can upload. With Instagram TV, up to an hour of content and video can be uploaded and the videos will not be erased from the user's account after 24 hours. Instagram TV is accessible either from the standard Instagram app or a separate IGTV app.

Keywords

Keywords refer to a word, or phrase marketers use in page and marketing content. Google and other search engines recognize keywords in search browsers and SEO content. For instance, a user types in a keyword to complete a search. Google recognizes the keyword and scans content related to the keyword. Marketers that focus on SEO are recognized in the search engines through their keywords.

Keywords Density

Keyword density refers to the number of times/percentage a keyword appears on a webpage compared to the total word count of the page.

Keyword Phrases

Keyword phrases refer to a group of two or more words that are used to market and find information in search engines. For instance, a net user wants information on digital marketing. The user types into their browser "digital marketing." The search results pull digital marketing information and businesses. Keyword phrases allow users and marketers to string words together to find more specific information.

Keywords Research

Keyword research refers to a practice search engine optimization used by marketers to research alternative search terms Internet users type into their search engine browser when searching for information. Keywords relevant to their topic are researched and used to achieve better search engine rankings. Once a marketer finds a niche keyword, the marketer will expand on it to find more relevant keywords.

Landing Page

Landing page refers to a destination page a net user is taken to after clicking on a link. Marketers use landing pages to direct the flow of traffic throughout their site as well as for lead generation.

Local SEO

Local SEO refers to local search engine optimization. Local search engine optimization is similar to search engine optimization as it is to create visibility website or webpage visibility in the organic search engine results pages. Marketers use local SEO to market their business locally. In other words, local SEO is used to help businesses promote their products and services to local customers.

Long Tail Keywords

Long tail keywords refers to a keyword phrase that is longer in length and is more specific in matching a user search query. A long tail keyword is not searched as often as short keyword phrases; however,

when searched it has a higher search intent. For marketers, long tail keywords are advantageous as, most often, there is less competition using the keyword.

Map Packs

Map pack refers to Google search results page that features a section that includes three businesses listed in a local map section. The map pack is displayed when a search query for a local intent, a “near me” search, or general business is performed.

Meta Descriptions

Meta descriptions refer to a meta tag that provides a page description in 160 characters or less. A meta description is an essential webpage aspect as it is what appears in the Google search results as well as other search engine results.

Meta Tags

Meta tags refers to HTML snippets added to a web page’s code for web crawlers and search engines to better recognize the page content. Metadata is used for search engines to help decide relevant information from a webpage to display in search results. Meta tags include various page information such as when that page was published, the page author and title, and image descriptions.

Meta Keywords

Meta keywords refer to a specific type of meta tag that appears in a webpage HTML code. The meta keywords are used to help search engines to understand the webpage topic. Meta keywords appear in the source code of a page and not on the visible page.

Mobile Page Optimization

Mobile page optimization refers to mobile SEO best practices to ensure a website is designed to account for various screen sizes and load times. In other words, it is an optimization that provides a full view of a website on any size screen.

Niche Marketing

Niche marketing refers to a concentrated type of marketing. It is strategic marketing that is used to target distinct audiences. The idea of niche marketing is to target smaller segments of the online population for more significant marketing results. Marketers identify the needs, wants, and requirements of a group of consumers to target the consumers strategically.

On Page SEO

On page SEO refers to the practice of optimizing individual web pages to rank higher in the search engines. Ranking higher most often equivalates to generating more traffic. Keyword and phrase base for more relevant traffic. On page SEO is referring to the content and HTML source code of a page that marketers can optimize for better search ranking and results.

Organic Search Traffic

Organic search traffic refers to a traffic source to a website that results from non-paid search engine results. Google and other search engines use various factors to rank websites for search engine results. Ranking factors include organic SEO. Organic SEO includes content marketing, blogging, press releases, reviews, social media, and backlinks.

Paid Advertising

Paid advertising refers to paid ad and publication placements. Online paid advertising includes PPC advertising, display ads, and branded content. Paid advertising is strategic marketing that builds revenue growth and brand awareness. In other words, paid advertising is not organic advertising. Marketers pay to have their ads and content displayed.

Pay Per Click (PPC)

Pay per click refers to Google, or Facebook paid advertising. Marketers pay to display ads on the platforms; however, they are only charged a percentage of their investment when the ad is clicked. For instance, Google AdWords is Google's PPC advertising platform. Marketers bid on keywords. When a bid is accepted, the marketer's ad will appear in the paid search results or on websites across Google's network. When the ad is clicked, the marketer will be charged for the click. The amount charged is the keyword bid amount or less.

Rankings

Rankings refers to a general term associated with the position of a website in the search engine results. A site is never "guaranteed" to be in a top position or the last pages of the search engine results. SEO and site quality influence the position of a site greatly. A ranking is specific to a keyword, so a marketer/webmaster can have a website with keywords that rank on the first page of the search results and some that don't. A site's ranking can increase and decrease for different queries and search terms.

Digital Marketing Report

Digital marketing report refers to a report used by marketers to track essential metrics for campaign insight. Digital marketing reports help marketers to measure the strengths and weaknesses of their campaigns effectively. Marketers can include their goals and the efforts used to reach their marketing goals. Reports can include various data like the total marketing reach grew by x% and direct site traffic increased by x%. Charts and graphs are also used to show trends and context. Leads by source, page views, marketing reach, etc. can all be tracked and visualized. Marketing campaigns can be broken down by SEO, social media, PPC, and email marketing campaigns.

Responsive Web Design

Responsive web design refers to a website creation that adjusts page content to the screen size or device to be displayed accurately. In other words, a complete and correct visual display of the page content is accurately shown regardless of the screen size of the device. With responsive web design, a website "responds" to the screen size of the user's device and will adjust the site's content and images to fit the screen perfectly.

Search Engines

Search engines refer to a software system that is developed with the intent to search for information on the World Wide Web. Search engine results displayed when a web browser search is performed. For instance, a web user types "Starbucks" into their search browser. The search engine results are displayed in pages and provide Starbucks results to the user. The information can be a mix of web pages, images, and other file types. Information is indexed, and when a search is performed, it pulls relevant information per the keyword search to show the results. Google, Bing, and Yahoo are the most well-known search engines.

Search Engine Optimization (SEO)

Search engine optimization refers to the abbreviation for search engine optimization. SEO is a marketing strategy to enhance search results and build brand awareness. SEO marketing uses different

methodologies like content marketing, link acquisition, and technical and code improvement. SEO is organic marketing meaning that it does not involve paid channels like PPC.

Technical SEO

Technical SEO refers to website and server optimizations that are performed to aid search engine crawlers to crawl and index a site. Technical SEO helps crawlers, also called spiders, to more effectively read and score and index a site. Technical SEO does not involve any content part of a website; however, if done correctly, it will boost the content, helping it to be found easily.

Title Tag

Title tag refers to an HTML element that identifies a specific page topic. Title tags are displayed on search engine results pages as the clickable headline for a search. Title tags are essential for SEO, usability, and social sharing. A title tag should be descriptive and feature the marketer's main keywords with an accurate and informative description of the page content.

Video Marketing

Video marketing refers to a marketing strategy that integrates video with advertising. Video marketing is used for various types of promotion such as customer testimonials, how to videos, interactive videos, live stream events, and video advertisements.

Website Analytics

Website analytics refers to the analysis and reporting of web data to better understand website visitor behavior. Specific data is measured and analyzed for an informed understanding of user behavior across web pages. Various data includes the amount of time a visitor spends on a page, how many pages of a website site visitors visit while on the site, how long they stay on the site, and how they arrive at the site are all measured and analyzed for website analytics.

White Hat Marketing

White hat refers to a marketing term used to describe ethical marketing practices. The term is used in search engine optimization terminology and refers to the usage of optimization strategies, techniques, and tactics that do not engage in unethical practices to manipulate the search engines. White hat marketing completely follows all search engine rules and policies.

XML Sitemap

XML sitemap refers to an XML document format that is used to categorize all relevant pages, files, posts, etc. of a website. An XML sitemap is designed to help search engine crawler bots to identify pages of a website. It can be considered a website roadmap.

Yelp

Yelp refers to a social review platform and search engine. The platform is designed for consumers to have the option to leave reviews for businesses and to search for local businesses. Yelp also provides marketers with an advertising program that displays ads and assets to Yelp users based on keyword searches.

YouTube Advertising

YouTube advertising refers to advertising on YouTube. YouTube offers marketers six advertising formats. Advertising formats include display ads, skippable video, overlay ads, non-skippable video ads,

sponsored cards, and bumper ads. The Google AdWords platform allows marketers to create and run ads.

YouTube

YouTube refers to a video sharing website. In 2006, YouTube was purchased by Google and is currently part of Google's ad network. YouTube is currently the most used search engine worldwide. YouTube provides video streaming and information as well as an advertising platform for marketers.