

# Glossary of Terms and Tools used in Digital Marketing

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OCSE created this glossary as a resource for the [Using Digital Marketing to Increase Participation in the Child Support Program](#) demonstration project and the broader child support community.

**AdWords (Google AdWords)** – Google’s online advertising service that is used by advertisers to place ads on Google search results pages, on YouTube, and on Google ad network sites. This system allows advertisers to reach customers through their search and display networks. Advertisers can bid on keywords that allow their ads to show in Google search results and on Google’s network of partner websites.

**Analytics** – A platform that allows webmasters to collect statistics and data about website visitors. Google Analytics (sometimes abbreviated as GA) allows webmasters to see where web traffic comes from and how visitors behave once on the site.

**Anchor Text** – The clickable words in a hyperlink.

**Algorithm** – A process or set of rules that computers follow to perform a task.

**Banner Ad** – A type of digital image ad that can be placed across various websites.

**Blog** – Short for “web log,” a blog is a webpage or a website that is regularly updated with new written content.

**Bot** – An automated program that visits websites, sometimes also referred to as a “crawler” or a “spider.”

**Bounce Rate** – The percentage of visitors to a website that leave immediately without clicking or interacting with any portion of the page. For example, if 100 people visit a website, and 50 of them immediately leave, the website has a bounce rate of 50%. Websites aim to have as low of a bounce rate as possible.

**Bread Crumbs** – Navigation links at the top of a webpage that better help the user understand where on the website they are. These links often appear near the webpage’s title and look something like this:  
Home > Services > Specific Service

**Call to Action (CTA)** – An element on a webpage used to push visitors toward a specific action or conversion. A CTA can be a clickable button with text, an image, or text, and typically uses an imperative verb phrase like “call today” or “buy now.”

**Campaign** – A series of advertising messages that share a theme, and market a product or service. In the context of digital marketing, campaigns can be run through search and display network advertising platforms (Google, Bing), social media, email, or other online platforms.

**Click-Through Rate (CTR)** – A metric showing how often people click on an ad after they see it. It can be calculated by dividing the number of clicks on the ad divided by the number of impressions (how many times it was seen). This ratio can be useful when determining whether an ad’s messaging matches what the consumer is searching for and if it resonates with them.

**Code** – The languages used to build a website. The most commonly used languages in web design are HTML, CSS, JS, and PHP.

**Conversion** – The completion of a predefined goal. This is often used to track the number of site visitors that have been “converted” into paying customers. Other common goals are newsletter subscriptions and downloads of content from the website.

**Conversion Rate** – The rate at which visitors to a website complete the predefined goal. It is calculated by dividing the number of goal achievements by the total number of visitors. For example, if 100 people visit a website and 10 of them complete the conversion goal (like filling out a contact form) then the conversion rate is 10%.

**Cost Per Click (CPC)** – The amount of money spent for a click on an ad in a Pay-Per-Click campaign. In the AdWords platform, each keyword will have an estimated click cost, but the prices change in real time as advertisers bid against each other for each keyword.

**Dashboard** – A webpage that contains and displays aggregate data about the performance of a website or digital marketing campaign. A dashboard pulls information from various data sources and displays the info in an easy-to-read format.

**Digital Marketing** – According to Wikipedia, “digital marketing is the marketing of products or services using digital technologies, mainly on the internet, but also may include mobile phones, display advertising, and any other digital medium.” Traditionally, television was not considered digital marketing, however the shift to streaming means that digital advertising can now be served to online TV viewers. Digital marketing methods include search engine optimization (SEO), search engine marketing, content marketing, influencer marketing, social media marketing, and email direct marketing.

**Display Ads** – Ads on a display network that include many different formats, such as images, flash, video, and audio. Also commonly known as banner ads, these are the advertisements that are seen around the web on news sites, blogs, and social media.

**E-Commerce** – A classification for businesses that conduct business online; short for “electronic commerce.” The most common form of E-commerce business is an online retailer that sells products direct to the consumer.

**Email Automation** – A marketing system that uses software to automatically send emails based on defined triggers. Multiple automated emails in a sequence are used to create user funnels and segment users based on behavior. For example, an automation funnel could be set to send email 1 when a person provides their email address, then either email 2a or 2b would be sent based on whether the person clicked on the first email.

**Email Marketing** – The use of email with the goal of acquiring sales, customers, or any other type of conversion.

**Facebook Advertising** – Facebook allows advertisers to reach its users through their ad network. A range of ad types can be created to reach various goals set by companies. Facebook advertising is unique in that audiences are set up based on vast demographic information that Facebook has about their users, as compared to Google advertising that uses keywords.

**Form Fill** – When a visitor has filled out a contact form on a website.

**Geofencing** – A feature in a software program that uses the global positioning system (GPS) or radio frequency identification (RFID) to define geographical boundaries.

**Google Analytics** – A free software platform created by Google, which is used to analyze nearly every aspect of users accessing a website. Website traffic, conversions, user metrics, historical data comparisons, and effectiveness of each channel of marketing can all be managed using this tool.

**Hashtag** – A phrase beginning with the symbol “#” used in social media as a way for tagging content for users to find. Adding hashtags to a post allows users to find that post when searching for that topic. This can be used for finding users looking for broad topics on social media, as well as more niche topics.

**Heat Map** – A graphical representation of how users interact with your site. Heat maps are used to collect user behavior data to assist in designing and optimizing a website. Heat-mapping software is used to track where users click on a page, how they scroll, and what they hover over.

**Impression** – A term used in Pay-Per-Click advertising that represents how many times an ad was shown.

**Impression Share** – Used in Pay-Per-Click advertising, this metric refers to the percentage of times viewers have seen an advertiser’s ad, in relation to the total possible amounts that ad could have been seen. If an ad campaign’s impression share is 70%, then the ads showed 7 out of 10 possible times.

**Inbound Marketing** – Inbound marketing refers to the activities and strategies used for attracting potential users or customers to a website. Inbound marketing is crucial to having a good web presence, as it’s used as a way to attract prospective customers by educating and building trust about your services, product, or brand. “Inbound” is a more recent euphemism for what has traditionally been called Search Engine Optimization (SEO).

**Influencer** – Individuals who have influence over potential customers. Marketing activities can be oriented around these influencers.

**Keyword** – A word or phrase indicative of the major theme in a piece of content. When you search for something in a search engine, you type in a keyword and the search engine gives you results based on that keyword.

**Landing Page** – The destination webpage a user lands on after clicking on a link. Some landing pages are designed with the purpose of lead generation, and others are with the purpose of directing the flow of traffic throughout a site.

**Link** – Also known as a hyperlink, a link is a string of structured text used to connect webpages on the internet. There are two main forms of links: internal links that point to pages on the same site and external links that point to webpages on a different website.

**Organic Traffic** – A source of traffic to a website that comes through clicking on a non-paid search engine result.

**Pay-Per-Click (PPC)** – PPC is a method of driving traffic to a website by paying a publisher every time the ad is clicked. One of the most common types of PPC is Google AdWords, which allows for payment for top slots on Google’s search engine results pages at a price “per click” of the links placed.

**PDF** – A digital document format that provides a digital image of text or graphics. PDFs are the preferred document type when uploading documents to the internet because of its ease of use and its ability to be imported or converted easily. PDFs can be read and indexed by Google just as a normal webpage can.

**Rankings** – A general term for where a website appears in search engine results. A site’s ranking may increase or decrease over time for different search terms or queries. Ranking is specific to each keyword, so a website may have keywords that rank on the first page and others that don’t.

**Responsive Web Design** – A philosophy of creating a website that allows all of the content to show correctly regardless of screen size or device.

**Search Engine** – A program that searches an index of information and returns results to the user based on corresponding keywords. The most well-known search engines are Google, YouTube, Bing, and Yahoo.

**Search Engine Optimization (SEO)** – The process of improving a website’s performance and positioning in search engine results through a variety of methodologies including content production or improvement, technical and code improvement, and link acquisition. One major goal of SEO is to have a website show in search results for as many keywords as possible.

**Social Media** – Forms of electronic communication (such as websites for social networking) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

**Tracking Pixel** – A graphic with dimensions of 1x1 pixels that is loaded when a user visits a webpage or opens an email, and is used to track certain user activities. Also called a 1x1 pixel or pixel tag.

**Twitter Advertising** – Allows marketers to promote a tweet on users’ feeds without that user having to follow the brand on their feed. These advertisements can be used to grow brand awareness, gain more followers, extend social media reach, or reach out to prospective customers about a product or service.

**Unique Visitors** – A metric used in web analytics to show how many different, unique people view a website over a period of time. Unique visitors are tracked by their IP addresses. If a visitor visits the same website multiple times, they will only be counted once in the unique visitors metric.

**User Interface (UI)** – The area with which a user interacts with something through a digital device.

**User Experience (UX)** – UX refers to how a user interacts with a website or app (where they click, which pages they visit). A good UX drives repeating users and engagement.

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

**Web 2.0** – The second major phase of development of the World Wide Web, marked by a shift from static webpages to dynamic content, as well as social media and user generated content.

**Webinar** – An online seminar used to train, inform, or sell to an audience of viewers who signed up to view the presentation.

**YouTube Advertising** – YouTube offers advertising in six different formats: display ads, overlay ads, video ads that can be skipped, video ads that cannot be skipped, bumper ads, and sponsored cards. These ads can all be created and run through the Google AdWords platform.

**Yahoo! Advertising** – Yahoo and Bing ads are both run through the Bing Ads platform. These search engines share advertising networks.