



SEO Glossary

TERM	DEFINITION
Ad Space	Available room on a website that is used for advertisements.
Ask	A widely used search engine that was formerly known as "Ask Jeeves." With this search engine, a user can pose general questions.
Banner Ad	A web advertisement that consists of a graphical arrangement.
Blog	Short for web log, a blog is a website maintained by an individual or company where entries of commentary, descriptions of events or other material such as graphics or video, can be posted.
Conversion Rate	The calculation of the number of viewers to qualified business or sales of your online marketing ad/page.
Del.ici.ous	A social bookmarking service allowing users to store and share online bookmarks. Del.ici.ous was acquired by Yahoo! in 2005 and has more than five million users and 150 million bookmarked URLs.
Digg	A social news site allowing people to submit, read and share information globally
Domain Name(s)	An IP address that people use to find you or your company on the Internet. It is what is typed in the browser address bar to bring you to a specific website.
E-Mail	The transfer of an electronic computer-based message over the Internet.
E-Mail Marketing	The promotion or advertisement of a product or company sent via email.
Facebook	A free social networking website where users can create profiles and join networks organized by school, city, workplace and region to connect, keep in touch and interact with other users.
Forums	An online interactive community where people can post questions or have discussions with other individuals.
Geo-Targeting	A method of determining the physical location of a website visitor based on the user's location, such as country, region/state, city, metro code/zip code, organization, ISP or other criteria, and sending specifically targeted information to

	the users based on their location.
Google	A widely used and highly popular trademarked Internet search engine that uses word-matching techniques to find web pages dealing with information, news, images, products, etc. that are relevant to a user's search.
Homepage	The main page of any website.
IceRocket	A search engine that enables users to track 'buzz' surrounding their company on blogs, Twitter, MySpace and other web-based applications.
Impressions	The total number of times an advertisement or online media placement on a web page is displayed.
IP Address	Meaning Internet Protocol Address, it is a computer's numeric address that allows it to be located within a network.
Jargon	Language, words or a series of phrases used by a group or company unique to the industry.
Keyword	A word used for performing a search online.
Landing Pages	A home or destination page of a website that focuses on the key information of the entity.
LinkedIn	A business-oriented social networking site designed to connect professionals worldwide, enabling them to collaborate and share expertise.
MySpace	A free international social networking website where users can submit and share personal profiles, blogs, groups, photos, music and videos.
Online News Room	A particular section of a company's website that provides information for its visitors, especially journalists. It typically includes news releases, contract information, bios of employees and executives, case studies, art work, upcoming events, social media accounts, web hits, etc.
Optimization	A procedure used to make a website as effective or functional as possible by allowing it to run well and provide a productive user experience.
Pass-along Rate	The number of people who come across a message or file and pass on it to others.
Pay Per Click (PPC)	A system where an advertiser pays a certain amount when a user clicks on its online advertisement and goes to the advertiser's website.
Pay Per Click Search Engine (PPCSE)	A search engine where the results are ranked according to the bid amount.
Pay Per Lead (PPL)	A payment model for online advertising in which the fee is solely based on qualifying leads.
Pay Per Sale (PPS)	A payment model for online advertising where the fee is solely based on qualifying sales.
Permission Marketing	A marketing system centered on getting a prospect's approval to receive information from a company. By developing a personal relationship with consumers, they will actually enjoy receiving correspondence.

Plaxo	An online address book and social networking service
Pop-up Ad	An advertisement that opens up in a new browser window.
Rate Card	Explains the cost and price for various ad placement options.
Run of Network (RON)	A buying option for an advertisement where an ad placement may appear on any pages on sites within an ad network.
Run of Site (ROS)	An ad buying option in which the placement of an advertisement may appear on any pages of the target site.
Search Engine	A software program/website which performs the primary function of searching databases on the Internet to gather and report relevant information based on a user's specific search/terms.
Search Engine Optimization	The "art and science" of making web pages attractive and keyword-rich to improve its ranking in search engines.
Search Engine Submission	When a URL is entered into a search engine in an effort to make a search engine aware of the particular site or page.
Social Networking	The practice of gaining social and/or business contacts by making connections through individuals via meetings, conferences, tradeshow, social media, etc.
Spam	Unsolicited commercial email that was not requested by a user/recipient.
Twitter	A free micro-blogging and social networking site that allows its users to post updates and read other users' posts, otherwise known as "tweets," and which are limited to 140 characters.
Unique Visitors	Number of users, who during a fixed time frame have visited a website or network.
Web Browser	A software application allowing a user to access and browse the World Wide Web.
Web Directory	An organized and categorized list of websites.
Yahoo	A widely used, trademarked Internet search engine that uses word-matching techniques to find web pages dealing with information, news, images, products, etc. that are relevant to a user's search.
YouTube	A video sharing website that allows users to upload and view video clips visible to other users.