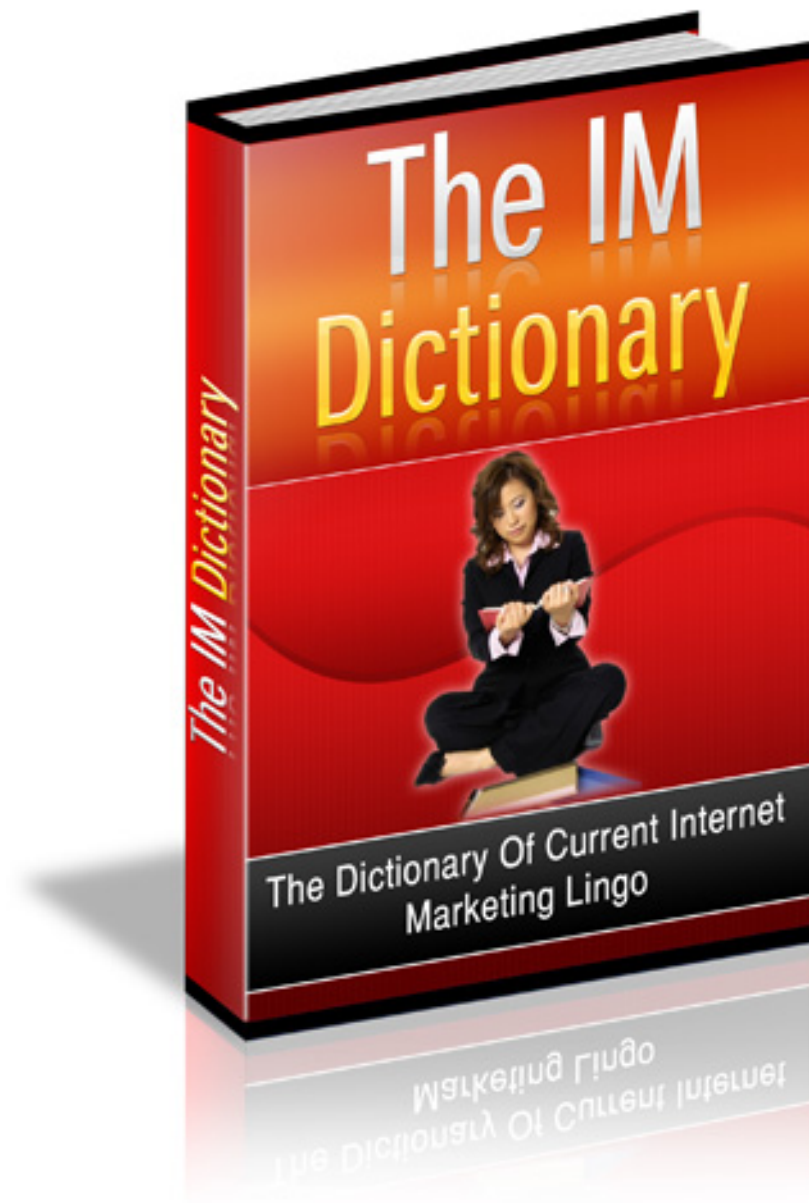# THE IM DICTIONARY

The Dictionary Of Current Internet Marketing Lingo

Brought To You By Frank Salinas

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- A -

Above The Fold - Above the fold refers to banner advertisements which aredisplayed at the top of a web page. In general terms, "above the fold" meanssomeone or something that goes above and beyond; in Internet marketing termsit means the advertisement is above the entire page, or is the first thing peoplesee when reaching the page.

Acquisition Cost - The price it costs a business to gain a new customer, client,or supplier. The acquisition cost is the average cost per new customer for abusiness.

Ad Copy - Writing that is specifically done for advertisements. The ad copy isoften another term for actual text within an ad. The better the ad copy, the morechances it will bring in sales.

Ad Rotation - When a web page shows a different ad at the top of the pageeach time it is viewed by a new person, or when the web page is refreshed.

Ad Tracking - A method used to check how many hits or clicks an ad receives,as well as the particular demographic that most people click on the ad. It is auseful tool for discovering where the most revenue comes from, and how tobetter personalize ads to reach more customers, and encourage more newcustomers via the ads published or produced.

Advertisers - Paying parties who want their company's ad on another website.

Advertising Network - Business owners often work with other Internet

businesses to agree to post their ads. This is known as an advertising network.You may notice a website selling electronics has another company's ad on theirsite; this means they are part of an advertising network, working together.

AdWords - Google's advertising pay per click program that is quickly becomingone of the most popular forms of ad affiliate plans on the web.

Affiliate - The person participating in any one company's affiliate program.

Affiliate Program - A program where other people known as affiliates, agree toadvertise for the sponsor's site. In return, they receive commission or residualpayment. This is also known as word of mouth advertising, but it is done througha network of affiliates who assist the website in getting the word out.

AIDA - Acronym for Attention, Interest, Desire, and Action; this is the motivatingfactor for advertisers and web businesses to get exposure.

Alexa - A lesser known search engine, Alexa has a free toolbar that allows usersto see traffic data and other important information, making it an excellentresource for those who utilize Internet marketing.

Anchor Text - A term that describes the main text where a link would be placed.For example, if you're writing about dog food and want to include a link, theanchor text would be placed within the writing: Your dog needs healthy dog foodto keep him active. "Healthy dog food" is the anchor text, and would beunderlined and highlighted, prompting the reader to click on the link.

Articles - Written articles that pertain to a particular subject or website. Thesearticles can then be submitted in the form of e-books, web zines, or integratedinto a website in order to get more exposure on web searches such asGoogle.com.

ASP- Abbreviation for Active Server Pages, this is a technology developed byMicrosoft that allows scripts to be integrated into web pages. It helps to allowinformation to be integrated into web site via the use of forms, etc.

Associate Program - Another term for affiliate program, some websites use theterm associate program instead. People often prefer to use the term associate,as it sounds somewhat more professional and higher level than affiliate.

Auctions - A method in which items are sold online in auction format, and oftenfor a terrific price compared to the same items purchased directly from onlineretailers. In addition, buyers often find rare items and antiques via onlineauctions.

Auto-Responder - An automated message or reply sent to customers via emailwhen they request information from a website. Many times, people who sign upfor online newsletters will receive one acknowledging that they've signed up. Theauto-responder is also used to serve as acknowledgment of a concern orcomplaint when customer service is contacted. It also includes contactinformation for the company via telephone.

- B -

B2B - A popular shortcut for saying Business to Business. This term refers to therelationship between businesses that only offer goods or services to otherbusinesses, and not to private customers or individuals.

B2C - Acronym for Business to Consumer. It means the business offers goods orservices directly to the private consumer, and NOT to businesses. A business toconsumer merchant is usually a retail based type of business that only providesservices or products directly to the individual.

Back End - A very profitable item or product that is sold to customers who havetypically already purchased thief first item, and the back end product is a result ofthat lead purchase.

Bandwidth - A term used to describe the amount or capacity of data transferringthrough a communications channel. The amount of bandwidth often determinesthe speed of which a website functions when the user clicks on links.

Banner - Advertising method in which the ad is placed along the top of a websiteor web page horizontally. This is known as a banner ad, and can be a simplesingle picture with words or have animation or video and sound.

Banner Exchange - A method in which advertisers work together and alloweach other to place their banner ad at the top of the other's website.

Basic Resell Rights - These are granted when you obtain the right to resellsomething, however the people purchasing it from you do not have the ability toresell it at that point.

Black Hat Website - This is a popular term for websites that do not utilize SEOkeywords properly but instead stuff them or spam them with too many keywords,integrate poorly written articles into the site, or try to trick the web spiders in orderto be at the top of the search rankings.

Blind Link - An advertisement or link that does not reveal its source, or tell theperson who clicks on it where it might lead. This is sometimes considereddeceptive in the Internet marketing world, but it is still commonly used.

Blind Traffic - The traffic that is generated to any given website as a result ofpeople clicking on blind links. This means that people are clicking on a link (URL)that they are not sure where it will lead.

Blog - Short for web log, blogs and blogging have quickly become a popular wayto communicate, but they are also an excellent tool for marketing. Blogs allowpeople to write their own personal experience and opinions on certain productsor services in a more intimate tone. This often encourages readers to check outthe business that has been mentioned, making it an equitable form of marketingonline.

Bookmarking - The process of marking a website in your browser with theintention of visiting it again. The term bookmarking is also used when inreference to a social bookmarking site, where people post and share theirfavorite websites with one another.

Branding - A highly or widely recognized brand image (Xerox or Apple areexamples). Branding brings recognition and exposure to businesses.Branding Advert - An advertisement that effectively used a branded image toacquire more business. For example, the Apple iPod is often referenced by theApple logo which is widely recognized. These advertisements are easy to spot,and people usually quickly recognize them.

Broad Match - When words can have many different meanings and beassociated with several different things, this is known as a broad match.

Bum Marketing - A new marketing process that involves advertising affiliatelinks and websites. More information can be found at:www.bummarketingmethod.com.

Button - A small tool used on a website or add that can lead to another link, or itcan be used to submit information via a form, email newsletter sign up, or othermethod. Buttons can be plain or use detailed graphics.

- C -

Campaign - The energy and time put into trying to get your marketing andproducts exposed.

Camtasia - Software that allows the user to make videos, particular if you planto make them entirely on your PC.

CGI - An abbreviation for Common Gateway Interface. This is a way for a webserver to pass information along to a server through a particular applicationprogram. CGI is used in many different web programming applications such asPerl and Java, as well as several others.

Classified - Much like a newspaper classified ad, this term means text only adsonline. It is usually offered for free or a very small fee to Internet advertisers andcan usually be found as a part of a larger website or online magazine.

ClickBank - A payment processing service similar to Paypal. ClickBank is oftenused for online services such as an Internet provider, ebooks, gaming services,or other items that are usually found exclusively online. ClickBank is also a greatway for smaller Internet businesses to take payments without signing up for amore expensive merchant account.

Click Thru Rate - The percentage of people who actually click on a banner. If100 people see a banner ad, and only 10 click on it, then the advertisement hasa 10% click thru rate.

Co-Branding - A term used when businesses emulate other websites by usingsimilar styles of font, graphics and colors, to name a few. This is usuallyacceptable when the person doing this is an affiliate of the original website, andthe method is used to lure customers into the "parent" business.

Console - A pop-up box that comes up when customers leave a site. Theconsole usually asks customers why they are leaving or if they need any moreassistance before moving on to another website.

Content - Content is defined as the actually heart or "meat" of a website, as itoffers solid information about something. Text is typically the only elementinvolved in real true content, and can be in the form of a product description,testimonials, company background information, or many other features of awebsite that give the viewer more insight.

Conversion - The term conversion means the percentage of people who gofrom clicking on an ad or visiting a website and actually make a sale. Theconversion rate means that the link, ad, or site was successful since it movedfrom a simple click to a real, tangible sale.

Coupon Code - A Special alphanumeric code created by a web merchant'sprogrammer to offer customers. The coupon code is then entered into a specialfield when the customer places an order. A coupon code is typically for freeshipping, a certain percentage off, a gift with purchase, or something similar.

Crawler - An automated program that many search engines use. The crawlerhelps to index search terms and web pages into a large directory, and tracksprogress as well as various statistics to better hone in on how to make the enginemore accurate.

CSS - A newer form of html that is short for cascading style sheets.

CTR - A commonly used or seen abbreviation for the term "click thru rate."

- D -

Deadline - A set time in which ads must be submitted for publication. Can alsoapply to when articles must be written and submitted, or anything else that has toreach the website designer in time for publicity online.

Dedicated Server - The dedicated server is just that; it serves as the mainframeor server for one particular merchant or website. By using a dedicated server,sites stay more stable and emails and other transactions are generally moresecure. It also makes websites run generally faster.

Default - In Internet marketing terms, the word default refers to lower paying ormore commonly seen ads. When ad space is unsold, often websites will post thedefault advertising to fill in the space.

Direct Linking - When your affiliate account or program is linked from a bannerad or other online ad, this is known as direct linking. It is not considered to be aseffective as using a landing page, but some people still prefer it.

Direct Marketing - A form of marketing that reaches customers directly. Directmarketing can include emails, postal mail ads, or even phone calls. It is oftenconsidered unsolicited since the customer did not request it.

Direct Response - The result of direct marketing, direct response is when abusiness gains new clients or customers from the direct marketing campaigns itparticipates in.

Directory - A list of other websites or services online. The directory is often itsown website, edited by humans that contains links to various sources, websites,or other information on a variety of topics.

Discussion Group - The discussion group is a focus group of people whotypically communicate via a chat platform to discuss various products or services.Web businesses owners will then use the information or feedback collected fromthe discussion group to make better decisions or tweak their products in thefuture.

Domain - A word that points to a website. For example, email users athotmail.com who have an email address of ***@hotmail.com know thathotmail.com is the domain name. It basically serves as "home base" for email,etc.

Doorway - A specific web page designed to get more customers. In most cases,the doorway leads to the main product website. An example would be whensomeone clicks on a large image on a home page, and then they are taken to aseparate page with more details or information. The "doorway" page is designedto entice or invite people to click further and take a closer look at the website.

Drop shipping- Drop shipping is commonly used when an online merchant doesnot want to or is unable to store inventory. Instead, the merchant will use a dropshipper who will actually be the source that ships items to customers. Dropshipping makes selling items online easier, since the merchant does not have tokeep track of inventory or acquire new purchases. Instead, all transactions gothrough the drop shipping company, who then take the order and ship it to thecustomer.

Duplicate Content - A term used to describe content that is very similar to othercontent on a website, or is considered to be unoriginal.

- E -

E-Book - An abbreviation for the term electronic book. Ebooks are simply bookson a number of different topics that are delivered to customers instantly via email.They can be in several formats including a document or PDF file.

E-Course - Much like an e-book, an e-course is simply curriculum or trainingwhich is all electronic or done online. These e-courses can be one time classesto learn a new skill, or they can actually be marketable material to sell to otherswho want to learn something in particular.

Email Marketing - Reaching potential and current customers solely via email.

Entrepreneur - The definition of a person who starts their own business, oftenwith the money that they have out of pocket.

EPV - Earnings Per Visitor: A breakdown of how much a website or Internetcompany makes on average based on the number of clicks or visitors it receives.

Exit Console - A pop up window that comes up as customers are leaving awebsite. It is often used to get consumers' opinions and find out what the webdesigner can do to improve the site.

Exit Traffic - Term used to decipher what kind of people or what kind of patternsare taking place when people exit or move away from a website.

Expired Domains - Web domains or domain names that are expired or nolonger valid. Email users will get an error message letting them know the domainhas expired.

Ezine - Much line an ebook, an ezine is the electronic version of a magazine.Many modern day magazines now supplement their printed version with an ezineand some strictly have the ezine format.

- F -

Favicon - An image used to make a website or online business stand out, suchas animated graphics or a logo. A favicon can only be seen by certain browserusers. As Internet browsers adapt and change, more people will be able to viewfavicons.

FFA - Acronym for "Free For All," this means exactly what it says: all links, items,or other things on a FFA site are free.

Filter Words - Words that are usually considered junk words, and that do nothave much impact on human reaction. Small words used in the English languagesuch as "the," "an," etc. are often overlooked and are therefore considered filterwords with little to no impact on the marketing of a website.

Forum - Another term for online bulletin board, a forum is where people can gettogether and discuss a variety of topics. Forums can be on just about anysubject, and today almost every website has forums that they offer to theirvisitors so they can gather and discuss the topics related to the website.

Forwarding - Sending email that you received from someone else on tosomeone from your own email address.

Free Bonus - A term often used to describe a free product or service given tocustomers who sign up for a service or make a purchase. The term free bonusoften refers to a month of free service, etc. when it comes to Internet relatedmerchants.

Free Classified - A website that offers free classified advertising. Craigslist.orgis a prime example of a free classified website. This is beneficial to those lookingto network or meet others online to work together, whether it be throughsupplying goods or services.

Free For All Links - Websites that allow people to post their links for free inexchange for their email address. The website owner then sends the personposting the link weekly or monthly advertising emails for their own business. Thisis a highly beneficial service for both the person posting the free links, and thewebsite owner.

FTP - This is an abbreviation for file transfer protocol. It simply means thetransferring of files from your computer directly to your website.

- G -

GIF - Format for an animated icon, picture, or just a regular image.

Guerilla Marketing - A term used to describe bold and often unconventionalforms of advertising and marketing. Often this format can be consideredcontroversial in many cases, but it definitely brings in new customers.

Guru - While this term is widely used in many different aspects of life, the termguru in terms of online marketing simply means someone who has a lot ofexperience and has been successful in the business. Often, people will seek outan Internet marketing guru for advice.

- H -

Headline - The beginning of a business or sales letter is often referred to as theheadline. It is without a doubt the most important element of a business or salespitch since the headline allows the writer to give someone else a good firstimpression and a bit of background about their business.

Hit - Another term for clicks, the word hit in Internet marketing terms just meanshow many visits or clicks a website or a particular link receives.

Home Page - The main page of a business or company. (i.e. ebay.com orAmazon.com is the company's home page).

Host - The company offering to provide bandwidth or hosting for anotherwebsite.

Hosting - Actively hosting a website. Many online businesses are web hostingbusinesses, which means they offer their server space or bandwidth to otherwebsites for a monthly fee.

Hot Linking - Linking up words in another person's site which lead them back tothe poster's website. Hot linking is often considered unethical, since the personwriting or creating the original content did not authorize the use of the hot links intheir writing or site text.

HTML - In most cases, websites are still written using a coding program calledHTML. HTML allows the web designer or programmer to install and place thingslike form fields, buttons, images, video code, or other items onto a website.

- I -

Impression - The term impression in regards to Internet marketing means theexposure of a banner ad or other clickable ad from a website to one individualperson.

Inbound Link - A link from another website outside of your own website.

Incentive-based Traffic - Websites that offer compensation for people who visittheir site; this is a very popular form of marketing that brings in a large amount ofhits. Promotional items such as coffee mugs, calendars, or mouse pads are oftengiven to those who either visit a website or sign up for regular promotionalemails.

Infomediary - Term combining information and media, so that the informationbeing passed along it at its absolute maximum. The function of an infomediary isto collect or add information to make a website easier to use or more accessibleso that more business is being generated.

Info-Product - A product that contains primarily information such as an e-book,pamphlet, or other type of information only.

Interstitial - A type of advertisement that expands and can sometimes take upan entire page as a browser visits a site. Often considered a nuisance, this formof advertising is a guerilla style type of marketing that often forces the web surferto click on it.

Inventory - Whatever an Internet merchant or other business owner has instock. If inventory is low, items can often sell out temporarily until more can beobtainted.

IP Address - A numerical address or series of numbers that identifies eachindividual computer. These numbers are separated by decimal points. An IPaddress is much like a telephone number in that it allows all computer users todistinguish and identify each computer.

- J -

JavaScript - First developed by NetScape, this popular script program is oftenseen today on thousands of interactive websites.

Joint Venture - A business endeavor that combines two or more companiestogether. A joint venture means that corporations or merchants are joining forcesto create a new product, service, or website.

- K -

Keyword - A word used to help give a result for a search. The keyword is alsoused to integrate into websites and web pages, so that more people look at thepage based on those keywords.

Keyword Density - How many keywords are in an article published online, orintegrated into a web page. A formula is often used to calculate the percentage ofkeywords to total words written, which is another way to determine keyworddensity.

Keyword Marketing - A marketing method that is based largely on usingkeyword dense articles.

Keyword Research - The work put into finding the right keywords that will bringresults for any given online business.

- L -

Lead - A tip or insight into gaining new business, or a resource for finding newbusiness. It can also refer to individual people who might be interested in aparticular online website or merchant, and by finding good leads, the businesscan fish for new customers.

Lead Product - A product or item that serves as an introduction to a company,and is meant to entice customers who stick around for a while.

Life Time Value - An amount of profit a business should expect from one personwho becomes a life long customer.

Lift Letter - Commonly mistaken for a sales letter, a lift letter offers customerswho have not purchased anything a chance to take advantage of special offers,sign up for a month's worth of free services, etc, in hopes to obtain a solid andrepeat paying customer.

Link Checker - Various software or tools used to verify that links are workingproperly and leading to valid websites.

Link Exchange - The process of sharing and exchanging links betweenwebsites, people, directories, or businesses.

Link Popularity - A way to measure how popular and/or effective any given linkis.

Link Rot - Another term for a bad link that no longer works or lead to anincorrect or invalid link.

Link Swap - An exchange of links between websites, individuals, or businessesin hopes that each will mutually benefit.

Link Text - The actual text that is showing on the site, which leads people to thelink.

List - In email marketing terms, a list is simply a compilation of people or emailaddresses that the sender intends to send marketing emails to.

Log File - A file that keeps track of activity that occurs on a web server.

Loss Leader - Introductory product that is often sold at a loss in the hopes thatthe merchant will gain new business from the customer.

- M -

Mailing List - A list that people can opt to be on that will allow them to receiveemails weekly, monthly, or otherwise. Usually an email mailing list is offered tonew subscribers by merchants so they can send them marketing ads or emails.

Maslow's Pyramid - A model often used in business, created by AbrahamMaslow. It basically sections off human needs into five basic categories. Manybusinesses follow this structure hand in hand with their marketing methods tobetter identify what people are looking for.

Media Kit - Much like a press kit, a media kit contains vital information about abusiness such as contact information, company logos, websites and links, andbasic background of the business like the mission statement. These kits are oftenused to get more attention or to gain new investors.

Members' Site - A website specially designed for paying or non-payingmembers. Typically, members' sites give people access to more features andinformation.

Merchant Account - An account merchants can set up that allows them toprocess and receive credit card payments from customers, whether for individualtransactions or recurring billing.

Meta Refresh - A way to redirect items within a web browser.

Meta Tag - A special code or "tag" that contains specific information about theinner workings of a web site.

Micro Button - A very small banner ad on a web page.

Moderator - Someone in charge of a forum who makes sure that all peopleposting follow the rules. The moderator is also there to answer peoples'questions and make sure that the forums or bulletin board are running smoothly.A moderator can also be someone in charge of an online chat.

Mousetrapping - A deceptive method that forces users to view the same pageover and over, even after clicking on the backward or forward button within theirbrowser.

Master Resell Rights - This term refers to people who have full rights to aproduct, but can also allow others to resell it once the have sold it initially.

- N -

Navigation - A term for the ability to move around online, and to "navigate" awebsite. If you have advanced navigation skills, you're often savvy about lookingup items in search engines, finding information you need, or getting products youwant online.

Netiquette - Slang for etiquette online (aka network etiquette). For example, ifyou're rude to others via the Internet, then you have bad netiquette.

Network Effect - Term for what happens when businesses network, and howthey can prosper and see a profit.

Newbies - This is a term of endearment that refers to people who are new toInternet marketing or new to the World Wide Web, or to forums. People whohave just signed up to join a forum and begin posting are often referred to asnewbies.

Newsgroup - An email group that people subscribe to in order to receive newsand updates. Many newsgroups send out emails daily, while others opt to sendthem once a week or even monthly.

Newsletter - Email in newsletter form. Many companies use newsletter formatemails to update customers on new products, special sales, and other updates.

News Release - A term for a press release.

Niche - A specific type of business, i.e. tools or books are considered nichemarkets. Once you've found a niche, you can then focus on the details necessaryto become successful in that particular market.

- O -

Odd Size Banner - Description of banner ads that take on an unusual size orshape.

One time offer - Also known as an "upsell", where the customer is presentedwith an upgrade or deluxe version of the front-end product. Typically, one timeoffers differ from upsells from the way it is viewed. It is only viewable once andthe customer may not be able to see the same offer again.

Opt-In - Choice that customers make to sign up for emails or services online.

Opt-Out - The opposite of opt-in, the choice to opt-out means people who havepreviously signed up for a newsletter, emails, etc. are now asking to removethemselves from the list. Another term for unsubscribe.

Outbound Link - A link that leads people to a totally different website from theone they originally visited.

Outsourcing - This term means you have chosen to pay others to do the workfor you, including shipping and packing items, creating ad content, keeping upthe website, or many other duties that are required to have an online business.Outsourcing is similar to having employees, although you simply pay for theoutsourcing on a case by case basis most of the time.

- P -

Page Loads - Refers to the number of times a page has been viewed. This caneasily skew numbers when someone is tracking web hits. If a person is havingproblems connecting online, they may refresh the same page over and overagain, causing a number of page loads that can transfer into hits. It's important totry and find out whether or not a visitor has refreshed a page, or if the page wasactually seen by a new, unique visitor.

Page View - Another term for hits; the term used when people have clicked onor viewed a page.

Paypal - One of the web's most popular sites for accepting payments andreceiving payments online. Many merchants opt to use Paypal instead of havinga merchant account since Paypal is so widely used.

Pay Per Click - Program that pays people to click on various links. The personparticipating gets paid each time they click on sponsored links.

Pay Per Impression - When an advertiser pays for their banner ad to bedisplayed on a view-by-view basis, it is otherwise known as a pay perimpression.

Pay Per Lead - Many companies will pay others to find them good leads. Someoffer payment on a pay per lead basis, meaning they pay the other party a setrate or amount per lead they receive.

Pay Per Post - Many online marketing gurus think paying people per post on aforum is a great way to generate more revenue. When people see the post, theyread the poster's opinion of the product or service, and often seek it out whichcreates more business.

Pay Per Sale - Often associated with the affiliate programs, a pay per saleprogram gives people a small percentage of the sales they receive on each itemif they are referred.

Payment Threshold - A set amount that an affiliate must accumulate until theyreceive payment. For example, if the payment threshold is $25, the affiliate mustgain $25 in referred sale or residual sales before the sponsor pays them.

Performance Based Advertising - Incentive that pays people based on theactual results they see from the advertising services that they offer. Theadvertiser or advertising company only gets paid when the company getsbusiness or sales.

Perl - A form of script language that is usually used for developing applicationprograms that work with a web server's CGI functions.

Permission Marketing - A form of marketing that is based around gettingcustomers' consent to receive marketing materials, whether they be in print,email, or other formats.

PHP - Technology that works with Microsoft's ASP program; both allow scripts tofunction and/or be displayed within a web page.

PM - Abbreviate for private message, this is usually something sent via an onlinechat program. In addition, a PM can be received on a forum, and is only viewableby the user who sent it and the user who received it. Instead of sending emaildirectly to one another, many people choose to use a PM instead.

Pop Behind - When an Internet browser clicks on a website, the ad pops up, butremains behind when the user closes his or her browser.

Popularity - Another term for ranking a site's success via the number of hits. Italso involves a website's search ranking with some of the top search enginessuch as Google and Yahoo.

Pop Under Ad - An advertisement that does not pop up, but instead popsunderneath the page, so it appears at the bottom when viewed.

Popup - Ads that display on a screen when an Internet user is looking at awebsite. These ads, while sometimes effective, are often considered to beintrusive and annoying, yet thousands of businesses still choose popup ads as amain form of marketing ads.

Portal - An interactive web tool for registered users to log in and check thingslike account information, balances, bills due, past purchases, and other commonfeatures.

Positioning - Method to get a business' web page positioned to the top rankingin the search engines in order to gain more business and achieve more hits.

Pre-Sell - Many involved in Internet marketing consider it a pre-sell whensomeone posts a positive review, or a link to their website without any expensespaid out. Essentially, any free advertising is often considered to be a pre-sell.

Press Release - Updated information and/or news about a situation or businessthat is then sent to the press to be publicized in order to reach more people.

Pricing Strategy - Tactics used to come up with the best possible price to offergoods and services to customers and clients.

Private Site - A website that is only viewable and available to paying members.Members usually either pay a one time fee or a monthly recurring charge in orderremain active and use the website.

- Q -

Quality - A measurement of how well something is received by customers, i.e. a"high quality" product tends to sell much better than one that is low in quality.

- R -

Rank - How a website measures up against others is called the site's rank. It ismuch like a song on the Billboard top 100 chart; if a website has a higher rank, itis usually seen by more people and is more well known.

Rate Card - Information showing how much advertising costs on particularwebsite. The rate card will vary depending on the sponsoring site as well as thead's size, features, etc.

Reader's Digest Formula - A marketing method often used when writingarticles. Since Reader's Digest is one of the most popular printed magazinesever, many web designers and programmers use the formula to create titles inthat very same genre such as "How To", "What Happens When", and "AreYou" to name a few.

Reciprocal Link - Links exchanged between two websites usually upon anagreement between both sites, so that each one benefits.

Recurring Billing - Billing to a customer or client that occurs on the same dateeach month (basically, a monthly fee).

Redirect - When someone clicks on a link that is supposed to take them to onewebsite, but then it sends them to a different one, this is known as a redirect.

Redirection - The process of being directed to a different website when clickingon a different link.

Rep Firm - An Advertising agency or company who works with a specificcompany in order to assist them with their marketing needs.

Residual Income - Income that is slowly accumulated, and is usually earnedthrough affiliate programs. When someone signs up for a service through anaffiliate, the affiliate can then earn residual income as long as the person whosigned up continues to pay for that particular service.

Return Days - The number of days it takes an affiliate to receive payment froma merchant they are working with once the sale has been made.

Rich-Media - Online ads that contain motion, sounds, or video and usually useJava or Flash to enhance the viewer's experience.

Robot - A software (often also referred to as a "bot") that runs automatically anddoes not need a human to operate it.

RON - Short for Run of Network, this is an option for ad buyers to place theiradvertisements on several networked websites.

ROS - Short for Run of Site, this ad buying option allows the buyer to place theirad on various places on one particular website.

RSS Feed - This is in reference to a live feed that users can integrate into theiremail or web browser that allows them to get easy access to live, up to theminute updates in news or other topics that interest them. It can be a handy toolfor online marketing. You can encourage visitors to subscribe to your live RSSfeed and then update it on a regular basis so that they can see how things areprogressing with your website or business.

- S -

Safelist - An email list that people can sign up for to agree to receive email advertisements. Once signed up, the person can also submit their ownadvertisement, so it is a sort of email marketing network.

Search Engine - Online tool used to search for terms, information, or otheritems. Google.com is a prime example of a commonly used search engine.

Search Engine Optimization - Marketing method used to ensure that a websiteranks at the top of a search engine result. SEO is very popular and oftenimplements articles, keywords, and other tactics to help the merchant orbusiness ensure that they are shown within the top search results in the engine.

Search Engine Submission - Submitting your website's link to a search enginein the hopes that it will appear as a result of your chosen search terms.

Search Term - Words used to find information via a search engine. Forexample, if you're looking for fishing tips, the words "fishing tips" is the searchterm.

Secure Sockets Layer - Important tool used to ensure that information ispassed from one party to another safely online.

Self-Replicating Site - Websites that appear almost identical, but are offered toaffiliates to use in order to market the business. This makes it easier for affiliatesto advertise or market the parent business' site, while still ensuring that they receive proper credit for any sales that pass through.

SEO - Abbreviation for Search Engine Optimization.

Sig - Abbreviation for signature. This can refer to a signature file, or an emailsignature.

Signature File - A chunk of text or image at the end of an email that helps toidentify the sender. Companies often use their logos as part of their signature fileto ensure brand recognition.

Solo Advert - An advertisement that stands on its own, such as an entirewelcome video on a home page, a commercial, or some other format of ad thatdoes not rely on a network but instead serves its purpose on its on, usually onthe brand or company's own home page.

Spam - A term for junk or unwanted email or other ads that people classify asjunk.

Spamdex - Index providing people with information on companies who tend tosend spam.

Spider - Software that is automated and runs through search engines in order toindex web pages into a search engine.

Split-Run - When the same ad is sent to different websites but has varyingwording or headlines, this is known as a split-run.

SSL - Abbreviation for Secure Sockets Layer.

Submission - The process of entering information into a form and then sendingit via the web to a server.

Submit - A common tag on buttons at the bottom of forms for people making asubmission.

- T -

Targeted - Advertising geared toward a person or group of people who wouldmost likely buy a particular good or service. This can refer to all forms ofmarketing, as long as it is designed to reach a specific group of customers.

Telescope Test - A method of determining which ads are being the mosteffective in order to maximize profit or productivity.

Template - A standard set of files with images and headers that are already inplace. All the advertiser has to do is insert their own words or image into thetemplate, save it, and publish it online.

Testimonial - A quote or review submitted by customers who are impressedwith a business' goods or services. Testimonials are designed to lure morecustomers in by reading what other customers have to say about the company.

Text Ad - Ad online advertisement that is strictly text; no graphics, sound oranimation are used.

Top Site - When a website is ranked high, it is then dubbed a "top site."

Tracking - Methods used to keep an eye on ads, who views them, how manypeople view them, and how many of those clicks generate sales.

Traffic - The term used to describe activity on the Word Wide Web.

Two Tier - Term used to describe an affiliate program that allows the affiliate togenerate revenue or commission from sales, but also from referring new affiliatesas well.

- U -

UCE - Short for Unsolicited Commercial Email, this is another term for Spam.

Unclaimed Domains - Websites or .com addresses that have not yet beenused, claimed, or that have no activity there.

Unique - Distinction between visitors; each click has its own unique footprint,and each person has a different IP address, so gauging the uniqueness of eachhit is imperative to accurately track results.

Unique Visitor - Term to describe an individual hit to a website by each uniqueIP address.

Unsold Inventory - Stock or inventory that still remains unsold.

Untargeted - Niche markets that may not have been reached yet throughadvertising; businesses can benefit greatly from looking for new, untargetedaudiences who may be interested in their services or products.

Up Sell - Process of selling a lead product, and then trying to get the customerto buy another item or upgrade the item to a more expensive one.

URL - Definition of a particular location or web address on the Internet.

Usenet - Helpful tool that compiles information on the web for use innewsgroups, websites or other resources.

USP - Abbreviation for Unique Selling Proposition. This term refers to ways acompany can offer unusual or unique benefits to customers, and then using thatinformation to gain new clients.

- V -

Vertical Banner - A banner ad that runs on a website vertically instead ofhorizontally, usually on the side of the page to the right.

Viral Marketing - Form of marketing that infiltrates as many different avenues aspossible, usually in the form of videos, cell phone transmissions, or posted onvarious forums in order to get more exposure.

Virtual Hosting - A form of web hosting that is not done on one single server butinstead is running websites from several different computers.

Visitor Quality - A way to determine the actual interest of visitors visiting aparticular site. This can help to gauge the success of the ad or website, and thepotential for profit.

- W -

Web Browser - A program that allows people to use the Internet; Firefox,Netscape, and Internet Explorer are all examples.

Web Design - The process that goes into creating websites is known as webdesign.

Web Directory - An online directory of various websites usually relating to oneparticular topic or divided up into various categories so visitors can easily findsites they need.

Web Host - Provider of memory, storage, and connectivity in order to post a livewebsite.

Web Ring - A way to navigate a large number of websites that are closelyrelated, simply by clicking forward or backward within the web ring.

Web Server - The actual physical computer that holds and stores theinformation and memory needed to host websites.

WHOIS - This website lets you see who the owner of a website is, where thedomain is registered, and contact information for the owner. This is an excellenttool for helping to find or prevent fraud as well.

Wordpress - A very popular and user-friendly program that gives novices achance to publish and write their own blog. It also allows the user to add pages tothe blog, and integrate the blog itself into a website that the owner creates.

- X -

- Y -

Yahoo! - Popular portal, search engine, and email host on the web.

- Z -

Zine - Abbreviation for magazine.

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