



CYBER A TO Z INTERNET MARKETING DICTIONARY

Put Together For You By
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A

ABOVE THE FOLD - In Internet marketing terms it means whatever is above the entire page, or is the first thing people see when reaching the page.

ACQUISITION COST - The acquisition cost is the average cost per new customer or per merchandise for a business.

ACTIVE SERVER PAGES (ASP)- Technology developed by Microsoft that allows scripts to be integrated into web pages. It helps to allow information to be integrated into web site via the use of forms, etc.

ACTIVEX - Model for writing programs. ActiveX technology is used to make interactive web pages that look and behave like computer programs, rather than static pages. With ActiveX, users can ask or answer questions, use push buttons, and interact in other ways with the web page.

AD COPY - Writing that is specifically done for advertisements. The ad copy is often another term for actual text within an ad. The better the ad copy, the more chances it will bring in sales.

ADN (Advanced Digital Network) - A leased data transmission line (56bps).

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

ADSENSE - A revenue sharing program ran by Google that allows you to place contextually relevant ads on your site and pays you when visitors click on the ads.

ADSL (Asymmetric Digital Subscriber Line) - A line with a slower upload speed and higher download speed, e.g. downloads at up to 1.544 megabits per second and uploads at, say, 128 kilobits

per second. Theoretically, speeds could be much higher.

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 helps discovering where from the most revenue comes from, and how to better personalize the ads to reach more customers, and to encourage them to take action, via the ads published or produced.

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

ADVERTISING NETWORK - Business owners who work with other Internet businesses to agree to post their ads. You may notice a website selling an item that has another company's ad on their site; this means they are part of an advertising network, working together.

ADWORDS - Google's advertising pay per click program that became one of the most popular forms of ad affiliate plans on the web.

AFFILIATE - The person participating in one company's affiliate program. Someone who promotes a product in between the merchant and the end customers to earn a commission for referring clicks, leads, or sales.

AFFILIATE LINK - A link including a piece of special code that is provided to an affiliate for the purpose of tracking referrals.

AFFILIATE PROGRAM - A program where other people known as affiliates, agree to advertise for the sponsor's site. In return, they receive commission or residual payment. It is done through a network of affiliates who assist the website in getting the word out.

AIDA - Acronym for Attention, Interest, Desire and Action; this is the motivating factor for advertisers and web businesses to get

exposure.

ALEXA - A well known ranking search engine, Alexa has a free toolbar that allows users to see traffic data and other important information, making it an excellent resource for those who utilize Internet marketing.

ANCHOR TEXT - A term that describes the main text which substitute a link and is usually underlined and highlighted, prompting the reader to click on the link.

APPLET - A small program, written in Java, that is inserted in an HTML page. Applets, unlike full Java programs, can't use the local computer's files, modems, printers, etc. or communicate with other computers, only the computer which sent the applet.

APPLICATION SERVER - Software ran from a Server to manage how other software is made available on a network. This enables more efficient use of resources e.g. memory and database access.

APPLICATION SERVICE PROVIDER (ASP)- The organization which operates one or more computer services, called applications, on their own server and charges others a fee to use those services. The applications which are provided may include organizational or collaborative applications which require significant computing power.

ARCHIE - Software which used to be widely used to find files on anonymous FTP sites. Accuracy depended on you having as much of the actual name of the file you wanted as possible. The web's search engines have almost completely replaced programs such as Archie.

ARPANET - Advanced Research Projects Agency Network. The military project developed by the US Department of Defense which preceded the Internet. In the 1960's and the early 1970's, they connected computers that ran different systems and at

different locations so that all the users who had authorization could use the combined computing resources from all areas.

ARTICLES - Written articles that pertain to a particular subject or website. These articles can then be submitted in the form of ebooks, web zines, or integrated into a website or a blog in order to get more exposure on web searches such as Google.

ARTICLE MARKETING - The process of writing and submitting articles to article directories, with your resource box included, generating free traffic to the writer's site, and increasing his page rank.

ASCII - American Standard Code for Information Interchange, is the commonly accepted standard for representing the numbers used by computers for all Latin letters, numbers, punctuation, etc. The 128 standard ASCII codes can be represented by a binary number from 0000000 to 1111111.

ASSOCIATE PROGRAM - Another term for affiliate program. People often prefer to use the term associate, as it sounds somewhat more professional and higher level than affiliate.

ATOM - A current protocol which is still under active development for sharing of information (content) which some see as an improvement of RSS. It is also based on XML, but supports many additional features.

AUCTIONS - A method in which items are sold online in auction format, at a different price compared to the same items purchased directly from online retailers. In addition, buyers often find rare items and antiques via online auctions.

AUTO-RESPONDER - An automated message or reply sent to customers via e-mail. Usually, people who sign up for online newsletters will receive one acknowledging that they've signed up. The auto-responder is also used to serve as acknowledgment of a concern or complaint when customer service is contacted.

B

B2B - Popular shortcut for saying Business to Business. This term refers to the relationship between businesses that only offer goods or services to other businesses, and not to private customers or individuals.

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

BACKBONE - A major, high-speed line or path connecting various parts of a network. Also the term used for the supercomputers which co-ordinate the actual Internet by storing the actual URL's of all domains.

BACK END - Very profitable item or product that is sold to customers who have typically already purchased the first item, and the back end product is a result of that lead purchase.

BANDWIDTH - Describes the amount or capacity of data transferring through a communications channel. The amount of bandwidth often determines the 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 website or web page horizontally. This is known as a banner ad, and can be a simple single picture with words or have animation or video and sound.

BANNER EXCHANGE - Method in which advertisers work together and allow each other to place their banner ad on the other's website.

BASIC RESELL RIGHTS - These are granted when you obtain the right to resell something, however, the people purchasing it from

you do not have the ability to resell it at that point.

BAUD - A standard measure of the speed of a modem. Usually defined as the number of bits it transfers per second. Technically, a 1200 bit-per-second modem runs at 300 baud, moving 4 bits per baud (1200 bits per second).

BBS (Bulletin Board System) - These were networks, usually run by volunteers who provided their own computers and time, which predated the Internet as a means of transferring messages, files and information between computer users around the World. Their numbers are much less than during their hey-day in the early 1990's, since services such as AOL, Internet Chat-rooms and Forums have spread.

BINARY - A mathematical representation of data just with ones and zeros. Image files are sometimes called "binary files" as they contain more than just text.

BINHEX (BINary HEXadecimal) - A means of converting binary data to ASCII characters, very useful for transferring files between different types of computers because almost all can handle ASCII.

BIT (Binary Digit) - The basic units of computer data - either a one or a zero.

BITNET (Because It's Time NETwork) - A network that linked educational sites separately from the Internet, but allowed e-mail to flow between both systems.

BLACK HAT WEB SITE - Popular term for websites that do not utilize SEO keywords 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, with the purpose to be at the top of the search rankings.

BLOG - Short for web log, blogs and blogging have quickly

become a popular way to communicate, and also an excellent tool for marketing. Blogs allow people to write their own personal experience and opinions on certain products or services in a friendly tone. This often encourages readers to check out the business that has been mentioned, making it an equitable form of marketing online. Blogs require regular updating to continue to hold the interest of visitors. The content of many blogs are syndicated to other blogs and sites as RSS feeds.

BLOGGER - Someone who maintains and is responsible for the content of a blog.

BLOGOSPHERE or BLOGSPHERE - An ever-changing "world" composed of blogs and those who are interested or involved with them.

BOOKMARKING - The process of marking a website in your browser with the intention of visiting it again. The term bookmarking is also used when in reference to a social bookmarking site, where people post and share their favorite websites with one another.

BPS (Bits Per Second) - The number of bits which are moved in one second. A 56K modem can transfer 57,000 bits per second, though most dial-up modem transmissions move at less than 37,000 bps.

BRANDING - Highly or widely recognized brand image (i.e. Apple), brings recognition and exposure to businesses.

BRANDING ADVERT - Advertisement that effectively uses a branded image to acquire more business. For example, the Apple iPod is often referenced by the Apple logo which is widely recognized. These advertisements are easy to spot, and people usually quickly recognize them.

BROADBAND - Internet connections which allow transfers at much higher rates than through dial-up modems by accessing

more bandwidth. They include DSL and Cable-TV connections.

BROAD MATCH - When words can have many different meanings and be associated with several different things, this is known as a broad match.

BROWSER - Short for Web Browser; it's the tool (program) that allows to surf the web.

BUM MARKETING - Marketing process that involves advertising affiliate links, usually without owning a website, and mostly through article marketing.

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

BYTE - The bits for a single character, usually 8.

C

CAMPAIGN - The energy and time put into trying to get your marketing and products exposed.

CAMTASIA - Software that allows the user to make videos.

CDMA (Code Division Multiple Access) - A protocol for wireless data and voice communication, used in cellphone networks and other communications systems. The transmitted data spread over more than one radio frequency, which is a more efficient use of the radio spectrum. Other protocols, such as 1xRTT (CMDA2000), are being developed on top of CDMA.

CERTIFICATE AUTHORITY - Organization which issues Security Certificates for SSL connections.

CGI (Common Gateway Interface) - This is a way for a webserver

to pass information along to a server through a particular application program. CGI is used in many different web programming applications such as Perl and Java, as well as several others.

CGI-BIN - The directory on a domain on a web server where are stored CGI programs.

CHAT ROOM - An Internet site (or part of a site) where people "chat" with other people. There are thousands of Chat Rooms, usually organized by topic. In a Chat Room can be viewed all the conversations taking place at once on the screen. This can be an inexpensive way to keep up with friends and relatives who are online.

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

CLICKBANK - Often referred as CB, is one of the most popular 3rd party payment processors for digital products. They also have a built-in affiliate program and a marketplace that allows people to find products to buy or promote.

CLICK THROUGH RATE (CTR)- The percentage of people who actually click on an ad or banner. If 100 people see a banner or an ad, and only 10 click on it, then the advertisement has a 10% click thru rate.

CLIENT - A program for connecting to and collecting data from another program on a computer server. Client programs can only work with the type of server(s) which they are designed to work with and vice-versa. A Web Browser is a Client.

CO-BRANDING - Term used when businesses emulate other websites by using similar styles of font, graphics and colors, to name a few. This is usually acceptable when the person doing

this is an affiliate of the original website, and the method is used to lure customers into the "parent" business.

CO-LOCATION - Co-operative arrangement with the owner of a server having it connected to someone else's network instead of their own, usually because the other network provides faster Internet connections and there may also be security considerations.

COMMISSION - Income an affiliate receives for generating a sale, lead or click-through to a merchant's web site. Sometimes called a referral fee, a finder's fee or a bounty.

CONSOLE - A pop-up box that comes up when customers leave a site, usually asking the customers why they are leaving or if they need any more assistance before moving on to another website, or trying to offer them something free in order to subscribe to a mailing list.

CONTENT - Defined as the actually heart or "meat" of a website, as it offers solid information about something. Text is typically the only element involved in real true content, and can be in the form of a product description, testimonials, company background information, or many other features of a website that give the viewer more insight.

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

COOKIE - A "cookie" is an Internet site's way of keeping track of you. It's a small program built into a web page you might visit. Typically you won't know when you are receiving cookies. Ideally a cookie could make your surfing easier by identifying you, tracking sites you visit, topics you search, and get a general feel for your preferences. It can also be used to collect your e-mail address for marketing (and maybe spamming) purposes. You

may use your (advanced) browser settings to warn you before you accept cookies or to reject them all. Some secure sites, such as stock trading sites, won't work if their cookies aren't accepted by the customer.

COUNTER - A number on many web pages that will count the number of hits or count the number of times the page has been accessed. Basically, it counts the number of people that have visited that page.

COUPON CODE - A Special alpha numeric code created by a web merchant's programmer to offer customers. The coupon code is then entered into a special field when the customer places an order. A coupon code is typically for free shipping, a certain percentage off, a gift with purchase, or something similar.

CPANEL - cPanel is one of the most popular web host control panels. It allow you to install predefined scripts, manage email addresses, upload and delete file and other tasks related to your website.

CPC (Cost Per Click)- This is how much someone will pay each time someone clicks on his ads, links, or text when using an ad-buying program.

CRACKER - Person who breaks into a site through a computer's security. While basically the same thing as a "Hacker", a Cracker is sometimes considered to be more malicious and destructive.

CRAWLER - Automated program that many search engines use. The crawler helps to index search terms and web pages into a large directory, and tracks progress, as well as various statistics, to better establish on how to make the results more accurate.

CSS (Cascading Style Sheets) - A standard way of specifying the appearance of text and other elements in Web pages and also in applications built using XPFE, can put common font, color and other design aspects for several pages of a web site in one CSS

files and then just place a reference to that file on each of the pages. To change any particular aspect of all those pages, just change the relevant entry in the CSS file.

CYBERPUNK - Term derived from science fiction about a nearfuture, over- industrialized society. The term is now used to cover many various human, machine, and punk attitudes as well as some people's clothing and lifestyles.

CYBERSPACE - Term used to describe the Internet and related networks; the term was coined by science-fiction novelist William Gibson in 1984 in "Neuromancer".

D

DEADLINE - A set time in which ads must be submitted for publication, can also apply to when articles must be written and submitted, or anything else that someone has to reach at something in a limit time.

DEDICATED SERVER - It serves as the main frame or server for one particular merchant or website. By using a dedicated server, sites stay more stable and emails and other transactions are generally more secure. It also makes websites run generally faster.

DEFAULT - In Internet marketing terms, the word default refers to lower paying or more commonly feature.

DHTML (Dynamic HyperText Markup Language) - Type of code, combining HTML, Java Script and CSS which can produce interactive content for web-pages such as users being able to drag items over the page, simple animations etc.

DIGERATI - People that consider themselves as knowledgeable about, or connected to, the cutting edge of every part of the digital world.

DIRECT LINKING - When an affiliate account or program is linked from a banner ad or other online ad, this is known as direct linking. It is not considered to be as effective as using a landing page, but some people still prefer it.

DIRECT MARKETING - Form of marketing that reaches customers directly, can include emails, postal mail ads, or even phone calls. It is often considered unsolicited since the customer did not request it.

DIRECT RESPONSE - The result of direct marketing, when a business gains new clients or customers from the direct marketing campaigns it participates in.

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

DISCUSSION GROUP - A focused group of people who typically communicate via a chat platform to discuss various products or services. Web businesses owners will then use the information or feedback collected from the discussion group to make better decisions or tweak their products in the future.

DNS (Domain Name System) - Internet domain names, such as "mydomain.com", are converted to IP numbers by the DNS Servers.

DOMAIN NAME - The name which identifies a web site on the Internet. For example, mysite.com. This is what is type in a browser to be connected directly to the site wanted to see. A site does not have to have its own domain name. Most ISP's and some other web hosts offer web space to clients who do not want to buy their own domain name. These sites are usually represented by a domain name like usersite/hostsite.com or hostsite.com~usersite.

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 when someone clicks on a large image on a home page, and then they are taken to a separate page with more details or information. The "doorway" page is designed to entice or invite people to click further and take a closer look at the website.

DOWNLOAD - The transfer of files from any other computer to your computer, including from the Internet to your computer. Every time you instruct your computer system to retrieve your mail, you are downloading your mail to your computer. You may also download programs to your computer. However, be careful about downloading files or programs from a site in which you are not familiar. You could download a virus and never know it until it's too late.

DROP SHIPPING - Commonly used when an online merchant does not want to or is unable to store inventory. Instead, the merchant will use a dropshipper who will actually be the source that ships the items to customers. Dropshipping makes selling items online easier, since the merchant does not have to keep track of inventory or acquire new purchases. Instead, all the transactions go through the drop shipping company, who take the order and ship it to the customer.

DSL (Digital Subscriber Line) - A circuit, connecting specific locations, which supports moving data over regular phone lines, faster than a regular phone connection. This is like, but not the same as, a leased line.

DUPLICATE CONTENT - Term used to describe content that is very similar to other content on a website, or is considered to be unoriginal.

E

E-BOOK (Electronic book) - Books on different topics that are

delivered to customers instantly via e-mail. They can be in several formats including a document or PDF file.

E-COURSE (Electronic Course) - Much like an e-book, an e-course is simply curriculum or training which is all done online. These ecourses can be one time classes to learn a new skill, or they can actually be marketable material to sell to others who want to learn something in particular.

E-MAIL (Electronic Mail) - This tool is usually provided by your ISP. It allows you to send and receive mail (messages) over the Internet. Through e-mail you can write your friends, ask your ISP a technical question about your service, or even receive an Internet birthday card.

E-MAIL SIGNATURE (or Sig File) - Signature option, allows for a brief message to be embedded at the end of every e-mail that a person sends.

E-MAIL MARKETING - Reaching potential and current customers via e-mail.

ENTREPRENEUR - Person who starts his own business, often with the money that he has out of pocket.

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

ETHERNET - Method for networking computers in a Local Area Network.

EXIT TRAFFIC - Term used to decipher what kind of people or what kind of patterns are taking place when people exit or move away from a website.

EXPIRED DOMAINS - Web domains or domain names that are expired or no longer valid. WEB surfers will get an error message

letting them know the domain has expired.

EXTRANET - Network owned and maintained by a company which can be accessed by other computers owned by associates, clients, or suppliers which are not part of the network, but not anyone else outside of the company.

E-ZINE - Much like an e-book, an e-zine is the electronic version of a magazine. Many modern day magazines now supplement their printed version with an e-zine and some strictly have the e-zine format.

F

FANTASTICO - An application that automates the installation of various web programs.

FAQ (Frequently Asked Questions) - A list of questions that are frequently asked, with the answers. This mini-help file saves time because clients can get the information they need, without the support personnel having to repeatedly send the same information to different clients.

FAVICON - An image used to make a website or online business stand out, such as animated graphics or a logo, can only be seen by certain browser users. As Internet browsers adapt and change, more people will be able to view favicons.

FDDI (Fiber Distributed Data Interface) - A way of transmitting data over optical fiber cables at about 100,000,000 bits-per-second (10 times the rate possible with 10-BaseT Ethernet and twice the speed of T-3).

FILTER WORDS - Words that are usually considered junk words, and that do not have much impact on human reaction. Small words used in the English language such as "the," "an," etc. are often overlooked and are therefore considered filter words with little to no impact on the marketing of a website.

FINGER - Software that may be used to find if certain people are associated with a particular Internet site. Most sites do not allow Finger requests.

FIREWALL - Either a software program or a combination of hardware and software that protects a computer or network from intruders.

FLAME - Negative comments in Chat rooms, forums, etc. which are mostly intended to upset individuals and start arguments which interfere with the usual traffic in that Forum or chat room.

FLAME WAR - The result of a "successful" flame, which has people exchanging personal insults, instead of discussing the subjects which brought them to that Forum or Chat room, in a reasoned and friendly way.

FLASH - A popular way of setting up a website, where pictures, graphics, and words are often moving, colorful, and are all together more interesting to look at.

FORUM - Another term for online bulletin board, a forum is where people can get together and discuss a variety of topics. Forums can be on just about any subject, and today almost every website has forums that they offer to their visitors, so they can gather and discuss the topics related to the website. Some Forums have paid or restricted Membership. Even the free Forums usually require you to register with a confirmed email address to minimize flames and other problems.

FORWARDING - Sending email that you received from someone else on to someone from your own email address.

FREE BONUS - Term often used to describe a free product or service given to customers who sign up for a service or make a purchase. The term free bonus often refers to a month of free service, etc. when it comes to Internet related merchants.

FREE CLASSIFIED - A website that offers free classified advertising. Craigslist is a prime example of a free classified website. This is beneficial to those looking to network or meet others online to work together, whether it be through supplying goods or services.

FREE FOR ALL LINKS - Websites that allow people to post their links for free in exchange for their email address. The website owner then sends the person posting the link weekly or monthly advertising emails for their own business. This is a highly beneficial service for both the person posting the free links, and the website owner.

FTP (File Transfer Protocol) - The process of transferring files from your computer directly to your website.

G

GATEWAY - Hardware or software which transfers and translates data between different Internet Protocols (such as different email formats). Also used to describe sites or services which give people easier entry to particular areas of the Internet.

GIF (Graphic Interchange Format) - A format for image files, most suitable for images with large areas of colors.

GIGABYTE - 1024 megabytes.

GIVE AWAY RIGHTS - These rights mean you can give the item in question away for free. Many times these items are used as bonus for buying a product or joining a list.

GOPHER - Fore-runner to FTP which uses text-only menus to give users access to material through the Internet. Invented at the University of Minnesota and named after its mascot.

GUERILLA MARKETING - Term used to describe aggressive and often unconventional forms of advertising and marketing. This

method can be considered controversial in many cases, but it definitely brings in new customers.

GURU - In terms of online marketing simply means someone who has a lot of experience and has been successful in the business.

H

HACKER - Also known as a "Cracker", is a person who breaks into a site through a computer's security.

HEADLINE - The beginning of a business or sales letter. It is without a doubt the most important element of a business or sales pitch since the headline allows the writer to give someone else a good first impression and a bit of background about their business.

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

HOME PAGE - The web page which your browser shows when you open it to start surfing. Also refers to the main page of a web site which is reached by typing in the site's domain name.

HOST - The computer where the files which make up one (or many) web sites are physically located.

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

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

HTML (Hypertext Mark-up Language) - It is not a programming language, but a way to format text by placing marks around the text so they can be used as web pages. For example HTML allows you to make a word bold by word etc. Early word processing programs used similar marks for the same reason - to show how the text should be displayed.

HTTP (Hypertext Transfer Protocol) - This protocol rules how computers communicate over the Internet, using an http client program on one machine and an http server program in the other.

HYPERTEXT - Text on a web page that links the user to another web page. The hypertext, or links will usually be a different color than the other text on the page and also usually underlined.

HYPERMEDIA - Media (such as pictures, videos, and audio), on a web page that links the user to another web page by clicking on the media.

I

IM (Internet Marketing) - The act of promoting products and/or services on the Internet.

IMAP (Internet Message Access Protocol) - Advanced protocol used by email clients as a replacement for POP. IMAP lets an email program get emails from multiple accounts and also manage messages on the server without actually downloading them.

IMPRESSION - In Internet marketing means the exposure of a banner ad or other clickable ad from a website to one individual person.

INBOUND LINK - A link from another website outside of your own website.

INCENTIVE-BASED TRAFFIC - Websites that offer compensation for people who visit their site; this is a very popular form of marketing that brings in a large amount of hits. Promotional items such as coffee mugs, calendars, or mouse pads are often given to those who either visit a website or sign up for regular promotional emails.

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

INTERNET - Originally called ARPANET after the Advanced Research Projects Agency of the U.S. Department of Defense. This electronic network connects the hosts together so that you may go from one web page to another efficiently. The electronic connection began as a government experiment in 1969 with four computers connected together over phone lines. After 1972, the universities also had access to that, and was, by then, called the Internet.

INTERSTITIAL - A type of advertisement that expands and can sometimes take up an entire page as a browser visits a site. Often considered a nuisance, this form of advertising is a guerilla style type of marketing that often forces the web surfer to click on it.

INTRANET - Computers in an organization connected together so they can exchange files and use common equipment, (printers, etc.), and operate programs which may only reside on one particular machine in the network.

INVENTORY - Whatever an Internet merchant or other business owner has in stock. If inventory is low, items can often sell out

temporarily until more can be obtained.

IP NUMBER (IP ADDRESS)- A number with 4 sections separated by dots which signifies the unique location of a system on the Internet. With the growth of the Net, shared IP addresses are now used by Internet Service Providers for some of the domains which they host.

IPv6 (Internet Protocol, version 6) - Makes an almost unlimited amount of IP Numbers available - 2¹²⁸ in theory. Though inefficiencies in the system of allocation mean not all those are actually usable, there are plenty for the devices likely to be connected to the Internet for several years.

IRC (Internet Relay Chat) - Worldwide real-time conferencing on the Internet, There are hundreds, maybe thousands of IRC channels, also called chat rooms made available through large dedicated servers in various points around the World. These chat rooms typically focus on specific topics, issue or commonality.

ISDN (Integrated Services Digital Network) - A method of moving data over normal phone lines at nominal speeds of up to 128,000 bits-per-second though most users get speeds of up to 64,000 bitsper- second. ISDN can connect to many locations, one by one if both systems have ISDN capability.

ISP (Internet Service Provider) - This is the connection to the Internet. You use an ISP to connect onto the Internet every time you log on.

IT (Information Technology) - Covers everything has to do with computers, programming and related functions, including administration.

J

JAVA - A programming language, developed by Sun Microsystems, used for small programs (applets) that are

embedded in Web pages and that run when a user accesses the page or clicks on a certain area.

JAVASCRIPT - Programming language used to add interactive features to Web pages. The user's browser must accept the javascript. Some people turn this feature off in their browsers because of security concerns. JavaScript, Cascading Style Sheets(CSS) and versions of HTML from 4.0 upward are combined to make DHTML.

JDK (Java Development Kit) - A software development package from Sun Microsystems with the basic tools for writing, testing and debugging Java programs and applets.

JOINT VENTURE (JV) - A business endeavor that combines two or more companies together. A joint venture means that corporations or merchants are joining forces to create or/and sell a new product, service, or website.

JPEG (Joint Photographic Experts Group) - It is a good format for image files with fine details (like photographs).

K

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

KEYWORD DENSITY - How many keywords are in an article published online, or integrated into a web page. A formula is often used to calculate the percentage of keywords to total words written.

KEYWORD MARKETING - A marketing method that is based largely on using keyword dense articles.

KEYWORD RESEARCH - The work put into finding the right keywords that will bring results for any given online business.

KEYWORD TOOL - Software or applications create in order to help the keyword research.

KILOBYTE - 1024 bytes.

L

LAN (Local Area Network) - Computer network which may spread over several floors of a building but has a central control in the same building.

LAPTOP - Computer small enough to sit on your lap. The laptop computer's small size allows you to take it almost anywhere and access the Internet. Great if you travel a lot and don't want to go too long without your e-mail.

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

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

LEASED LINE - Telephone line or a cable which is for the exclusive use of the people operating the computers attached to it. Provides the capability of faster speeds than are available with public, shared lines.

LIFE TIME VALUE - An amount of profit a business should expect from one person who becomes a life long customer.

LIFT LETTER - Commonly mistaken for a sales letter, a lift letter offers customers who 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 and repeat paying

customer.

LINK - Text or image on a web page which you click your mouse on. Code associated with the text or graphic will direct you to another location on a different page of that site or a different site. Text links are usually underlined and a different color to the other text on the page.

LINK CHECKER - Various software or tools used to verify that links are working properly and leading to valid websites.

LINK EXCHANGE - The process of sharing and exchanging links between websites, people, directories, or businesses.

LINK POPULARITY - A way to measure how popular and/or effective any given link is.

LINK ROT - Another term for a bad or broken link that no longer works or lead to an incorrect or invalid link.

LINK SWAP - Exchange of links between websites, individuals, or businesses in hopes that each will mutually benefit.

LINK TEXT - The actual text that is showing on the site, which leads people to the link.

LINUX - Open Source (free) operating system similar to Unix. Versions are available for all common types of computers.

LIST - In e-mail marketing terms, a list is simply a compilation of people or e-mail addresses that the sender intends to send marketing e-mails to.

LIST SWAP - Incorrect practice of interchange between two or more list owners, which allow each other to send e-mails to the other's list and persuading people to subscribe and to other list. The purpose is to enlarge their own lists with the other owners subscribers.

LOAD - Short for download and upload. If someone asks how long did the page take to load, is referring to the time it takes a page to appear on your screen. If a web page is loading slow it means that it's taking a long time to fully appear on your screen.

LOCATION - An Internet address. In the browser can be seen a box at the top of the page with a title such as "location". That's where is seen the location of whatever web page is open in the browser. The address typed in the location bar must be an exact match for the page wanted.

LOG FILE - File that keeps track of the activity that occurs on a web server.

LOGGING IN - Connecting with a username and password to a website or a special area on a site, such as a Forum or download area.

LOGIN - The name and password needed to access a computer system or restricted web site, or the act of accessing the system or the site.

LOL (Laugh Out Loud) - Usually used in e-mail, or chat rooms.

LOSS LEADER - Introductory product that is often sold at a loss in the hopes that the 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 receive e-mails weekly, monthly, or otherwise. Usually an email mailing list is offered to new subscribers by merchants so they can send them marketing ads or e-mails.

MASLOW'S PYRAMID - A model often used in business, created by Abraham Maslow. It basically sections off human needs into five basic categories. Many businesses follow this structure hand

in hand with their marketing methods to better identify what people are looking for. Usually known as pyramid or matrix system.

MEDIA KIT - Much like a press kit, a media kit contains vital information about a business such as contact information, company logos, websites and links, and basic background of then business like the mission statement. These kits are often used to get more attention or to gain new investors.

MEGABYTE - 1024 kilobytes.

MEMBERSHIP SITE - Website specially designed for paying or nonpaying members. Typically, membership sites give people access to more features and information.

MERCHANT - An online business that markets and sells goods or services. Merchants establish affiliate programs as a cost effective method to get consumers to purchase a product, register for a service, fill out a form, or visit a web site.

MERCHANT ACCOUNT - Account that allows merchants to process and receive credit card payments from customers, whether for individual transactions or recurring billing.

META REFRESH - A way to redirect items within a web browser.

META TAG - Type of HTML tag that contains information about the page content and the person/organization which owns it for the benefit of Search Engine spiders, not other (human) users.

MICRO BUTTON - A very small banner ad on a web page.

MIME (Multipurpose Internet Mail Extensions) - A standard which defines what type of files are attached to email messages, also used for computer systems to tell other systems what type of files they are sending to them.

MINI-SITE - Prefabricated HTML page for affiliates that displays new or specialized products with integrated affiliate links.

MIRROR - Generally speaking, "to mirror" is to maintain an exact copy of something. Probably the most common use of the term on the Internet refers to "mirror sites" which are web sites, or FTP sites that maintain copies of material originated at another location, usually in order to provide more widespread access to the resource.

MODEM (Modulator-demodulator) - Device attached between a computer and a phone to convert data from the form which the computer uses to a form suitable for transmission through the phone and the Internet and convert data which comes to it from the phone (and the Internet) back in to a form which the computer can use.

MODERATOR - Someone in charge of a forum who makes sure that all people posting follow the rules. The moderator is also there to answer people's 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.

MOO (Mud, Object Oriented) - A multi-user role-playing environment.

MOSAIC - An early browser which was used by Macintosh, Windows and UNIX computers. The source-code to Mosaic became the basis for early versions of some other web browsers.

MOUSETRAPPING - A deceptive method that forces users to view the same page over and over, even after clicking on the backward or forward button within their browser.

MRR (Master Resell Rights) - This term refers to people who have full rights to a product, but can also allow others to resell it once they have sold it initially.

MUD (Multi-User Dungeon or Dimension) - A text-based environment used for role-playing games (which may involve the players co-operating to continue to build the "world" in which the game's characters operate), chat and software development.

MUSE (Multi-User Simulated Environment) - A particular type of, usually, non-violent MUD.

N

NAVIGATION - Term for the ability to move around online, and to "navigate" a website.

NET - Short for Internet.

NETIQUETTE (Net etiquette) - System of interaction between Internet users on the Internet.

NETIZEN - Citizen of the Internet, an Internet user.

NETSCAPE - A web Browser and also the Company which developed it, based on the Mosaic program.

NETWORK - Two or more computers connected together, and usually sharing resources, such as printers, etc.

NETWORK EFFECT - Term for what happens when businesses network, and how they can prosper and see a profit.

NEWBIE - Someone that may have many talents, skills and vast knowledge in other areas, but is not very familiar with the Internet and how to use it. It refers to people who are new to Internet marketing or new to the World Wide Web, or to forums. People who have just signed up to join a forum and begin posting are often referred to as newbies.

NEWSGROUP - Group whose Members come together on USENET to discuss a mutual interest. Also an e-mail group that people

subscribe to in order to receive news and updates. Many newsgroups send out e-mails daily, while others opt to send them once a week or even monthly.

NEWSLETTER - E-mail in newsletter form. Many companies use newsletter format emails to update customers on new products, special sales, and other updates.

NEWS RELEASE - A term for a press release.

NIC (Network Information Center) - Usually refers to an organization which manages information for a network. Less commonly used for "Network Interface Cards" which computer network cables are plugged into.

NICHE - A specific type of business, i.e. tools or books are considered niche markets.

NNTP (Network News Transport Protocol) - The protocol which defines how USENET postings travel over TCP/IP networks and how browsers, such as Netscape and Internet Explorer, connect to and participate in newsgroups.

NODE - A computer which is connected to a network. More particularly, one that distributes material received from other parts of the network to computers which may have slower network connections than it does.

O

ODD SIZE BANNER - Description of banner ads that take on an unusual size or shape.

ONE TIME OFFER - Also known as an "upsell", where the customer is presented with an upgrade or deluxe version of the front-end product. Typically, one time offers differ from upsells from the way it is viewed. It is only viewable once and the customer may not be able to see the same offer again.

ONLINE - Being connected to the Internet.

OPEN CONTENT - Information or other data which is made freely available by the copyright owner under the terms of a license which defines the allowed uses and distribution of the material.

OPEN SOURCE SOFTWARE - Software where the developer makes the original source code freely available to anyone that might want to read, use, enhance or change it. Open Source Software is subject to license terms specified by the developer which require that any software based on it must also be made freely available and carry an acknowledgement of the original developer and their license terms.

OPT-IN - Choice that customers make to sign up for e-mails or services online.

OPT-OUT - The opposite of opt-in, the choice to opt-out means people who have previously signed up for a newsletter, e-mails, etc. are now asking to remove themselves from the list.

OUTBOUND LINK - A link that leads people to a totally different website from the one they originally visited.

OUTSOURCING - Paying other people to do some work, like shipping and packing items, creating ad content, keeping up the website, or many other duties that are required to have an online business. Outsourcing is similar to having employees, although they are paid for the outsourcing on a case by case basis most of the time.

P

PACKET SWITCHING - Moving data over networks, including the Internet by parceling it into "packets" which each carry the originating and destination addresses so that the packets from different sources, intended for varied destinations can use the network together and be tracked to the correct recipients.

PAGE LOADS - Refers to the number of times a page has been viewed. If a person is having problems connecting online, they may refresh the same page over and over again, causing a number of page loads that can transfer into hits. It's important to try and find out whether or not a visitor has refreshed a page, or if the page was actually seen by a new, unique visitor.

PAGE VIEW - Another term for hits, the term used when people have clicked on or viewed a page.

PASSWORD - A secret string of characters which identify an authorized user when they try to log in to a system or web location.

PAYPAL - One of the web's most popular sites for making and receiving payments online. Many merchants opt to use Paypal instead of having a merchant account, since Paypal is so widely used.

PAY-PER-CLICK (PPC) - Program where an affiliate receives receive a commission for each click (visitor) they refer to a merchant's web site. Pay-per-click programs generally offer some of the lowest commissions (from \$0.01 to \$0.25 per click), and a very high conversion ratio since visitors need only click on a link to earn the affiliate a commission. Very commonly used and for the paid advertising campaigns, like AdWords ones, although there means the ammonut that the advertiser pays to the search engine for one click in his ad.

PAY-PER-IMPRESSION - Program where an advertiser pays for their banner ad to be displayed on a view-by-view basis.

PAY-PER-LEAD - Program where an affiliate receives a commission for each sales lead that they generate for a merchant web site. Examples would include completed surveys, contest or sweepstakes entries, downloaded software demos, or free trials. Pay-per-lead generally offers mid-range commissions and mid-range to high conversion ratios.

PAY-PER-POST - Many online marketing gurus think that paying people per post on a forum is a great way to generate more revenue. When people see the post, they read the poster's opinion of the product or service, and often seek it out which creates more business.

PAY-PER-SALE - Program where an affiliate receives a commission for each sale of a product or service that they refer to a merchant's web site. Pay-per-sale programs usually offer the highest commissions and the lowest conversion ratio.

PAYMENT THRESHOLD - A set amount that an affiliate must accumulate until they receive payment. For example, if the payment threshold is \$50, the affiliate must gain \$50 in referred sale or residual sales before the sponsor pays them.

PDF (Portable Document Format) - A file format, developed by the Adobe Corporation and based on their Postscript document description language which allows consistent viewing and printing of digital documents with the fonts, images and layout on any computer system.

PERFORMANCE BASED ADVERTISING - Incentive that pays people based on the actual results they see from the advertising services that they offer. The advertiser or advertising company only gets paid when the company gets business or sales.

PERL - Form of script language that is usually used for developing application programs that work with a web server's CGI functions.

PERMISSION MARKETING - A form of marketing that is based around getting customer's consent to receive marketing materials, whether they be in print, e-mail, or other formats.

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

PING - Contacting another computer on the Internet or other network and using the response, if any, to confirm the health of the connection.

PLR (Private Label Rights) - Means receiving the source files for a product and being allowed to modify it, add links, name, change the title, etc. However, the licenses for PLR always vary, so make sure you read and understand it before you buy them.

PLUG-IN - Software which enhances the usability or features of a more complex program. For instance, graphics programs and web browsers use plug-ins.

PM (Private Message) - Usually a message sent via an online chat program or a forum, viewable only by the user who sent it and the user who received it. Instead of sending email directly to one another, many people choose to use a PM instead.

PNG (Portable Network Graphics) - A graphics format specifically for the Internet. It enables users to compress images without losing quality. Anyone may develop software to use PNG because the PNG standard does not carry any licensing fees.

POP - Either Point of Presence and Post Office Protocol.

1. Point of Presence is somewhere that a network, such as a phone system, connects to or where an ISP, perhaps from another area, provides access to their network for users without the need to incur long distance phone charges.
2. Post Office Protocol is currently the most common way that an email program get mail from servers.

POP BEHIND - When an Internet browser clicks on a website, the ad pops up, but remains behind when the user closes his or her browser.

POPULARITY - Another term for ranking a site's success via the number of hits. It also involves a website's search ranking with some of the top search engines such as Google and Yahoo.

POP UNDER AD - An advertisement that does not pop up, but instead pops underneath the page, so it appears at the bottom when viewed.

POP UP - Ad that display on a screen when an Internet user is looking at a website. These ads, while sometimes effective, are often considered to be intrusive and annoying, yet thousands of businesses still choose popup ads as a main form of marketing ads.

PORT

1. Physical or software connection where data is transferred to and from computers. 2. Systems which connect to the Internet use specific ports on a server for each specific service.

Sometimes non-standard ports are used and then the particular port number is shown as part of the URL.

3. Port is also the term for translating a program to run on a different type of computer.

PORTAL

1. A web site that offers information and links intended to help people with limited experience of the Internet or, alternatively, with extensive information and links (including related advertising) about one particular topic to encourage people who share that interest to use the site to begin each of their Internet activity.

2. An interactive web tool for registered users to log in and check things like account information, balances, bills due, past purchases, and other common features.

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

POSTING - A message which is submitted or "posted" to an online forum or other discussion medium.

PPP (Point to Point Protocol) - The protocol connecting home

computers to the Internet over a phone line through a modem.

PRE-SELL - When someone posts a positive review, any advertising is often considered to be a pre-sell.

PRESS RELEASE - Updated information and/or news about a situation or business that 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 offer goods 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 order to remain active and use the website.

PROTOCOL - A set of rules that lets computers agree how to communicate over the Internet or elsewhere.

PROXY SERVER - A Proxy Server deals with all requests from a client machine which are addressed to the main server on a Local Area Network.

PSTN (Public Switched Telephone Network) - The traditional telephone system.

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

1xRTT (Single Carrier (1x) Radio Transmission Technology) - A protocol for wireless connection of laptops and other equipment

to networks at speeds up to 144 thousand bps. 1xRTT is also called CMDA2000.

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

RATE CARD - Information showing how much advertising costs on particular website. The rate card will vary depending on the sponsoring site as well as the ad's size, features, etc.

RDF (Resource Definition Framework) - Rules about how to describe categorized information to be made available on the Internet. The RSS data format follows RDF rules. RDF is also valuable for defining relationships between a collection of data and how it is displayed for users.

READER'S DIGEST FORMULA - A marketing method often used when writing articles. Since Reader's Digest is one of the most popular printed magazines ever, many web designers and programmers use the formula to create titles in that very same genre such as "How To...", "What Happens When...", "Are You...", etc.

RECIPROCAL LINK - Links exchanged between two websites usually upon an agreement between both sites, so that each one benefits.

RECURRING BILLING - Billing to a customer or client that occurs on the same date each month, a monthly fee.

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

REP FIRM - Advertising agency or company who works with a specific company in order to assist them with their marketing

needs.

RESIDUAL INCOME - Income that is slowly accumulated, and is usually earned through affiliate programs. When someone signs up for a service through an affiliate, the affiliate can then earn residual income as long as the person who signed up continues to pay for that particular service.

RESOURCE BOX - Also known as a bio box, is a small area of text where you can put in information about you, your product or website at the end of an article.

RETURN DAYS - The number of days it takes an affiliate to receive payment from a merchant they are working with once the sale has been made.

RFC (Request For Comments) - New proposed Internet standards are published as a "Request For Comments". The Internet Engineering Task Force (<http://www.ietf.org/>) is the organization which reviews the proposed standard and manages discussion about it until the new standard is established. All Internet standards retain a trace of their origin because the identifying numbers for them start with RFC.

RICH-MEDIA - Online ads that contain motion, sounds, or video and usually use Java or Flash to enhance the viewer's experience.

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

RON (Run of Network) - Option for ad buyers to place their advertisements on several networked websites.

ROS (Run of Site) - This ad buying option allows the buyer to place their ad on various places on one particular website.

ROUTER - A dedicated computer or program which manages the traffic of packets through connections between Packet-Switching

networks.

RSS (Rich Site Summary or RDF Site Summary or Real Simple Syndication) - A standard protocol for sharing of content such as news articles and very popular with bloggers.

RSS FEED - Sources of information in RSS format. RSS "readers" are programs or scripts which read RSS feeds and display their content. This is in reference to a live feed that users can integrate into their email or web browser that allows them to get easy access to live, up to the minute updates in news or other topics that interest them. It can be a handy tool for online marketing. You can encourage visitors to subscribe to your live RSS feed and then update it on a regular basis, so that they can see how things are progressing with your website or business.

S

SALES COPY - This is the information you have written on your sales letter to get visitors to purchase your product.

SALES LETTER - Also known as a sales page, this contains your sales copy, images and other elements to entice your visitors to make a purchase or complete another desired action like joining a list.

SAFELIST - An e-mail list that people can sign up for to agree to receive e-mail advertisements. Once signed up, the person can also submit their own advertisement, so it is a sort of e-mail marketing network.

SCRIPTS - Scripts come in various formats like JavaScript, ASP, PHP and CGI and perform whatever function they are programmed to do.

SCROLL - Using the vertical bar at the right of your browser window or the middle button (or wheel) of your computer mouse to move up or down a web page or other document on your

monitor.

SDSL (Symmetric Digital Subscriber Line) - A type of DSL with identical upload and download speeds.

SEARCH ENGINE - A publicly accessible site where people can browse information on any topic or question they like gathered by the Search Engine provider who uses special 'bots' to roam the Internet collecting the information. Some search engines gather their results directly from the Internet and some also get some of their information from other search engines and directories. Some use human inspectors to manually approve material for their database while others mostly use proprietary software.

SEO (Search Engine Optimization) - Marketing method used to ensure that a website ranks at the top of a search engine result. SEO is very popular and often implements articles, keywords, and other tactics to help the merchant or business ensure that they are shown within the top search results in the engine.

SEARCH ENGINE SUBMISSION - Submitting your website's link to a search engine in 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, keyword.

SECURITY CERTIFICATE - Information, usually a text file which the SSL protocol uses to make a secure connection.

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

SERVER - A dedicated computer or a program which supplies

services to other computers.

SERVLET - A small program which enhances the capabilities of server software.

SHARED HOSTING - When a hosting account is on the same server as other people's sites and all share space and resources. This type of hosting is the most inexpensive and widely used.

SIG - Abbreviation for signature. This can refer to a signature file, or an e-mail signature.

SIGNATURE FILE - A chunk of text or image at the end of an email that helps to identify the sender. Companies often use their logos as part of their signature file to ensure brand recognition.

SITE - Every web page has a specific location which is its site with an address, usually beginning with "http://".

SITE BUILDER - This is a software program that is used to create web pages without having to know HTML. One of the most popular, free, ones is Nvu.

SLIP (Serial Line Internet Protocol) - An early standard by which a serial telephone line and a modem connected a computer to an Internet site. Now replaced by PPP.

SMDS (Switched Multimegabit Data Service) - A very high-speed data transfer standard.

SMTP (Simple Mail Transfer Protocol) - Used to send email between servers on the Internet.

SNMP (Simple Network Management Protocol) - Communication standards for devices on TCP/IP network.

SOAP (Simple Object Access Protocol) - A protocol providing sophisticated handling of complex data between a client and a server. Microsoft's ".NET" system was based in large part on

SOAP.

SOLO AD - An advertisement that stands on its own, such as an entire welcome video on a home page, a commercial, or some other format of ad that does not rely on a network but instead serves its purpose on its own, usually on the brand or company's own home page.

SPAM (or Spamming) - The Internet version of junk mail. Spamming is an inappropriate attempt to use a mailing list, or USENET, or other networked communications facility as if it was a broadcast medium (which it is not), by sending an unwanted message to someone, or sending the same message to a large number of people who didn't ask for it. (Spam® is a registered trademark of Hormel Corporation, for its processed meat product.)

SPAMDEX - Index providing people with information on companies who tend to send spam.

SPIDER - Software that is automated and runs through search engines in order to index web pages into a search engine.

SPLIT-RUN - When the same ad is sent to different websites but has varying wording or headlines, this is known as a split-run.

SPYWARE - Software introduced covertly to a computer and which secretly monitors its use. It may send information such as keystrokes, including passwords, to other places on the Net without the owner of the computer being aware or giving permission.

SQL (Structured Query Language) - A special language for querying databases.

SQUEEZE PAGE - A squeeze page is a special type of landing page that tries to get a person's e-mail address before they see a sales letter. Normally, this also allows people to personalize the

sales letter with the person's details.

SSL (Secure Sockets Layer) - Important tool used to ensure that information is passed from one party to another safely online.

SUBDOMAIN - Also known as a second level domain, is a subset of a main domain.

SUBMISSION - The process of entering information into a form and then sending it via the web to a server.

SUBMIT - A common tag on buttons at the bottom of forms for people making a submission.

SUPER AFFILIATE - An affiliate capable of generating a significant percentage of an affiliate program's activity.

SURFING - Looking around the Internet for business or pleasurable purposes.

SYSOP (System Operator) - Person in charge of a computer system or network's operations or resources.

T

T-1 - A leased-line connection capable of carrying data at high speed, used to connect large LAN's to the Internet.

T-3 - A leased-line connection that transfers data at high speed, capable of carrying fullscreen, full-motion video.

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

TARGETED MARKETING - Offering the right offer to the right customer at the right time.

TCP/IP (Transmission Control Protocol/Internet Protocol) - Protocols which define the Internet. Originally set up for UNIX but now available for all computer operating systems.

TELESCOPE TEST - Method of determining which ads are being the most effective in order to maximize profit or productivity.

TELNET - Program which may be used to connect from an Internet site to another.

TEMPLATE - Standard set of files with images and headers that are already in place. All the advertiser has to do is insert their own words or image into the template, save it, and publish it online.

TERABYTE - 1024 gigabytes.

TERMINAL - Machine for sending commands to a remote computer.

TERMINAL SERVER - Dedicated computer with several modems connected to it and connected to a LAN or host. Terminal servers provide PPP or SLIP services to the Internet.

TESTIMONIAL - Quote or review submitted by customers who are impressed with a business goods or services. Testimonials are designed to lure more customers in by reading what other customers have to say about the company.

TEXT AD - Online advertisement that is strictly text; no graphics, sound or animation are used.

TLD (Top Level Domain) - The highest part of a complete Domain Name, such as com, net or org.

TOP SITE - When a website is ranked high, it is then dubbed a "top site."

TRACKING - Method used to keep an eye on ads, who views them, how many people view them, and how many of those clicks generate sales.

TRAFFIC - The amount people of people who visits a site. Driving traffic is actively finding ways to get more visitors. Many times more visitors means more sales.

TROJAN HORSE (or TROJAN) - Like the Trojan horse of mythology, Trojan horse viruses pretend to be one thing when in fact they are something else. Typically, Trojan horses take the form of a game that deletes files while the user plays.

TURNKEY SITES - These are sites that are all set up, for the most part. You might have to add your own order code, type your name, and add your own legal notices but over all, the site and product are ready for you to drive traffic to.

TWO-TIER - Affiliate marketing model that allows affiliates to sign up additional affiliates below themselves, so that when the second tier affiliates earn a commission, the affiliate above them also receives a commission. Two-tier affiliate marketing is also known as MLM (Multilevel Marketing).

U

UCE (Unsolicited Commercial Email) - Another term for Spam.

UDP (User Datagram Protocol) - A protocol in the TCP/IP suite which covers data transfer.

UNCLAIMED DOMAINS - Websites or .com addresses that have not yet been used, 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 each hit is imperative to accurately track results.

UNIQUE VISITOR - Term to describe an individual hit to a website by each unique IP address.

UNIX - Computer operating system for servers on the Internet which can have many concurrent users. It includes TCP/IP.

UNSOLD INVENTORY - Stock or inventory that still remains unsold.

UNTARGETED - Niche markets that may not have been reached yet through advertising; businesses can benefit greatly from looking for new, untargeted audiences who may be interested in their services or products.

UPLOAD - The process of transferring information from your computer to another computer or a web site through the Internet.

UP SELL - Process of selling a lead product, and then trying to get the customer to buy another item or upgrade the item to a more expensive one.

URI (Uniform Resource Identifier) - Address for a resource on the Internet. Common URI schemes include http, telnet, and news.

URL (Uniform Resource Locator) -The address of each web site. It usually begins with "http://". Very similar to URI, which replaces URL in technical specifications.

URN (Uniform Resource Name) - A URI controlled by an organization which has accepted an obligation to keep the resource available there.

USENET - A collection of ongoing discussion groups for people on the Internet who share a mutual interest. They rarely have anything to do with news.

USER ID - This is the unique identifier (like your logon name)

that someone use to identify himself on a computer, a program, a forum, etc.

USP (Unique Selling Proposition) - This term refers to ways a company can offer unusual or unique benefits to customers, and then using that information to gain new clients.

UUENCODE (Unix to Unix Encode) - A way to convert files from Binary to ASCII (text) for sending them by email.

V

VERONICA (Very Easy Rodent Oriented Net-wide Index to Computerized Archives) - Obsolete database of almost every menu item on the gopher servers which was publicly accessible. Search engines have replaced it.

VERTICAL BANNER - A banner ad that runs on a website vertically instead of horizontally, usually on one side of the web page.

VIRAL MARKETING - The rapid adoption of a product or passing on of an offer to friends and family through "word of mouth" or "word of e-mail" networks. Any advertising that propagates itself the way viruses do.

VIRTUAL HOSTING - Form of web hosting that is not done on one single server but instead is running websites from several different computers.

VIRUS - Program which can infect a computer like a medical virus might infect and damage a physical body. Always use an anti-virus program, keep it updated and you're your entire computer as well as any disks or CD Rom and programs (especially games and other interactive software such as chat programs) which you intend to use on it.

VISITOR QUALITY - A way to determine the actual interest of

visitors visiting a particular site. This can help to gauge the success of the ad or website, and the potential for profit.

VOIP (Voice Over Internet Protocol) - A specification and program which can be used for making phone calls over the Internet. Costs for VOIP calls are currently much lower than for regular telephone calls. The IP networks are packet-switched which permits new ways of managing connections and very efficient use of network resources.

VPN (Virtual Private Network) - A network which used the Internet to transfer data in encrypted form, maintaining the privacy of the network.

VPS (Virtual Private Server) - Type of hosting account that functions like a dedicated server, but is a standard server partitioned into multiple servers. Using a VPS has many advantages like the ability to host multiple accounts each having their own control panel and resources.

W

WAIS (Wide Area Information System) - Lots of large databases which can be searched using methods developed by WAIS Corp.

WAN (Wide Area Network) - A network which has parts that are not all in the same building or other physical location.

WEB BROWSER, WEB - The program you use to surf. A program that allows people to use the Internet; Firefox, Netscape, and Internet Explorer are examples.

WEB DESIGN - The process that goes into creating websites.

WEB DIRECTORY - Online directory of various websites usually relating to one particular topic or divided up into various categories so visitors can easily find sites they need.

WEB HOST - Provider of memory, storage, and connectivity in order to post a live website.

WEB PAGE - The HTML pages you look at on the Internet.

WEB RING - A way to navigate a large number of websites that are closely related, simply by clicking forward or backward within the web ring.

WEB SERVER - The actual physical computer that holds and stores the information and memory needed to host websites.

WEB SITE - The web pages and multimedia files located at the same domain.

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

WI-FI (Wireless Fidelity) - Type of wireless data communication, more correctly described as Wireless Ethernet.

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

WORLD WIDE WEB (WWW) - A full-color, multimedia database of information on the Internet. The World Wide Web is a universal mass of web pages connected together through links.

Theoretically, if you clicked on every link on every web page you would eventually visit every corner of the world without ever leaving your computer chair. Of course you would also have to live until you were about a million years old and current computers were antiquated technology.

WORM - A computer virus designed to affect or destroy files on

your computer, or secretly install other nasty programs. It spreads of itself to all other computers which it can reach.

WYSIWYG (What You See Is What You Get) - Refers to accurate screen to printing. It is also referred to when talking about HTML editors that produce all the code for you.

X

XML (eXtensible Markup Language) - A common system which defines data formats, easily handling complex documents like business forms, news feeds and catalogs.

XMLRPC (XML Remote Procedure Call) - A protocol involving a particular XML format for sending and receiving information over HTTP between clients and servers.

XPFE (Cross Platform Front End) - A group of technologies, including Javascript, CSS and XUL, for making applications that operate similarly and have the same look on varied computer operating systems. A popular XPFE application is the Mozilla web browser.

XUL (eXtensible User-interface Language) - A markup language based on XML resembling HTML.

Y

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

Z

ZINE - Abbreviation for magazine.

Note

The most of this definitions where adapted from Wikipedia.

The author tried to cover the whole area, but, considering the speed with which evaluate the Internet, it is impossible to keep such a dictionary updated without dedicate your life to such thing. It is sure that there are a lot of terms which are not mentioned in this dictionary.

This dictionary will be updated from time to time, as it will be necessary.

You have also attached a PDF file with online free and cheap resources for affiliate marketers. These are the best and the cheapest that I am using. Actually I am paying only the web hosting and the autoresponder, the rest are free.

Thank you for your patience!
Ion Andrei