



Search Engine Marketing Glossary

affiliate linking

the provision of reciprocal links between affiliates.

algorithms

specific procedures or rules that search engines use to rank websites. Each search engine has its own specific ranking method or criteria.

automated spider engines

Search engine systems (from Google, Yahoo and MSN) that are preprogrammed to automatically crawl new websites, instead of only websites that are submitted to them.

banner ad

A box containing graphics that you place on a “publishing” website for a fee. When customers click on the ad, they are directed to your website.

bidding engine search

The use of search engines that operate a bid-listing model, or online bidding auction of keyword phrases. Advertisers bid according to online ad spend budget.

bid listing

The use of PPC models by search engines in a dynamic, real-time auction for search listings. As the auction is never-ending and occurs in real time, your listings will change as bidding levels change, making it essential to monitor and change bids as needed.

bid-listing monitoring

Monitoring keyword bid activity in search engines to keep a pay-per-click bid listing campaign competitive.

bookmarking

Marking a webpage in your browser to make it easy to return to later. Most statistics packages will measure this as a new visitor, even though a loyalty relationship has been established.



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brand infringement

Using another company's brand unethically, eg, by including it in meta tags, claiming to be that company, or making false statements about that company.

cascading style sheets (CSS)

Website programming technique that separates the website's structure from its presentation; great for SEO.

CPA (cost per acquisition)

The average cost of search engine marketing efforts to generate a sale or lead.

CPC (cost per click)

The average cost incurred by the advertiser each time a potential customer follows a link, eg, on a SERP.

CPM (cost per impression)

The cost per 1,000 page views for a banner or image ad.

data gathering

Gathering geographic and demographic data about your customers through web analytics (internet and website activity); knowing your customers better allows you to provide better products and customer service.

directory creatives

Text written and submitted for directory listings on a search engine.

directory search

A search made by navigating through directory categories (travel, automotive, medical, food, etc) instead of typing keyword phrases into a search box on search engines.

e-commerce

Selling goods or services online; business conducted on a company's website instead of a physical store location.



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editorial search engine

Search engine that ranks sites using human editors and not preprogrammed spiders that crawl website copy or read meta tags.

featured site

The term used by many portals and other search properties to indicate bid-listing results that are included with their normal search results.

hit

Often confused with a visitor session, a hit refers to any file downloaded from a website, including one hit for the HTML page, and one for each embedded file such as a graphic or flash movie.

HTML (HyperText Markup Language)

A coding language used to make HyperText documents for use on the Web.

impression

The number of search queries for a particular keyword or phrase; also called keyword search frequency.

IP (internet protocol) address

A number assigned to every computer or proxy server to give an exact address to the internet location; there are almost 4.3 billion unique IP addresses, which is not enough for global use; often users share IP addresses through a proxy server.

keyword search

A search made by typing a keyword, or combination of words, into a search box on a search engine.

key phrases

Keyword combinations that describe a particular topic, product or service.

keyword search frequency

The number of search queries for a particular keyword or phrase; also called an impression.



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keywords

The actual words typed into a search engine for related search results on topics, products or services; keywords are also used in meta tags and website copy to describe its contents to search engine spiders.

link or hyperlink

An electronic connection between two websites or web pages.

link farm

A group of web pages that all link to each other; this is a bad SEO technique that deliberately creates an increase in the number of links between sites, thereby increasing link popularity; considered a form of spamming.

link popularity

One of the methods used by search engines use to rank the relevance of websites for a particular search; search engines consider a site with many inbound links from other sites to be more credible than sites with few or no inbound links.

message boards

Websites that allow visitors to post messages, and allows others to reply to them; unlike email, all discussions take place in public, and anyone can join in; discussions are usually themed by subject.

meta search engine

A search engine that sends a user's search query to several other search engines and retrieves results from each engine.

meta tag HTML

Embedded website coding found on each website page that provides search engine spiders with keyword information describing the page.

organic rank

Rank attained by a website on the search engine results page for a specific keyword phrase based on website content, and not paid search engine marketing.



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paid linking

Paying for another site to link to your own.

page view

Single view of a web page or banner ad by a user.

PPC (pay per click) marketing

The paid use of search engines to increase traffic to a website by bidding on keyword phrases that users enter into the search bar when looking for a particular product or service.

rank

The position attained by a website on the search engine results page for a specific keyword phrase; rank can be given to both organic and paid search engine marketing listings, as well as to directory listings.

rebranding

Changing the form or image of an established brand name product or service.

reciprocal linking

Two relevant sites that link into each other; can be mutually beneficial for both SEO and user functionality.

ROI (return on investment)

A measure of the success of a marketing campaign in comparison to the money spent on the campaign; revenue divided by cost.

search engine

A website that provides a list of useful links in response to a search query on a particular topic, product or service; websites are ranked according to search relevance; Google, Yahoo and MSN are examples of search engines.

search engine log data

Actual search engine data logs that gather information on keyword phrase frequency and search behavior.



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SEM (search engine marketing)

The use of search engines, using both organic and paid search marketing strategies, to increase traffic to a website that is selling a product or service.

SEO (search engine optimization)

Methods for attaining a higher organic rating on search engines; basic components include copywriting around keywords and site linking.

search term evolution

New keywords or phrases, relevant to an industry, that evolve over time through user/consumer behavioral patterns.

SERP (search engine results page)

The page displaying search results when a search query is made.

targeted traffic

Directing searchers (internet users) to a relevant website by matching their inquiry with websites' topics, products or services.

unique user

One unique, individual user of a website, who may visit the site more than once, but will only be counted as one visitor.

URL (universal Resource Locator)

The actual address typed into an internet browser to reach a specific web site or page, eg, <http://www.evisionworldwide.com>.

viral marketing

A form of marketing that is self-sustaining and self-promoting; its core idea is so appealing that the public takes on the role of "spreading the message" themselves; it is incredibly effective, but control and ownership of the campaign are relinquished.

visitor session

A complete visit by a user to a website from start to finish; visit is usually considered to be complete if a user is inactive for a set length of time, most commonly 30 minutes.