


# Digital Marketing Bingo

Check your digital marketing terminology knowledge and try to cross out a full line or even better, a black out!

Do you know the terms...

Backlink	Owned Media	HTML	User Generated Content (UGC)	Landing Page
Engagement Rate	Pay-per-Click (PPC)	A/B Testing	Lookalike Audience	First-Party Data
Google Ads	Search Engine Optimisation		Pixel	Domain Authority
Microsite	Open Rate	RSS Feed	User Experience (UX)	Keyword Density
Click-Through Rate	Lead Generation	Meta Description	Organic Search	Newsjacking

## Digital Marketing Glossary

### A

**A/B Testing (Split Testing):** A method used to compare two versions of a webpage, email, or other marketing asset to determine which one performs better. It involves showing version A to one segment of your audience and version B to another, comparing the results based on predetermined metrics such as conversion rates, click-through rates, or engagement levels.

**Ad Impressions:** A measure of how often an ad is displayed, whether clicked on or not. It's used to gauge the visibility of an ad within a campaign.

**Affiliate Marketing:** A performance-based marketing strategy where a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

**Algorithm:** A set of rules or a formula that computers use to solve problems or make decisions. In digital marketing, algorithms determine how content is ranked and displayed on search engines and social media platforms.

**Alt Text (Alternative Text):** A description of an image on a web page that is used by search engine crawlers to understand the content of the image. It's also used to improve accessibility for people using screen readers.

**Analytics:** The process of analysing data to gain insights and inform decisions. In digital marketing, analytics often refers to the use of tools to track user behaviour, website traffic, engagement, and campaign performance.

**Anchor Text:** The clickable text in a hyperlink. SEO best practices suggest that anchor text be relevant to the page you're linking to, rather than generic text. The blue, underlined anchor text is the most common as it is the web standard, although it is possible to change the colour and underlining through HTML code.

**Audience Segmentation:** The process of dividing a broad audience into subgroups based on shared characteristics, such as demographics, psychographics, behaviour, or geography, to tailor marketing messages more effectively.

**Automation:** The use of software to automate repetitive tasks such as email marketing, social media posting, and ad campaigns. Automation can increase efficiency and personalise the user experience.

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## **B**

**Backlink:** A link from one website to another. Backlinks are crucial for SEO because they signal to search engines that another resource finds your content valuable enough to link to it within their own content.

**Banner Ad:** A form of advertising on the internet delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page to attract traffic to a website by linking to the website of the advertiser.

**Behavioural Targeting:** An online marketing method that collects data on the browsing behaviour of consumers to create a more personalised advertising experience.

**Bid:** In digital marketing, particularly in paid advertising, a bid is the amount of money a marketer is willing to pay for a desired action on their ad, such as a click, view, or conversion.

**Blog:** A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

**Bounce Rate:** The percentage of visitors to a particular website who navigate away from the site after viewing only one page. A high bounce rate indicates that the site failed to persuade visitors to stay and explore more content.

**Branding:** The process of creating a strong, positive perception of a company, its products, or services in the customer's mind by combining elements such as logo, design, mission statement, and a consistent theme throughout all marketing communications.

**Buyer Persona:** A semi-fictional representation of your ideal customer based on market research and real data about your existing customers. Buyer personas help

businesses understand and empathise with their customers to better tailor marketing strategies.

**Buzz Marketing:** A viral marketing technique that focuses on maximising the word-of-mouth potential of a campaign or product, whether that's through conversations among consumers' family and friends or larger scale discussions on social media platforms.

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## C

**Call to Action (CTA):** A prompt on a website or in an advertisement that tells the user to take some specified action, such as "Call Now," "Sign Up," or "Buy Today." A CTA is designed to prompt a response or encourage an immediate sale.

**Campaign:** In digital marketing, a campaign is a coordinated series of steps that include the promotion of a product or service. Campaigns are designed to achieve a particular goal, such as increasing brand awareness or generating sales leads.

**Click-Through Rate (CTR):** The ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.

**Content Management System (CMS):** A software application used to create, edit, manage, and publish content in a consistently organised fashion. CMSs are often used for storing, controlling, versioning, and publishing industry-specific documentation such as news articles, operators' manuals, technical manuals, sales guides, and marketing brochures.

**Content Marketing:** A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

**Conversion Rate Optimisation (CRO):** The process of increasing the percentage of users who perform a desired action on a website. Desired actions can include purchasing a product, clicking 'add to cart', signing up for a service, filling out a form, or clicking on a link.

**Conversion:** The point at which a recipient of a marketing message performs a desired action. In digital marketing, a conversion could refer to a sale, a subscription, a download, or a form submission.

**Cookie:** A small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing. Cookies are designed to be a reliable mechanism for websites to remember stateful information or to record the user's browsing activity.

**Cost Per Acquisition (CPA):** An online advertising pricing model where the advertiser pays for a specified acquisition - for example, a sale, click, or form submit (e.g., contact request, newsletter sign up, registration, etc.).

**Customer Relationship Management (CRM):** A technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships to grow your business.

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## D

**Data Analytics:** The process of examining data sets in order to draw conclusions about the information they contain. Data analytics techniques enable marketers to understand patterns, preferences, and trends; this insight can drive marketing strategies and decisions.

**Data Management Platform (DMP):** A centralised computing system for collecting, integrating, and managing large sets of structured and unstructured data from disparate sources. DMPs allow businesses to create target audiences based on a combination of in-depth first-party and third-party audience data; they effectively manage data to deliver more personalised and effective marketing messages.

**Demand Generation:** A data-driven marketing strategy focused on creating awareness and interest in a company's products or services. It aims to build and nurture key prospects and customer relationships for the long term.

**Digital Asset Management (DAM):** A system that stores, organises, and retrieves rich media and manages digital rights and permissions. Rich media assets include photos, music, videos, animations, podcasts, and other multimedia content.

**Digital Marketing:** The component of marketing that utilises the internet and online based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

**Direct Marketing:** A form of advertising where companies provide physical marketing materials to consumers to communicate information about a product or service. Direct marketing does not involve advertisements placed on the internet, on television, or over the radio.

**Display Advertising:** A type of online advertising that comes in several forms, including banner ads, rich media, and more. Unlike text-based ads, display advertising relies on elements such as images, audio, and video to communicate an advertising message.

**Domain Authority (DA):** A search engine ranking score developed by Moz that predicts how likely a website is to rank on search engine result pages (SERPs). Domain Authority scores range from one to 100, with higher scores corresponding to a greater likelihood of ranking.

**Dynamic Content:** Digital content that changes based on the user's behaviour, preferences, and interests. Dynamic content is used on websites and in email marketing to provide a more engaging and personalised experience for the user.

**Dynamic Search Ads (DSA):** A type of online ad that is automatically generated by Google to be shown based on the content of your website. DSA helps fill in the gaps of your keywords-based campaigns for better coverage of your potential advertising space.

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## E

**E-commerce:** The buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business

transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer, or consumer-to-business.

**Email Marketing:** The act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.

**Engagement Rate:** A metric that measures the level of engagement that a piece of created content is receiving from an audience. It shows how actively involved with the content the audience is. Commonly used in analysing social media activity, engagement rates are often calculated by taking the total engagement (likes, shares, comments) and dividing it by the total number of impressions or reach.

**Engagement:** The interaction between a brand and its audience through various forms of online communication, such as likes, shares, comments, or direct messages. Engagement is a key metric in assessing the effectiveness of social media content and campaigns.

**Event Tracking:** A method used in web analytics to track users' interactions with content on a website that can be recorded independently from a web page or a screen load. Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all instances of actions you might want to track as events.

**Evergreen Content:** Content that is always relevant and stays "fresh" for readers. It continues to drive traffic and deliver value over time, unlike news or seasonal topics which can become quickly outdated or irrelevant.

**Exit Rate:** The percentage of visitors to a website who navigate away from the site after viewing only one page, calculated specifically for each page. Unlike bounce rate, exit rate is not restricted to sessions that start with that page.

**Experiential Marketing:** A marketing strategy that directly engages consumers and invites and encourages them to participate in the evolution of a brand. Unlike traditional marketing methods that talk at the consumer, experiential marketing talks with them through experiences that are engaging, memorable, and immersive.

**External Link:** A hyperlink that points to any domain other than the domain the link exists on (source). External links may take a user from one site to another or to a file, such as a document or spreadsheet. External links are used in website navigation and as part of an external linking strategy for SEO purposes.

**Eye Tracking:** In digital marketing, eye tracking technology measures where and how long a person looks at various areas on a web page or screen. This technology is used to assess a user's behaviour and can inform improvements in website design and advertising to make them more effective.

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## F

**Facebook Ads:** An advertising platform used for ads on the Facebook social network. It allows businesses to create targeted ads using various ad formats and targeting options to reach specific audiences based on demographics, behaviours, interests, and more.

**Featured Snippet:** Also known as "Position Zero," it's a summarised answer to a user's query displayed on top of Google search results. It's extracted from a webpage and includes the page's title and URL, aiming to answer the user's question directly on the search page.

**Feed:** In digital marketing, a feed often refers to a web feed or RSS feed that allows users to access updates to online content in a standardised, computer-readable format.

**First-Party Data:** Data collected directly from your audience or customers. This includes data from behaviours, actions, or interests shown across your website or app. It is valuable for creating personalised marketing strategies.

**Follower:** In social media, a follower refers to an individual who chooses to see all of another user's posts in their content feed. This is a key metric for social media engagement and influence.

**Frequency Capping:** A feature in digital advertising that limits the number of times an ad is shown to the same user during a specified time period. This helps prevent ad fatigue and improves user experience.



**Frequency:** In the context of digital advertising, frequency refers to the number of times an ad is shown to the same consumer. It is an important factor to consider in campaign planning to avoid ad fatigue.

**Friction:** In digital marketing, friction refers to any aspect of a website or user experience that slows down or impedes the user's journey towards completing a desired action, such as making a purchase or filling out a contact form.

**FTP (File Transfer Protocol):** A standard network protocol used for the transfer of computer files between a client and server on a computer network. FTP is used to upload files to a server, such as web hosting servers for websites.

**Funnel:** A marketing model that illustrates the theoretical customer journey towards the purchase of a product or service. In digital marketing, funnels are used to guide marketing strategies at different stages of the customer's journey.

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## G

**Gated Content:** Content that is not freely accessible to the public and requires the user to complete a specific action to gain access, such as filling out a form with their name and email address. Gated content is used for lead generation purposes.

**Generic Keyword:** In SEO and PPC, a generic keyword is a broad term that doesn't specify a brand or product. These keywords usually have a high search volume and can be more competitive to rank for compared to more specific keywords or phrases.

**Geo-Fencing:** A location-based service in which an app or other software uses GPS, RFID, Wi-Fi, or cellular data to trigger a pre-programmed action when a mobile device or RFID tag enters or exits a virtual boundary set up around a geographical location, known as a geofence.

**Geo-Targeting:** The practice of delivering different content or advertisements to consumers based on their geographic locations. In digital marketing, geo-targeting is often used to target local customers within a certain radius of a business or in specific locations.

**Google Ads:** An online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.

**Google Analytics:** A web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google Analytics is the most widely used web analytics service on the web.

**Google My Business (GMB):** A free tool from Google that allows business owners to manage their online presence across Google, including Search and Maps. GMB helps customers find your business and tells them your story.

**Graphical User Interface (GUI):** In digital marketing, a GUI is a form of user interface that allows users to interact with electronic devices through graphical icons and visual indicators such as secondary notation, as opposed to text-based interfaces, typed command labels, or text navigation.

**Growth Hacking:** A process of rapid experimentation across marketing channels and product development to identify the most effective, efficient ways to grow a business. Growth hacking techniques are often used by startups.

**Guest Blogging:** A content marketing and SEO strategy where someone writes and publishes a blog post on a third-party website or blog to promote their personal/corporate brand. Guest blogging sites expose brands to a relevant audience and can be an effective method to generate awareness and drive traffic back to the author's website.

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## H

**Hashtag:** A word or phrase preceded by a hash sign (#), used on social media platforms to identify messages on a specific topic. Hashtags help increase the discoverability of posts and are used to engage with a broader audience.

**Header Tag (H1, H2, H3, etc.):** HTML tags used to structure content on web pages for both readability and SEO. The H1 tag is typically used for the main title of the page,

with subsequent tags (H2, H3, etc.) marking subheadings and creating a hierarchical structure that is beneficial for search engines.

**Headline:** The title or main heading of an article, blog post, page, or ad. In digital marketing, a compelling headline is critical for attracting readers' attention and encouraging them to click through to the content.

**Heatmap:** A visual tool that shows the most popular (hot) and unpopular (cold) elements of a webpage using colours. Heatmaps are used to understand how users interact with websites, including what they click on, how far they scroll, and where they spend the most time.

**HTML (HyperText Markup Language):** The standard markup language used for creating web pages and web applications. HTML forms the backbone of most websites and is essential for creating structured documents by denoting structural semantics like headings, paragraphs, lists, links, quotes, and other items.

**HTML Email:** An email that is formatted using HTML (much like a webpage) rather than plain text. HTML emails allow for the inclusion of images, links, and complex layouts compared to plain text emails, providing a richer experience to the recipient.

**HTTPS (HyperText Transfer Protocol Secure):** An extension of HTTP used for secure communication over a computer network, widely used on the Internet. In HTTPS, the communication protocol is encrypted using Transport Layer Security (TLS) or, formerly, Secure Sockets Layer (SSL).

**Hub Page:** A central page on a website that links to related pages on a specific topic. Hub pages help organise content in a way that is useful for users and can also support SEO strategies by centralising links on a particular subject to improve search engine visibility.

**Hyperlink:** A clickable reference or navigation element in a document to another section of the same document or to another document that may be on a different website. Hyperlinks are fundamental to the web, enabling users to easily navigate from one page to another.

**Hyperlocal Marketing:** A form of targeted marketing focusing on a defined geographical area, sometimes just a few streets or blocks, targeting communities and neighbourhoods with marketing messages tailored to the local population.

**Impression:** The number of times an advertisement or any piece of digital content is displayed, regardless of whether it was clicked or not. Impressions are used to measure the visibility of online ads.

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I

**Inbound Marketing:** A strategy that attracts customers by creating valuable content and tailored experiences tailored to them. Unlike outbound marketing, where marketers attempt to find customers, inbound marketing earns the attention of customers and makes the company easy to be found.

**Influencer Marketing:** A form of social media marketing involving endorsements and product placements from influencers, people, and organisations who have a purported expert level of knowledge or social influence in their field.

**Infographic:** A visual representation of information or data, e.g., as a chart or diagram. Infographics are used to make complex information easier to understand and digest.

**Instagram Ads:** Ads that appear on the Instagram platform. They can take the form of stories, posts, videos, and more, and can be targeted based on users' interests, demographics, and behaviours.

**Intent Marketing:** Marketing that focuses on targeting consumers based on their purchase intent. It involves understanding and responding to the underlying intent behind a user's search query or online activity, aiming to present them with information, products, or services that match their intent.

**Interactive Content:** Content that requires the participants' active engagement—more than simply reading or watching. This could include quizzes, polls, surveys, infographics, and more. It's designed to increase engagement and provide a more dynamic user experience.

**Internet of Things (IoT):** The network of physical objects ("things") that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet.

**Interstitial Ads:** Full-page ads that cover the interface of their host app or site. They're typically displayed at natural transition points in the flow of an app, such as between activities or during the pause between levels in a game.

**IP Address (Internet Protocol Address):** A unique string of numbers separated by periods that identifies each computer using the Internet Protocol to communicate over a network.

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## J

**Java:** A programming language and computing platform first released by Sun Microsystems in 1995. Java is widely used for developing applications for web, mobile, and enterprise purposes.

**JavaScript:** A programming language used to create and control dynamic website content, such as animated graphics, interactive forms, and live updates of text or images.

**Joint Venture Marketing:** A strategic partnership where two or more parties pool their resources for the purpose of executing a specific marketing project or campaign. This can leverage the strengths and audiences of each partner for mutual benefit.

**Journey Mapping:** The process of creating a visual representation of a customer's journey through all the touchpoints with a brand, product, or service. It helps marketers understand and address customer needs and pain points at each stage.

**JPEG (Joint Photographic Experts Group):** A commonly used method of lossy compression for digital images, particularly for those images produced by digital photography. JPEG format is widely used in web publishing for its ability to balance quality and file size.

**JSON (JavaScript Object Notation):** A lightweight data-interchange format that is easy for humans to read and write and easy for machines to parse and generate. It's often used to transmit data between a server and web application.

**Jump Page Ads:** Interstitial web pages that appear before the expected content page. These ads are designed to capture the viewer's full attention by taking over the screen before redirecting to the originally requested page.

**Just-In-Time Marketing:** A marketing strategy that focuses on creating marketing messages that are produced and distributed at the right time to meet current consumer needs, rather than in large campaigns planned far in advance.

**Justification:** In web design and online content creation, the alignment of text or images on a web page. Proper justification can improve readability and aesthetics, contributing to a positive user experience.

**Juxtaposition:** A technique in advertising and design where two or more elements are placed close together or side by side for comparison or contrast. This can highlight differences or similarities in a way that is striking and memorable to the viewer.

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## K

**Kerning:** In typography, the adjustment of space between characters in a proportional font. Proper kerning can improve the legibility and appearance of text in marketing materials.

**Keyword Density:** The percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page. It is an SEO factor that can affect a page's ranking in search engine results.

**Keyword Research:** The process of researching and selecting words and phrases that users are searching for in search engines with the ultimate goal of optimising content around those terms.

**Keyword:** A word or phrase that people use to search for online content, and that marketers use for targeting ads, content creation, and SEO.

**Kickback:** A form of commission for referring business, which can be seen in affiliate marketing when a referrer receives a percentage of the sale for directing a customer to make a purchase.

**Kinetic Email:** Emails that incorporate movement and interactive elements within the email itself, such as sliders, buttons, and other interactive features, to increase engagement and conversion rates.

**Klout Score:** A numerical value that represents a person's or brand's influence on social media platforms, calculated by analysing the user's social media content and interactions. (Note: Klout was officially shut down in 2018, but the term remains relevant in discussions about social media influence.)

**Knowledge Base:** An online repository of information, FAQs, and documentation that customers can use to find answers to their questions and solve problems without needing to contact customer support.

**Knowledge Graph:** A knowledge base used by Google to enhance its search engine's results with information gathered from a variety of sources, displayed as a box to the right or top of search results.

**KPI (Key Performance Indicator):** A measurable value that demonstrates how effectively a company is achieving key business objectives. Marketers use KPIs to evaluate their success at reaching targets.

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## L

**Landing Page:** A web page created specifically for a marketing campaign that directs visitors to take a specific action, such as making a purchase or signing up for a newsletter.

**Lead Generation:** The process of attracting and converting strangers and prospects into leads, or individuals who have indicated interest in a company's products or services.

**Lead Nurturing:** The process of developing and reinforcing relationships with buyers at every stage of the sales funnel. It focuses on marketing and communication efforts on listening to the needs of prospects and providing the information and answers they need.

**Lead:** A person or business that has shown interest in a company's product or service, often through submitting personal information for an offer, trial, or subscription.

**Link Building:** The process of acquiring hyperlinks from other websites to your own. It is a strategy used in SEO because links from external websites (backlinks) act as endorsements that can improve a site's ranking in search engine results pages (SERPs).

**Listicle:** An article or piece of writing presented wholly or partly in the form of a list. Listicles are popular in online content for their ease of reading and ability to hold the reader's attention.

**Local SEO:** The process of optimising a business's online presence to attract more business from relevant local searches. This includes optimization for search engines, especially Google's search results related to location.

**Lookalike Audience:** A way to reach new people who are likely to be interested in your business because they're similar to your best existing customers. Lookalike audiences are used in digital advertising to expand the reach of campaigns.

**Loyalty Program:** A marketing strategy that rewards loyal customers for their repeated business. This often involves collecting points or stamps that can be exchanged for discounts, products, or other benefits.

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## M

**Machine Learning:** A subset of artificial intelligence (AI) that provides systems the ability to automatically learn and improve from experience without being explicitly programmed. In digital marketing, it's used for predictive analytics, personalization, and customer segmentation.



**Marketing Automation:** The use of software and technologies designed to market more effectively on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks.

**Marketing Funnel:** A model describing the various stages of a customer's journey from the first interaction with the brand to the ultimate goal of making a purchase.

**Meta Description:** A brief description of the content of a web page that appears in the search engine results page (SERP) beneath the page title. It helps users understand what the page is about and influences click-through rates.

**Metrics:** Measurements that are used to evaluate and track the performance of campaigns, processes, and strategies in digital marketing. Common metrics include click-through rate, bounce rate, and conversion rate.

**Micro-Influencer:** An individual with a smaller follower base on social media platforms, typically seen as an expert or authority on a specific niche or topic, and who maintains a highly engaged audience.

**Microsite:** A branded content site that exists outside of the company's main website or off the homepage. Microsites are usually used for specific campaigns or to target particular audiences.

**Mobile Optimisation:** The process of adjusting your website content to ensure that visitors who access the site from mobile devices have an experience optimised for the device.

**MOFU (Middle of the Funnel):** The stage in the marketing funnel where potential customers are considering their options. It's the phase between initial attraction (top of the funnel) and decision-making (bottom of the funnel).

**Multichannel Marketing:** Marketing strategies that interact with customers using a combination of indirect and direct communication channels such as websites, retail stores, mail order catalogues, direct mail, email, mobile, etc.

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## N

**Native Advertising:** A type of advertising that matches the form and function of the platform upon which it appears. Native ads are often found in social media feeds or as recommended content on a web page, not looking like typical ads.

**Navigation Structure:** The way in which a website's content is organised and presented to help users find information. A good navigation structure improves the usability of a website and optimises it for search engines.

**Net Promoter Score (NPS):** A management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research.

**Networking:** The act of interacting with others to exchange information and develop professional or social contacts, especially valuable in digital marketing for building relationships and opportunities.

**Neuromarketing:** The study of consumers' sensorimotor, cognitive, and affective response to marketing stimuli. Companies use neuromarketing to better understand their customers' preferences and adjust their advertising strategies accordingly.

**Newsjacking:** The practice of capitalising on the popularity of a news story to amplify your sales and marketing success. It's a way to tap into the readership of a popular news piece and increase brand awareness.

**Newsletter:** A regularly distributed email campaign that is generally about one main topic of interest to its subscribers. Newsletters are an effective way to keep your users informed about the latest news, tips, or updates about your product or services.

**Niche Marketing:** A targeted marketing strategy focusing on a specific portion of a market that is not being readily served by mainstream products or services.

**NoFollow:** A value that can be assigned to the rel attribute of an HTML <a> element to instruct search engines that the hyperlink should not influence the ranking of the link's target in the search engine's index.

**Non-Competitive Keywords:** Keywords that are not highly sought after or competitive due to lower search volumes. They can be easier to rank for but may attract less traffic.

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## O

**Off-Page SEO:** Activities taken outside of a website to impact rankings within search engine results pages (SERPs), including link building, social media marketing, and influencer marketing.

**Omnichannel Marketing:** A multi-channel approach to sales that seeks to provide customers with a seamless shopping experience, whether they're shopping online from a mobile device, a laptop, or in a brick-and-mortar store.

**On-Page SEO:** The practice of optimising individual web pages in order to rank higher and earn more relevant traffic in search engines. It refers to both the content and HTML source code of a page that can be optimised.

**Open Rate:** A measure used in email marketing to determine the percentage of recipients who opened an email compared to the total number of recipients. It's an indicator of how well an email campaign performs.

**Opt-In:** The process where a user gives their permission to receive marketing communications from a business. This can include emails, newsletters, or text messages.

**Opt-Out:** The action a user takes when they decide they no longer want to receive marketing communications. Businesses must provide an easy way for consumers to opt-out of communications to comply with regulations like GDPR and CAN-SPAM.

**Organic Search:** The process of using search engines like Google, Bing, and Yahoo to find something without paid advertisements. The listings in the search results are ranked according to the search engine's algorithm.

**Outbound Marketing:** A traditional form of marketing where a company initiates the conversation and sends its message out to an audience. Examples include TV advertisements, radio ads, print advertisements, and cold calling.

**Outreach:** The process of contacting influencers, bloggers, and websites to build relationships, create partnerships, or request that they share your content to expand your reach and visibility.

**Owned Media:** Any content that you control and is unique to your brand. This can include your website, social media profiles, blog content, or imagery. Owned media is an essential part of building your brand presence and engaging with your audience.

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## P

**PageRank:** An algorithm used by Google Search to rank web pages in their search engine results. Although less important than it once was, PageRank was the foundation of Google's original search algorithm.

**Pay-Per-Click (PPC):** An advertising model in which advertisers pay a fee each time one of their ads is clicked. Primarily associated with search engines (e.g., Google Ads) and social media platforms (e.g., Facebook Ads).

**Persona:** A semi-fictional character created to represent a user type that might use a site, brand, or product in a similar way. Marketers use personas to tailor their content, messaging, and services to meet the specific needs of different segments.

**Personalisation:** The process of tailoring a service or a product to accommodate specific individuals, sometimes tied to groups or segments of individuals. In digital marketing, it often involves dynamic content, emails, and targeted ads.

**Pixel:** A digital analytics tool in the form of a code snippet that is placed on a website. Pixel collects data about website visitors to track conversions from ads, optimise ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

**Platform:** In digital marketing, a platform is any base of technologies on which other technologies or processes are built. Common platforms include social media sites like Facebook or Instagram, and content management systems like WordPress.

**Podcast:** A digital audio or video file series available for streaming or download over the Internet. Podcasts are an increasingly popular content medium for marketers to share expertise, interviews, and industry insights.

**Positioning:** The effort to influence consumer perception of a brand or product relative to the perception of competing brands or products. Its objective is to occupy a clear, unique, and advantageous position in the consumer's mind.

**Programmatic Advertising:** The use of automated technology for media buying (the process of buying advertising space) as opposed to traditional (manual) methods of digital advertising.

**Public Relations (PR):** The practice of managing and disseminating information from an individual or an organisation (such as a business, government agency, or a nonprofit organisation) to the public to influence their perception.

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## Q

**QR Code (Quick Response Code):** A machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone.

**Qualified Lead:** A potential customer who has expressed interest in a company's product or service and meets certain criteria set by the company, making them more likely to make a purchase.

**Qualitative Data:** Data that approximates and characterises. Qualitative data can be observed and recorded. This type of data is not measured using hard numbers but rather categorised based on properties, attributes, labels, and descriptive phrases.

**Quality Content:** Content that is not only relevant and engaging to the audience but also optimised for search engines, providing value through information, entertainment, or solutions to the audience's problems.

**Quality Link:** In SEO, a link from a high-authority, relevant website to your website. Quality links can help improve a website's SEO and search engine rankings.

**Quality Score:** In PPC advertising, particularly with Google Ads, a metric that measures the quality of your ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions.

**Quantitative Data:** Data that can be quantified and verified, and is amenable to statistical manipulation. Quantitative data defines whereas qualitative data describes.

**Query:** In digital marketing, especially in SEO and PPC, a query is the actual word or string of words that a user enters into a search engine.

**Quintile Analysis:** A statistical analysis technique that divides a data set into five equal parts, or quintiles, often used to analyse customer behaviour or sales performance.

**Quota:** A set limit or target for performance or production. In sales and marketing, a quota may refer to the sales target set for a period that a salesperson or team is expected to achieve.

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## R

**Ranking Factors:** Elements that search engines consider when deciding where to place web pages in the search results. Common factors include the relevance of the content, user experience, and backlinks.

**Reach:** The total number of people who see your content. In social media, reach refers to the total number of unique users who have seen a post since it went live.

**Remarketing:** A digital marketing strategy that involves targeting individuals who have previously visited your website or used your app with ads across different platforms and websites on the internet.

**Reputation Management:** The practice of attempting to shape public perception of a person or organisation by influencing online information about that entity, particularly in search engine results.

**Responsive Design:** A web design approach aimed at crafting sites to provide an optimal viewing and interaction experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices.

**Retargeting:** Similar to remarketing, this involves showing ads to users who have visited your website but did not make a purchase or take the desired action, encouraging them to return.

**Return on Investment (ROI):** A measure used to evaluate the efficiency or profitability of an investment. In digital marketing, it calculates the return on marketing investments against the cost of those investments.

**Robots.txt:** A file on a website that tells search engine crawlers which pages or sections of the site should not be indexed or crawled through. It's used to prevent overloading your site with requests.

**ROI Analysis:** The process of examining the effectiveness and profitability of investments. In digital marketing, it often refers to the analysis of various marketing campaigns to understand their return on investment.

**RSS Feed (Really Simple Syndication):** A type of web feed that allows users and applications to receive regular updates from a website or blog of their choice. The RSS feed automatically updates whenever new content is published.

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## S

**Schema Markup:** A code (semantic vocabulary) that you put on your website to help search engines return more informative results for users. It tells the search engine what your data means, not just what it says.

**Search Engine Marketing (SEM):** A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

**Search Engine Optimization (SEO):** The process of optimising a website to get organic, or unpaid, traffic from the search engine results page. It involves making

changes to the website design and content to make it more attractive to a search engine.

**Segmentation:** The process of dividing a target market into specific groups that share similar characteristics, such as demographics, interests, needs, or location, to tailor marketing strategies more effectively.

**SERP (Search Engine Results Page):** The page displayed by a web search engine in response to a query by a searcher. The main component of the SERP is the listing of results returned by the search engine in response to a keyword query.

**Social Media Marketing (SMM):** The use of social media platforms and websites to promote a product or service, allowing companies to engage with existing customers and reach new ones as they promote their culture, mission, or tone.

**Spam:** Irrelevant or unsolicited messages sent over the Internet, typically to a large number of users, for the purposes of advertising, phishing, spreading malware, etc.

**Split Testing:** Also known as A/B testing, it is the process of comparing two versions of a webpage, ad, email, or other marketing asset and measuring the difference in performance.

**Sponsored Content:** Paid content that matches a publication's editorial standards while meeting the audience's expectations. It can include articles, videos, podcasts, and more, created to promote a brand or product.

**Storytelling:** The strategic and compelling presentation of stories or narratives to communicate with and engage an audience, often utilised in content marketing to make brands more relatable and memorable.

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## T

**Tag Management System (TMS):** A tool used to manage the tracking codes, or tags, for web analytics, conversion tracking, and ad serving. It allows marketers to quickly add, edit, or remove tags without needing to modify the code on a website.



**Target Audience:** A specific group of consumers identified as the recipients of a particular marketing message. Marketers will tailor their messages to appeal directly to this group based on shared characteristics or interests.

**Text Ads:** Simple form of online paid advertising that typically appears as a link, along with a description or promotion related to the product or service being advertised. These ads can appear on search engines, websites, and social media platforms.

**Top of Funnel (TOFU):** The uppermost part of a marketing funnel, where potential customers are drawn in through awareness and engagement strategies such as blog posts, social media content, and videos.

**Tracking Pixel:** A graphic with dimensions of 1x1 pixels that is loaded when a user visits a website or opens an email. It is used to track user behaviour and conversions.

**Traffic:** The amount of data sent and received by visitors to a website. This is a measure of how many people are visiting a website and how many pages they are viewing.

**Transactional Email:** Automated emails that are sent to an individual as a result of a specific action they've taken, such as making a purchase or signing up for a newsletter.

**Trending:** A topic or event that is currently popular or widely discussed online. Trending topics are often highlighted on social media platforms to inform users of what is new or noteworthy.

**Trust Signals:** Elements on a website that provide visitors with evidence of the trustworthiness and credibility of the site. These can include testimonials, reviews, secure payment badges, and certifications.

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## U

**Unique Selling Proposition (USP):** The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.

**Unique Visitor:** An individual who visits a website at least once within a reporting period. Each visitor is counted only once in the period, regardless of how many times they visit.

**Upselling:** A sales technique where a seller induces the customer to purchase more expensive items, upgrades, or other add-ons in an attempt to make a more profitable sale.

**URL (Uniform Resource Locator):** The address of a web page on the world wide web.  
**Usability:** The ease of use and learnability of a human-made object such as a tool or device. In software engineering, usability refers to the user experience design of software applications.

**User Engagement:** The extent to which users interact with a site's content. Metrics for engagement can include comments, shares, likes, time on site, and bounce rate, among others.

**User Experience (UX):** The overall experience of a person using a product such as a website or a computer application, especially in terms of how easy or pleasing it is to use.

**User Interface (UI):** The means by which the user and a computer system interact, in particular the use of input devices and software.

**User Journey Map:** A visual or graphic interpretation of the overall story from an individual's perspective of their relationship with an organisation, service, product, or brand, over time and across channels.

**User-Generated Content (UGC):** Content created and shared by consumers about brands or products. It's often shared on social media or other platforms and can include text, images, reviews, videos, and more.

**Utilitarian Value:** The practical or functional value that a product or service provides to a consumer. In marketing, emphasising a product's utilitarian value involves focusing on how it can solve a problem or improve the user's life in a tangible way.

## V

**Value Proposition:** A statement that explains why a consumer should choose your product or service. It clearly defines the benefit of what's being offered and how it addresses a need or solves a problem.

**Variable Testing:** Similar to A/B testing, it involves changing one element (variable) at a time to measure how the changes affect the performance of content or ads. It helps in optimising digital marketing efforts.

**Video Marketing:** The practice of using video to promote or market your brand, product, or service. Video marketing can increase engagement on digital and social channels, educate your audience, and allow you to reach them with a new medium.

**View-Through Conversion:** A measure of the number of users who saw an ad but did not click on it, yet later visited the advertiser's site and took a desired action. It helps in understanding the effectiveness of display ads beyond direct clicks.

**Viral Content:** Content that becomes popular through a viral process of Internet sharing, typically through video sharing websites, social media, and email.

**Viral Marketing:** A marketing strategy that focuses on spreading information and opinions about a product or service from person to person, especially by using unconventional means like the Internet or email.

**Virtual Reality (VR):** The use of computer technology to create a simulated environment. In marketing, VR can be used for virtual tours, product demonstrations, and immersive experiences that engage consumers.

**Visibility:** In digital marketing, visibility refers to how prominent a brand or product is on the internet. This can be measured through search engine rankings, social media presence, and the amount of media coverage.

**Vlog:** A blog in which the postings are primarily in video form. Vlogging has become a popular way for individuals and brands to share content, engage with viewers, and build communities.

**Voice Search:** Search queries made through voice recognition technology. As voice search becomes more popular, optimising content for voice search queries is becoming an important SEO strategy.

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## W

**Web Analytics:** The measurement, collection, analysis, and reporting of web data for purposes of understanding and optimising web usage.

**Webinar:** A seminar conducted over the internet. Webinars are used to present information, promote products, and generate leads through online registrations.

**Website Optimisation:** The process of using controlled experimentation to improve a website's ability to drive business goals. It includes strategies to make the site more visible in search engines (SEO) and improve user experience (UX).

**White Hat SEO:** The use of optimization strategies, techniques, and tactics that focus on a human audience opposed to search engines and completely follows search engine rules and policies.

**White Paper:** An authoritative report or guide that informs readers concisely about a complex issue and presents the issuing body's philosophy on the matter. In marketing, it's a way to showcase expertise and generate leads.

**Widget:** A small application with limited functionality that can be installed and executed within a web page by an end-user. Widgets are often used to add interactive and dynamic content to websites.

**Word-of-Mouth Marketing:** The act of consumers providing information to other consumers. It is a powerful and often cost-effective way of generating buzz or interest in a product, service, or brand.

**Workflow Automation:** The design, execution, and automation of processes based on workflow rules where human tasks, data, or files are routed between people or systems based on pre-defined business rules.

**WWW (World Wide Web):** An information system where documents and other web resources are identified by Uniform Resource Locators (URLs), which may be interlinked by hypertext, and are accessible over the internet.

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## X

**X-Device Tracking:** The process of identifying and tracking a user's journey across multiple devices, such as smartphones, tablets, and laptops. This is important for creating seamless user experiences and effective cross-device marketing strategies.

**X-Factor:** In marketing, the unique characteristic or quality that makes a brand, product, or service stand out from its competitors. Identifying and emphasising this element can be a key strategy in branding and marketing campaigns.

**X-Platform:** Refers to cross-platform applications or strategies that work across multiple operating systems and devices, essential for reaching a broader audience in digital marketing.

**X-Post:** Cross-posting content across various social media platforms or forums to maximise reach and engagement. This tactic must be used judiciously to avoid spamming and ensure content is tailored to each platform's audience.

**XaaS (Everything as a Service):** Refers to the growing diversity of services available over the internet via cloud computing as opposed to being provided locally or on-site. While not exclusive to marketing, it includes platforms, tools, and technologies marketers rely on, such as SaaS (Software as a Service).

**XML Sitemap:** An XML file that lists the URLs for a site. It allows webmasters to include additional information about each URL, such as when it was last updated and its importance in the context of the site. This can be crucial for SEO.

**XMP (Extensible Metadata Platform):** A standard created by Adobe Systems for processing and storing standardised and proprietary metadata, related to SEO and content management, ensuring that metadata is consistently applied across digital assets for better organisation and searchability.

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## Y

**Year-Over-Year (YoY):** A method of evaluating two or more measured events to compare the results at one time period with those from another period (or periods), on an annualised basis. It's commonly used to assess growth patterns in business and performance metrics.

**Yield Management:** A variable pricing strategy based on understanding, anticipating, and influencing consumer behaviour in order to maximise revenue or profits from a fixed, perishable resource (such as airline seats or hotel room reservations). In digital marketing, it can apply to the pricing of advertising inventory.

**Yield Optimization:** The process of adjusting strategies in real-time advertising and marketing to maximise the effectiveness of the budget spent. It involves analysing and acting on data related to ad performance, audience behaviour, and market trends.

**Yield:** In digital marketing, yield refers to the percentage of clicks, conversions, or revenue generated from a digital advertising space or campaign relative to the amount spent on it. It's a key performance indicator for the profitability of online advertising efforts.

**Yoast SEO:** A popular WordPress plugin that helps website owners optimise their web content for search engines. It provides tools for writing SEO-friendly content and for improving website ranking and visibility.

**Youth Marketing:** Targeting promotional messages and products to teenagers and young adults. This demographic is highly connected digitally, making digital channels particularly effective for engaging with this audience.

**YouTube Marketing:** The practice of promoting businesses and products on YouTube's platform, either through uploading valuable videos on a company's YouTube channel or using YouTube ads. It's a powerful tool for building brand awareness and engaging with a wider audience.

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## Z

**Z-Index:** In web development and design, a CSS property that specifies the z-order of a UI element and its descendants. While not a direct marketing term, understanding and utilising Z-index can help marketers and designers create more engaging and functional websites.

**Zero Moment of Truth (ZMOT):** A term coined by Google in 2011, referring to the moment in the buying process when the consumer researches a product before making a purchase. The concept emphasises the importance of an online presence since consumers often search for product information online before they enter a store or make a purchase decision.

**Zero-Based Budgeting (ZBB):** A budgeting method where all expenses must be justified for each new period, starting from a "zero base." In digital marketing, ZBB can be applied to ensure that marketing spend is allocated efficiently based on performance and strategic goals.

**Zonal Pricing:** Setting different prices for a product or service in different regions or zones. In digital marketing, zonal pricing can be used in online advertising campaigns to target specific geographic areas more effectively.

**Zoom-In Effect:** In web design and online advertisements, a technique where hovering over or clicking on an image causes it to increase in size, providing more detail. This effect can enhance user engagement and product visibility.

**Zoom:** A video conferencing tool that became widely used for virtual meetings, webinars, and live chat sessions, especially highlighted during the increase in remote work. Marketers use Zoom for virtual events, product demos, and internal team meetings.