JEM Consulting division of
A-BnC Parties and More, Inc.
Buffalo Grove, IL

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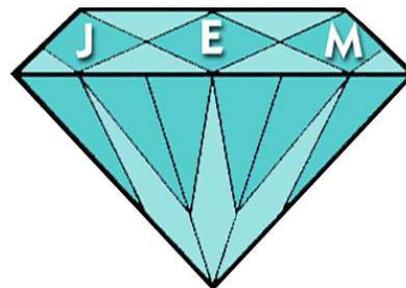(847) 634-6535
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Web Jargon -
Terms Commonly Used

Algorithms
A precise formula of mathematical components used to process information, analyze data, calculate results and statistically rank results.

Anayltics
Discovery and communication of meaningful patterns in data to predicting and improving business performance in the future. On the web, called Web analytics, it is information about interactions on a website such as the searched keywords, the IP address of the person coming to the site, the site where the person visiting the site was at as well as the pages the person visited while at the site. Includes information about types of hits as well as visitor type (new, unique, returning, etc.). This information can be used help improve the Web site content and performance.

Anchor Text
Visible or the clickable text portion in a hyperlink. The words contained in the anchor text can also help determine the ranking that the page receives by search engines.

Blog
A blog (a contraction of the term "Web log") can be a stand alone Web site or pages on the main Web site. It usually contains regular entries of commentary, descriptions of events, as well as other material such as graphics or video. Entries are displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog. Having a regularly updated blog on a relevant subject can increase search rankings by adding **new, relevant content regularly**.

Boolean Logic/Boolean Searches
A mathematical logic used to seek out and list certain specific search terms on a Search Engine Results Page listing. Combines words and phrases to search for information in a database (the Internet is a very BIG database). Based on three logic factors: And, Or and Not. May be exact matches by putting "words in quotes".

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Bounce Rate

A term used in web site traffic analysis that represents the percentage of initial visitors to a site who "bounce" away to a different site rather than continue onto other pages within the same site. (Not to be confused with exit rate.) In general, the lower the bounce rate (as a percentage) the better.   Your should strive for a maximum bounce rate of 50%. A lower percentage is, of course, better. And bounce rate is not the sole statistic to consider.

Call to Action

An overt or covert request for a visitor to do something as a next step down a conversion (lead > prospect > qualified prospect > customer > evangelist) path. It can be a text link, a button or banner, or even a photo image. It requests a visitor to take a poll, sign up for an email, purchase your product, etc. Answer the simple question of your end goal: What do you want a visitor to do? Your end goal and part of inbound marketing as versus outbound (interruption) marketing.   Can be measured.

Community- Tribe – Following

On online (virtual community) network or group of individuals interacting in the pursuit of mutual goals and interests. They may cross national, geographical and political boundaries.

Content Management

A content management system (CMS) allows the client/owner of the website to alter/or add content to Web their site without having to know how to code. Complex content management systems such as Joomla, Drupal or Wordpress require that the software be installed on the host first and the site is then built within it's templates. Simpler solutions such as Contribute or SnippetMaster can add editable regions to a page after it has been built.

Content Marketing

All types of marketing formats that involve creating and sharing of content to attract, acquire and engage current and potential visitors. Driving profitable customer actions is the desired outcome. The strategy rests on delivering information to customers and prospects that can help drive profitable consumer action, retain readers' attention and improve brand loyalty. May take the form of customer newsletters, digital content, Web sites pages, webcasts/ webinars, podcasts, in-person roadshows, emails, events or more. The goal to educate the customer to know your brand by recognition and develop a level of trust.

Ecommerce

The buying and selling of products and services over the internet. Sites can have very simple ecommerce set up having a "buy now" button from Paypal or Google, or be very complex and have a full blown shopping cart. Many companies offer complex turn-key shopping carts for a monthly fee or Web site plugins.

Google Analytics

A free measuring tool from Google that delivers defined detailed statistics on Web site visitors. Limited to the extent that only Java enhanced computers, as well as certain other languages, are measured. One of the measuring factors is "bounce rate" (see above).

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Keyword

The most important subjects of your page. Also called 'tags' in some programs such as WordPress. In essence the important words (nouns) an inquirer enters into a search box to seek information or answer a questions. Leading searches are for entertainment, education, enlightenment, problem solving, etc. Small words are generally ignored in matching results and common synonyms are interchangeable.

Keyword Phrase

Two or more words used in search engine optimization to match inquiries by potential visitors using search engines to find information based on that particular phrase. A.K.A. Keyword string, long-tailed keyword string. The order of the words plays a significant part at times. "Boolean searches" put limiting factors on your search.

Keyword Meta Tag

Hidden within the code of a Web page it lists the important keywords on that page. Usually separated by a comma. (De-emphasized with regard to search as of late because of prior "spamming" techniques used by developers.)

Meta Description

Brief and concise summary of the content on a Web site page. Limited to 170 characters or 200 characters at most. Google rarely displays more than 160.

Organic/Natural/Free Search Results

Organic search results are listings on search engine results pages that appear because of their relevance to the search terms (and other mathematical factors called algorithms) as opposed to their being paid advertisements (i.e. pay per click advertising).

Robots

AKA Web robots, WWW robots or simply bots. Software applications (programs) that run automated tasks over the Internet. Typically, bots perform tasks that are both simple and structurally repetitive, at a much higher rate than would be possible for a human alone. The largest use of bots is in Web spidering where automated scripts fetch, analyze and file (cache) information from Web sites. Each Web site or server generally has a file called robots.txt, containing rules for the spidering of that server or folder. The bot is instructed to follow those directions.

RSS Feed

Really Simple Syndication is family of web feed formats used to publish frequently updated content such as blogs and videos in a standardized format. Feed publishers allow users to subscribe to contents and read it from a location other than the Web site they were published on. Feedburner is a leading source and is a Google property.

SEM (Search Engine Marketing)

A form of Internet Marketing that seeks to promote Web sites by increasing their visibility in search engine result pages (SERPs) in hopes of increasing sales and awareness of products or services offered by the web site owner. This awareness is done by a combination of

search engine optimization along with paid advertising placement, context advertising or paid inclusion.

SEO (Search Engine Optimization)

A process of improving the visibility of a Web site or a web page in search via the "natural" or unpaid ("organic" or "algorithmic" or "free") search results.

Social Media - Web 2.0

Social media transforms monologues into dialogues or communications between people participating on the platform. Used for social interaction on highly accessible and scalable platforms. (i.e. Facebook, Twitter, Pinterest, YouTube, LinkedIn, etc.)   Some can be broad based while other have a specific, targeted market they appeal to.

Social Media Marketing/Networking

Focuses on individuals and allows users to share ideas, activities, events and interests within their individual networks via various modes and/or activities. A social network service represents each user as a profile with his/her social links. Each may offer variety of additional services. Most are web based and provide means for users to interact over the internet, such as e-mail, instant messaging, posting, comments, etc. Popular platforms combine many of these features.

Source Code

Source code is a collection of statements or declarations written in some form humans can read/write. The languages used by programmers to direct computers what to visually display on a computer screen. To reveal code < CTRL > < U > in Firefox or Chrome or   "View > Reveal Source" in Internet Explorer 9.

Title Tag

Defines the title of the document in all HTML/XHTML documents. The first line typically displayed in a search engine results page. Generally limited to displaying first 60 characters.

Transparency (Web)

The concept of how and why information is conveyed through various means and who is responsible for it. It is the openness, depth of access and accountability a company takes in putting forth products and services through various advertising and marketing platforms, including its Web site.

XML Sitemap

A structured format telling a search engine bot about the pages in your site, their relative importance to each other and how often they are updated. Unseen by site visitors. As opposed to an HTML sitemap which is visible to visitors.