

Internet Marketing Glossary

BRANDING – The process of using marketing images to get people to easily remember your products & services over competitors, by 2005 over 50% of internet ad spending.

CLICK-THROUGH – The process of clicking on an online advertisement to the advertiser's website destination.

CLICK-THROUGH RATE (CTR) – Average number of click-throughs per hundred ad impressions, expressed as a percentage. Average site click-through rate is under 1%.

COST-PER-CLICK (CPC) – The cost or cost-equivalent paid per click-through to a website, the ultimate fulfillment piece, hence replacing CPI + fulfillment cost.

COST-PER-INQUIRY (CPI) – The cost paid per inquiry received for traditional media advertising, which then requires fulfillment via mailed or faxed information.

COST-PER-LEAD (CPL) – The cost an advertiser pays per qualified lead, like those from volume-buyers or industry professionals. Qualified leads are self-selected & targeted.

HIT – Meaningless due to misuse! A hit is any graphic or copy block requested of a server. A single page view may require 100 hits. A hit is neither a page viewed nor a visit.

INTERACTIVE MARKETING UNIT (IMU) – Standard ad sizes created by the Interactive Advertising Bureau (IAB). Among the most common are Square Buttons, Vertical Banners & Skyscrapers.



PAGE VIEW – The display of a complete HTML page, which may require 100 (or more) HITS of graphics and copy blocks.

PORTAL – A website featuring an array of links & services, like a travel reference information portal to thousands of links + air, rail, gas prices, hotels, maps & weather info.

RICH MEDIA – A term for advances in online creative that take advantage of enhanced features like animation, audio & video. Rich media takes many different digital file forms.

SEARCH ENGINE OPTIMIZATION (SEO) – Choosing targeted keyword phrases properly related to a site, & ensuring the site places well when those phrases are searched online.

TOP TEN – First 10 results for a specific search item. Consistently maintaining Top Ten results requires constant delivery of reliable content.

VISIT – A visit begins when a visitor enters a site, and ends with an exit click or a period of inactivity. The next event (click) will be a new visit.

UNIQUE VISITOR – A person viewing your site, tracked over long periods of time, counted once. Search engine spiders indexing pages should not be counted as visitors.

WEB ANALYTICS – The objective tracking, collection, measurement, reporting & analysis of Internet data. Proper web analytics removes spider traffic & duplicate clicks.