

## **JAX - Asynchronous JavaScript and XML**

There are a couple of elements to this abbreviation.

Asynchronous is a behind the scenes code that allows you to continually upload content without waiting for previous uploads to finish. This is very important as it keeps your website responsive and reduces waiting time for the user.

JavaScript means to add dynamic and interactive elements to websites to ensure the user engages and remembers your site and continues to revisit. XML is a markup language that builds web pages and is often used for distributing data over the Internet. When you put them altogether, AJAX means to have a continuous upload with interactive elements, distributed over the internet or on your website.

## **AMP - Accelerated Mobile Pages**

If we break this down, Acceleration means to increase speed and mobile pages are pages that are on a mobile device such as a Mobile phone or Tablet. When you put them all together it means faster mobile pages. This is particularly important as people nowadays are more on the go and tend to look at their mobile devices, more than their computer.

Having accelerated mobile pages means the content is uploaded quicker and increases the chance they will look further into your website. If you don't have accelerated mobile pages, content will take longer to upload on the user's device and there is a higher chance the user will give up and leave your web page. This is known as a bounce rate.

## **API - Application Program Interface**

This is when a "host" website allows another website to see the blueprints of their site. The blueprint or code that the "host" exposes, is called the API.

## **AR - Augmented Reality**

This is a live, direct or indirect view of a real world environment. The program contains computer generated sensory such as sound and video illustrations, all designed to make you feel that you are really in that place.

## **ASP - Application Service Provider**

This is when a supplier provides individual users or organizations, with internet access over a local area network.

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## **ATD - Agency Trading Desk**

This refers to a piece of technology or variety of services, provided by a media agency. Services provided by a media agency include planning, managing and optimizing digital advertising campaigns.

## **ATF - Above the Fold**

Imagine you are reading a newspaper that is folded. Does the headline at the top of the page/above the fold grab your attention enough to unfold the bottom half and have a read? It's the same principle in the digital marketing world. If a user visits your site and sees a headline or content that interests them at the top of the page, they will scroll down, to read the full article and find out more. If it's a boring headline, they won't scroll and you are likely to lose that potential client.

Above the fold is very important as it sets the tone for your website, brand, business and gives your clients that wow factor first impression.

## **B2B - Business to Business**

Business-to-business is a type of transaction that is conducted between two companies. For example a manufacturer and wholesaler, or a wholesaler and a retailer.

## **B2C - Business to Consumer (also know as Business to Customer)**

The term business-to-consumer refers to the process of a business selling products and or services, direct to the consumer or end-users.

## **BANT - Budget, Authority, Needs, and Timeline**

BANT is an acronym for budget, authority, needs, and timeline, and is a type of sales lead qualification process, designed to identify potential leads/clients. Let's break it down..

### **Budget**

Does the client have the necessary budget to purchase your product?

### **Authority**

Does the client have the authority to make a purchase, or are there additional people you should speak with?

### **Needs**

How can your products and or services help reduce problematic factors?

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# A to Z list of Digital Marketing acronyms and abbreviations



## Timeline

When is the client looking to make a purchase?

## BL – Backlink

A backlink refers to an inbound hyperlink from one web page to another web page.

In simpler terms, site “A” is linking to site “B” in the form of a clickable text, URL or image. When clicked on, it opens a website address which is embedded within the hyperlink that it is pointed to. Here is an example.

*We hope you are enjoying reading our posts. If you would like more information about what we do or would like to get in touch, please email [kate@weareweb.com](mailto:kate@weareweb.com) or visit our website [www.weareweb.com](http://www.weareweb.com)*

You will notice that the back link/hyperlink is highlighted in Blue above. When you hover over a back link, you will see the following box appear as shown below.

*We hope you are enjoying reading our posts. If you would like more information do or would like to get in touch, please email [kate@weareweb.com](mailto:kate@weareweb.com) or visit our website [www.weareweb.com](http://www.weareweb.com)*



## BOFU - Bottom of the Funnel

Bottom of the Funnel is a term of identifying clients that have completed the BANT (see above) process, and have moved to the final phase of a deal/sale.

## BR - Bounce Rate

A bounce rate helps to identify the number of visitors to your website that only view a single page without looking at other pages on your site. Here are a couple of examples:

Person A types in your company name into Google and clicks on the link to your website. When they open your site, they only click on the FAQ page and leave the site. This would be considered as one single bounce rate.

Person B types in your company name into Google and clicks on the link to your website. This time, when they open your site, they click on the FAQ page, About us page and then the contact us page. This would not be considered as a bounce because they have looked through your site and various pages. If they have looked through more than one page on your website, there is a pretty good chance they are interested and may well get in touch to discuss your products and or services further.

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## **BTF** - Below The Fold

OK so we have already learnt that Above the Fold is critical, in order for user's to be interested in the page content and scroll down the page to read more.

Below the fold is everything else that isn't visible above the fold. The user must scroll down the page in order to view additional page content.

## **CAN-SPAM** Controlling the Assault of Non-Solicited Pornography And Marketing

This act was established in 2003 to control and prevent, the sending of unsolicited emails promoting any product or service. It also enables recipients to remove themselves from the mailing list.

## **CF** Citation Flow

Citation Flow refers to the popularity of a link in a site, without taking into account the quality of links. A website that has lots of links pointing to it will be influential and get a good citation flow.

## **CGI** Common Gateway Interface

The Common Gateway Interface is the process that uses a set of rules to open the internet gates on a user's computer.

## **CMS** Content Management System

Content Management Systems are tools that simplify the process of updating the text and images on websites.

Almost all websites with more than a few pages use some sort of content management system.

## **COS** Content Optimization System

Content Optimization is the practice of updating and adjusting on-page text and coding, to make content more appealing to search engines. This is also known as high-quality content, or SEO content.

Content that's search-friendly today, might be outdated and harder to find tomorrow, hence the need for ongoing optimization that's built into digital marketing operating procedures.

## **CPA** Cost Per Acquisition/Action

The CPA price is the amount that gets paid when an advertisement leads to a sale (or action).

For example, you arrange an ad campaign on a website and agree to pay £150 CPA every time an ad leads to a sale.

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The website will then show an unlimited number of adverts trying to make those sales.

You (as the advertiser) will then report back to the website, with how many sales are made, and pay £150 for each of them. CPA is sometimes also known as cost per action. This means paying for ads but only if it leads to a sale.

An acquisition (or action) in a cost per acquisition deal, is classed as a conversion, as the advertisement has converted a user into a customer.

## **CPC Cost Per Click**

Also known as pay-per-click (PPC) or cost per click (CPC)

This is a method that websites use to total a bill and is calculated by the number of times a visitor clicks on an ad.

There is also an alternative, which is called cost per thousand (CPM). This is the number of viewers in thousands, regardless of whether each viewer clicks on the advertisement or not.

CPC is often used when advertisers have a set daily budget. When the advertiser reaches the agreed budget limit, the ad is removed for the remainder of the billing period.

CPC is the amount that a website publisher receives when a paid advertisement on the site is clicked.

## **CPL Cost Per Lead**

Cost Per Lead is based on performance advertising.

The cost per lead helps share the responsibility of performance, between publishers and advertisers.

Publishers are responsible for putting the ads in front of the right audiences and in the right ways, to generate response.

Advertisers are responsible for maximizing the conversion of those leads into sales.

## **CPM Cost Per Milli/Thousand**

Cost Per Thousand is also known as Cost Per Mille and is a marketing term used to denote the price of 1,000 advertisement impressions, on one web page.

An impression is an automated tool that counts the number of ad views or engagements that an ad receives.

This is the most common method for pricing web ads in digital marketing.

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The click-through rate (CTR) measures whether an ad was clicked on, representing the percentage of people who saw the ad and clicked on it.

## **CPO** Cost Per Order

The Cost Per Order is also known as the cost per sale or cost per lead. It refers to the costs incurred when a lead is given in e-commerce. In online marketing, the CPO is used to calculate all costs incurred for an order, from start to finish or when a lead is generated. These include any advertisement costs, subscription charges and shipping costs.

The CPO is most commonly used in online advertisements. If a text or banner advertisement is displayed, many users get to see it, but not every impression draws a click or a purchase. This is why CPO is used. With the CPO, it becomes possible to measure the actual success of the advertisement.

## **CPV** Cost Per View

Cost Per View is when you pay to have video advertisements played.

The video doesn't have to be watched all the way through to trigger a payout, just started.

## **CR** Conversion Rate

The desired action can take many forms, varying from site to site. Examples include sales of products, membership registrations, newsletter subscriptions, downloads, pretty much any activity other than simple page browsing.

The user's ease of completing the desired action is dependent on site usability which includes easy navigation and fast loading pages.

## **CRM** Customer Relationship Management

When people talk about CRM, they are usually referring to a CRM system, a tool that helps keep track of sales, contact management, agent productivity and customer communications throughout the entire working relationship.

## **CRO** Conversion Rate Optimization

Conversion Rate Optimization is the method of using data and user feedback, to improve the performance of a website.

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CRO can be used to improve specifics on your website that are most important to your business. This is often called key performance indicators (KPIs). Put another way, CRO increases the percentage of website visitors who experience the “aha moment” that converts user browsing into valuable conversions.

## **CS Classified Submissions**

This is defined as the easiest way to rank your keyword on a search engine.

## **CSE Custom Search Engine**

A Search Engine is a service that allows users to enter keywords or text into the World Wide Web in order to search for answers in the form of images, videos and content.

Those websites that are optimized regularly are seen as a trusted site and those that match the user’s search content or keywords will appear higher up the list of results.

## **CSS Cascading Style Sheets**

Cascading Style Sheets are used to format the layout of Web pages. They can be used to define text fonts, table sizes, and other aspects of Web pages that previously could only be defined in a page's HTML.

## **CTA Call to Action**

Call to Action means enabling a user to contact or take further action via your website or Social Media page.

Examples of call to action include buttons and forms that are located on a web page such as...subscribe, call, message and enquiry form.

In short, it’s an action a user takes to get in contact with your company.

## **CTR Click-through Rate**

Click-through Rate is the total number of users who click on a specific link through to users who view a page, email, or advertisement and is commonly used to measure the success of an online ad campaign.

## **CVA Conversion Amount**

This is an action that's counted when someone interacts with your ad or clicks a text ad or views a video ad.

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## **DA Domain Authority**

Domain Authority is one of the main factors that defines how well your website will rank in search engines..ie Google. It is a metric used for the purpose of rating a website on a scale of 1-100 (100 being the best and 1 being the worst). Therefore, the higher the domain authority of a website, the higher it's ranking in search engines.

## **DDOS Distributed Denial of Service**

A Distributed Denial Of Service is a form of digital attack, which aims to take a website offline by bombarding it with internet traffic.

## **DKI Dynamic Keyword Insertion**

Dynamic Keyword Insertion is a Google Ad feature, that allows advertisers to create worded advertisements, which automatically update themselves to match a user's search term. This feature enables ads to show a particular keyword and variations of that keyword, helping the campaign reach its matching criteria potential.

## **DLP Directory Listings Page**

A Directory is a location for storing files on a computer. It's a digital filing system which catalogues references to other files or directories.

## **DLR Deep Link Ratio**

Deep Link Ratio is the process of directing a user to a specific page on a website. This is done through the page's link, instead of the website home page. For example, when the user clicks on a link, they are taken directly to a web page deeper into the specified website. This helps the users search results and is more efficient than sending a user to the home page, to find the results themselves.

## **DMCA Digital Millennium Copyright Act**

Digital Millennium Copyright Act is a law by the US government that started up in 1998. The aim of the act is to balance the interests of both copyright owners and users, and looks into any sort of copyright infringement that surface in the digital world.

## **DMM Digital Media Marketing**

Simply put, Digital Marketing is what you do online to grab a consumers' attention.

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# A to Z list of Digital Marketing acronyms and abbreviations



## DMP Data Management Platform

A Data Management Platform is a unifying platform which allows the collecting, organizing and activating of the entire first, second and third party audience data. The data is collected from a variety of sources including online, offline, mobile and more. It is the backbone of data-driven marketing and allows businesses to gain unique insights into their customers.

Before we move on, let's just understand the three tiers of audience data;

First party data is data you own and have collected directly from your own customers, creating a portfolio.

Second party data is data that you have collected and sold directly to another company.

Third party data is data collected from a source that doesn't have any contact or working relationship with people listed in the data portfolio.

## DNS Domain Name System

Domain Name System is an Internet service that translates domain names into IP addresses. Domain names are alphabetic, but the Internet is based on IP addresses which are numeric. Here is an example of how the DNS works;

The domain name [www.weareweb.com](http://www.weareweb.com) is converted by the DNS to an IP address of 198.10251263.915

This is done in order to allow computers to communicate with each other.

## DR Direct Response/Domain Rating

Direct Response also known as Domain Rating describes the strength and authority of a domain. DR measures the quality and quantity of backlinks pointing to the entire domain.

## DS Directory Submissions

Directory Submissions is the prime contributing factor of Off Page Optimization that helps in SEO (Search Engine Optimization). The Directory Submissions directs online traffic to a website with high-quality backlinks.

## DSP Demand-side Platform

A Demand-side Platform is a software package used by advertising professionals, which enables them to buy mobile, search, and video ads from a marketplace.

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## EAI Enterprise Application Integration

Enterprise Application Integration is the joining of software and computer systems which help to integrate a set of computer applications.

Applications such as Supply Chain Management, Customer Relationship Management, Business Intelligence and Integrated Collaboration Environments, have become crucial for businesses that need to maintain their competitive advantage.

In short, EAI is the process of linking all of these applications.

## E-commerce Electronic Commerce

E-Commerce in short stands for Electronic Commerce, meaning an online shop which users can visit, browse and purchase goods and services remotely.

Let's understand the different types of E-Commerce available:

- B2B Business to Business.  
This type of E-Commerce is used to sell products from one company to another company.
- B2C Business to Consumer  
This is when businesses sell to the end user directly cutting out any middle men.
- C2B Consumer to Business  
This is when the end user or consumer offers their services to a company. For example, freelance cleaning or freelance copywriting.
- C2C Consumer to Consumer  
The most widely used form of Consumer to Consumer E-Commerce site is Ebay. It means that the end user is selling to another end user.

## ECPC Enhanced Cost per Click

A bid strategy that adjusts your cost-per-click, to help maximize conversions or conversion values. ECPC performs manual bidding with a Smart Bidding strategy, such as Target CPA or Target ROAS. This strategy raises your manual bids in situations that seem more likely to lead to a sale or other conversion on your website. It also lowers your bid, for situations that seem less likely to lead to a conversion.

## ECPM Effective Critical Path Method

The Critical Path Method is a step-by-step project management technique which helps to identify which activities are on the critical path.

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In essence it's just a fancy way of saying, 'How long does each task take before you can finish the project?

Use this information to figure out the project's end date.' If a task takes longer than anticipated, the end date is pushed back. There are a whole bunch of calculations that go into figuring out what-ifs, forecasting, and scheduling, but that's where project management software comes in and makes everyone's lives easier.

## **EMD Exact Match Domain**

An EMD is a domain name that precisely matches a search query that will likely drive traffic to your website. For instance, if you call your website BuyCheapJeansOnline.com.

## **EPC Earnings Per Click**

EPC in affiliate marketing is commonly utilized on per-click earning websites, to offer you a cost-per-click formula that lets you watch your earnings in a glimpse throughout the board, with a massive deck or set of clicks to sort out and put in to watch your final aim.

## **ESP Email Service Provider**

The phrase email service is used to describe access and storage of email messages for users who are not connected to the Internet from their usual location. There are a number of online email service providers that offer easy access to email. All you need is an Internet connection and a Web browser to use the service.

## **FBML Facebook Markup Language**

This is a digital tool used to create a Facebook application. It allows you to customize fan pages using basic html commands. For example, adding a picture, video or object to your ads.

## **FBO Facebook Official**

This is when a Facebook user makes changes to their page or profile, to illustrate key points about themselves, making it "official" to their Facebook audience.

For example, changing a relationship status from single to in a relationship, adding a date to their profile outlining when they started a job etc.

## **FTP File Transfer Protocol**

FTP is a standard network protocol that is used for transferring computer files, between clients and servers via a computer network.

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## **GA** Google Analytics

Google Analytics is a Website analytics service that provides statistics and basic data, for Search Engine Optimization (SEO) and marketing purposes.

## **GAKP** Google AdWords Keyword Planner

This is a useful marketing tool designed to help build a strong keyword list and get your Pay Per Click campaign off to a good start.

The AdWords tool is great for generating keyword ideas and has a bid estimation feature, to help you plan your marketing budget.

By using the Google Ads Keyword Tool, you can search for keyword and ad group ideas, as well as seeing how a list of keywords might perform once live.

## **GAP** Google Advertising Professional

The Google Ads certification is a professional, recognized qualification that Google offers to individuals, who demonstrate proficiency in basic and advanced aspects of Google Advertising.

## **GAW** Google AdWords

Google AdWords is an online advertising platform developed by Google, enabling advertisers to pay in order to display short advertisements such as product and service offerings, video content, with a view to generating mobile application installations, within the Google ad network to web users.

## **GCLID** Google Click Identifier

As the name suggests, Google Click Identifier is a unique tracking counter that calculates the number of times an advertisement is clicked on.

## **GDN** Google Display Network

The Google Display Network is a Facebook feature, designed to help you target the right audience for your ad. The targeting options let you strategically show your message to potential customers, at the right place and the right time.

## **GDPR** General Data Protection Regulation

GDPR is considered as the world's strongest set of data protection rules, which determine how people can access information about you and places limits on what organizations can do with personal data.

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## **GIF** Graphics Interchange Format

The Graphics Interchange Format is a type of bitmap image format that has gained vast support and use on the World Wide Web. The format is designed to support up to 8 bits per pixel, allowing an image to have access to over 255-colors.

The most distinctive feature of GIF is its support for animation, with each frame being allowed to use a separate variety of colors.

## **GIS** Google Image Search

Google Images is a search service owned by Google that allows users to search the World Wide Web for image content.

## **GMB** Google My Business

Google My Business is a tool that enables you to manage and optimize your Business Profile on Google.

## **GP** Guest Post/Guest Posting

A Guest post is content published on a blog by an author, who has published a different blog. Guest posting helps build brand awareness with a different audience and helps to drive new traffic to your site.

## **GSC** Google Search Console

Google Search Console is a Google service that helps you monitor and maintain your site's presence within Google Search results.

## **GTM** Google Tag Manager

Google Tag Manager is a tool owned by Google that allows you to manage and use marketing tags on your website, without having to modify any codes.

## **GUI** Graphical User Interface

GUI is the way in which a user interacts with electronic devices such as computers, hand-held devices and other appliances. This interface uses icons, menus and other graphics to display information and related user controls unlike text-based interfaces, where data and commands are in text.

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# A to Z list of Digital Marketing acronyms and abbreviations



## **GWG** Google Webmasters Guidelines

Google's Webmaster Guidelines are designed to give clearer instructions to website owners, about what Google is looking for when it searches websites to find answers to a user's question.

## **GWT** Google Webmasters Tool

Google Webmaster is a service that helps you evaluate and maintain your website's performance in search results. It offers insights into how Google sees your website and helps you identify any issues that need fixing.

## **G+** Google Plus

Google+ was a social network launched on June 28, 2011, in an attempt to challenge other social networks, linking other Google products like Google Drive, Blogger and YouTube.

## **HTML** HyperText Markup Language

Hypertext Markup Language is the standard language for documents designed to be displayed in a website. It works together with technologies such as Cascading Style Sheets (CSS) and scripting languages such as JavaScript.

## **HTTP** HyperText Transfer Protocol

HyperText Transfer Protocol is the set of digital rules used for transferring files which contain text, images, sound, video and other multimedia files, for use on the World Wide Web. As soon as a user opens a web browser, they are indirectly making use of HTTP.

## **HTTPS** HyperText Transfer Protocol Secure

Hypertext Transfer Protocol Secure is an extension of the Hypertext Transfer Protocol mentioned above. It is used for secure communication over a computer network, and is widely used on the Internet.

## **IAB** Interactive Advertising Bureau

IAB is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The organization represents prominent media outlets globally, but mostly in the United States, Canada and Europe.

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# A to Z list of Digital Marketing acronyms and abbreviations



## IBL Inbound Link

An inbound link is an external link that is sent from another site to your website.

What are the other types of links?

- Outbound links are links that are sent from your website to another website.
- Internal links are links on a certain website or blog post that links to another page on that same website.

## IG Instagram

Instagram is an American social networking service owned by Facebook that allows users to share photos and videos.

## IM Instant Messaging

Instant Messaging is a digital online service, which allows people to participate in a single conversation using their computers or mobile devices, within an Internet-based chat room.

## IMAP Internet Message Access Protocol

Internet Message Access Protocol is a standard digital rule that allows access to emails on a remote server from a local client, without support from a particular device. This type of email access is ideal for travelers looking to send and receive emails, from their home desktop or office computer.

## IMS Inventory Management Software

Inventory management software is a software system that allows tracking of stock levels, orders, sales and deliveries. It is a great tool for organizing inventory data, that before was generally stored in hard-copy form or on spreadsheets.

## IOT Internet of Things

The Internet of Things is a name given to the collection of network-enabled devices but excludes traditional computers like laptops and servers.

The Internet of Things includes devices such as smart appliances i.e. Refrigerators and Thermostats, Home Security Systems, Computer accessories such as Webcams and Printers, wearable technology i.e. Apple Watches and Fitbits, Routers, and finally smart speaker devices, such as Amazon Echo and Google Home.

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## **IP** Intellectual Property (or 'Internet Protocol')

The Internet Protocol is the name given to describe the way in which data is sent from one computer to another over the Internet.

## **IPTV** Internet Protocol Television

IPTV is the delivery of television content over Internet networks. This is in contrast to delivery through traditional terrestrial, satellite, and cable television formats. Unlike downloaded media, IPTV offers the ability to stream and source media continuously.

## **ISP** Internet Service Provider

An Internet service provider is an organization that provides a user with access to everything available on the Internet.

Internet service providers can be organized in various forms, such as commercial, community-owned or not for profit.

## **JPEG (JPG)** Joint Photographic Experts Group

JPEG is a term used to describe a graphic image file.

When you create a JPEG or convert an image from another format to a JPEG, it allows you to specify the quality of image you want.

## **JS** JavaScript

Javascript is a digital scripting language primarily used on the internet. It is used to enhance web site pages and is commonly found embedded in HTML code.

## **JSON** JavaScript Object Notation

Javascript Object Notation is a word based data interchange format, used for representing simple data structures and objects in Web browser code.

## **JSP** Java Server Pages

JSPs has a unique scripting capability that works in tandem with HTML code, separating the page logic from the static elements and is designed to help the HTML to be more functional.

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## **KR** Keyword Research

Keyword research is the name given to identify the process in which a user researches popular search terms in search engines like Google. Keyword research practice is a must, in search engine optimization (SEO).

## **KW** Keyword

Keyword is a word that is typed into a computer, for example when you are using the internet. By typing in a keyword, you are searching for answers, articles or images surrounding that word. For example Weather, Bicycle, Trampoline etc.

## **LBL** Local Business Listing

A Local Business listing is a digital profile found on the Internet that contains key business information such as Company name, Address, Phone number and other important details.

There are thousands of websites and directories available online, which enable business owners to take advantage of free business listings. Directories available, to name a few are Google+, Yelp, Bing Places, Internet Yellow pages, and Yahoo!

## **LI** LinkedIn

LinkedIn as most of you may know is a business focused, social networking site that allows users to connect with colleagues, search for jobs, start business relationships and also find answers to industry related questions.

## **LP** Landing Page

A Landing Page is a stand alone web page that a person lands on, after clicking through from an Email, Advertisement or other digital source.

Once a user is on a landing page, they are encouraged to take an action, such as joining your mail list, buying products plus lots more.

## **LPO** Landing Page Optimization

Landing Page Optimization is a process in which you are able to identify various web elements on your landing pages. More specifically, elements that influence the probability of conversions. This can then be tweaked to increase the number of conversions.

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## LSI Latent Semantic Indexing

Latent Semantic Indexing is a mathematical method used for finding patterns in words clustered together in online content. The information is then indexed so it can be used to answer queries.

## LTV Lifetime Value

The Lifetime Value of a customer represents the total amount of money a customer is expected to spend with a business, either on products or services, during their business lifetime.

This is important information, as it helps a business make decisions on how much money to invest, in acquiring a new customer whilst looking after existing ones.

## MLM Multi-level Marketing

Multi-level Marketing is a marketing strategy in which the sales team are compensated for sales they personally generate and sales of salespeople that they recruit.

Other examples of Multi-level Marketing include pyramid selling, network marketing, and referral marketing.

## MMS Multimedia Messaging Service

Multimedia Messaging Service is a way of sending messages that include multimedia content, to and from a mobile phone using an internet connection.

The Multimedia Messaging Service extends the restricted SMS capability, allowing the exchange of messages to be greater than 160 characters in length.

Unlike text-only SMS, Multimedia Messaging can deliver a variety of media, including a forty second video, a single image, a slideshow of multiple images or an audio.

## MOFU Middle of the Funnel

Middle of the Funnel is a marketing term used to discuss required resources which help build trust and confidence in a company's product or service.

The target audience in the mid funnel stage consists of those who have already shown interest in a particular product and or service, and includes those that have engaged previously with a company's brand.

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## **MLQ Marketing Qualified Lead**

A marketing qualified lead is a lead that has been identified as more likely to become a customer compared to other leads.

This Qualified Lead identification process is based on what web pages a user has visited and what they've downloaded.

## **MT Modified Tweet**

A Modified Tweet is a retweet of an original tweet that has been amended or edited in some way, usually because of restricted character spacing.

## **MVT Multivariate Testing**

Multivariate Testing is a market research named method, where multiple variables in a controlled manner are simultaneously changed and tested, with a view to improving the effectiveness of a final marketing strategy.

## **NM Niche Marketing**

Niche Marketing is when a business promotes a product or service to a specific audience. For example, a company that sells Bread would target Supermarkets and Food retailers..they would not target Furniture stores or Jewellers.

## **NPS Net Promoter Score**

Net Promoter Score calculates as a percentage, the likelihood that a consumer will recommend a company, product or a service to a friend or colleague.

## **NSFW Not Safe For Work**

Not Safe For Work is a digital warning that indicates a link to a webpage, video, photo, or audio clip contains inappropriate content and that the content may make you uncomfortable.

## **OBL Outbound Link**

An outbound link is a link from your website that takes a user to a different website.

## **ORM** Online Reputation Management

Online reputation management is the term used to identify the crafting strategy processes that shape or influence the public perception of a business and or individuals, on the Internet. In simple terms, it is a way of helping to drive public opinions about a business and its products and or services.

## **OS** Operating System

An operating system is a piece of software that manages computer hardware, software resources, and provides common services for computer programs.

## **OSE** Open Site Explorer

Open Site Explorer is a search engine optimization tool which helps you track links leading to your website.

## **OTP** One Time Password

A one-time password, also known as one-time PIN, is a password that is valid for only one login session or transaction, on a computer or digital device.

## **OWBL** One Way Back Link

One Way Backlinks are links from a page on one website, to a page on another website.

## **PA** Page Authority

Page Authority is a digital tally that predicts how well a certain page will rank on Search Engine Result Pages (SERP). Page Authority ranges from 1 to 100, with higher scores indicating a greater ability to rank.

## **PBN** Private Blog Network

A private blog network is a cluster of websites that places a high quantity of links to another website. These link networks consist of low-quality links that are designed to manipulate Search Engine Rankings.

## **PCT** Post Click Tracking

The term Post Click Tracking is the digital term used to analyze the click path that a website user follows, after clicking on an advertisement banner, or another form of advertising.

## **PDF** Portable Document Format

Portable Document Format is a way of sending and storing documents between computers, that does not allow the receiver to edit or amend the content.

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## **PESO** Paid, Earned, Shared, Owned Advertising

There are 4 parts for PESO so lets break them down individually:

- Paid advertising is simply when a business has to pay to advertise their goods and or services.
- Earned advertising is when a business is mentioned in posts, blogs and articles. Clients will post on social media or recommend the said company through word of mouth.
- Shared advertising is when clients or users share or forward on information that a business has posted either on their website or social media platform.
- Owned advertising is the term used to describe a businesses advertising content. It means that the business has put their own content together and not taken anything from another source.

## **PFI** Pay for Inclusion

Paid inclusion means paying an insertion fee to a search engine company, for listing a business website link, on their page. It's very similar to Paid Advertising, however it's all in one place and everyone who is listed on the page, has paid an inclusion fee.

## **PFL** Pay for Listing

Pay for Listing marketing is a way of using search engine advertising, to generate clicks to your website, rather than driving traffic organically.

## **PHP** Hypertext Preprocessor

Hypertext Preprocessor." is a HTML-embedded Web scripting code/language.

## **PLR** Private Label Rights

In digital marketing, Private Label Rights is the name given to a license where the author sells most or all of the intellectual property rights to their work.

## **PMP** Private Marketplace

PMP is the name given to a digital marketplace that allows advertising to be bought and sold online, between exclusive parties.

## **PNG** Portable Network Graphics

Portable Network Graphics was developed as an improved replacement for Graphics Interchange Format (GIF).

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## **POP** Post Office Protocol

In the digital world, the Post Office Protocol is a standard procedure used by email clients to retrieve emails from a mail server.

## **PPC** Pay Per Click

Pay-per-click is an internet advertising service that is used to drive traffic to websites. This happens when an advertiser pays a publisher only when the ad is clicked on.

## **PPL** Pay Per Lead

Pay per lead allows an advertiser to pay for leads generated from their destination site. A lead is generally a signup involving the user to give their contact information and is a non-cash conversion event. No payment is made for visitors to the site, who don't sign up.

## **PPP** Pay Per Post

Pay Per Post is an automated system that allows businesses to promote their Website, Product and or Service, through the Pay Per Post network of Bloggers. Businesses usually provide the theme they would like to discuss and then bloggers create the stories and post them on their individual blogs.

## **PR** PageRank (SEO)

PR is a Google algorithm used to rank web pages within search engine results. PageRank works by calculating the number of links and their quality of links, to a page, in order to estimate how important and trustworthy the website is.

## **PV** Pageview

A pageview is a request to load a single HTML file of an Internet site. Within the Internet, a page request would result from a user clicking on a link, on another page that points to the page in question.

## **QA** Quality Assurance

Quality Assurance is the required level of quality required, for any product or service offered, from a company.

## **QR Code** Quick Response Code

A Quick Response code is a barcode that can be easily read and scanned by a digital device. The QR code stores information/codes as a series of pixels, in a square grid. These codes are regularly used to track information about products and often used in marketing and advertising campaigns.

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## QS Quality Score

Quality Score is a calculation used by Google, Yahoo! and Bing that influences advertisement ranks and costs per click. To rank the position of the ad on a search engine, each advertisement is placed, using a process which takes into account the bid and the Quality Score.

## REAN Reach, Engage, Activate, Nurture

REAN is a simple yet powerful term used to describe a marketing plan and/or analyse the often complex sequence of inter-related, multichannel, marketing activities that are required to grow and nurture a customer relationship. Let's break it down:

**Reach:** Is the description given to a set of campaigns needed to gain awareness of your brand, product or service.

**Engage:** The gradual and often repeated set of activities required, to engage the prospects you just secured.

**Activate:** The activities users and or clients perform on a website

**Nurture:** This is the way businesses look after their clients. There are a few different ways a business can do this such as using a CRM system, sending Digital newsletters, special offers etc.

## ROAS Return on Ad Spend

Return on Advertising spend, describes the way of measuring the efficiency of a Digital Marketing campaign. This way of measuring the Return on Advertising spend, helps businesses keep track and evaluate which advertising methods are working best and also gives insight into how future advertisements can be improved.

## RON Run of Network

Run of Network simply put, is the way in which an advertisement is advertised. How does it work? An advertising network will sell space for advertisements to appear online, on a variety of websites. The advertiser can't choose where their advertisement is placed but advertising costs are usually cheaper.

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## ROR Ruby on Rails

Ruby on Rails is a framework that provides default structures for databases, web services and web pages. Ruby on Rails encourages the use of web standards such as XML for data transfer, HTML and JavaScript for user interfacing. Some well known sites that use Ruby on Rails include Airbnb and Bloomberg.

## ROS Run of Site

Run of Site is an advertising term that means advertisers give up control over the placement of their ads. Run of Site allows publishers to upload ads as they see fit, which typically results in lower costs for advertisers.

## RPM Revenue Per Milli/Thousand

Firstly, the word Millie in Latin means thousand so we can understand RPM to mean Revenue per Thousand.

RPM is the estimated earnings that every 1000 impressions receive and is a commonly used measurement throughout online advertising. RPM is calculated by dividing the estimated earnings by the number of page views, impressions or queries received, then multiplying by 1000.

## RSS Rich Site Summary

RSS is a digital feed that allows users and applications to access updates to websites in a standardized, computer-readable format.

## RT Retweet

A **Retweet** is the name given to the re-posting of a Tweet and enables a user to quickly share the Tweet with all of their followers.

## RTD Real-time Data

RTD is information that is immediately delivered after collection.

## RTF Rich Text Format

Rich Text Format is a file format that allows details such as text style, size, and color.

## S2S Server to Server

Server to Server is the term given to two or more servers that communicate with each other. If you think of a servant, serving you, a computer server is exactly the same, it is serving you digitally. When two servers are working together serving you digital data, this is called server to server.

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## **SB/SBM Social Bookmarking**

Social Bookmarking is simply an online service that allows users to add, share and edit bookmarks. More recently it has socially become known as tagging.

## **SE Search Engine**

A search Engine is a specific program designed to work with databases that give answers to questions a user asks. It works by using keywords and specific characters that a user has keyed in. For example, Google is a search engine.

## **SEM Search Engine Marketing**

Search Engine Marketing is a form of digital marketing that involves promoting visibility of a website in search engine results pages, via paid advertising

## **SEO Search Engine Optimisation**

SEO is the term given to increasing the quantity and quality of traffic, organically, to your website.

## **SEP Search Engine Positioning**

SEP is the continuous practice of optimizing website pages, to help maintain and achieve higher ranking/results for specific keywords, within a search engine.

## **SER Search Engine Ranking**

Ranking is the term used by Search Engines which describes how they determine where content should appear on Search Engine Results pages.

## **SERP Search Engine Results Page**

This term is used to describe the results page that a Search Engine displays after searching for an answer to a user's question.

## **SM Social Media**

This refers to a user being able to create, share and contribute to social networking. Examples of social media platforms include Facebook, Instagram and Twitter.

## **SMM Social Media Marketing**

SMM simply put refers to the way in which a business markets and advertises their products and or services.

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## **SMO** Social Media Optimisation

Social media optimization is the use of multiple outlets and communities used to help generate publicity with a view to increasing awareness of a product, service, brand or event.

## **SMP** Social Media Platform

A Social Media Platform is a digital based Internet Application that enables a user to create, access and exchange user generated content.

## **SMS** Short Message Service

Most people know SMS to mean a text message, which can be sent from one mobile phone device to another. Typically this is classed as a text only messaging service which does not include images or videos.

## **SMTP** Simple Mail Transfer Protocol

This is an internet standard communication protocol used for electronic mail transmission, which allows devices to send and receive mail messages.

## **SNS** Social Networking Service

A Social Networking Service is an online platform where users go to build social networks and or relationships with people, who have similar interests.

## **SOV** Share of Voice

Specifically within the advertising industry, Share of Voice is the measurement of media spending by a business, and compared to the total media expenditure for a product or service within the market.

## **SQL** Structured Query Language

In the digital marketing industry, SQL is a domain-specific language that is used in programming, specifically designed for managing data held in a database management system.

## **SRM** Search Reputation Management

Search Reputation Management is the process in which a business or marketing agency influences how people think of a brand or business representative they have viewed online.

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## **SSL** Secure Sockets Layer

Secure Sockets Layer, is the term used to describe the cryptographic protocols used to provide communication security over a digital network such as on a computer.

## **SSP** Supply-Side Platform

Also known as sell-side platform, Supply-Side Platform is a way in which digital marketers manage advertising inventories, ads and receive monies.

## **TF** Trust Flow

Trust Flow is a way in which a website is measured. Using quality as the main criteria, the number of clicks a specific page receives and more, it all helps measure the quality and trustworthiness of a website.

## **TLS** Transport Layer Security

Transport Layer Security Is simply known as an encryption service that is used for transmitting data across the world wide web securely.

## **TL;DR** Too Long Didn't Read

Imagine you are browsing the web and come across an article that looks interesting to read. You click on the article, open it up and realise that its just far too long to be worth reading. This is what Too Long Didn't Read means.

## **TOFU** Top of the Funnel

Within the Digital MArketing industry, Top of the Funnel is the term used to describe people or an audience that either don't need a product and or service yet or simply don't know they need it.

## **TOS** Terms of Service

Simply put, it means an agreement between a service provider and the person, business and or organisation that wants to use the service.

## **UCD** User-centric Design

This term is used to describe the way in which a Web designer designs a website. They focus on the user experience and the ease with which a user can interact with the site ensuring it has easy navigation and user friendliness.

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## **UI** User Interface

User Interfaces are devices in which a user can add to their device and or software, such as Microphone, Mouse, Keyboard etc.

## **UGC** User-generated Content

If we think of an individual as a user, User Generated Content is when a user texts, posts and uploads images and or videos, to a social networking site. As long as the user is an individual and not a business, uploading content such as restaurant reviews, this is classed as User Generated Content.

## **URI** Uniform Resource Identifier

URI is the term used to name all the resources and information that is connected to the world wide web.

## **URL** Uniform Resource Locator

Simply put, this is the address of a specific piece of information that is supplied to the world wide web, similar to an IP address.

## **USP** Unique selling proposition

USP is classed as a single feature that sets your product and or service apart from other similar products and or services on the market.

## **UTM** Urchin Tracking Module (Google Analytics)

Urchin Tracking Module is exactly what it sounds like. It's an effective way to track the success of online marketing campaigns.

## **UV** Unique Visitor

A unique visitor is the term given to a user who visits a website more than once within a specific time period or reporting period. Even though they may visit numerous times, they are still only counted as a single visitor.

## **UX** User Experience

User Experience is exactly what it says on the tin. It simply describes how easy a user finds using a website or app.

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# A to Z list of Digital Marketing acronyms and abbreviations



## **VA** Virtual Assistant

A virtual assistant is an independent body that usually operates from home, away from an office, providing administrative service and or support to clients. Although they are away from the office, they still have access to relevant business related documents such as diaries.

## **VIPS** Visual-based Page Segmentation

The Vision-based Page Segmentation (VIPS) algorithm aims to extract the semantic structure of a web page based on its visual presentation. Such semantic structure is a tree structure; each node in the tree corresponds to a block. ... Thus, a web page can be represented as a set of blocks (leaf nodes of the semantic tree).

## **VM** Viral Marketing

Viral Marketing is the way a business uses existing social media networks to promote their products and or services, on numerous social platforms. They rely on users, viewing, liking and sharing their digital information which advertises products and or services to friends, family etc.

## **VOD** Video on Demand

Similar to TV on demand, Video on Demand allows users to access videos without any restrictions such as video playback devices and or broadcasting schedules.

## **VP** Video Promotions

Also known as a promo video, this is a video that is used to grab a viewers attention whilst promoting a specific product, service and or event.

## **WOMM** Word of Mouth Marketing

Word of Mouth Marketing differs slightly from normal Word of Mouth in that businesses actively influence and or encourage WOMM.

## **WP** WordPress

WordPress is a free content management system written in PHP and paired with popular databases. Features include numerous Themes such as planning and design.

## **WP-CLI** WordPress Command Line Interface

WP-CLI is partnered with WordPress which allows you to update plugins, configure multisite installations and more, all without using a web browser.

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## **WPML** Web Page Markup Language

Simply put, WPML is a digital language that interprets text by allowing a computer to manipulate that text. Most markup languages are easy to read by a user because they are interpreted in a way that distinguishes them from the text itself. For example, with HTML, XML, and XHTML.

## **WYSIWYG** What You See Is What You Get

This term is more specific for Web Designers as the WYSIWYG (pronounced Wiz-Eee-Wig) editor, allows a designer to see the end results, whilst a project and or document is being created.

## **WWW** World Wide Web

Simply known to some as the Web, the WWW is an information system that allows documents and other resources to be identified by using hyperlinks.

## **XHTML** Extensible HyperText Markup Language

Extensible HyperText Markup Language is a language in which Web pages are developed.

## **ZMOT** Zero Moment of Truth

ZMOT is a term used by Google, to describe research about a product and or service that is performed online before making a purchase. For example, when a user researches a mobile phone before making a purchase, this is called Zero Moment of Truth.