Digital Marketing Glossary

Introduction to Website Creation

- **Content**: this is everything that you can physically see on a website - pictures, layout, words, video, and anything else that you may see.

- **Domain Name**: this is the address of your website. As a user, this is the name or URL that you type in to visit the site. Most hosting sites will offer this as part of their service.

- **Hosting Site**: it costs money to have a website listed on the internet. Fortunately, there are many different online resources that can help you host your website. You can purchase hosting packages through websites like:
    - GoDaddy, Squarespace, Wix, WordPress

- **Page Builder**: tools that can help you build your website without coding. Certain sites like Wix, Wordpress, and Squarespace have tools that you can use to customize your website without coding.

- **SSL Certificate**: a group of certain data files that help digitally bind information to your organization. This allows for secure connections from a web server to a web browser, ensuring that any information that is inputted into the website is secure. As of July 2018, Google will begin marking websites without SSL certificates as unsafe.

Introduction to Search Engine Optimization

- **Crawl:** the act of a search engine or other bots scan a website to collect information about that page.

- **Index**: the next step after crawling in which a search engine keeps track of major information, such as specific keywords and how often the website is updated.

- **Keyword:** key phrases or topics in which you want your website or content to rank for in a search engine search.

- **Meta Description:** the portion of content that appears beneath the title within a search result on a website. (See Fig. 1 below)

- **Site Map:** a list of pages of a website, typically structured in a way for search engines or other bots can easily scan website information.

Fig. 1 - The Anatomy of a Search Result

PetDesk

Introduction to Social Media

- **Clicks:** the number of times someones clicked on a post.

- **Engagement**: the number of times someone has interacted with this post (like, share, react, etc.).

- **Reach:** the number of individuals that have seen a specific post or advertisement.

- **Native Scheduling**: tools that are built within social media sites that allow you to schedule posts. Currently, the only social media sites that allow this are Facebook and Twitter.

- **Post:** the individual content that you choose to share on social media.

Introduction to Email Marketing

- **Segmenting:** dividing an audience into separate parts or sections based on demographics or behaviors.

- **Delivered:** the number of email messages that have successfully landed in a recipients inbox.

- **Opened**: the number of emails in one campaign that has been opened by a recipient.

- **Clicked**: the number of times a recipient clicks a link within an email.

- **Domain Name based Email**: an email address that uses your website's domain name instead of an email server, such as Gmail, AOL, or Yahoo.
    - Domain Based Email: sales@petdesk.com
    - Email Server Based Email: johnsmith@gmail.com

Introduction to Advertising

- **Audience**: the specific group of people you want to view your digital advertisement.

- **Cost Per Click (CPC)**: the monetary amount of money that is currently being charged every time an individual clicks on your advertisement. A good way to optimize your advertisements is to try and decrease the cost per click.

- **Call To Action (CTA):** a button or phrase that directs the viewer of an advertisement to the action that you want them to take after viewing an advertisement.
    - Ex: Sign Up Now, Call Now, Download Now, etc.

- **Impressions:** the number of times that your advertisement has been displayed. One individual can see the same ad multiple times, increasing the number of impressions an ad can have.

- **Pay Per Click (PPC)**: the bidding style used for many digital advertisements. The kind that you are mostly likely to use are Google PPC ads.

- **Reach**: the total number of individuals who view your advertisement.