

# Search Engine Marketing Glossary

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## PPC Terms

### Ad Group

A specific set of keywords associated with a related ad or group of ads. It is possible to have multiple ad groups in a campaign.

### Adwords

Google's Pay-Per-Click platform, which shows ads on Google, AOL, Ask.com, and multiple custom search engines.

### Average Position

The average placement position of your ad over all its impressions. It normally takes several weeks for your average position to rise to the top in AdWords, even with high bids.

### Bid

How much you are willing to spend on a click. A bid can be a "default" bid on a group of keywords, or a specific bid on a single keyword.

### Broad Match

A type of keyword matching that will show your ad for the widest variety of terms deemed relevant by the search engine. In general, broad match keywords give a higher volume with a lower conversion rate.

### Campaign

A set of ad groups. Even though each ad group can contain different keywords and ads, the campaign has a daily budget, geographic targeting, and other settings which will be effective for all the ads in the campaign. Once the campaign's daily budget is exhausted, all the ads in the campaign stop appearing for their relevant keywords.

### CPC – Cost Per Click.

How much each click cost you. Because bidding is based on many factors, this amount is generally expressed as an average of multiple clicks. When applied to "advertising" it is synonymous with Pay-Per-Click (PPC)

### CTR – Click Through Rate.

The actual number of clicks on your ad divided by the number of impressions.

### Day Parting

Setting your ads to appear at certain times of day, or certain days of the week. Many B2B customers will day part so their ads run during business hours when they can answer the phone.

### Exact Match

A keyword setting that only lets your ad show up when a precise keyword is searched upon. In Google Adwords, brackets are used for an exact match, so a keyword like [vegetable man] would only trigger an ad when that phrase is typed in with no words before, after, or between those two words.

### Geotargeting

In a campaign, setting your ads to appear in a certain city, state, or country. Also called Local Matching.

### Keyword

A word or phrase that triggers an advertisement. Keyword matches can be based on broad match, phrase match, or exact match. Negative Keywords can be used to keep ads from showing for the wrong searches.

### Impressions

Number of times your ad is served up, either as a search match or through content placement.

### Landing Page

The web page that the display ad or keyword "lands" on when an ad is clicked. If there is not a specific page assigned to an individual keyword, the landing page is determined by the "default URL" in the ad.

### Negative Keyword

A keyword that is used to determine when an ad should not be shown. For example, if you have a campaign about computer keyboards, but don't sell wireless keyboards, then you would add "-wireless" to your list of keywords. Anyone typing in "wireless keyboards" would not see your ad because the negative keyword excludes it.

### Phrase Match

Your keywords will only show up if the user searches for your keyword in strict word order. "Speech marks" are used in Google AdWords to determine a phrase matched keyword.

### SERP

A search engine results page (SERP), is the listing of web pages returned by a search engine in response to a keyword query.

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## SEO Terms

### **affiliate**

An affiliate site markets products or services that are actually sold by another website or business in exchange for fees or commissions.

algorithm (algo) A program used by search engines to determine what pages to suggest for a given search query.

### **alt text**

A description of a graphic, which usually isn't displayed to the end user, unless the graphic is undeliverable, or a browser is used that doesn't display graphics.

Alt text is important because search engines can't tell one picture from another. Alt text is the one place where it is acceptable for the spider to get different content than the human user, but only because the alt text is accessible to the user, and when properly used is an accurate description of the associated picture. Special web browsers for visually challenged people rely on the alt text to make the content of graphics accessible to the users.

### **analytics**

A program which assists in gathering and analyzing data about website usage. Google analytics is a feature rich, popular, free analytics program.

### **anchor text**

The user visible text of a link. Search engines use anchor text to indicate the relevancy of the referring site and of the link to the content on the landing page. Ideally all three will share some keywords in common. authority (trust, link juice, Google juice) The amount of trust that a site is credited with for a particular search query. Authority/trust is derived from related incoming links from other trusted sites.

### **authority site**

A website which has many incoming links from other related expert/hub sites. Because of this simultaneous citation from trusted hubs an authority site usually has high trust, pagerank, and search results placement. Wikipedia, is an example of an authority site.

### **back link (inlink, incoming link)**

Any link into a page or site from any other page or site.

### **black hat**

Search engine optimization tactics that are counter to best practices such as the Google Webmaster Guidelines.

### **bot (robot, spider, crawler)**

A program which performs a task more or less autonomously. Search engines use bots to find and add web pages to their search indexes. Spammers often use bots to "scrape" content for the purpose of plagiarizing it for exploitation by the Spammer.

### **bounce rate**

The percentage of users who enter a site and then leave it without viewing any other pages. bread crumbs Web site navigation in a horizontal bar above the main content which helps the user to understand where they are on the site and how to get back to the root areas.

### **canonical issues (duplicate content)**

canon = legitimate or official version - It is often nearly impossible to avoid duplicate content, especially with CMSs like Wordpress, but also due to the fact that www.site.com, site.com, and www.site.com/index.htm are supposedly seen as dupes by the SEs - although it's a bit hard to believe they aren't more sophisticated than that. However these issues can be dealt with effectively in several ways including - using the noindex meta tag in the non-canonical copies, and 301 server redirects to the canon.

### **cloak**

The practice of delivering different content to the search engine spider than that seen by the human users. This Black Hat tactic is frowned upon by the search engines and carries a virtual death penalty of the site/domain being banned from the search engine results.

### **comment spam**

Posting blog comments for the purpose of generating an inlink to another site. The reason many blogs use 'link condoms'.

### **content (text, copy)**

The part of a web page that is intended to have value for and be of interest to the user. Advertising, navigation, branding and boilerplate are not usually considered to be content.

### **conversion (goal)**

Achievement of a quantifiable goal on a website. Add clicks, sign ups, and sales are examples of conversions.

**conversion rate**

Percentage of users who convert - see conversion.

**crawler (bot, spider)**

A program which moves through the worldwide web or a website by way of the link structure to gather data. directory A site devoted to directory pages. The Yahoo directory is an example.

**directory page**

A page of links to related WebPages.

**doorway (gateway)**

A web page that is designed specifically to attract traffic from a search engine. A doorway page which redirects users (but not spiders) to another site or page is implementing cloaking.

**duplicate content**

Obviously content which is similar or identical to that found on another website or page. A site may not be penalized for serving duplicate content but it will receive little if any Trust from the search engines compared to the content that the SE considers being the original.

**feed**

Content which is delivered to the user via special websites or programs such as news aggregators.

**FFA (Free For All)**

A page or site with many outgoing links to unrelated websites, containing little if any unique content. Link farms are only intended for spiders, and have little if any value to human users, and thus are ignored or penalized by the search engines.

**gateway page (doorway page)**

A web page that is designed to attract traffic from a search engine and then redirect it to another site or page. A doorway page is not exactly the same as cloaking but the effect is the same in that users and search engines are served different content.

**Google juice (trust, authority, pagerank)**

Trust / authority from Google, which flows through outgoing links to other pages.

**Googlebot**

Google's spider program

**GYM**

Google - Yahoo - Microsoft, the big three of search

**hit**

Once the standard by which web traffic was often judged, but now a largely meaningless term replaced by pageviews AKA impressions. A hit happens each time that a server sends an object - documents, graphics, include files, etc. Thus one pageview could generate many hits.

**hub (expert page)**

A trusted page with high quality content that links out to related pages.

**HTML (Hyper Text Markup Language)**

Directives or "markup" which are used to add formatting and web functionality to plain text for use on the internet. HTML is the mother tongue of the search engines, and should generally be strictly and exclusively adhered to on web pages.

**impression (page view)**

The event where a user views a webpage one time. in bound link (inlink, incoming link) Inbound links from related pages are the source of trust and pagerank.

**index**

Noun - a database of WebPages and their content used by the search engines.

**index**

Verb - to add a web page to a search engine index.

**indexed Pages**

The pages on a site which have been indexed.

**inlink (incoming link, inbound link)**

Inbound links from related pages are the source of trust and pagerank.

**keyword**

Key phrase The word or phrase that a user enters into a search engine

**keyword density**

The percentage of words on a web page which are a particular keyword. If this value is unnaturally high the page may be penalized.

**keyword research**

The hard work of determining which keywords are appropriate for targeting.

**keyword spam (keyword stuffing)**

Inappropriately high keyword density.

**keyword stuffing (keyword spam)**

Inappropriately high keyword density.

**landing page**

The page that a user lands on when they click on a link in a SERP

**latent semantic indexing (LSI)**

This mouthful just means that the search engines index commonly associated groups of words in a document. SEOs refer to these same groups of words as "Long Tail Searches". The majority of searches consist of three or more words strung together. See also "long tail". The significance is that it might be almost impossible to rank well for "mortgage", but fairly easy to rank for "second mortgage to finance monster truck team". Go figure.

### **link**

An element on a web page that can be clicked on to cause the browser to jump to another page or another part of the current page.

### **link bait**

A webpage with the designed purpose of attracting incoming links, often mostly via social media. link building actively cultivating incoming links to a site.

### **link exchange**

A reciprocal linking scheme often facilitated by a site devoted to directory pages. Link exchanges usually allow links to sites of low or no quality, and add no value themselves. Quality directories are usually human edited for quality assurance.

### **link farm**

A group of sites which all link to each other. link partner (link exchange, reciprocal linking) Two sites which link to each other. Search engines usually don't see these as high value links, because of the reciprocal nature.

### **link popularity**

A measure of the value of a site based upon the number and quality of sites that link to it

### **link spam (Comment Spam)**

Unwanted links such as those posted in user generated content like blog comments.

### **link text (Anchor text)**

The user visible text of a link. Search engines use anchor text to indicate the relevancy of the referring site and link to the content on the landing page. Ideally all three will share some keywords in common.

### **long tail**

Longer more specific search queries that are often less targeted than shorter broad queries. For example a search for "widgets" might be very broad while "red widgets with reverse threads" would be a long tail search. A large percentage of all searches are long tail searches/

### **META tags**

Statements within the HEAD section of an HTML page which furnishes information about the page. META information may be in the SERPs but is not visible on the page. It is very important to have unique and accurate META title and description tags, because they may be the information that the search engines rely upon the most to determine what the page is about. Also, they are the first impression that users get about your page within the SERPs.

### **metric**

A standard of measurement used by analytics programs.

### **mirror site**

An identical site at a different address.

### **monetize**

To extract income from a site. AdSense ads are an easy way to Monetize a website.

### **nofollow**

A command found in either the HEAD section of a web page or within individual link code, which instructs robots to not follow either any links on the page or the specific link. A form of link condom.

### **noindex**

A command found in either the HEAD section of a web page or within individual link code, which instructs robots to not index the page or the specific link. A form of link condom.

### **non reciprocal link**

If site A links to site B, but site B does not link back to site A, then the link is considered non reciprocal. Search engines tend to give more value to non-reciprocal links than to reciprocal ones because they are less likely to be the result of collusion between sites.

### **organic link**

Organic links are those that are published only because the webmaster considers them to add value for users.

### **pagerank (PR)**

A value between 0 and 1 assigned by the Google algorithm, which quantifies link popularity and trust among other (proprietary) factors.

### **proprietary method (bullshit, snake oil)**

Sales term often used by SEO service providers to imply that they can do something unique to achieve "Top Ten Rankings".

### **reciprocal link (link exchange, link partner)**

Two sites which link to each other. Search engines usually don't see these as high value links, because of the reciprocal and potentially incestuous nature. redirect Any of several methods used to change the address of a landing page such as when a site is moved to a new domain, or in the case of a doorway. robots.txt a file in the root directory of a website use to restrict and control the behavior of search engine spiders.

### **ROI (Return On Investment)**

One use of analytics software is to analyze and quantify return on investment, and thus cost / benefit of different schemes.

### **sandbox**

There has been debate and speculation that Google puts all new sites into a "sandbox," preventing them from ranking well for anything until a set period of time has passed. The existence or exact behavior of the sandbox is not universally accepted among SEOs.

### **scrape**

Copying content from a site, often facilitated by automated bots.

### **search engine (SE)**

A program, which searches a document or group of documents for relevant matches of a users keyword phrase and returns a list of the most relevant matches. Internet search engines such as Google and Yahoo search the entire internet for relevant matches. search engine spam Pages created to cause search engines to deliver inappropriate or less relevant results. Search Engine Optimizers are sometimes unfairly perceived as search engine Spammers. Of course in some cases they actually are.

### **SEM**

Short for search engine marketing, SEM is often used to describe acts associated with researching, submitting and positioning a Web site within search engines to achieve maximum exposure of your Web site. SEM includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.

### **SEO**

Short for search engine optimization, the process of increasing the number of visitors to a Web site by achieving high rank in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that users will visit the site. It is common practice for Internet users to not click past the first few pages of search results, therefore high rank in SERPs is essential for obtaining traffic for a site. SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be indexed and favorably ranked by the search engine.

### **SERP**

Search Engine Results Page

### **Site map**

A page or structured group of pages which link to every user accessible page on a website, and hopefully improves site usability by clarifying the data structure of the site for the users. An XML sitemap is often kept in the root directory of a site just to help search engine spiders to find all of the site pages. social bookmark A form of Social Media where users bookmarks are aggregated for public access.

### **social media**

Various online technologies used by people to share information and perspectives. Blogs, wikis, forums, social bookmarking, user reviews and rating sites (digg, reddit) are all examples of Social Media.

### **social media marketing (SMM)**

Website or brand promotion through social media

### **social media poisoning (SMP)**

A term coined by Rand Fishkin - any of several (possibly illegal) black hat techniques designed to implicate a competitor as a spammer - For example blog comment spamming in the name / brand of a competitor

### **spam ad page (SpamAd page)**

A Made For AdSense/Advertisement page which uses scraped or machine generated text for content, and has no real value to users other than the slight value of the adds. Spammers sometimes create sites with hundreds of these pages.

### **spamdexing**

Spamdexing or search engine spamming is the practice of deceptively modifying web pages to increase the chance of them being placed close to the beginning of search engine results, or to influence the category to which the page is assigned in a dishonest manner. - Wikipedia

### **spammer**

A person who uses spam to pursue a goal. spider (bot, crawler) A specialized bot used by search engines to find and add web pages to their indexes. splash page Often animated, graphics pages without significant textual content. Splash pages are intended to look flashy to humans, but without attention to SEO may look like dead ends to search engine spiders, which can only navigate through text links. Poorly executed splash pages may be bad for SEO and often a pain in the ass for users.

### **stickiness**

Mitigation of bounce rate. Website changes that entice users to stay on the site longer, and view more pages improve the sites "stickiness".

### **text link**

A plain HTML link that does not involve graphic or special code such as flash or java script.

### **time on page**

The amount of time that a user spends on one page before clicking off. An indication of quality and relevance.

### **toolbar pagerank (PR)**

A value between 0 and 10 assigned by the Google algorithm, which quantifies page importance and is not the same as pagerank. Toolbar Pagerank is only updated a few times a year, and is not a reliable indicator of current status. Often confused with Pagerank.

### **Trust rank**

A method of differentiating between valuable pages and spam by quantifying link relationships from trusted human evaluated seed pages.

## **URL**

Uniform Resource Locator - AKA Web Address  
user generated content (UGC) Social Media, wikis, Folksonomies, and some blogs rely heavily on User Generated Content. One could say that Google is exploiting the entire web as UGC for an advertising venue.

## **web 2.0**

Is characterized by websites, which encourage user interaction.

## **white hat**

SEO techniques, which conform to best practice guidelines, and do not attempt to unscrupulously "game" or manipulate SERPs.

## **Phrase Match**

A keyword matching type that only shows your keyword when someone types in the specified phrase in a search query. With phrase match in Google Adwords, quotes are used around the keyword, so a phrase match designation for "dog food" would trigger an ad when someone typed in a search for "best dog food recipe."

## **Quality Score**

A somewhat complex formula used by search engines to decide whether your keywords are relevant to the landing page, how much trust your campaign has, and the click through rate on your ads. Changing an ad can change its quality score, so it is usually best to copy the ad and edit it, then pause the old one when the new one has gained its own quality level. There are also geographic and bidding factors.

## **ROI**

Return On Investment. There are various ways to calculate the value of a PPC campaign. Normally it takes at least a month to ramp up a campaign and gain a quality score, and more time to determine buying patterns and seasonality. PPC ROI can be tough to track beyond the simple cost/benefit analysis, but if clicks are not resulting in profitable sales, then improvement is called for on the site and in the campaigns.

## **Yahoo! Search Marketing**

Yahoo's PPC platform, previously known as Overture, previously known as GoTo. It shows ads on Yahoo! and Altavista.com.

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