

Terminology



Unique Value Proposition: Value provided to customers that makes you stand out from the competition.

SMART Goals: The goals you define that are Specific, Measureable, Attainable, Relevant, and Timely.

Web Site: Collection of documents, images, scripts and other media accessible to computers over the Internet.

Links: Fundamental building block of the web. Clickable links connect one web page to another.

HyperText Markup Language (HTML): Allows creation of structured documents that include, text, images, forms, and other content.

Cascading Style Sheets (CSS): Specifies styling and formatting information that controls the visual aspect of a web page.

File Transfer Protocol (FTP): System that allows you to download and upload files between your computer and a web server.

Javascript: Client (Web Browser)-side scripting to add interactivity to your web pages, such as calculators, calendars, etc.

Forms: Web pages that collect information from a visitor which is then typically processed by a script on a server and delivered via email or stored for future use.

Content Types: Different forms of information on a website, such as text, images, Flash, audio, video, etc.

AJAX: Javascript in the browser that causes new data to come from the server to the browser.

Content Management System (CMS): Browser based website management tool.

Blog: Website containing frequently added posts and comments. Short for 'Web Log'.

Shopping Cart: System for viewing and purchasing items online.

Forum: System to allow users to interact with one another and share information.

Wiki: Site that can be edited by users, such as Wikipedia.

Social Networking Websites: Sites that facilitate interaction and creates bonds between users.

Copy: The text read by visitors on your site.

Merchant Account: An account with a financial institution that allow you to accept credit cards.

Payment Gateway: Online technology that facilititates processing of credit card transactions.

Internet Marketing: Promoting one's online presence using a mixture of SEO, SEM, Social Media.

Search Engine Optimization (SEO): Tailoring content of websites to ensure search engines easily identify content, and hopefully rank higher in results. Also includes acquiring incoming links from other related sites.

Search Engine Marketing (SEM): Generally paid inclusion (sponsored links) on search results pages and within other sites.

Search Engine Results Page (SERP): The page displayed by a search engine when you do a search.

Link Building: Act of pursuing incoming links from well regarded related external websites. Key to search engine algorithms.

Email Marketing: Sending emails to existing and opt-in customers to inform about sales and promotions, in the hopes of driving more site traffic.

Pay Per Click (PPC): Ads that are paid for each time someone clicks on an ad.