

The Ultimate Digital Marketing Glossary (A-Z) – what does it all mean?

In our experience, we find we can get over-excited when talking to clients or family or friends and sometimes we forget that not everyone knows what 'SEO' or 'Calls to action' actually mean. Which is why we have compiled this handy guide so you can climb in to the geeky world that is digital marketing. These are just some of the main technical terms that you may come across from time to time in the world of internet marketing. If you think we have missed any important ones out, just let us know. You can contact Nicole at nicole@moorelegaltechnology.co.uk.

A-Z of Digital Marketing Translation

A

Above The Fold – Above the fold is the area at the top of a webpage that can be viewed without the user scrolling down. "We would place the banner image above the fold".

AdWords – Google's paid advertising service where you can run business adverts on Google Search and Display networks. Advertisers most commonly pay for individual clicks on their ads, also known as Pay Per Click (PPC).

Algorithm – Rules set by Google that are used to determine what websites are displayed after a Google search.

Analytics – Analytics is a service by Google used for tracking and reporting a site's data and traffic.

Authority – A site's 'authority' can be determined by a range of factors including overall traffic to a site, social media shares, popularity of a site, quality of content on the site. Basically, a highly visited such as the BBC will have a higher 'authority' than a small business with their own website who get a fraction of the traffic a month. Building your site's 'authority' can be done in a number of ways including link building.

B

Back-end – Not the one you're thinking of! When we refer to the 'back-end' of a site, we are talking about the part of the site we can edit that isn't seen by the average user. See also (CMS) for more information.

Backlink – When another website has a link to your website.

Below the fold – The area of the webpage that cannot be seen until you scroll down.

Bing Ads - Bing's paid advertising service where you can run business adverts on Bing and Yahoo Search and Display networks.

Bounce rate – This is the percentage of people who leave the site without viewing other pages.

Broken link – A link that has now been removed or has been broken. This would usually return a site error page – also known as a site 404.

C

Cache - A temporary storage area in memory or on disk that holds the most recently downloaded Web pages. Sometimes, you may need to clear your browser's cache in order to see the most recent changes to a website.

Call to Action (CTA) – Content or buttons on a site that encourage a user to take action (get in touch). CTA's on a website can include phone numbers at the top of a site, links to a contact page and enquiry forms.

Captcha – A test that reduces spam. Usually found on contact forms. "Type in these letters" or "Click on all the pictures of trees". This is used to reduce spam through the enquiry form.

Clicks – The amount of people who have clicked on a PPC advert or an organic search result.

CMS – Content Management System. This is the programme used to add, edit and manage a website. We use a CMS called Joomla!

Conversion – Conversion can translate to the amount of users who have taken the desired action – got in touch, filled out an enquiry form etc. "There was 10 conversions through the site this week"

D

Domain – An organization's unique name on the Internet. Domain names are used to identify one or more IP addresses. For example, <https://www.moorelegaltechnology.co.uk/About-Us/Our-Team/> - the domain name is moorelegaltechnology.co.uk.

Duplicate content – Content that appears on the internet more than once. For example, copying and pasting content to your website without making it 'unique' – can be bad for your site's SEO. Google may rank your site lower on search if it deems your site with less 'trust' as it does not have original content.

Dynamic – If a site is 'dynamic' – the text, images and form fields should adapt according to the user's needs and information. For example this can depend on the user's time zone, native language, time of day and other factors.

E

Email Marketing – A form of direct marketing delivered to user's email inbox. This can include a monthly newsletter, a notification that a new blog has been posted or a special offer.

Entry Page - The first web page visited when someone enters a website.

Exit pages – These are the webpages that users were last on before leaving the site.

External Link – A link on a webpage that points to a webpage on a different website/domain.

F

Facebook – A social networking website that allows users to create profiles, upload photos and videos, send messages and keep in touch with family, friends and colleagues.

Favicon – The small icon/logo on the left hand side next to the website's URL in an address bar of a browser. Can also be displayed next to a site name in a user's list of bookmarks. Typically sized at 16 x 16 pixels.

Forum – In an 'online' sense – a forum is a website used for visitors to post topics of common interest and discuss and interact with others. An example of where this is used - netmums noticeboard.

FTP – File transfer protocol it refers to a standard network protocol that is used to exchange and deploy files over an Internet protocol computer network, such as the Internet.

G

GIF – (Graphics Interchange Format) a 'lossless' format for image files that support both animated and static images.

Google+ - A social networking site owned and operated by Google. Having a Google+ Company page presence can increase the likeliness of your company page appearing on the right hand side of search when a user searches for your company on Google.

Google+ Circles – The people you connect with on google+ can be added into different 'circles' like categories so you can share updates selectively with different groups.

Google Partner – To be a Google Partner you must be Adwords certified. Having the Google Partner badge on our website shows that we excel with Google's products. Google trusts us!

H

Hashtag - A hashtag is a tag used on a variety of social networks as a way to annotate a message.

HTML – (Hypertext Markup Language) HTML is a programming language for web pages. This is the code that achieves font, colour, graphic and hyperlink effects on a site.

Hyperlink – This is the clickable text on a website which links to either another page on the site or another source on the Internet.

I

Impressions – This refers to Google Adwords. The number of times someone views a page displaying your ad.

Internal linking – Placing hyperlinks on a page to other pages within the same site.

IP Address – A unique series of numbers and periods which identifies a device on the internet or local network. It allows a system to be recognized by other systems connected via the Internet protocol.

J

Java – A powerful programming language which is independent of platforms, meaning it can run on multiple computers and operating systems.

Javascript - A dynamic computer programming language that's commonly used to create interactive effects in web browsers.

Joomla! - Joomla is an open-source content management system (CMS) for publishing web content. We use Joomla! for most of our client's websites. Joomla! was voted best free CMS for websites in 2015. Find out more here.

K

Keywords – A word or search term that you want to optimise and rank your website for. 'Employment Lawyers Glasgow'

Keyword Research – We research actual search terms that people enter into search engines using Google AdWords' planner and various other tools. We use this research to determine what keywords we should implement through the website to boost the site's ranking in search.

L

Landing page – The page in which a user first enters a site after clicking a hyperlink on another web page, email, banner, search etc. Most commonly this will be the home page but in some cases it can be a specific page on the website.

Link building - Link building is the process of acquiring hyperlinks from other websites to your own with the goal of increasing the search engine rankings of that page or website.

Local search – When users make a search for a service/product/ business etc. that is (or will be) geographically located close to the internet user's current or intended location. For example, 'best criminal lawyers Glasgow City Centre'.

M

Meta Description – This is a snippet of HTML code in a web page which summarises the content that is on that page. This makes it easier in search for users to understand what the web page will be about before clicking on the link.

Meta Title – Also known as page title. Similar to meta descriptions, meta titles describe a web page in search. Search engines such as Google, Yahoo, and Bing use the meta title as the search results' title for that page.

N

Natural Listings – Also known as organic listings (organic search), these are results shown on search engines because of their relevance to the searched term/query rather than advertisements (such as PPC).

Navigation – The movement from one web page to another. "The user must be able to navigate through the website easily"

O

Organic search – See above reference to natural listings.

Onsite SEO – Ensuring that all Search Engine Optimisation techniques are being applied to your website including optimising pages with keywords, meta titles, descriptions and calls to action.

Offsite SEO – Search Engine Optimisation techniques that take place offline such as inbound links from websites with a decent domain authority, social media and other trusted sources that link to your website.

P

Page Views – The number of hits on a web-page made by various users.

Paid content – Content that is paid for by its marketer such as Facebook ads, Google Adwords, Twitter Ads, or banner (display) ads.

Pay per click (PPC) – PPC is a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Read our guide on Pay Per Click Campaigns for Law firms.

Q

Query – A term(s) entered into a search engine by a user.

R

Ranking(s) – The position of a website's listing(s) in search-engine results pages. The higher rank for a specific keyword, the more generally visible a page is to search-engine users.

Re-direct (URL) – Redirecting URLs is a technique for moving users to a different address when the original address has been changed or broken. Some users may have become familiar with that particular URL and rather than changing this we simply re-direct the location.

Retargeting – The technology, driven by web browser cookies, that enables a marketer to continually put a digital message in front of a user who has previously visited that website or source.

RSS - RSS (Rich Site Summary, also known as: Really Simple Syndication) uses a family of standard web feed formats to publish frequently updated information: blog entries, news headlines, audio, video.

S

Search Engine Optimisation (SEO) – Optimising your website and strategy to gain higher rankings in the organic search engine results. Read our guide on SEO for law firms.

Search Engine Results Page (SERP) – The page of results you see after conducting a search in a search engine like Google.

Site Audit – Conducting a full review or analysis of a site to ensure it meets certain requirements including – optimisation, calls to action, no broken links, easy user experience etc. You can receive a free audit of your legal website & digital strategy here.

Sitemap – A page that links to all other pages on the site allowing spiders to easily find all of the pages on your website.

Spam – Messages that are irrelevant or unsolicited, typically to large numbers of users usually advertising, phishing or spreading malware. Users may find they get a lot of spam through their online enquiry form – having an anti-captcha added to these forms can decrease the amount of unwanted messages.

T

Traffic – The number of people who visit your website.

Total Reach – The total number of users the 'ad' has been exposed to.

U

Unique Visitors – Number of unique users refers to the amount of people rather than hits. For example there may be 100 views on a website by 20 users but those users keep re-visiting the site, therefore irrelevant of how many times that user returned there was only 20 unique visitors.

URL – (Uniform Resource Locator) is the unique address for a file that is accessible on the internet (website).

User Experience – User experience describes the overall experience of a user using and navigating through a website, based on how easy and pleasing it is to use.

V

Visits – The number of visits to a website is determined by the number of users that have went on to that website.

Video Marketing – Using video to market your product or services. Video marketing has been proven to be an extremely effective use of marketing. Find out more on our video marketing guide [here](#).

W

Web 2.0 – Refers to the transitional period of the web: the change from static web pages to dynamic or user-generated content and the growth of social media. "Second generation of the web".

Web Hosting – Providing server space, web services and file maintenance for web sites.

Webmaster Tools - Google Webmaster Tools is a free online service from Google that helps you manage your website or blog, or those of your clients.

Wordpress – Another popular content management system.

X

XML Sitemap – A list of pages you want search engines to find created in a standard XML format.

Y

YouTube - The most popular video-hosting and video-sharing site, it is also currently the largest search engine after Google (YouTube is also owned by Google).

Z

ZMOT – (Zero moment of truth) The zero moment of truth (ZMOT) refers to the point in the buying cycle when the consumer researches a product, often before the seller even knows that they exist. Term created by Google referring to the first stage of the 4 moments of truth. You can read more about this here.

Call us for a chat to discuss your law firm's website & digital strategy

We hope that this guide has helped you to understand just a few of the well-known terms we use in Digital Marketing. You can view all of our digital marketing guides here. Feel free to contact us for a no obligation discussion on how we can help you: call 0333 130 5070 and ask for Chris.