IM Dictionary- 101 Must Know Terms for Internet Marketing.

A

1. **AD COPY**- The writing for an ad that you do, effective ad wording will get you more clicks and sales.

2. **ADSENSE**- A Google program, where you can add ads to your site, and get paid when visitors click on the ads.

3. **ADVERTISERS**- The people who are actively placing ads to get sales or visits, you put your ads on publishers' sites.

4. **ADWORDS**- A Google program where you pay to advertise for your site and products. You only have to pay for clicks on your ads. These are the ads that are on the right side of the page when you Google a search term.

5. **AFFILIATE**- Someone who gets paid a commission or flat fee for referring a paying customer to a merchant's site.

6. **ALEXA**- This site rates sites on the Internet by popularity.

7. **AUTO-RESPONDER**- A program that responds automatically to sign ups for newsletters. You can equip it with several messages to be sent at predetermined time increments.

B

8. **<u>BANDWIDTH</u>**- The amount of space you have in your hosting package that can be used by visitors to your site. For instance each visitor you get uses up so many bytes when they open your page. You only get so many of these bytes to use each month.

9. **<u>BASIC RESELL RIGHTS</u>**- When you get resell rights you are able to sell the product to others, but those buying from you will not be able to sell it.

10.   **<u>BOOKMARKING</u>**- Social bookmarking is a new way of saving favorites by adding them to a site where others can see them and share theirs. This can be an effective way to get <u>traffic</u>.

11.   **<u>BUM MARKETING</u>**- Coined by Travis, this is article marketing to advertise your affiliate links and sites. You pick a product, get the link, write articles, and submit them.

12.   **<u>BUSINESS PLAN</u>**- A business plan is a series of steps listed with all of your goals as to what you are going to do to become successful in your business.

   Tip- This is a must have for Internet Marketing. Set out your goals and plans for the present and future for your online business.

<u>C</u>

13.   **<u>CAMPAIGN</u>**- All the work you are doing to advertise a particular site, service, or product.

14.   **CAMTASIA**- A popular video making software, especially useful for making video of what you are doing on your computer.

15.   **CLICKBANK**- One of the more popular websites that sells digital products, e-books, and software, it contains affiliate links to these products to give you the chance to make money.

16.   **CONVERSION RATE**- The rate of how many visitors to your merchant's sites turn into customers.

17.   **COPYWRITING**- The writing you do for your marketing efforts.

      Tip- How you word things will prove how successful the campaign is.

18.   **CPANEL**- Many hosts have you log into a c panel site to control your files, and site information. Control Panel for hosting.

19.   **CPC- COST PER CLICK**- This is how much you will pay each time someone clicks on your ads, links, or text when using an ad buying program.

20.   **CSS**- Many sites are now being written in css, instead of html. It stands for   cascading style sheets. There are usually many of these that control different parts of the page, and one that brings it all together.

D

21.   **DEDICATED HOSTING**-This kind of hosting is where a certain part of the hosting company's space is given only to you for your specific site

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or domain.

22.   **DIRECT LINKING**- Where your link for an affiliate program is linked from an ad, article, or other form of advertisement to the merchant's site. Not as effective as having a <u>landing page</u> in between that <u>pre-sells</u>.

23.   **DIRECTORY**- A web directory is where a lot of sites are posted and put into categories to make it easy for people to find the sites. These are sometimes used to get <u>back links</u>.

24.   **DOMAIN NAMES**- This is the name of your site. Ex: newbies.com, newbies.info, newbies.net

<p align="center">E</p>

25.   **E-COURSE**-A series of informational e-mails or lessons based on teaching you a specific topic.

26.   **EZINE**- An online magazine.

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27.   **FANTASTICO**- A <u>script</u> installer that is run on different hosting accounts usually through <u>c panel</u>. It helps you to easily install blogging, content, carts and other popular scripts on your domain, with the click of a button.

28.   **FFA- FREE FOR ALL**- Just as it says, this means the information, or product, or service is free for everyone who wants it.

29. **FLASH**- A popular way of setting up a website, where pictures and graphics and words are often moving, colorful, and more interesting to look at.

30. **FORWARDING**- Sending an e-mail from your inbox to someone else's address.

31. **FTP**- File transfer protocol- This is transferring your files from your computer to your website. Usually you have to use some kind of program to do it.

G

32. **GIVE AWAY RIGHTS**- These are the rights you get to give away the product for free.

33. **GUERILLA MARKETING-** Online marketing that is sometimes called into

    question because of the lack of ethics sometimes used. It is using the

     most minimal of resources to get the most profit possible.

34. **GURU-**This is a person that has been successful in Internet marketing and has a lot to teach others. These people usually know what they are talking about.

H

35. **HITS-** File requests for your site, images, and the index page all

count as single hits. Not a good way to count traffic.

36. **HOSTING**- A place online that holds all of your documents for your websites, it also gives you bandwidth, an amount of space that you can use, and database accounts.

37. **HTML**- How most websites are written to some degree. This is the kind of code that you use to install different kinds of counters, buttons, banners, and some text.

<u>I</u>

38. **IM**- Internet Marketing acronym. Marketing products online to make money.

39. **IMPRESSION**- This is the number of times your link appears on another site. This is used in adwords often to show how many times your ads are displayed.

40. **INBOUND LINK**- This is a link that directs traffic to your site.

<u>J</u>

41. **JAVASCRIPT**- Another web page code that is usually shorter and can do more than HTML coding.

   Tip: Javascript is good for code that you want short, but Google will not be able to read it as content, when ranking your site.

42. **JV**- Joint venture- working with another marketer to make money,

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you make an agreements and follow through until the end of the agreement term. JV is the acronym for Joint Ventures.

K

43. **<u>KEYWORD DENSITY</u>**- This is a number that shows how many times your keywords are used in a given amount of text.

    Tip: Usually a 3-5% is good.

44. **<u>KEYWORD RESEARCH-</u>** This is when you are searching for keywords that are searched for often but have few true competing results in search engines.

45. **<u>KEYWORDS</u>**- the words, or phrase you are most trying to work with ex: "newbie dictionary" for a given ad, article, site, page, etc. These are the words that people type into the search engine to get results.

L

46. **<u>LANDING PAGE</u>**- A page in between your ad or article and your merchant. This is usually a review page of the merchant's products, or a testimonial page for the merchant.

47. **<u>LINK EXCHANGE</u>**- This is where you exchange your links with other people. They post your link on their site, and you post theirs' on your site.

M

48.   **MAILING LIST**- A list of all the people who have freely given you their email address. You can use this list to send out emails of products at any time.

49.   **MERCHANT**- The merchant is the company or person who is selling the product or service. You are working to get people to buy from the merchant so you can get paid.

50.   **META TAG-** A part of your coding in HTML that describes your web page. Often shown in search engine results.

51.   **MINI-SITES**- Somewhat like landing pages but more information all on one site. You would have 4-5 pages of information about your niche, merchant, or product. This increases the amount of information Google has to scan on your site, which might get you a higher Page Rank.

52.   **MODERATOR**- On a forum, certain people are given the access to watch over what other people write. If something is breaking the rules a moderator can delete the post or ban the person who wrote the content.

53.   **MRR- Master Resell Rights**- These rights are rights you get where normally you can sell the product and the resell rights too. So the person you sell to can also sell it if you choose to let them.

54.   **MYSQL-** This an online database that comes with your hosting package. It allows you to keep a database through your host of such information as

customers logins, the way the like their pages set up, etc.

N

55.   **NEWBIES**- This word refers to people who are new to something

such as Internet marketing.

56.   **NEWSLETTER**- This is a publication you send out to a list of people.

It can be full of information that pertains to the reason they signed up for it.

Tip- This is a where you can promote products to your mailing list.

57.   **NICHE**- The group you are promoting to, based on what they search

for. An example would be: Internet Marketing Terms for Newbies

Tip-Usually the more focused the niche the better.

O

58.   **OPTIN**- This is when someone has opted to be a part of your mailing

list. Double opt in is when they also have to confirm it through e-mail.

Tip- Double opt in helps you to be sure they have an email that works.

59.   **OUTSOURCING**- Paying other people to do the work for you. Such

as writing your web pages, writing articles, writing ads and sales pages

and other things you might find it is easier to pay for than do yourself.

P

60.   **PAGE LOADS**- This is the number of times your page has been

loaded. This is a popular way of counting people that visit your site, but is

not as good as another way, unique visitor count.

61.   **PARALYZATION**- This term is one of which most newbies

experience. It is much like information over load. You have read so much

that you don't know what to do and where to start.

   Tip- To get over your paralization all you need to do is focus and

choose to perfect one thing at a time.

62.   **PAYMENT THRESHOLD**- Many sites that pay you commission or

flat fees have these, it is when they will not pay you until they owe you a

specific amount of money.

63.   **PDF**- This is a file format used by Adobe. It is the most popular

format for e books.

64.   **PHP-** This is a script language, used mostly on Linux servers or

hosting. This script language makes the scripts that allow you to do

different things on your site.

65.   **PLR**- Private Label Rights, this is where you get rights to a product

that you can put your own name and links in, sell, modify, break up, unless

otherwise stated.

66.   **PM- Private message**- These are the little side messages you get in

forums. It is an email of sorts to the other person without actually exchanging email addresses.

67.   **PPC- PAY PER CLICK** – How much you pay each time someone clicks on your ads, or links, when posting ads through a site that charges to display your ads.

68.   **PPP- PAY PER POST**- This is a way of getting more posts on your forums. When some forums start out they are very small, and have few visitors and people who contribute to the topics. In order to get more posts the forum owner may pay people to a certain amount to post replies to topics.

69.   **PR- PAGE RANK**- This is where a site or page is located on the page when someone searches your keywords on a search engine.

70.   **PRE-SELL**- Preselling is what you are doing on when you are reviewing a product or merchant for the customer, or giving your own personal testimonial on the product. You are telling them about the product, good and bad, and removing doubt before they get to the merchant's site.

71.   **PRESS RELEASE**- A press release is when you announce to the world the who, what, where, when and why of a topic.Things like What is new, what is going to happen, etc.

72.   **PUBLISHERS**- These are the people who allow advertisers to put ads and links on their pages, in return for this they are paid.

R

73.   **RECIPROCAL LINKS-** These are the links that you have to have that go back to directories, among other sites, in return for them putting your link on their site.

74.   **REDIRECTING**- Redirecting is when you have one site directed to go another site. Usually you do this to to have a shorter url link to a longer one, so there is less to type to get to a site, and less for people to remember to get to the site.

   Tip- This is the code of a redirect link:

   <head>

    <meta HTTP-EQUIV="REFRESH" content="0;

   url=http://www.whereyouwantthemtogo.com/">

    </head>

75.   **RESELL RIGHTS**- With these rights you can sell the product yourself, but you may not sell the rights to sell it.

76.   **RESOURCE (BIO) BOX**- When submitting articles you will get a small area of text where you can put in information about you, your product or website.

Tip: The more interesting your bio box, the more likely you are to get click throughs.

77. **RETURN DAYS-** As an affiliate the return days are how many days it takes for you to get paid by your merchants or the site you are affiliating through, after the end of the pay period or the actual purchase.

78. **RSS**- This is a feed of your posts or site information. When someone signs up to get it, each time there is an update on your site they get notified through their reader.

<u>S</u>

79. **SALES COPY**- This is the information you have written on your sales page to get visitors to purchase your product.

80. **SALES LETTER**- A form you can use to write your sales page, a letter to the customer, describing the product, its benefits, price, testimonials, etc.

81. **SALES PAGE**- This is the page that you actually sell your product on. It has the link to the way you accept payment and gives them all the information they need to make an informed decision to purchase.

82. **SCRIPTS**- Programming that is installed in your hosting files that allows your information to do specific things. They can make widgets move, count down product quantity, add shopping carts, and more.

83.   **SEO**- Search engine optimization- This is when you are making your website or page as search engine friendly as possible.

Tip- Optimizing your site can get it to show up more and higher on search engines.

84.   **SERPs**-Search Engine Results Page, this is the page that is returned when you type in a search term. It lists all the results for your keyword.

85.   **SERVER**- The main computers or computer that runs the software for all the computers in the network.

86.   **SHARED HOSTING**- Everything is hosted on one domain but in separate folders. Other domains direct to the folders of the first domain.

87.   **SIGNATURE (SIG)**- Usually on forums and for e-mail you can insert your own signature, where you can promote your product, site, or put any other information you need, within forum rules.

Tip- Use these to get more free traffic for your sites.

88.   **SITE BUILDER-** This is a software program that is used to put your website together, it makes it much easier than HTML coding to make your page or site. It can help you to link all your pages together, add images, add text and more.

89.   **SPAMMING**- This is when you write people an email that they

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haven't asked for. Another way of spamming is when you are not contributing to a forum but you are trying to get sales.

90.   **SQUEEZE PAGE**- With this type of page you are trying to squeeze the person's email address out of them. You can offer a freebie, discount, etc to get them to opt in to your list.

91.   **SUBDOMAINS**- These are extra names on your domain, they are folders. In my domain withtips.com a sub domain of fat loss would be fatloss.withtips.com which redirects to withtips.com/fatloss/

<center>T</center>

92.   **TEMPLATE**- A template is a set of files already with images, and headers for a website or an ad, all you have to do is fill in the blanks, usually with your own text.

93.   **TRACKING CODE**- This is a way many affiliate programs work, they put your tracking code into a link, and when there are purchases through that link you get paid.

94.   **TRAFFIC**- This is getting people to visit your site, driving traffic is actively finding ways to get more visitors. Many times more visitors mean more sales.

95.   **TRUE COMPETITION**- Search with quotes around your keywords to find out exactly how many other sites have your exact set of keywords in

their content. The results are your true competition.

96. **TURNKEY SITES**- These are sites that are all set up for you. All the text, images, tables, headers, and links are all set up. You might have to add your own tracking code to the links, but other than that it is ready to go. You just need to get traffic.

U

97. **UNIQUE VISITORS**- This tool tells you how many unique IPs have been to your site. The IP is their Internet address of sorts, and you can pick how often each unique visitor is counted, by minutes.

V

98. **VIRAL MARKETING-**This sort of marketing is where it is based on sharing the information you get, forwarding to friends, sharing websites, and other ways of getting the information to more and more people fast and free.

W

99. **WHOIS**- This site will show you who the owner of a domain is, where it is hosted, and information on contacting the owner. http://www.networksolutions.com/whois/index.jsp

100. **WORDPRESS**- A popular site and script that is used for blogging. This site is different though in that it allows you to add pages to your blog

as well as posts.

101.   **<u>WSO- Warrior Special Offer-</u>** This is when you are a member of www.WarriorForum.com and you offer other members a special price on a service or product you are selling. You have to have a certain number of posts to run a WSO, pay $20 to run it, and the price has to be a deal for warriors and your list, not the general public.