

# Digital Marketing jargon buster

**Analytics or Web Analytics Tools** – The analysis of data generated by people's activity on websites or mobile apps, for the purpose of discovering ways to improve websites and marketing campaigns.

E.g. "I'm using web analytics tools to come up with ideas to redesign my website."

**App (Application)** – A program designed to run on smartphones, tablets and other mobile devices.

E.g. "My house needs painting, so I used a local app to find a reputable service near me."

**Banner Ad** – A form of advert found on web pages and mobile applications, usually in image format.

E.g. "I'm using banner ads to bring new customers to my website."

**Blog** – A regularly updated website written by an individual, typically in a conversational style, and focused on a specific subject.

**Browser** – A computer program used to navigate the Internet on computers, tablets and smartphones. Examples include Chrome, Firefox, Internet Explorer and Safari.

E.g. "I'm not sure why my website looks different depending on the browser a person is using."

**Clickthrough Rate (CTR)** – The number of times people click on an item of interest, like an advert, in comparison to the number of times users are exposed to that item.

E.g. "My clickthrough rate on ads about external painting is 2%, but my CTR on ads about indoor murals is less than 1%."

**Content** – The digital material available to users, via text, video, audio, images, etc.

E.g. "I'm adding more image and video content to my site, so it'll be more engaging."

**Conversion or Goal** – The action you want visitors to perform. Examples include ecommerce purchases, form submissions, phone calls, and video views.

E.g. "My main goal is for people to book a consultation on my website, but signing up for my email newsletter would also be a conversion."

**Conversion Optimization** – The process of increasing the percentage of visitors who complete your goals.

E.g. "Once I add a new line of faux finishes to my website, I'm going to start focusing on conversion optimization."

**Conversion Rate** – The ratio of conversions to visits, often used to measure digital performance.

E.g. "I'm not sure why, but my conversion rate on external painting is very low for male visitors."

**Cost-per-click** – The amount of money required to produce a single click on a digital advertisement.

E.g. "Cost-per-click prices seem to be higher during weekends, so I'm only running my campaigns during the week."

**Crawler or Spider** – A program designed to systematically browse content on the Internet and collect information about it to help searchers find what they're looking for.

E.g. "I'm scared of spiders, but not the ones that help my website appear in search engines."

**Desktop** – A non-mobile device like a personal computer or laptop computer.

E.g. "I prefer to use a desktop computer at home, but when I travel I use my tablet."

**E-commerce** – The sale of products and services online.

**Email Marketing** – The process of using email messages to share information and promote products and services.

**Homepage** – The introductory or "main" page of a website.

E.g. "On my homepage, visitors can see examples of my most beautifully painted houses."

**HTML** – Hypertext Markup Language. A language used by web developers to create websites.

E.g. "My website was written using HTML."

**Impressions** – The number of times an advert is displayed.

E.g. "My new marketing campaign for kitchen painting has received thousands of impressions, but I'm not sure if I've booked any sales yet."

**Index** – A searchable catalogue of web pages and digital content used by a search engine to provide relevant results.

E.g. "Before my site appeared in the search engine's index, people couldn't find my website when they searched for foyer murals."

**Keyword** – A word or a phrase typed into a search engine, which businesses can target as part of their advertising campaigns.



# Digital Designers Jargon Buster

**Ketan Modh PhD**



## **Digital Designers Jargon Buster:**

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