

THE OUTRAGEOUSLY
EASY-TO-UNDERSTAND
GLOSSARY
— OF —
INTERNET MARKETING TERMS
FOR TECHNOPHOBES



By Mark Attwood

THE OUTRAGEOUSLY EASY-TO-UNDERSTAND GLOSSARY OF INTERNET MARKETING TERMS FOR TECHNOPHOBES

Is this a definitive guide
to every single term ever used
in internet marketing?

NO!

It's an open source document.

That is – I put a message on Facebook on June 4th which said this:

"Help Facebook Hive Mind: I'm writing a worksheet for my new video training series, the Technophobes Guide to Internet Marketing and I need a list of internet marketing terms that need defining in plain English for Technophobes. So, can you please leave comments including any terms you either (a) don't understand (b) used to not understand, now bloody grateful that you do understand and think other technophobes should understand. Make sense? Thanks!"

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So, I'm using the terms given to me by the good people of Facebook as the starting point for this document. Makes sense, right?

It's always a good idea to ask your tribe what they would like to see before you go and make it, and this is no different.

So, go ahead and enjoy it. I hope you learn something. I hope it raises a few smiles.

If there are any terms you think are missing, then just email me mark@attwooddigital.com with 'OUTRAGEOUS' in the subject line and I'll add yours in, along with a name-check.

Does that sound like a plan? Yes? Good!

Big thanks to my Facebook and email mates who helped me put this together:

Ben Hunt, Amanda Clarke, Richard Nolan, Sally Ann Smith, Mark Pocock, Ellie Kirby, Theo van Dort, Wojciech Tyszkowski, Jamie Pearson, Tracey Scott, Bud Mott, Lise-Ann McLaughlin, Rebecca Chicot, Lindsey Bannerman, Tom Godwin.

And big thanks to you for helping expand it – You will be emailed with the latest version every time it is updated - free of charge :)



http://www

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Funnel

Usually referring to the process of pulling people into your sales funnel. It's very rare that you will get people to buy now, because it's a bit like walking up to someone in a bar and asking them if they fancy a shag.

It works sometimes, but usually you need to buy them a drink, tell a joke, flatter them, take them out to dinner. This is what a funnel looks like except in IM terms it might mean giving away a free report, a free video etc. to build up enough trust that by the time you pop the question, the answer is far more likely to be a YES.

To put this into context, the average sales conversion rate on major ecommerce stores is just below 4% according to the [data here](#)

Although, I have rarely seen small ecommerce stores doing an average of more than 1%.

Conversion

We're not talking about turning from Christianity to Judaism here, rather the percentage of people that come onto your site and then take your Call To Action.

So, if 100 people visit your site where you ask them to fill out a form and 5 of them do fill out your form, you've got a lead conversion rate of 5%.

'CTA' Call to Action

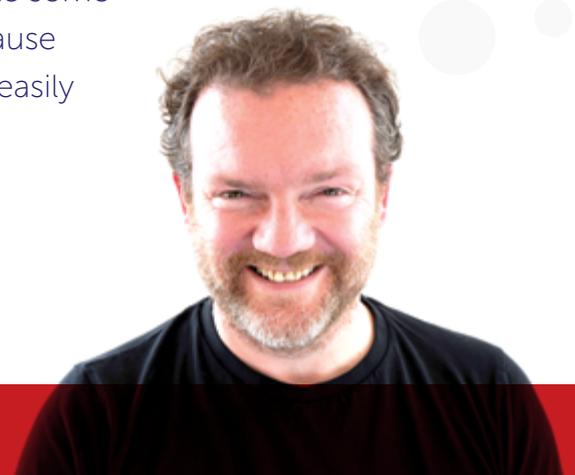
This can be anything from "Call us" to "Fill out this form" to "Click here" or "Buy Now" and so on.

Conversion Rate Optimisation

This is the process of changing elements on your website in order to increase the percentage of people that respond to your call to action (CTA).

It's a fascinating process and one you should definitely take some time to understand because it's one the key ways to easily increase your turnover and profitability.

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Hits

Simply put – how many times has your website been hit by different people i.e. how many times has your site been visited. Note – this does not differentiate between different people which means one person could go on your site 1000 times and this would be counted as 1000 hits.

Impressions

We're not talking dodgy Tommy Cooper voices here (and believe me, I do love doing a dodgy Tommy Cooper impression, even if it does show my age). No, we're talking about the number of times your pay-per-click advert is seen, or at least shown, by Google (or Bing, or Facebook – you get the picture).

Unique Visitors

A bit like hits, except this term is used to define how many of those hits are not from the same person.

Engagement

This is nothing to do with getting married, but all to do with how much time someone spends on your site – how engaged they are with your content. This is why you should not have thin content because Google, especially, is concerned with how engaging your stuff is. The more engaged people are, the more Google likes you and the higher you will rank, the more visitors you will get and the more money you will make.

Facebook Dark Posts

Dark posts are not evil letters, they are simply Facebook posts that are adverts only – ie. they are not posts that have been published on your page, only posts that show up in the News Feeds of your target audience.

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On Page SEO vs Off Page SEO

If you hear this term being bandied around, it's just to do with the content that's on your website (which is made up of "pages", geddit?) and how well that is "optimized" for the Search Engines (ie. how well it meets their criteria of what constitutes a good web page / website). The off-page element is usually about the links and social signals (tweets, FB Likes etc.) that are pointing at your website / web pages. It's explained in much more detail inside the Technophobes Guide.

HTML

HTML is just a computer language where you can give the computer instructions in code. It stands for Hyper-Text Markup Language. That's all you really need to know for now!

Keyword Research

This is the process of reading the mind of your market before you enter it (online, at least). It's the most critical and most often missed or badly completed stage of a powerful online marketing strategy. In the 3rd free video in the Technophobes Guide, there is a full 40+ minute training section which explains exactly how to do this in order to lay the foundation for your entire online marketing activities.

Meta Tags

These are basically words used in the code (HTML) of a webpage that tell the search engines more about what the webpage is about.

The Meta Tags you need to understand are the Meta-Description and the Meta-Keywords. Neither have anywhere near the power to influence your rankings in Google as they used to, but optimizing them correctly still offers most businesses a competitive advantage over your competitors. These are covered in detail inside the Technophobes Guide.

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Optimised Image

Most images that are put on the web are pictures, and most retain their original file name as given to them by your digital camera / smart phone, like "DSC0012".

As you can imagine, if you upload an image of your latest polka dot men's socks and call it "DSC0012", it's got slightly less chance of ranking in a way that could earn you money than if you renamed it something useful, like:

"Polka dot men's socks from YourWebsite.com"

Page Rank

This is the score out of 10 Google gives every page and website in it's index. It's named after Larry Page, the co-founder of Google, and is not as important as it used to be because Google basically doesn't want you knowing too much data.

Traffic

If you ever go on the M25 in London, you'll be very familiar with this word, but for the purposes of internet marketing it simply refers to the number of people visiting your website.

More traffic usually leads to more business (as long as it's the right sort of traffic).

Pop Under

These are those annoying little boxes that come up from under a web page when you try to leave it. They can be useful for increasing conversion rates but, as you will learn throughout this course, it's all in the testing.

Pop Up

These are those boxes that pop up (hence the name) while you are on a website – usually to ask you a question, fill out a form or show you a video. Can be very powerful.

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Home Page

Most people put all their effort into this, the main page of their website. It's a mistake because websites are not like Harrods, where everyone comes through the front door and then reads the signs to go to the department they want. People on the web want to land right in front of the size 10 jeans section, not clamber through the perfume department and up three floors of escalators.

This is why you may sometimes hear that the Home Page is dead. Not strictly true – it's still important to have a strong front page, but your other pages needs to be just as strong.

Squeeze page

A web page that is designed to do one thing and one thing only: to "squeeze" your data out of you (email address, name, phone number, etc.)

The best one's usually take the form of offering something for free as an incentive (free video training, free report, free fish and chips, etc.).

Bottom line: you need to be using squeeze pages at some point if you're going to do anything significant on the internet because, as you may have heard before, the money is in the list.

Opt in

When you opt-in, it usually means you've filled out a form on a squeeze page and opted-in to receive some information and to allow yourself to be marketed to by someone.

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Landing page

A page you land on.

I'm always tempted to leave it at that, but some people still look at me confused when I say this because they expect it to have something to do with aeroplanes.

When you "land" on a page, it just means that you have clicked on something which has taken you to a specific page. You've landed.

