

The web provides invaluable opportunities for reaching out to prospective clients and highlighting your firm's unique strengths through marketing, advertising, and social media channels. Getting familiar with some basic words and phrases can help you navigate more confidently in the digital marketing realm. Here's a list to get you started.

## WEBSITE TECHNOLOGY

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**alt tag, alt text** | Text added to the coding of an image on a web page that describes the image and its purpose or function on the page. The alt tag enables screen readers, which are browsers used by blind and visually impaired people, to convey key information associated with the image.

**anchor text** | The clickable words in a hyperlink, which can affect the ranking the destination page will receive from search engines such as Google. The words used in the hyperlink should identify what content the page will have, helping the search engine accurately categorize the page.

**bounce** | When a visitor to your website exits without clicking on any other pages during that session.

**bounce rate** | The percentage of all sessions on your website in which visitors viewed only a single page. A bounce rate of under 40 percent is considered excellent, and a 50-55 percent rate is average.

**click-through-rate (CTR)** | The ratio of visitors who click on a link on a web page, email or digital ad versus the number of total users who have viewed the web page, email, or ad. Used to measure and compare effectiveness of online advertising, email marketing, and website user experience.

**conversion rate** | The ratio of visitors who complete the desired action (whether that is making a purchase, filling out a form, or downloading a PDF) versus the number of total users who have viewed the web page, email or ad. The conversion is action you want the visitor to complete, and will vary, depending on your product, service, campaign, or business model.

**heatmap** | An analytics report that uses a color scale to show the areas on a web page that individuals spend the most time on. The map indicates where visitors click on a page, what they hover over, and their scrolling behavior. The information is used to improve user experience and website optimization.

**landing page** | A standalone web page, disconnected from your website's navigation, that you create specifically to help convince a visitor to act: for example, to sign up for your newsletter, buy your product, or download a resource.

**main navigation** | The top-level pages of a site's structure, or the pages just below the home page. Links in the main navigation are expected to lead to pages within the site and behave consistently. Changes in navigation from page to page are usually small when using the main navigation.

**meta description** | A short summary of the content found on your web page. As part of the meta tag that appears in search engine results, your meta description gives Internet users a compelling reason to click through to your page.

Here's an example:

[Schwab.com](#) | [Schwab Advisor Services™](#) |  
[Advisor Support for 30 Years](#)  
[advisorservices.schwab.com/](#)  
(877) 208-4654

With Decades of Experience, **Schwab** is Committed to **Advisor** Success. Learn More. 7,500+ RIAs Served. Innovative technology. Support for \$1.3 Trillion. 30 Years of Support. Dedicated **service** teams. Leading RIA custodian.

**meta tags** | Snippets of text contained in the coding of a web page that describe the page's content. These content descriptors help tell search engines what a web page is about. Well written and compelling meta tags can attract more users to visit your website from the search engine results.

**meta title, page title** | The name of a web page that is displayed by the browser, usually at the top of the computer screen. Because this information is read by search engine robots and also helps site visitors know what page they're on, it's important to choose a meta title that serves both purposes.

**organic** | Site traffic that arrives at your web page as a result of a search engine, such as Google, as opposed to site traffic that arrives at your web page from a paid advertisement or a link from another site.

**pageview, page impression** | A request to load a single page of an Internet site. This information can help you analyze whether a change in the page—such as adding new information or reorganizing the content—results in more visits.

**redirect** | Automatically taking a visitor from one web page to another without any action needed from the user. Used to boost search engine rankings, which are based on the quantity and quality of your site's links. When links change on your website, a redirect allows you to maintain the authority that link has earned over time by redirecting it to the current page. It also improves user experience; if a visitor clicks on an out-of-date link (from an old email or another site), they'll be redirected to a live, relevant page.

**search engine** | A software system designed to search for information on the web and list the results.

**session duration** | How long a user spent on your website in total.

**sitemap** | The list of pages that make up a website.

## MARKETING

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**analytics** | How marketers collect, interpret, and communicate about patterns in data to help judge whether their campaigns are effective. Analytics tools and techniques support strategic decisions, such as how much to spend on marketing through various channels in order to reach the ideal client with the most effective message at the right time.

**banner ad** | A digital ad that appears on web pages. They can be static (an image and copy), or animated (a rotating series of images in which the message and visual changes). They appear in various sizes, which are measured in pixels.

**call to action, CTA** | An instruction to the audience that's designed to provoke an immediate response—often by using an imperative verb such as “call now,” “find out more,” or “visit a store today.”

**content strategy** | The planning, development, and management of content that is intended to be useful to a company's target audience.

**cost per acquisition (CPA)** | The cost of obtaining a new customer, which is calculated by dividing the total amount spent on an advertising campaign by the number of new customers acquired through the campaign.

**cost per click (CPC)** | A pricing model for digital ads that direct traffic to websites. The cost of the ad is determined by the number of times the ad is clicked. In Google Adwords, an estimated click cost is determined for each keyword. The cost can change in real time as advertisers bid for each keyword.

**differentiator** | A unique feature or benefit of a product—or aspects of a brand—that set it apart from competing products or brands.

**digital advertising** | Using Internet-based advertising tools such as websites, search engines, and social media platforms to reach your audiences. Typically, digital advertising also uses web analytics to help track, analyze, and improve online advertising campaigns.

**time on page** | The average amount of time a user spends on the page on your website.

**URL** | Informally called a web address, this resource specifies where your website is located on the Internet and enables a web server to retrieve the site.

**Vanity URL (link)** | A shorter, simplified version of a full URL that is written in plain English and very easy for a potential web visitor to remember and type into the browser bar. For example: If the full URL for one of your web pages is [www.MyRIA.com/CompanyInfo/subpages/About-Us/AdvisorBios](http://www.MyRIA.com/CompanyInfo/subpages/About-Us/AdvisorBios), the vanity link that you include in marketing materials might be [MyRIA.com/OurAdvisors](http://MyRIA.com/OurAdvisors).

**email marketing** | The act of sending a commercial message, typically to a group of people, via email. This typically involves using email to send advertisements, request business, or solicit sales or donations. Email marketing techniques can also be used to build loyalty, trust, or brand awareness.

**Google Analytics** | An analytics service offered by Google that tracks and reports website traffic. It's currently offered within the Google Marketing Platform brand.

**ideal client profile (ICP)** | A summary of a specific customer type that is based primarily on available statistical information, such as demographics, income (or company revenue in the case of a B2B customer), gender, age, location, and purchasing habits.

**industry influencers** | Individuals who have the power to affect others' business or purchasing decisions because of the influencer's real or perceived authority, knowledge, or position.

**influencer marketing** | A form of marketing that is oriented around influential people rather than the target market as a whole.

**keywords** | Ideas and topics that define what your web page content is about. They're the words and phrases that people enter into search engines. You want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the results.

**marketing automation** | Software that automates manual, repetitive digital marketing tasks such as sending emails to targeted prospects and posting social media updates or blogs. The technology of marketing automation aims to not only make your campaigns more streamlined and efficient, but also to reach your target audiences with more valuable and relevant content.

**marketing metrics** | Key indicators of how well your marketing efforts for your individual product or service are working. Marketing metrics help you analyze your efforts vs. results so you can decide where to make improvements.

**marketing mix modeling (MMM)** | Statistical analysis of sales and marketing data to estimate the impact of various marketing tactics on sales and then forecast the impact of future sets of tactics. It is often used to optimize advertising mix and promotional tactics with respect to sales revenue or profit.

**mobile responsive design** | An approach to creating websites and pages whose layout and/or content responds or adapts based on the size of screen on which the pages are being viewed. Simply put, a responsive website automatically changes to fit the device you're reading it on.

**search engine optimization (SEO)** | A marketing discipline focused on making your website more visible in organic (non-paid) search engine results. SEO includes both technical and creative techniques to improve rankings and drive visits to your site by signaling to search engines that your pages are worth showing.

## MEDIA

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**blog** | An online journal or informational website that serves as a platform for one or more writers to share their views on a particular subject.

**content marketing calendar** | Similar to an editorial calendar, this is your means of planning, organizing, and timing the publication of your marketing content.

**editorial calendar** | A document or software application used by content publishers to plan and organize their content. The main purpose of an editorial calendar is to control the publication of content so that it meets the needs and interests of the publisher's audience and advertisers.

**evergreen content** | Stories and other forms of topical information that are always of interest to readers—much like the way evergreen trees retain their leaves all year around.

**follower** | Someone who subscribes to receive updates about content that another user posts on Twitter, blogs, and other social media sites.

**hashtag** | A phrase or term preceded by pound sign (#), used in posts on social media sites like Twitter, Instagram, Facebook or LinkedIn to categorize post with a keyword. Hashtags allow the post to be easily searchable.

**liking** | A way to show other users on social media sites such as Facebook and Twitter that you enjoyed a piece of content by clicking a button next to that post. The person or company that created the content receives a notification that you liked it.

**search engine marketing (SEM)** | A form of Internet marketing that focuses on increasing your website's visibility in search engine results pages, primarily through paid advertising.

**thought leadership** | A type of content marketing that taps into the talent, experience, and passion in a business or a community to provide insights and persuasive opinions on a particular topic.

**unique value proposition (UVP)** | A clear statement that describes the benefit of your offer, how you solve your customers' needs, and what distinguishes you from the competition. Your UVP should appear prominently on your landing page and in every marketing campaign.

**LinkedIn** | A social media networking site that helps people maintain their professional identity and relationships online. In 2017, LinkedIn reported it had close to a half-billion subscribers worldwide. The site's users create profiles that include professional and educational experience, accolades, and interests. LinkedIn also features a messaging platform, a publishing tool, and ways to provide personal endorsements to contacts.

**sharing** | Using the built-in capability of Facebook and other social media sites to send a post to other users or add it to your own page.

**social media** | Interactive, online technologies that encourage users to create and share information, ideas, career interests and other forms of expression through virtual communities and networks. Popular examples include Facebook, Twitter, LinkedIn, and Instagram.

**social media presence** | The ways that an individual engages with all of their social media accounts. This includes how frequently you post content, what types of content you post, and the levels of attention and interaction your social media activities generate among other users.

**social media profile** | The characteristics that identify a user on social media sites such as LinkedIn and Facebook. Profiles may include a person's interests, expertise, professional affiliations, status, recent activity, and geographic location. Companies are also beginning to experiment with social profiles as a means of reinforcing their organization's brand identity.