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# Digital Glossary of Terms for :Digital Module:

**Driving Unpaid Traffic**

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# Driving Unpaid Traffic

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| **Ad impression** | Every time an ad is shows to a customer. When ad appears on the web page your customer has visited. |
| **Ad click** | When a customer clicks on your ad once an impression has occurred. |
| **Analytics** | A form of tracking visitors to your website and when they do while on your website. Google analytics would be a popular package. |
| **App** | App is short for application and is a mobile application that is downloaded onto the mobile device. An app enhances your customer’s mobile experience. |
| **Blog** | A regularly updated website or web page, typically one run by an individual or small group that is written in an informal or conversational style. (source Google) |
| **Bounce Rate** | The percentage of visitors to a particular website who navigate away from the site after viewing only one page. |
| **Booking Engine Conversion Rate** | This is the % of visitors to your Booking Engine who proceed to make a booking. |
| **Chatbots** | Chatbot marketing is a way to promote products and services using a chatbot — a computer application that carries conversations with users by a predetermined scenario or with the help of AI. |
| **Conversion tracking** | Tracking specific events or conversions on your website or advertising e.g., sale, lead, click to call, watch a video, and download a document (you must define what your conversions are). It normally entails the addition of code to your website to facilitate tracking. |
| **Click through rate (CTR)** | Click through rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions). |
| **Conversion** | A conversion occurs when a user completes an action on your site. You need to define what your conversions are e.g., e.g., sale, lead, click to call, watch a video, and download a document |
| **Conversion Rate** | The conversion rate is the percentage of users who take a desired action on a website. For example, the % of website visitors who complete a booking, |
| **Cookie** | When a user accesses a website with a cookie function for the first time, a cookie is sent from server to the browser and stored with the browser in the local computer. Later when that user goes back to the same website, the website will recognize the user because of the stored cookie with the user's information. Source: Google |
| **CTA** | Calls to Action. A button or link that leads users to take action on a website, blog, social channels etc. |
| **Domain Authority** | The domain authority of a website describes its relevance for a specific subject area or industry. This is measured by reviewing the quantity, quality and relevance of the links pointing at the site. |
| **Email Marketing** | Using electronic mail as the marketing communication delivery method. Email marketing is directly marketing a commercial message to a group of people using email. |
| **Followers** | People connect with you to get access to information that you share. |
| **Forum** | A Web site that allows the exchange of ideas and other information between users which is usually monitored by a moderator. |
| **Friends** | Where two people mutually connect on Social Networks where information and photos are exchanged. |
| **Hashtag** | A hashtag is a clickable word or group of words e.g., #LoveDublin that sums up the content of a social media post and helps people to engage with others who are involved in the same conversation. It creates a stream of conversation of enables you to become part of a conversation already happening |
| **Keyword** | The [keywords](https://support.google.com/adwords/bin/topic.py?topic=22) you choose are the terms or phrases you want to “trigger” your ad or natural/organic listing to appear. |
| **Landing page** | The page that a user lands on when they click on a link in a search engine result page, social media post or an advert. |
| **Link building** | The process of building links from external websites to aid with SEO and driving relevant traffic to your website. |
| **Metasearch** | Metasearch engines are a unique search engine that displays the current rates of many different hotels in a given destination. Examples of Metasearch engines include Google Hotel Ads and Trivago |
| **Mobile Marketing** | Mobile marketing is promotional activity designed for delivery to cell phones, smart phones, and other handheld devices. |
| **Natural search results / Organic search results** | The search engine results which are not sponsored or paid for by the company. They attain the ranking through good SEO tactics. |
| **Paid search  results / Ads** | Search engine results which are sponsored, or paid for by the company |
| **PPC (Pay per Click)** | PPC stands for Pay Per Click. This is a type of digital marketing campaign where you pay every time a user clicks on your ad. Google Ads is an example of PPC marketing campaign. |
| **% Cost (or CPA)** | This measures the Cost of a campaign as a % of the Revenue generated from the campaign. For example, a campaign that costs €1000 and generates €10,000 will have a % Cost of 10%. |
| **Quality Score** | Quality Score is a measure of relevance for your Google ad, keyword, landing page, page speed and other factors. |
| **Reach** | Reach is the number of people who saw your ad on Facebook or Instagram. |
| **Remarketing** | Remarketing is a way to advertise to your website visitors who may not have made a purchase or enquiry. These ads will be displayed on third party websites and the aim is to bring the visitor back to purchase or enquire. It allows you to strategically position your ads in front of these audiences as they browse Google, Facebook, and Instagram |
| **SEO** | **SEO**  Search engine optimisation is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. This can include Onsite, Offsite and Technical SEO  **Onsite SEO**  On-site SEO (also known as on-page SEO) is the practice of optimising elements on a website such as Meta Tags and Content to rank higher and earn more relevant traffic from search engines.  **Technical SEO**  Technical SEO refers to website and server optimizations that help search engine spiders crawl and index your site more effectively (to help improve organic rankings).  **Offsite SEO**  Off-site SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages. This includes getting links from other sites on the website.  **Local SEO**  Local SEO is a search engine optimisation (SEO) strategy that helps your business be more visible in local search results on Google my Business. Any business that has a physical location or serves a geographic area can benefit from local SEO. |
| **SERP** | Search Engine Results Page – the search result listing that appear in a search engine after a search has been completed. |
| **Sessions** | Sessions are visitors to your website. A session may include multiple page views, but it will be counted as one visit to the site. |
| **Site map** | A mapping of the pages on your website. |
| **Structured Data Mark-up/Schema Mark-up** | Structured data is added directly to a page's HTML mark-up. Search engines use structured data to generate rich snippets, which are small pieces of information that will then appear in search results that enhance the searchers experience. |
| **UGC** | User Generated Content. Content on your website or social media channels that is created by your user / customer like reviews, mentions etc. |
| **URL** | Uniform Resource Locator or Web Address |
| **Search Engine Marketing** | Advertising on a search engine to drive traffic to a website, paying on a when someone clicks on your ad (pay per click) |
| **Website Conversion Rate** | This is the % of visitor to your website who visit the Booking Engine. |