

## Web Marketing Glossary: Hallam Communications Limited

*The field of web marketing is dynamic and, at times, ambiguous discipline. This glossary is updated regularly, but please let me know if you would like to suggest additions or amendments.*

### **Above the fold**

With reference to the top part of a newspaper, the term is used on the Internet to describe the top part of the an email message or web page that the user can see without scrolling down.

### **AdSense**

Google's contextual based advertising program, designed to place Google AdWords advertisements on appropriate websites in return for a commission based on Cost Per Click revenue.

### **AdWords**

Google's search engine advertising programme based on a Pay Per Click (PPC) pricing model. Advertisers pay when someone clicks on their ad, no matter how many times the ad is displayed.

### **Affiliate marketing**

Affiliate marketing is a business scheme will allow us to electronically link our site to others for the purpose of generating sales in exchange for a commission.

### **AIDAS**

An acronym for the tasks you need to undertake to make a sale: Attention, Interest, Desire, Action, Satisfaction

### **Algorithm**

Algorithms are sets of rules according to which search engines rank web pages. Figuring out the algorithms is a major part of SEO. The thinking is that if you understand how they calculate relevance, you can make specific pages on your site super relevant for specific search terms

### **Alt Tag**

A type of HTML tag used to describe an image. The text appear when the mouse is rolled over the image on a web page. Search engines can look for keyword phrases within ALT tags.

### **Anchor text**

Also known as Link Text, the clickable text of a hyperlink. It is very extremely important what anchor text appears in links pointing to your web site e.g. if your web site is about cake recipes the anchor text 'Delicious Cake Recipes' will help your rankings more than the anchor text My Company's Cooking Site

### **Autoresponder**

Software tools or 'agents' running on a Web server which automatically send A standard reply to the sender of an e-mail message. This may provide information to a standard request sent to price\_list@company\_name.com or could simply state that the message or order has been forwarded to the relevant person and will be answered within two days.

### **Back-end**

The code and databases that are invisible to visitors to a website. The back-end controls and is what's "behind" what visitors see (the "front-end").

### **Backlink**

A link on another page that links to the page you are viewing. Also called an inbound link.

### **Blacklist**

As regarding spam, blacklists are lists of known spammers, their IP addresses, and/or their ISP (Internet Service Provider). Using this information, spam filters can block all messages coming from known spammers and/or their ISPs. ISPs that fail to discipline spammers may find all email from their legitimate customers blocked by large numbers of recipients.

### **Blog**

A blog (short for "web log") is a file format used to publish web content that is frequently updated and intended for general public consumption. Blogs are very useful in search engine optimisation.

### **Bounce**

To return as undeliverable. If you email a message to a bad address, it bounces back to your mailbox.

### **Branding**

The intangible, but real, value of words, graphics or symbols that are associated with the products or services offered by a business. Developing branding of a site includes the presentation of signage and architecture to create a unique awareness and memory by the potential customer of the

products or services offered at that site. Brand equity for a particular business is similar to the goodwill of an enterprise.

## **Cache**

Cache (pronounced *cash*) actually has several different technical meanings. But the most important one in regard to the Web has to do with trying to speed things up. Remember--every request you send over the Internet for a picture or text takes time. The Cache is a file on your *reader's computer* where their system stores a copy of things they've asked for recently. Then, if the reader asks for the *same* thing again, instead of issuing another Internet request, the reader's computer can simply use the copy from the Cache, sometimes saving as much as 10 or 20 seconds

## **Call to action**

A marketing and sales device that tells the customer how to take the next step towards a purchase or execute an activity; often uses an action verb such as Recommend, Click Here, Subscribe, Buy Now .

## **Cascading Style Sheets**

A Cascading Style Sheet (CSS) provides the ability to separate the layout and styles of a web page from the data or information. Styles such as fonts, font sizes, and margins can be specified in one place. The web pages that users view feed off this one master list, with the styles cascading throughout the page or an entire site.

## **Click fraud**

Click Fraud is a scam involving setting up a website affiliated with a major search engine, displaying pay-per-click advertising from the search engine and then using various methods to fraudulently increase the number of clicks to the advertiser from the affiliate website. The affiliate website receives a portion of the money generated by the click throughs even though the clicks were not generated by genuine customers.

## **Click rate**

Also called ad click rate or click-through rate, is the percentage of times an ad is clicked divided by the number of times it is served. If an ad is served 200 times and 10 visitors actually click on the ad, the banner has a click rate of 5 percent (10 divided by 200).

## **Click through**

Referring to the action of clicking through from, for example, a search engine's results page to a web site. Click through rates are especially useful in Internet advertising where it is an important factor in determining the success of an advertisement.

## **Click Through Rate (CTR)**

Often used in Internet marketing to describe the percentage of users who click on a link or advertisement. The CTR is used as a measure to determine the effectiveness of a link / advertisement. It is most effective if used in conjunction with other measurements like conversion rate.

## **Cloaking**

Cloaking is the method of using a script on the web server to serve highly optimised pages to search engine spiders and different pages to a normal user. This is done in order to present the search engine spiders with key phrase rich text that might be beneficial for search engine positioning purposes. It is also used to hide SEO work from the competition. Cloaking is mainly used in very competitive markets.

## **Content Management System (CMS)**

A content management system (CMS) is a software program [application] used to manage the content of a website. A CMS allows the content manager or author of the website, who may not know HTML the programming language used for the web, to create, modify, remove and organize the information and pictures on their website.

## **Conversion.**

A defined action in response to your ad's call to action. A conversion may be a sale, or it could be a registration, download, or entry into your lead database, depending on the goal of your campaign.

## **Conversion rate**

Ratio expressed in percentage that shows how many of your web visitors actually perform your defined action in response to your call to action.

## **Cookie.**

A file on the user's browser that uniquely identifies him or her. Use of cookies on your site makes it possible for you to identify return visitors and track their web actions.

## **Cost Per Click (CPC)**

When referring to ads, CPC is the cost the advertiser pays to the site publisher each time a visitor clicks on the advertiser's ad.

**Crawl**

What spiders do. It refers to the action of following links to navigate from page to page and site to site.

**CRM**

Acronym for customer relationship management. CRM entails all aspects of interaction a company has with its customer, whether it be sales or service related. Computerization has changed the way companies are approaching their CRM strategies because it has also changed consumer buying behaviour.

**Database**

An electronic filing system containing information that is usually highly organized and categorized. The benefit of electronic filing by means of a database is that specific information can easily be extracted according to given parameters. Search engines are essentially very large, searchable databases. Dynamic web pages typically rely on databases.

**Deeplinking**

The practice of linking to the inner pages of another web site - as opposed to linking to the homepage. Although the vast majority of site owners don't mind deep links to their sites, it should be noted that deep linking has potential legal ramifications.

**Directory**

Directories are a subject guide, typically organised by major topics and sub-topics. The best-known directory is the one at Yahoo!. The biggest directory is the Open Directory Project, which has members of the public editing the categories. Many other sites now use a Yahoo-like directory including major portal sites.

**DMOZ**

A massive directory continually expanded by volunteers. What sets this directory apart is that it makes its database of indexed documents available to other directories & search engines. A listing here results in the page automatically being listed in many other directories and search engines. The model of using volunteer editors is fairly ambitious - and surprisingly successful. It is a mammoth achievement and an asset to the online world.

**Doorway page**

Doorway Pages are special highly optimised web pages that are created in order to rank well when a user enters a certain key phrase, or search term, into a search engine. This optimisation is achieved by inserting the key phrases at strategic places in the html code and text on the page. Doorway pages are not designed to be integrated into the web site, but to serve as a doorway into the web site. The use of doorway pages is no longer considered to be good SEO practice as these pages very often are machine generated in order to gain rankings and serve no purpose to the user.

**Drill down**

The action of clicking on links within a web site or directory, working through categories and sub-categories, in order to find specific information.

**Dynamically Generated Pages**

A page that is generated just as the user views it. The content delivered to the user is often updated on-the-spot out of a database or based upon the users browser. It used to be easy to spot one of these pages, but with most systems now allowing dynamic content from any page at any time, you just never know. Search engines no longer penalize for dynamic content as long as the URL does not include submitted data (a ? question mark in the url).

**Firefox**

Mozilla Firefox (originally known as Phoenix and briefly as Mozilla Firebird) is a free, cross-platform, graphical web browser developed by the Mozilla Foundation and hundreds of volunteers. Before its 1.0 release on November 9, 2004, Firefox had already garnered a great deal of acclaim from numerous media outlets, including Forbes and the Wall Street Journal. With over 25 million downloads in the 14 weeks after its release, Firefox 1.0 is one of the most-used free and open source applications,

**Flash**

Animation software used to develop interactive graphics for Web sites as well as desktop presentations and games (Windows and Mac) developed by Macromedia, now owned by Adobe.

**Forms**

A Web page feature used to request information or take orders from users. Like paper forms, Web forms may use text fields, tick boxes and multiple choice options to structure user responses and can only be processed when the user clicks a button to submit the form.

**Frames**

An HTML tag construct that allows designers to display two or more web pages simultaneously. The general perception is that frames can greatly improve site navigation, but they are browser-dependant and not search engine friendly. Most search engines do not index framed pages correctly. For a more detailed look at the problems with frames and possible solutions, please refer to the Search Engine Yearbook.

## **Google bomb**

The practice of using anchor text to make a page show up in the SERPs under keywords that are out of context for that page. For instance, if you want your arch enemy's page to be #1 on Google for absolute moron, you'd get as many people as possible to link to his page using absolute moron as anchor text. Google bombing can of course also be used to create a positive effect. In theory you could get your own site listed at the top for very targeted keywords using the same technique. Both these uses are of course aimed at manipulating search results and as such are spam.

## **Google dance**

The 'Google dance' was a term used by search engine marketers to describe the several days of instability of search results in Google as it was rolling its latest database update out across its many servers. A white-knuckle ride for SEO companies as they waited to see if their sites had gone up or down... However, as of March 2003, Google moved over to a rolling update effectively putting the dance to an end.

## **Google Sandbox**

The penalty or devaluation in the Google SERPs of sites with SEO efforts begun after March of 2004. Sandbox can also mean a new site doing well for a period of a few weeks or months, and then completely disappearing for virtually any keyword or phrase.

## **Googlebot**

Google's spider.

## **Googlehack**

The name of a Google game. Google has an immense database. The aim is to enter a query consisting of two words (without using quotes) that returns only one result from the database. The words must both be in the dictionary (if they are they will be underlined at the top of your search results). If you see Results 1-1 of 1, you've got yourself a Googlehack.

## **Heading / header tag**

An HTML tag of 6 sizes. The syntax is <H1></H1>, <H2></H2> etc., with H1 being the largest. Heading tags have significance in SEO. Search engines normally assign more weight to documents where the keywords used in the query are found inside heading tags. Pages that use heading tags generally rank higher, but excessive use might get the page de-listed. For more SEO techniques and the complete do's and don'ts of SEO, please refer to the Search Engine Yearbook.

## **Hidden text**

Text on a web page designed to be visible to spiders but not to human visitors. The aim is to load the page with keywords without deterring from the visitor's experience. Of the various techniques of hiding text, the most common is to set the text color to exactly or nearly the background color. Most search engines can now detect hidden text and consider it a form of spamdexing. Pages that contain hidden text are penalized or even de-listed.

## **Hit**

One hit is one request for a file on a web server. A visitor opening a page with 5 images will in the process generate 6 hits (1 each for the images and one for the HTML page itself). The term is sometimes also used with reference to the number of results (hits) a search engine returns for a specific query. Not a very useful marketing measure

## **HTML**

Hypertext Markup Language. HTML is the primary language used to create web sites.

## **Impression**

Number of times an ad is downloaded and presumably seen by visitors. If the same ad appears on multiple pages simultaneously, this statistic may understate the number of ad impressions, due to browser caching.

## **Indexing**

The process by which search engines collect information and include it into their database of search results. The process involves extracting the machine-readable text from web pages, and storing it in a format that can be efficiently searched. Indexing is carried out by search engine spiders.

## **Indices (indexes)**

Indices are search engines that automatically crawl the Internet for web page and news group content. Due to the automated nature of indices they can contain a huge amount of information that

is regularly updated every time the search engine spiders new content. The major search engine indices include Google, Yahoo and Teoma.

## **Invisible text**

Text on a web page that is exactly or almost the same color as the background. The use of invisible text to load a page with keywords was once a popular SEO technique, but search engines can now detect invisible text and penalize sites that use it. Although there are examples of sites that use invisible text and get away with it on Google, the general consensus is that it is not worth the risk. The same results can usually be achieved by working the keywords into the visible body text.

## **Invisible web**

A popular collective name for documents of types that search engines do not typically index. Because they are not in any search engine database, they can be very difficult to find and are in a sense invisible. Recently a couple of specialized search engines have begun an attempt to make the invisible web more accessible.

## **Javascript**

A comparatively simple scripting language used extensively on the web to, amongst other things, make web pages interactive. JavaScript shares characteristics of Java, but it is less complex and less powerful. One of the main benefits of JavaScript is that it can seamlessly integrate with HTML.

## **KEI**

WordTracker's Keyword Effectiveness Index. The KEI compares the Count result (number of times a keyword has appeared in the WordTracker database) with the number of competing web pages to pinpoint exactly which keywords are most effective for a web marketing campaign.

## **Keyphrase**

A key phrase is a group of keywords which appear in the content of a site page. In order for a search engine to return a page in its list of results, it is vital that the targeted search terms appear as key phrases in the web site copy with the appropriate weighting so that its algorithm will find the page a suitable match. A good SEO will have experience in ensuring the copy of the page is optimised for the targeted search terms while still providing useful and informative copy for the user.

## **Keyword density**

It's not a complicated concept - just take the total of number of words on your webpage (say 250) and figure out how many times your keyword is repeated within that 250 word total. Let's say your keyword appears 10 times; divide 10 by 250 and you get your keyword density of .04 or 4%.

## **Landing page**

A web page that a user clicks through to from either a web advertisement or an email campaign. Landing pages should be specifically targeted to the reader. A common error is to use your general home page as a landing page.

## **Link farm**

A link farm is a set of web pages specifically set up to increase the number of links between websites and hence their link popularity.

## **Link popularity**

An important factor in search engine optimisation and Google's simple but brilliant contribution to web search. Popular or relevant pages will be assumed to have more incoming links from other websites, a type of 'vote of confidence' in the website's integrity and usefulness. Websites that are well linked within the sector rank higher than sites that are not.

## **Log file**

Each web site has a log file (stored on the server), which records details every time a visitor to the site requests a file. Log files store data such as the IP address of the visitor, the visitor's nationality, operating system, browser etc. The log file can be analyzed to obtain statistics on unique visitors, page views, hits etc., which are often used as measurements in SEO.

## **Meta search engine**

A Meta Search Engine compiles its results from many different search engines and returns them in one combined listing. An up-and-coming Meta search engine is Vivisimo. Other well-known meta search engines are IxQuick and Dogpile.

## **Meta tag**

Meta tags are pieces of information, invisible to the surfer, that are coded in the HTML of a page in order to describe the content of a page to a search engine spider or other bot. It is a common misperception that the use of Meta Tags ensures good search engine positioning. Nowadays the 'Keywords' Meta Tag is a minor part of most search engine algorithms - some, such as Google, do not even consider it at all.

## **Mirror site**

Referring to sites that offer authorized duplicates of content also found on other sites. The initial motivation was to ease bandwidth load and increase availability by distributing popular files to many servers. In the context of SEO, the term is mostly used to refer to sites that attempt to deceive search engines into indexing more than one instance of a site by duplicating it on another server and domain. Most search engines now have filters in place to detect mirror sites and many of them penalize these sites by de-listing both the original site and the mirror site.

## **Natural results**

Natural results (also known as organic or algorithmic results) are a product of the search engine's own indexing of web pages. Search engine optimisation (SEO) aims to influence your website's rankings in the natural results listings.

## **Off page factors**

In addition to on-page factors, search engines are increasingly using off-page factors to calculate relevance. This is because off-page factors are more difficult to manipulate artificially. The most important off-page factor is link popularity. Others include link text, link community and click popularity. Off-page optimisation involves ensuring that these elements are in place to boost relevance for the targetted terms.

## **On page factors**

Search engines use several factors in their ranking algorithms, one of which is on-page factors. These are elements which actually appear on the page (such as page title, headings and body text) and contribute to the engines's assessment of the subject matter and relevance of the page. On-page optimisation involves ensuring that these factors are optimally included for the targetted search terms.

## **Open Directory Project**

A massive directory continually expanded by volunteers. What sets this directory apart is that it makes its database of indexed documents available to other directories & search engines. A listing here results in the page automatically being listed in many other directories and search engines. The model of using volunteer editors is fairly ambitious - and surprisingly successful. It is a mammoth achievement and an asset to the online world.

## **Optimisation**

A page is said to be optimized when it has been structured in such a way that it ranks well (on the SERPs) for those keywords it targets. It is a fairly subjective concept. What some see as optimization might be termed spamdexing by others. In the strictest sense, optimization means simply making a page spider-friendly by, for example, using text links rather than image links. In the SEO industry the term is more often used as a collective name for all the tricks webmasters use to improve a page's ranking.

## **Organic results**

Natural results (also known as organic or algorithmic results) are a product of the search engine's own indexing of web pages. Search engine optimisation (SEO) aims to influence your website's rankings in the natural results listings.

## **Overture**

Now known as Yahoo! Search marketing. The largest and most popular of the PPC (pay-per-click) search engines. Formerly known as Goto

## **Page rank**

Google's measure of the link popularity of a webpage. Oddly enough, the word Page in this context comes from the surname of the inventor of the concept, Larry Page.

## **Pay Per Call**

An online advertisement much like Pay Per Click, but using trackable phone number that diverts to the advertisers own phone number. Merchants are charged when someone calls their phone number. The advertisement is based on the merchant's keywords, and the ad contains Title, description, URL and a phone number.

## **Pay Per Click (PPC)**

Pay Per Click search engines offer a 'bid-based' service in which top positions are auctioned for specific keywords. The highest bidder for a chosen keyword normally ranks highest in the search engine results. The price of the bid is charged to the advertiser whenever a user clicks on their entry. Positions are separated from the main natural search results and are normally designated as 'sponsored links' or 'sponsored sites'.

## **PDF**

Acronym for "Portable Document Format." The most common format in which files are saved for downloading from the web. It preserves all of the formatting of printed documents and can be viewed with Acrobat Reader, which is free for anyone to download.

**Pop Up**

A new browser window (usually containing an advertisement) automatically opened when the users performs a specified action - like opening a page, clicking a link, closing a page etc.

**Portal**

A web site that functions as a kind of starting page or entry point to the web. Portals typically have a wide variety of features such as search, free web-based e-mail, news etc. Well-known examples include Excite and Yahoo.

**Positioning**

Often used as a synonym for optimisation.

**Query.**

A request for information, usually to a search engine or a database. The user types in words or topics, and the search engine returns matching results from its database. A query is at the center of every search engine interaction.

**Ranking**

Referring to the position of a web page on the search results for a particular query. For example, a page that is listed third for the term bubblegum is said to have a ranking of 3 for that term.

**Ranking algorithm**

The methodology by which search engines calculate positioning results. Ranking algorithms can be influenced by a wide variety of factors including domain name, spiderable content, submission practices, HTML code and link popularity. Search engine ranking algorithms are closely guarded and constantly updated to attempt to filter out those sites which attempt to manipulate the results.

**Reciprocal links**

A link placed on site A, pointing to site B, on the condition that site B returns the favour. Also called a link swap. Contrary to popular belief, reciprocal linking does not necessarily improve a site's PageRank. In many cases it can have a negative effect on PageRank

**Redirects**

Pages that redirect instantly to another page so the user does not see the page in their browser window, search engines can ban sites that use such techniques

**Referrer**

When a user follows a link from page A to page B, page A is called the referrer. The referrer is identified by the URL of the referring page. Referrer information can be accessed through the log file.

**Relevance / relevancy**

The measure of the accuracy of the search results - in other words it's a measure of how close the documents listed in the search results are to what the user was looking for. The ability to return relevant results is a big thing in the search engine world - and arguably the one thing that made Google stand out of the crowd and gain much popularity in a short time.

**Re-submission**

The process of submitting a web page to a search engine and then repeating the submission process - either a couple of times or regularly over a period of time. Contrary to popular belief, regular re-submission does not improve a page's ranking and is considered a form of spamdexing by most search engines.

**Roadblock**

Roadblocks are characteristics of your website which prevent the search engine spiders from indexing your site. The result of a roadblock is your site not achieving a ranking in the search engines.

**Robot**

A browser-like program that automatically request web pages in order to index the page content (in the case of spiders) or to retrieve specific information (in the case of programs like e-mail harvesters).

**Robots.txt**

A text file (with the .txt extension) that tells spiders which pages it may not index. Every time a spider (that complies with the Robots Exclusion Standard) visits a site it will first request a robots.txt file to see where in the site it is not allowed to go

**ROI**

Return On Investment. In the context of SEO, the term refers to sales generated as the direct result of a search engine marketing campaign.

**RSS**

An acronym for Really Simple Syndication; a file format used by news sites and blogs to deliver short descriptions of article content together with a link to the full version of the content. This information is called an RSS feed.

## **Search engine**

A tool for finding information on the internet. Usually comprises a spider, indexer, database, search software, and web interface.

## **Search engine submission**

Search engine submission is the process by which one makes search engines aware that ones website is ready to be indexed by the search engine spiders. In general search engines spider the web on a regular basis, and will eventually find your web site by following a link from a site already within its index. It is sometimes necessary however to manually submit a new site which has not been linked, or to use a paid for inclusion process to ensure quick inclusion into the database.

## **Search term**

A search term is the word or phrase entered by a user into a search engine in order to perform a search. The search engine or directory then uses its algorithm to search its database of pages or sites to find a matching key phrase and return a list of results. Users may enter general search terms, such as insurance, or they may enter more focused terms, such as uk insurance brokers.

## **SEO**

Search Engine Optimisation (SEO) is the process of optimising a website or web page to increase its visibility within the search engine results. Search engine optimisation entails making sure that there is content relevant to the targeted key phrases on the web site, and that search engine spiders can find this content easily. Good search engine optimisation will ensure that this content is also useful to the user. Without relevant content, SEO techniques can only be partially successful, and will probably stray into the wrong side of search engine Acceptable Use Policies. See also 'ranking algorithms'.

## **SERPS**

SERPs is an acronym for 'Search Engine Results Pages'. A term that has been adopted by the search engine promotion community, this alludes to the list of search results returned from an enquiry. These usually consist of 10-15 results by default. It is important to have a search engine optimisation campaign that gains listings in the first 3 SERPs. 65% of click-throughs come from the first SERP.

## **Site search**

A search utility that allows the user to search through documents on a particular site. Different from a search engine in that it's database contains only documents found on that site as opposed to a wider collection of documents from all over the web.

## **Sitemap**

A map to your site. A sitemap contains links to every page of your site (check out Google's sitemap). The important benefit of having a sitemap (apart from helping your visitors find what they are looking for) is that spiders can find all pages on a site quickly and with fewer hops. For maximum benefit, insert a prominent link to your sitemap on every page of your site.

## **Situation analysis**

A review of an environment to identify factors which are strengths, weaknesses, opportunities and threats. Factors are considered both independently and in relation to each other and may be internal or external to one's influence.

## **SOSTAC**

SOSTAC is the acronym used to describe the framework for your e-marketing strategy. Situation, Objectives, Strategy, Tactics, Action, Control

## **Spam**

A collective name for those marketing techniques that are intrusive, offensive and/or unethical in some way. A major characteristic is that it aims its message at a wide (often in the millions), untargeted audience - which it can afford because electronic distribution is very cheap. The most common form of spam is unsolicited commercial e-mail. In the search engine world, regular mass submission of web pages to search engines is also referred to as spam or spamdexing. The term spamdexing is also used to refer to all SEO techniques that are deceptive or unethical.

## **Spamdexing**

All attempts to deceive search engines or gain an unfair advantage in the search results of a search engine. Spamdexing decreases the value of a search engine's index by reducing the precision with which the search engine can return relevant documents. Most search engines have measures in place to detect spamdexing and guilty pages are usually either penalized or de-listed. Many webmasters inadvertently make themselves guilty by braking search engine submission rules

**Spamming**

Spamming, in general, is an attempt to feed misleading information to search engines in order to gain favourable positioning.

**Spider.**

A program that automatically fetches web pages and feeds them to search engines. (It's called a spider because it crawls around the web.) Because most web pages contain links to and from other pages, a spider can start almost anywhere. As soon as it recognizes a link to another page, it goes off and fetches it. Large search engines have many spiders working simultaneously. Also known as a crawler.

**Splash page**

A page that is displayed before users enter a site. Splash pages are often comparatively empty except for a logo, welcome message and click here to enter type of link. Splash pages are often used to house introductory Flash animations. Splash pages are generally considered annoying since they offer very little value. Even very impressive splash pages offer only entertainment - which normally distracts from the sales effort and hampers SEO.

**Sponsored listing**

Sponsored listings are listings within search engine results pages which have been paid for by advertising sites. These generally have to be marked as such to differentiate them from normal search results after a class-action suit was brought against several major search engines for misleading their users. Sponsored listings are often supplied by pay per click engines such as Yahoo Search Marketing or Google AdWords.

**Statistics**

In the context of search engines, the term is often used to refer to the information created by some type of reporting software. The web server log files for the site are used as the source of the information. Also known as Web stats, web reporting, metrics, statistics, and traffic reports.

**Sticky**

"Sticky" sites are those where the visitors stay for an extended period of time. For instance, a banking site that offers a financial calculator is stickier than one that doesn't because visitors do not have to leave to find a resource they need.

**Strategy**

A strategy is a long term plan of action designed to achieve a particular goal.

**Submission**

The process of manually adding a URL to a search engine's list of URLs to spider - in effect telling a spider about a page in order to get it spidered and ultimately added to the search engine's database.

**Tactics**

Deploying and directing resources during an incident to accomplish the objectives designated by strategy.

**Title**

The title of a page is displayed in the title bar at the top left of the browser window. Almost all search engines consider the title when determining a document's relevance to a query and most search engines consider the title a very important element. In the page, the title is specified as an HTML element and placed in the header section of the page.

**Toolbar**

With reference to search engines, toolbars are browser add-ons provided by the search engines. These toolbars often include a search box, shortcuts to the different sections of the search engine, additional page information etc.

**Trusted feed**

A trusted feed is a method of supplying website content from a large dynamically generated web site (for instance an ecommerce site with a large product catalogue) to a search engine database. Many crawling engines have difficulty in indexing content from these types of sites because of their dynamic URLs and frequent updates, and hence offer a trusted feed as a way for companies to include their catalogues into the search database. The site pays for any subsequent referrals by the click.

**Usability**

The measure of the quality of a visitor's experience when using a website, including the ability to accomplish basic tasks.