

1G/2G/2.5G/3G/4G

The series of generations of wireless technology, 4G is still awaited. 1G was analogue only and the latest, 3G, supports rich media.

3PAS

see **adserver**

404 File not found message

An HTML error code that indicates that a requested web page was a dead link.

Above the fold

The part of a web page that is visible in the user's browser without their scrolling down.

Access provider

see **Internet Service Provider**

Accessibility

see **web site accessibility**

Accountable marketing

Term used to describe to pay per click advertising – as opposed to the unaccountable nature of corporate marketing.

Active content

Content on a web site that is either interactive or dynamic.

Active server page (ASP)

A dynamically created web page that uses ActiveX scripting which is processed before being served to the user – mostly used for online query forms.

Ad impression

The downloading of a specific advertisement banner.

Ad inventory

The number of ad impressions that a web site sells over a set period of time.

Ad rotation

The changing – rotation – of displayed ads on a web page.

AdSense

Method of web site ad distribution from the Google organisation.

Adserver

A third-party ad server (3PAS) that stores adverts and delivers them to web site visitors, normally used by an online advertising network.

Ad space

The area of a web site designated to carry banner ads.

Advergaming

The use of computer games as a medium for advertising.

Adware

A type of spyware that collects information about web users in order to display ads in the user's browser. Exhibited ads are based on the user's browsing patterns.

Affiliate-management

A third-party service that facilitates affiliate transactions.

Affiliate marketing

An arrangement where one web site refers customers to another for a fee or percentage of any subsequent sales.

Agent

A software program that performs a small and well-defined information gathering or processing task.

Algorithm

The rules by which a search engine ranks the web sites listed in its index in relation to a particular search query.

Anchor tag

The HTML instruction for text or an image to be a link.

Animated GIF

A format of saving graphics that allows several images to be saved at once and then displayed by web browsers one after another, creating the illusion of movement.

Application

Another way to say 'computer program'.

Application Service Provider (ASP)

(or Application Software Provider) A third-party provider of software-based services and solutions to customers from a central data centre.

ARPANet

(Advanced Research Projects Agency Network) Developed in the late sixties and early seventies by the US Department of Defense, ARPANet was the forerunner of the Internet.

Attachment

A file which is attached to, and then sent along with, an e-mail message. Any kind of file can be attached – text, graphics, sound – but some attachments are too large to send.

Autoresponder

An automated e-mail reply system.

B2B

Abbreviation for trading in a Business to Business Context.

B2C

Abbreviation for trading in a Business to Consumer context.

B2E

Abbreviation for trading in a Business to Employee context.

B2G

Abbreviation for trading in a Business to Government context.

Back office operations

Term used to describe the operations that support the fulfillment of online sales.

Bait and switch

A questionable form of sales/marketing where customers are lured in by ads for goods at unprofitably low prices. When the customer attempts the purchase they find the advertised goods are not available, but that a substitute – more expensive – product is.

Bandwidth

The data transmission rate, or how much content can be sent through an Internet connection in a fixed amount of time.

Banner

An image, or button, often with animated text and/or images, that links to advertising material.

Banner advertising

The use of banners on web pages to promote a product or service.

Banner exchanges

When two or more organisations exchange the placement of banners on each other's web site.

Banner Farm

A web site that comprises solely of banners ads with the objective of generating revenue through advertising and affiliate income.

Behavioural targeting

see **contextual targeting**

Bit (Binary DigIT)

A single digit number in base-2, in other words, either a 1 or a zero. The smallest unit of computerised data. Bandwidth is usually measured in bits-per-second.

Beta

An early release of a product, such as software, to a limited group of people (beta testers) in order to perfect the product.

Blog (blogging)

Short for web log – an online personal journal of an individual. Typically updated daily, blogs normally reflect the personality of the author.

Blogger

Someone who writes a blog.

Bobby

A free online tool that allows a site to be checked for compliance against the W3C accessibility guidelines for disabled users.

Boolean search

Based on boolean logic, this kind of search allows the inclusion – or exclusion – of documents containing specific words through the use of instructions like ‘AND’, ‘NOT’, and ‘OR’.

Boot

To start a computer; though usually the process is called ‘rebooting’.

Boss blog

A blog that is written by someone within the organisation who has some, if not total, authority.

Bot

see **spider**

Bounce

Description given to e-mail that is returned unopened – bounced – to the sender.

Bps (Bits-Per-Second)

A measurement of how fast data is moved from one place to another.

Bricks and mortar [traders]

See also **Clicks and mortar**. Businesses that trade in a traditional, offline, environment only.

Broadband

A type of digital data transmission in which each medium (wire) carries multiple signals, or channels, simultaneously. However, because broadband connections allow a higher rate of data transmission (around nine times faster than a standard modem), the term has become synonymous with ‘fast’ Internet access.

Brochureware

Originally, a web site made up of content taken directly from offline promotional literature (brochures) but now used as a more general description of sites that offer no interactivity.

Broken link

Web site links that, when clicked on, do not take users where they were supposed – and hoped – to go.

Browser (1)

A client program that provides access to the web eg Explorer, Netscape, Firefox.

Browser (2)

Someone who navigates through and reads the web, ie they browse the contents.

Bug

A programming glitch, mistake, or problem.

Bulletin Board System/Service (BBS)

A computerised meeting and announcement system that allows users to carry on discussions and exchange files without them all being connected to the computer at the same time.

Buzz marketing

see **viral marketing**

C2B

Abbreviation for trading in a Consumer to Business context.

C2C

Abbreviation for trading in a Consumer to Consumer context.

Cache

Temporary electronic storage space.

Call to action

A word, phrase or gesture that invokes an action – in a marketing context the action would be that desired by the marketer.

Campaign conversion

An e-metric that tracks all the conversions that have taken place for a specific campaign.

Case sensitive

When upper case characters are distinguished from lower case characters.

Chat

Term for a 'real-time' keyboard-based conversation on the Internet. Chatting takes place in a chat room, a virtual meeting place.

Click (1) [verb]

Users click on a mouse button to instruct the computer to carry out a command.

Click (2) [noun]

Competition is only a click [of the mouse] away.

Click fraud

In models where the publisher of a web site that carries ads is paid for every click on those ads there is the opportunity for abuse. Click fraud refers to unscrupulous publishers dishonestly increasing the amount of clicks on ads on their site in order to increase income.

Click rate/ratio

The percentage of impressions that an advertising banner may receive against the number of visitors the web page containing the banner receives. Used to measure advertising response.

Clickstream

The route a visitor takes through a web site. Also known as 'clickpath'.

Clickpath

see **clickstream**

Clicks and bricks

see **clicks and mortar**

Clicks and mortar [traders]

Businesses that trade both on- and off-line. The term derives from the concept that the business uses 'clicks' (of the mouse) and mortar (referring to physical buildings) in its methods of trading in both consumer and industrial markets.

Clickthrough

When a user clicks on any link, though normally refers to banner ads.

Clickthrough rate (CTR)

The percentage of clickthroughs to the total number of times the link is viewed.

Click-wrap

Term used when a user must click on confirmation of terms/conditions in order to continue with the transaction.

Client

A software program that is used to contact and obtain data from a server software program on another computer.

Cloaking

The practice of using technology to get a search engine to record content for a URL that is different to what a user will ultimately see.

CMS (Content Management System)

Software that enables content to be added and/or manipulated on a web site.

Commercial blog

A blog that is developed by an organisation (rather than an individual) as part of a marketing strategy.

Community web site

A site where users with similar interests communicate with each other.

Computer Telephony Integration (CTI)

A software application widely used in call centres to manage telephone calls.

Conceptual search

A search for documents based on the concept of the search term rather than the specific words in the term.

Consumer Generated Media (CGM)

The description of content on web sites designed for and existing on, the public's input and comments.

Content

see **web content**

Content management Systems

Manual and automated – put in place in order to manage the textual content of web sites.

Content rich

A search engine term that relates to the fact that algorithms give higher ranking to pages which contain the keyword or term for which a user is searching – that it is content rich.

Contextual and behavioural targeting

the targeting of online promotions at potential customers based on their previous online behaviour (ie sites visited) and the context of the content of the web site.

Conversion

When a site visitor completes whatever the objective of the web site is (eg orders a product or subscribes to a newsletter).

Conversion by acquisition

An e-metric where the ad campaign or source that a customer used to first visit a web site is recorded so that any subsequent purchase might be credited to that source.

Conversion path analysis

An attempt to quantify the effect of different elements of a multi-channel campaign on e-marketing objectives.

Conversion rate

The ratio of site visitors to Conversions.

Cookies

Electronic 'calling-cards' that are deposited on the hard drive of the user's computer when they visit a web site. Essentially, a cookie facilitates the recording of data about the user and their visit(s) to the web site that issued that cookie.

Cost per order

Total marketing expenses divided by total value of orders.

Cost per visit

Total marketing expenses divided by number of visits.

CPA (cost per action)

The method of charging for the pay per click advertising method.

CPM

(cost per thousand impressions) The method of charging for the Pay Per Impression advertising method. The 'M', Latin for thousand, is used because ad impressions are sold in blocks of one thousand.

CPC (cost per click)

see **Pay Per Click**

Crawler

see **spider**

Cross linking

Linking to content within a web site from pages within that site.

Cue words

Words, terms, or phrases that alert search engines to the context of a searcher's submission.

CSS (Cascading Style Sheets)

An application of HTML that gives both web site developers and users more control over how pages are displayed. CSS helps designers create sites where all pages conform to the same design principles.

Cyber

Although the word itself does not exist, the term as a prefix indicates a relationship to computers. More recently that prefix has indicated a relationship with the Internet eg. cybercrime would be crime committed over the Internet.

Cyberspace

A term originated by author, William Gibson in his novel, 'Neuromancer' the word is sometimes used to describe the whole range of information resources available through computer networks in general and the Internet in particular.

Cybersquatting

The practice of registering a domain name with the sole aim of selling it at a profit.

Database

A collection of information stored in a computerised format.

Database Marketing

A form of direct marketing using databases of customers in combination with other databases (products, suppliers, distributors) to generate personalised communication with potential customers.

Data mining

see **data warehouse**

Data warehouse

A collection of data (database) designed to support management decision making.

Daypart session

A form of ad presentation where a single advertiser dominates all the advertising on a publisher's web site for a pre-determined time of the day.

Dead link

The name given to a link that does not lead to a web site, as it once would have one.

Dedicated server

A server that hosts a single web site, normally owned by the publisher of that web site.

Deep linking

Entry into a web site via links to the site's interior pages, not the homepage.

De-listing

When pages are removed from a search engine's index.

Denial-of-Service (DoS) attack

The use of specialised software to disable a web site by overloading its resources with a flood of phantom visitors.

Depth of visit

How far (deep) the visitor goes into a web site, measured by the number of pages.

Destination site

The target of a link or another term for landing page.

Dial-up connection

Once a common method of connecting to the web. A user's modem dials up to an ISP, through which an Internet connection is established.

Digital

How computers talk – all information is processed in the form of electronic signals. These signals can only be on or off, and so represent binary numbers.

Digital certificate (Digital ID)

An increasingly popular security device, primarily a means of identifying individuals on the Internet.

Digital divide

The term used to describe the gap between the 'haves' and the 'have-nots' in the digital world. In essence, it means the gap between those who have access to IT in general, and the Internet in particular, and those who do not.

Digital ID

see **Digital certificate**

Digital products

Those products that can be configured into a digital format so allowing them to be delivered via the Internet.

Digital signature

Used to verify contents of messages and the identity of the signatory.

Digital Subscriber Line (DSL)

A data communications technology that enables faster data transmission over standard copper telephone lines than a conventional modem. ADSL (Asymmetric Digital Subscriber Line) enables even faster data Transmission.

Directory

A direct descendant to the offline directory, the online directory has human involvement, rather than relying on spiders to crawl the web – as search engines do. In directories, web sites are usually reviewed and placed in a particular category.

Distinct visitor

see **unique visitor**

DNS (Domain Name System)

A distributed client-server database system which links domain names with their numerical IP addresses.

DNS blocklist

A list used by spam filters to block unwanted e-mails. The list is drawn from DNS records of domains that have been identified as being the source of spam e-mails.

Domain name

Commonly described as a web site's address, a domain name is more specifically the unique name that identifies an Internet site, each being unique because each domain name is allocated its own unique IP number.

Domain name registrar

A business that makes profit by handling the registration of domain names for its customers.

Domain Name System

see **DNS**

Doorway page

(also known as gateway, bridge, or jump page) A web page created purely to rank highly in a search engine's index. It offers little, if anything, of value to users, and search engines penalise the practice.

DoS attack

see **Denial of Service attack**

Dot.com

The description given to pure online companies mainly founded with the massive injections of technology investors' cash in the late nineties – the so called 'dot.com boom'. As stock markets discovered that most dot.coms offered little in the way of profits, this turned into the 'dot.com bust', and the companies become 'dot.bombs'.

Dot Pitch

The space between pixels. The smaller the number, the sharper the image will appear on a computer screen. For example, .28mm is better than .32mm.

Download

The transfer of a file or files from a remote computer to the user's computer.

Download time

How long any document takes to download on a computer, for example; how long it takes for a web page to download onto the user's browser.

Down-time

In relation to web sites, how long it might be unavailable to users.

DSL

see **digital subscriber line**

Dynamic rotation

The (often random) rotation of banner ads on a web page.

Dynamic URL

see **Dynamic web pages**

Dynamic web pages/sites

Pages that are developed from database content, the page only being produced in response to a user's request. Such pages are allocated a dynamic URL.

E-banking

The use of Internet technology in providing online banking services.

E-book

A book that is in digital, rather than printed format.

E-Business

A broader definition of e-commerce that considers the impact of Internet technology on all aspects of business.

E-Commerce

The practice of buying, selling or exchanging goods or services using Internet technology.

E-CRM

Customer relationship management practiced using Internet technology.

EDI (electronic data Interchange)

A forerunner to, and an older form of, electronic commerce. EDI allows the transfer of data between companies using proprietary networks.

E-government

The provision of goods, services and information from a government entity using Internet technology.

E-learning

The online delivery of education or training.

Electronic Data Interchange

see **EDI**

Electronic dropouts

Those people who were once users of the Internet, but no longer go online.

Electronic Funds Transfer (EFT)

The technology that facilitates the electronic transfer of funds from the bank account of one person or entity to that of another.

Electronic Product Code (EPC)

The successor to the ubiquitous bar code, the EPC is an electronically coded tag that identifies each individual product to which it has been assigned.

Electronic shopping (ES)

Shopping conducted online.

E-mail/e-mail (Electronic Mail)

An element of the Internet that facilitates messages, usually text, sent from one person to another via computer.

E-mail address

A user's electronic mailbox name or address, needed for linking the sender of e-mail and the recipient.

E-mail advertising

The use of e-mails as vehicles for carrying ads.

E-mail harvester

A kind of spider that visits web sites and records any e-mail addresses found on those sites. Harvested e-mail addresses are then used for spam mailings.

E-mail marketing

The use of e-mail as a medium for direct marketing.

E-marketplace

Also known as virtual marketplace, normally associated with B2B trading, an emarketplace brings together multiple purchasers and multiple sellers in a virtual environment.

E-metric

The online version of metrics, used in web site analytics.

Encryption

The encoding and decoding of data to prevent unauthorised access.

E-newsletter

A newsletter delivered electronically.

Enterprise Resource Planning (ERP)

A business management system that integrates all facets of the business, including planning, manufacturing, sales, and marketing.

E-procurement

The use of the Internet to buy products and services in a B2B environment.

E-CRM

Electronic customer relationship Management

ERP

see **enterprise resource planning**

Error code

A series of code numbers each of which represents an HTML error. 404 File not found is by far the error code most commonly seen by web surfers.

E-supply chain

A supply chain that uses Internet technology in its management and operation, so improving its operation.

E-tail

Online retail, also e-tailers.

E-telephony

Also known as IP Telephony, the use of Internet technology to make voice calls or send video sequences.

Extranet

An Intranet that is partially accessible to authorised outsiders who can only access it with a valid username and password.

E-zines

Magazines delivered electronically.

FAQ

see **Frequently Asked Questions**

Filename extension

The three or four character suffix to a file name designating the file type eg .gif.

File Transfer Protocol

see **FTP**

Filtering database

A database of domain names, organisations or individuals who have been identified as perpetrators of spam.

Flame

A personal attack on other Internet users, via e-mail, USENET, or mailing lists.

Flash

The trade marked name of a vector-based moving graphics format created by Macromedia for the publication of animations on the World Wide Web.

Flash front page

On a web site that uses Flash the front, or first, page often has a 'Flash intro' – a series of moving graphics that go together to produce an introduction to the web site.

Floating ads

Also referred to as a 'voken' (a virtual token), the floating ad is a close relative of the pop-up, but more sophisticated. This type of ad 'floats' over the top of a web page's content rather than appearing in a small browser box.

Forward auction

Normally a B2B practice, sellers put surplus or obsolete stock or equipment up for sale – on a web site – and invites bids on it.

Frames

An HTML construction which allows two web pages to be viewed as one page divided into distinct areas or 'frames'. Usually one frame will remain static while the other changes. Often used as a navigational device when the site contents are listed in a static frame.

Frequently Asked Questions (FAQ)

Documents that list and answer the most common questions on a particular subject.

Front page

see **home page**

FTP (File Transfer Protocol)

An Internet utility which allows users to transfer files between two computers that are connected to the Internet.

G2B

Abbreviation for trading in a government to business context.

G2C

Abbreviation for providing services in a government to citizen context.

Gateway page

see **doorway page**

Ghost site

A web site that remains live but is no longer updated or maintained.

GIF (Graphic Interchange Format)

A common format for image files, especially suitable for images containing large areas of the same colour.

Gigabyte

1000 or (more accurately) 1024 Megabytes

Google (*verb*) to google

To look for something or someone using a search engine – not necessarily Google.

Graphic design

The factors that govern the physical appearance and aesthetics of a web page. Someone who performs the function is a graphic designer.

Hacker

Computer experts who are able to gain unauthorised access to 'secure' computer systems.

Hexadecimal code

The six-digit code used to specify what colour text will be displayed on the web. For example, black is 000000.

Hidden text

(also known as invisible text) Content on a web site that cannot be read by humans. This is usually achieved by having the text in the same colour as the background (ie white).

Hit

Used in reference to the web, a 'hit' means a request from a web browser for a single file from a web server.

Home Page (or homepage) (1)

The web page that a browser is set to use when it starts up.

Home Page (or homepage) (2)

The main web page for a business, organisation, or person.

Host server

A server that hosts a web site or sites.

Hot spot

A term used to describe a zone in a public space, a hotel or airport, for example, that provides wireless access to the Internet.

HTML (HyperText Markup Language)

The coding language used to create documents for use on the World Wide Web, where 'instructions' – called tags – are used to instruct the browser in the way it presents the content.

HTTP (HyperText Transfer Protocol)

The protocol for moving hypertext files across the Internet – hence the full URL of any site will start with HTTP.

Hyperlink

see **link**

Hypertext

The text on a web page that acts as a link to another document – usually another web page – when a user clicks on it. For this reason it is also known as link text.

HyperText Transfer Protocol

see **HTTP**

ICANN (Internet Corporation for Assigned Names and Numbers)

The successor to the InterNIC as the body responsible for a number of Internet related tasks, primarily the assignment of domain names and IP numbers.

Image map

A graphic on a web page that is divided into parts which link to different pages or sites.

iMP (interactive media player)

A multimedia application which downloads videos on to computers, so allowing them to be played without streaming.

Impression

The downloading of a specific file. Usually used to describe the downloading of an advertisement banner eg. an ad impression.

Inbound links

(also commonly known as back links) Hypertext links that point at a particular web page.

Index

The searchable catalogue of documents created by search engine software that searchers can query against.

Index page

The home, or front page, of a web site. So called for its file name (.index).

Information architecture

The way in which a web site is organised and presented to the user – hopefully in such a way that navigation around the site is intuitive and easy.

Information superhighway

A term made popular by [then] US Vice President Al Gore to describe the Internet.

Instant messaging (IM)

A method of online communication that enables users to create a private chat room with other individuals.

internet (Lower case i)

When two or more networks are connected together, they create an internet.

Internet (Upper case I)

When the vast collection of inter-connected networks that evolved from the ARPANet was deemed to be more than just an internet, it was dubbed the Internet, effectively, becoming a proper noun.

Internet Protocol (IP)

The most important protocol on which the Internet is based. It defines how packets of data get from source to destination.

Internet Service Provider

An organisation that provides access to the Internet, usually as a business model.

InterNIC

(Internet Network Information Center) Until 1998, the InterNIC, an integrated network information centre developed by several companies in conjunction with the US Government, was the governing body of the Internet. Its authority was assumed by ICANN.

Interstitial

see **pop up**

Intranet

A private network inside a company or organisation that uses the same kinds of software that you would find on the public Internet, but that is only for internal use.

Intrusion detection systems (IDSs)

Software designed to monitor all the activity on a network or host computer and identify suspicious patterns that may indicate a potential problem involving an attack on that system – a hacker, for example – and take automated action to prevent that attack.

Invisible text

see **hidden text**

Invisible web

The concept that many web sites are not found by users because those sites do not feature in the index of search engines.

IP

see **Internet Protocol**

IP address (Internet Protocol Address)

See **IP number**

IP Number (Internet Protocol Number)

A unique number consisting of 4 numbers, zero to 255, separated by dots, eg 165.113.245.2. A specific IP number is designated to each domain name – the ‘IP address’.

IP recognition

Software application that identifies, by their IP address, where in the world the user is. Used to serve local language web sites.

IP Telephony

see **E-telephony**

ISDN

(Integrated Services Digital Network) A way to move more data over existing regular phone lines. It can provide speeds of roughly 128,000 bits-persecond over regular phone lines.

ISP

see **Internet Service Provider**

JavaScript

A programming language used in web pages, usually to add features that make the web page more interactive.

JPEG

(Joint Photographic Experts Group) JPEG is most commonly mentioned as a format for image files. JPEG format is preferred to the GIF format for photographic images as opposed to line art or simple logo art.

Jump page

see **doorway page**

Keyword

The word, words or phrase that (a) a searcher enters into a search engine's search box, and (b) the word, words or phrase for which a search engine marketer optimises a web page. That objective for both parties is that (a) and (a) match. Also called search term or query term.

Keyword advertising

see **Search engine advertising**

Keyword density

A search-term that refers to the amount of times that a keyword appears in the text of a web page. The more times it appears, the greater the density.

Keyword domain name

A domain name that is chosen because it contains the main keyword that the site is optimised for

Keyword stuffing

The practice of excessively repeating – stuffing – keywords in the text and meta tags of a web site.

Kilobyte

Commonly accepted to be a thousand bytes, though technically, 1024 bytes.

LAN (Local Area Network)

A computer network limited to the immediate area, usually the same building or floor of a building.

Landing pages

A page specifically developed as the place where the user is directed when they respond to a promotion. That promotion might be presented offline or online.

Length of visit

The time a user spends on a web site in a particular visit.

Link

An abbreviation of hyperlink – what makes the web what it is. Clicking on a hyperlink – an image or text – takes the user to another document, normally another web page or site.

Link farming

The process of exchanging numerous reciprocal links with web sites in order to increase search engine optimisation.

Link popularity

A metric of how popular a page is based on the number of inbound links it has. Search engines might use this metric to help determine the page's search engine rank.

Link rot

Description of a problem that plagues the web, broken links.

Link text

see **hypertext**

Listings

The information that appears on a search engine's results page (SERP) in response to a search.

Listserver

Software to handle sending e-mail to a number of individuals at the same time. E-mail marketers would use this to draw from their database those addresses to which an e-mail was to be sent.

Log files

See **web logs**

Login (noun)

The account name used to gain access to a computer system, it is not normally a secret.

Login (verb)

The act of entering into a computer System.

Mailing list

A system (usually automated) that allows people to send e-mail to one address, whereupon their message is copied and sent to all of the other subscribers to the mail list.

Malware

A generic term for malicious software that is secretly downloaded on to computers to cause damage or steal data.

Marketspace

The virtual marketplace ie it exists only in space, rather than physically.

M-commerce (mobile commerce)

E-commerce conducted on wireless, mobile devices.

Megabyte

Normally recognised as million bytes, although technically, 1024 kilobytes.

Meta

In computing circles, a prefix that means 'about'.

Metadata

Data about data, describing how and when and by whom a particular set of data was collected, and how the data is formatted, essential for understanding information stored in data warehouses.

Meta tag(s)

In web site design, meta tags are used to describe the contents of a web page.

Meta Search Engine

A search engine that gets listings from other search engines, rather than compiling its own index through crawling the web.

Metric

A specific measurable standard against which actual performance is compared.

Micropayments

Electronic payments for small-value Purchases.

Microsite

A small web site – usually one page – that is on a different domain to the organisation's primary site.

MIDI

(Musical Instrument Digital Interface) A protocol used to exchange musical information between computers, synthesizers, and instruments.

MIME

(Multipurpose Internet Mail Extensions) The standard for attaching non-text files to standard Internet mail messages.

Mirror sites

Web sites, or FTP sites, that maintain exact copies of material originated at another location, usually in order to provide more widespread access to the resource.

Mobile commerce

see **m-commerce**

Modem (MOdulator, DEModulator)

A device that connects to a computer and to a phone line, so allowing the computer to 'dial-up' other computers through the phone system – hence the common term, 'dial-up connection'.

MP3

Technically, the acronym for the specification of the MPEG-1 Audio Layer-3. To the layman it is a common format for compressing sound into very small files. MP3 files are played on a MP3 player.

MPEG (Motion Picture Experts Group)

A standard for compressed video files.

Napster

A search engine for music that put the power of seeking, finding and acquiring music into the hands of the consumer – and so disrupted the existing model of the music industry.

Netiquette

The unwritten 'rules' of etiquette used on the Internet.

Netizen

Deriving from citizen, a netizen is a citizen of the Internet.

Network

When two or more computers are connected together so that they can share resources that is a network. Connecting two more networks together creates an internet.

Newbie

Someone who is new to the Internet (or to computers in general).

Newsgroup

A USENET discussion group that is related to one topic. Internet users can subscribe to many different newsgroups.

Nominet

The licensing authority for .uk top level domain names.

Online (on-line)

The term for when a computer is connected to the Internet. Commonly used generically to describe any Internet related function ie. online marketing.

Online advertising network

A network of brokers, or aggregators, of online advertising inventory.

Online community

see **virtual community**

Open source

Software whose creators are happy for others to change the core code for the program.

Opt-in

An agreement that requires users to take specific steps to allow collection of information. For example, agreeing to accept e-mails from an organisation (see also opt-out).

Opt-out

An agreement that requires users to take specific steps to prevent collection of information. For example, having to check a box to prevent e-mails being sent from an organisation (see also opt-in).

Organic Listings

Listings that appear in a search engine results page (SERP) based purely on the content of that web site – and not because a payment has been made for that site to appear in the listing.

Orphan page

A page with no content or that no longer exists – a page at the end of a broken link.

Outbound Link

A link on a web page that takes the user to another web page. That page could be within the same site as the link, or on another web site.

P2P (people to people or peer to peer)

Term describing the action of individuals 'trading' with other individuals.

Packet

A bundle of data that travels the Internet. Effectively, the division of data into packets and their transfer from sender to receiver is the basis of the Internet.

Packet Switching

The method used to move data around on the Internet, whereby all the data coming out of a source computer is broken up into parts before it is transferred to its destiny computer.

Page impression

The downloading of one web page. Also known as page view.

PageRank

An element of the Google algorithm, a site's PageRank is assigned based on the number of incoming links pointing to that site. The more links to the site, the more 'valuable' it is assumed to be, and so the higher the site's rating.

Page request

When a user selects (clicks on) a link, or they type a URL into a web browser, that user is requesting the page that is the target of that link – they are making a page request.

Paid Inclusion (or pay for inclusion)

Where web site pages are guaranteed to be included in a search engine or directory's index in exchange for payment.

Paid Listings

see **paid placement**

Paid Placement

An ad programme where listings are guaranteed to appear in a search engine response page (SERP) for particular search terms, with higher ranking obtained by paying more than other advertisers.

Paid search

Where the online marketer pays for a web site to be listed in the search results of a paid search engine such as GoTo.com.

Pay for Performance

see **pay per click**

Pay Per Call

Where the online advert, or associated web site, features a free-phone number and software tracks any contacts made through that number with a fee being paid for each call.

Pay Per Click

A performance-based method of paying for online advertising whereby payment is made for each click made on a displayed advert – no clicks, no fee. Also known as CPC (cost per click) and CPA (cost per action).

Pay Per Click

search engine PPC search engines rank web sites by the highest bidder. The highest bid for a given keyword ranks the highest.

Pay Per Impression (PPI)

Online advertising model where the advertiser pays an agreed amount for the number of times their ad is downloaded on a web site, regardless of the user's subsequent action.

Pay-per-review

Practice whereby directories charge a fee for a web site to be reviewed for consideration of inclusion in that directory.

PDA (Personal Digital Assistant)

A handheld personal computer.

PDF (Portable Document Format)

A file format that reproduces documents in an electronic form so that they can be sent, viewed, and printed exactly as they originally appeared.

Personae

Concept often used in association with persuasion architecture that has its origins in demographic segmentation.

PFI (pay for inclusion)

see **Paid Inclusion**

Persuasion architecture

Term used for a web site that has been constructed in such a way as to convince visitors to take the action(s) desired by its publisher.

Phishing

A type of scam that uses bogus e-mails designed to deceive customers into revealing personal financial data.

Pixel

The individual dots used to display images on computer monitors. The number of pixels per inch (PPI) determines the resolution of an image.

Plug-in

A (usually small) piece of software that adds features to a larger piece of software. Plug-ins are often created by people other than the publishers of the software with which the plug-works.

Podcasts (podcasting)

Audio versions of web site content (for example; music, interviews, blogs or seminars) downloaded as an MP3 file and replayed on any suitable personal audio (MP3) player.

POP (Point of Presence)

Usually a city or location where a network can be connected to, often with dial-up phone lines.

POP3 (Post Office Protocol version 3)

The protocol by which the majority of subscribers to individual Internet service provider's e-mail accounts can access their e-mail.

Pop up

Real name interstitial (meaning in-between), a pop up is an advertisement that appears in a separate – usually small – browser window while a web page loads.

Portal (1)

Originally, portals were seen as the 'gateway' page to the whole of the web – that is the page that first appears when the user opens a browser on their PC, which was normally that of their ISP.

Portal (2)

Although still acting as portals, many web sites now act as gateways to limited information rather than the whole of the web – and so often portals develop into a virtual community.

Post Office Protocol
see **POP3**

PPI
see **Pixel**

Prospects
Members of the public who by word or action have exhibited themselves to be potential customers.

Protocol
The rules that make possible the exchange of messages between users on the Internet, or within any given network.

Proxy server
A server that sits between a client application, such as a web browser, and a real server. It intercepts all requests to the real server to see if it can fulfill the requests itself.

Query term
see **keyword**

Rank/ranking
see **search engine rank**

Reciprocal link
An exchange of links between two Sites.

Referring site
A web site that sends a visitor to another site. A search engine, for example.

Repeat visitor
A visitor who has been to the site on a previous occasion.

Resolution
The term used for the sharpness of an image, expressed in pixels per inch for monitors, scanners, or image files. High-resolution images require more memory to display.

Reverse auction

An extension of the traditional practice of tendering, where buyers put their requirements on a web site and invite interested parties to bid for the business.

Router

A special-purpose computer (or software package) that handles the connection between networks.

RSS

Standing for either RDF Site Summary, Rich Site Summary or Really Simple Syndication, RSS is a format for syndicating web content such as news feeds, events listings, news stories or excerpts from blogs.

RSS search engines

Search engines that accept content not by crawling the web but by receiving RSS feeds.

RSS tracker (also known as blog reader)

A software application that tracks key words, phrases or terms that appear on blogs (which use RSS for their transmission).

Safelist

A list of e-mail addresses the holders of which have agreed to receive e-mail messages from the organisation.

Search Engine

A tool or program which allows keyword searching for relevant sites or information on the Internet.

Search Engine Marketing (SEM)

The practice of marketing a web site via search engines. This can be by improving the site's rank in organic listings or by purchasing paid listings – or by a combination of the two.

Search Engine Optimisation (SEO)

The practice of manipulating pertinent elements of a web site so that it does well in the organic, crawler-based listings of search engines.

Search engine rank (ranking)

How highly a web page is listed in on a search engine results page (SERP). If it is at the top of the list, for example, it is ranked number one, 21st on the list has a rank of 21 and so on.

Search engine spam

The manipulation of search engine results by repeating key words on a web page or repeating content on multiple pages – spamming the search engine.

Search Term

see **Keyword**

Secure browser

A web browser that uses a secure protocol to access a secure web server.

SEM

see **Search Engine Marketing**

Send-to-a-Friend (STAF)

A form of viral marketing where e-mail or web page readers are prompted to send the message/article to someone they know who they think will be interested in the content.

SEO

see **Search Engine Optimisation**

Sequential advertising

A model of online ad presentation where the advertiser controls the sequence in which ads are shown to the site visitor, no matter what pages on the site that a user visits.

SERP

(Search Engine Return – or Results – Page) The web page that shows the results of a search.

Server

A computer that provides a service to client software running on other computers. The term can refer to a particular piece of software, such as a web server, or to the machine on which the software is running.

Server farm

A group of networked servers in one location so streamlining internal processes by distributing the workload between the servers in the farm.

Service provider

see **Internet Service Provider**

Shareware

Copyrighted software that is available for personal use for free, or a small fee.

Shockwave

A plug-in developed by Macromedia that is used to view interactive animation on web pages.

Shopbot

see **shopping search engines**

Shopping comparison site

see **shopping search Engines**

Shopping Search Engines

Search engines that allow users to seek out specific products and prices in a search environment.

Signature file

A short message an e-mail automatically adds to outgoing messages.

Single access

When a visitor accesses only one page of a web site – normally the home page.

SMS

Short messaging service.

Site map

A hierarchical visual plan of the pages of a web site.

SMTP (Simple Mail Transfer Protocol)

The main protocol used to send electronic mail on the Internet.

Source code

The original code used to write computer Programs.

Spam

Bulk e-mail sent without recipient' permission.

Spam filters

Software used by ISPs and network operators to stop unwanted spam e-mails reaching the addressees.

Spammer

An individual or entity that sends spam.

Spider

Software used by search engines to 'crawl' around the web and gather information about web pages for their indexes. Also known as 'a bot' – short for robot – or 'crawler'.

Splash page

A term used to describe the front page of a web site that uses Flash type technology.

Spyware

Software that covertly gathers user information through the user's Internet connection without their knowledge.

SSL (Secure Sockets Layer)

A protocol designed by Netscape Communications to enable encrypted, authenticated communications across the Internet.

STAF

see **Send-to-a-Friend**

Stickiness

The ability of a web site to retain the attention of a visitor.

Stop words

Words that, because they add little semantic value, are ignored by search engines when used in a search term. Common stop words include 'and', 'to', 'or', and 'the'.

Streaming (audio/video)

A technique for transferring data in a continuous stream so that the recipient can be watching and/or listening to the content whilst it is still actually downloading on their computer.

Style guide

A definition of a site's structure, design, typography and textual content.

Superstitual™

A type of pop up ad that loads 'behind' a web page and so is not seen until the browser is closed.

Surf

To spend time travelling around the web. Also called 'browsing'. To surf suggest a lack of direction or objective for being online, whilst a user is online for a purpose.

Surfer

Someone who surfs the web.

Surround sessions

A form of ad presentation in which a visitor to the site sees only ads for one organisation.

T-1

A leased-line connection capable of carrying data at 1,544,000 bits-per-second – the fastest speed commonly used to connect networks to the Internet.

T-3

A leased-line connection capable of carrying data at 44,736,000 bits-per-second.

Target web site

The site to which a user is taken when they click on a link.

TCP/IP

(Transmission Control Protocol/Internet Protocol) A group of protocols that specify how computers communicate over the Internet. All computers on the Internet need TCP/IP software.

Techies

A non-abusive term bestowed on people whose work is primarily the development or operation of technical aspects of the Internet in particular or computing in general.

Terabyte

1,000 gigabytes

Test web site

A parallel version of a web site while a replacement is under development.

Text File

A file whose data is delineated as human readable words, sentences, and paragraphs rather than data elements.

Third-party ad server

see **Adserver**

Thread

An original posting and a series of follow-up, related messages in an Internet discussion forum.

TIFF (Tag Image File Format)

A defacto standard format for image files, TIFF is a popular format for transmitting high colour depth images.

TLD (Top Level Domain)

see **domain names**

Traceroutes

A program that traces a packet from a computer to an Internet host, showing how many stages (hops) the packet requires – generally, the more hops the slower the download.

Traffic

The body of visitors to a web site – normally expressed as unique visitor within a stipulated period of time.

Typosquatting

Term used to describe the practice of registering a domain name that is a variation on a popular domain name with the expectation that the site will get traffic because of a user's misspelling of the [real] name.

Undifferentiated traffic

Users who visit a web site (a) by accident, or (b) are misled into visiting [generally] by spam or poor search engine results. Whilst such visitors do no actual harm to a web site, they bring no benefits to the site's publishers.

Unique visitor/user

A specific visitor to a web site, who may be a repeat visitor and if so is identified as such. Also known as distinct visitor.

Unique user session

A visitor's time and activity on a web site in one distinct session.

Upload

Transferring a file or files from the user's computer to a remote computer.

UPS (Uninterruptible Power Supply)

A device that provides battery backup when mains electrical power fails, so allowing computers, servers and so on to either run for a short period of time.

URL (Uniform Resource Locator)

A series of characters used to uniquely identify a page of information on the web (note: uniform, not universal or unified).

Usability

With origins in the sciences of graphical user interface (GUI, pronounced 'gooey') and human computer interface (HCI), usability is the term used to describe the practice of making a web site user friendly.

USENET

An online system of discussion groups, with comments passed amongst members. USENET is completely decentralized, with over 10,000 discussion areas, called newsgroups.

User

A generic term to describe a web surfer or visitor to a web site.

Vanity search

The act of using a search engine to search on your own name.

Vertical marketplaces

Online markets that deal with only one industry or industry-segment.

Vertical search tools

A type of search engine – or element of one – that drills deep into a subject area to find more specific searches.

Viewable area

The area of a user's computer screen which is available for web site to be displayed. Fundamentally this will depend on the size of the user's monitor (PC) or screen (laptop or PDA-type device).

Viral marketing

A strategy which motivates customers to pass along a marketing message to friends or colleagues.

Virtual business

A business that trades only online, with no physical trading presence.

Virtual community

A community – business or social that exists only online.

Virtual mall

A web site that is home to a number of Shops.

Virtual marketplace

see **e-marketplace**

Virus

A program that, when executed, attaches itself to other programs on a computer which then copies the virus to other programs or users. A virus will normally cause damage to any program it comes in contact with.

Visit

The time that a visitor spends on a web site in one session – sometimes called the visitor session.

Visit duration

A user's visit measured in time.

Visitor

An individual who accesses a web site.

W3C (World Wide Web Consortium)

A forum that develops interoperable technologies (specifications, guidelines, software, and tools) to bring the web to its full potential.

WAN (Wide Area Network)

Any internet or network that covers an area larger than a single building. A university, for example, would use a WAN to network the PCs on its campus.

WAP (Wireless Application protocol)

The computer language which enables mobile devices to access the Internet.

Webcast

A live video or audio broadcast transmitted over the Internet.

Web content (1)

Generically, all the text, pictures, sound, and other data on a web site.

Web content (2)

Specifically, the textual content of a web site.

Web crawler

see **Spider**

Webinars

Seminars held on online.

Web logs

Software applications that record all activity on a web site, also known as log files.

Webmaster

Formal name for the person in charge of maintaining a web site, though the reference is normally to the technical elements of the site.

Web server

A server that hosts a web site (or sites).

Web site accessibility

Generically part of navigation and usability, but more specifically refers to issues of accessibility associated with those users who have certain disabilities.

Web site analytics

The metrics of a web site (e-metrics) that help analysis of the performance of that web site.

Webspace

The amount of space, measured in megabytes, allocated to a web site.

WHOIS

A query and response database used for determining the owner of a US registered domain name or IP address.

Wi-Fi (wireless fidelity)

Although the term can apply to physical connections, it is most commonly used to indicate that a product can connect to another using the same radio frequency.

Worm

A type of virus that replicates itself over a computer network, usually performing malicious actions, such as using up the computer's resources and so shutting the system down.

WYSIWYG (What You See Is What You Get)

The description given to design or editing tools that show the exact appearance of the desired output while the document is being created. It is commonly used for word processors, but has other applications, notably web page authoring.

XML (Extensible Markup Language)

A specification enabling the definition, transmission, validation, and interpretation of data between applications. In layman's terms, XML allows computers to talk to each other.