

RAMP UP YOUR DIGITAL KNOWLEDGE

A Beginner's Terminology Guide

AVERAGE PAGES PER SESSION

The average number of pages a user visits during each session on your website. More pages per session means that users are engaged with your content and exploring more of your site.

BOUNCE RATE

The percentage of people who visit and exit your site without viewing a second page. Usually a high bounce rate is a sign that people are leaving your site (or a certain page) because they aren't finding what they are looking for.

ORGANIC TRAFFIC

Website visitors that are referred by an unpaid search engine (Google or Bing) because of their relevance to the search terms.

SESSIONS

The number of times visitors load and interact with your website.

TIME ON SITE

Measures how long a visitor stays on your website. The longer the time on site, the more engaged the audience is.

USERS

The number of new visitors to your website in a given time period.

CAN-SPAM

Federal regulation that monitors email marketing practices and is enforced by the FTC.

CLICK RATE

The percentage of people who click on an email compared to the number of people who received the email.

CLICK TO CONVERSION RATE

The percentage of people who are taking action (signing up, calling, completing a form, viewing a video) after clicking a link in your message.

OPEN RATE

The percentage of people who open an email compared to the number who received the email.

UNSUBSCRIBE

The rate or number of people who request to be removed from future mailings.

AD RANK

The position of a pay-per-click (PPC) ad on a search engine results page. The position is dependent on keyword bids (determined when the ad is purchased) and the relevance of the ad.

CPC

(Cost-per-click) Refers to the actual price you pay for each click on your ad. Cost can be determined by dividing the clicks by the total cost.

CPM

Cost-per-thousand impressions online. Cost can be determined by dividing the total cost by the amount of impressions.

CTR

(Click-through-rate) The percentage of people who see your advertisement and click on it. CTR can be used to gauge how well your ad is performing.

PPC

(Pay-per-click) An advertising model where payment is only exchanged for measurable clicks or traffic to a website. Essentially, it is a way of buying visits to your site, rather than attempting to earn those visits organically.

BLACK HAT

Refers to aggressive SEO strategies, techniques and tactics that focus only on search engines and not a human audience. (An example is hidden text in a code.). These tactics usually do not obey search engine guidelines and can result in a company being black-listed.

KEYWORDS

Terms selected that communicate the main topics and relevancy of your website.

QUERY

Terms that search engine users enter.

RANK

Where a company appears in the search engine results - it is best to rank on the first page.

SERP

Search engine results page such as Google or Bing.