



**Affiliate Marketing:** The process of *Affiliate Reselling* or *Affiliate Management*. When you are an *affiliate reseller*, you sell someone else's product or service and get paid commissions. When you're an *affiliate manager* or *advertiser*, you recruit *affiliate resellers* who sell on your behalf.

**Analytics:** The process of gathering measuring statistics (data) about your web site (number of visitors, where they come from, how long they stay, etc.), in order to analyze and improve *web conversions* and *visitor values*. Google provides a free analytics service (Keyword: 'Google Analytics').

**Autoresponder:** An online software system that sends email messages automatically as an important tool for conducting online commerce and follow-up such as [www.iContact.com](http://www.iContact.com)

**Blog:** Also known as a "web log" that is powered by easy-to-use *content management* software such as [www.WordPress.com](http://www.WordPress.com) that can be updated frequently and easily without requiring HTML web publishing skills. Popular blog publishers invite their visitors to "comment and share" opinions on relevant topics.

**Browser:** A software program that allows you to access and view web sites. The most popular browsers are *Internet Explorer* and *Firefox* on PC, and *Safari* on Mac.

**Content Management System (CMS):** A web application that allows users to add and edit web pages on a web site without requiring HTML web publishing skills.

**Conversion Rate:** The number of sales, leads or other desired actions that occur on your web site, compared to the total number of visitors. The aim is to have the conversion as high as possible e.g. a 50% opt-in conversion is when 50 out every 100 visitors subscribe into an email database.

**Customer Avatar:** A fictional character that represents customers who share similar demographics, psychographics, attitudes and core values in a market niche. Creating and naming customer avatars gives marketers deeper emotional awareness about what drives their customers to buying decisions.

**Domain Name:** Also known as an URL (Uniform Resource Locator), it is the "virtual" address of a web site, or the "location" where it can be found such as [www.Google.com](http://www.Google.com) or [www.YouTube.com](http://www.YouTube.com)

**Email Signature (Sig File):** A brief promotional message included automatically by your email software, at the end of every email that you send out to promote a campaign or to strengthen a brand.

**Ethical Bribe:** A relevant and attractive free offer that incentivizes first-time visitors to "opt-in."

**Flash:** A free multi-media technology developed by *Adobe* for easy audio and video interactivity frequently utilized for advertisements and online games.

**Forum:** An online community or "affinity group" where visitors post topics of common interest to cultivate discussions through *user generated content*. (Originally known as "Bulletin Boards")

**Frequently Asked Questions (FAQ):** A list of questions and answers about a particular subject or theme typically posted on web sites or online help desks to enhance customer service.

**Internet Service Provider (ISP):** An organization that offers a web site owner access to the Internet.

**Internet Protocol (IP):** A unique number consisting of 4 parts separated by dots, e.g. 165.115.245.2. Every computer and web site on the Internet has an *IP address*.

**JavaScript:** A programming language developed by *Sun Microsystems* that enhances Browser functions.

**Joint Venture (JV):** A partnership of two or more business owners typically formed to undertake a specific business transaction, project, or collaborative venture.

**Keywords:** Critical word descriptions or phrases that optimize search engine traffic based on the relevance of specific online product or service offers.

**Newsgroup:** A discussion group that takes place online, devoted to specific topics that are electronic messages called “postings” anyone with a newsreader (standard with most browsers) can post or read.

**Open Source:** Software, online platform and media development through bartering, collaboration and production at no cost to the public. (*Word Press* is an “open source” blogging platform and *Wikipedia* is an “open source” free online encyclopedia anyone can edit).

**Opt-In:** A permission-based database subscription when a web site visitor submits their email address.

**Portable Document Format (PDF):** A universal distribution format developed by *Adobe* that allows electronic documents such as e-books to be viewed consistently all types of computer platforms.

**Pay-Per-Click Advertising (PPC):** An Internet advertising model utilized by search engines such as [www.Google.com](http://www.Google.com) to generate targeted web site traffic by bidding on keyword phrases.

**Real Simple Syndication (RSS):** A “web feed” utilized to published frequently updated content posted on blogs, news stories, as well as audio and video content.

**Search Engine Optimization (SEO):** The systematic process of optimizing web sites with relevant keywords ranked by search engines and directories such as [www.Google.com](http://www.Google.com) and [www.Yahoo.com](http://www.Yahoo.com)

**Social Network Marketing:** Integrated marketing communications that attract online conversations and build communities to share their opinions about specific topics or product or service offerings.

**SPAM:** Internet slang for unsolicited e-mail communications that promote products or services.

**Squeeze Page:** A web page designed to boost the “opt-in” conversion rate of first-time visitors in exchange for an attractive “ethical bribe.”

**Tracking URL:** A unique URL designed to measure the profitability and effectiveness of an affiliate or advertising campaign.

**Upload:** Transferring a file (e.g. video, audio or picture) from your computer to a storage location or web site online.

**Value-Per-Visitor (VPV):** The average revenue per visitor calculated by multiplying the conversion rate by the product offer price. For example, a 1% conversion for a \$100 offer = \$1 VPV (0.01 x \$100).

**Viral Marketing:** A marketing technique that naturally encourages visitors to pass-along marketing messages to their friends or colleagues through email or social media platforms.

**Web Hosting:** An online data center that provides worldwide web connectivity, file storage and accessibility services for web site publishers.

**Word Press:** A popular and “open source” blogging platform that is easy to use, reliable and is often utilized as a “content management” platform for other types website themes besides blogs.