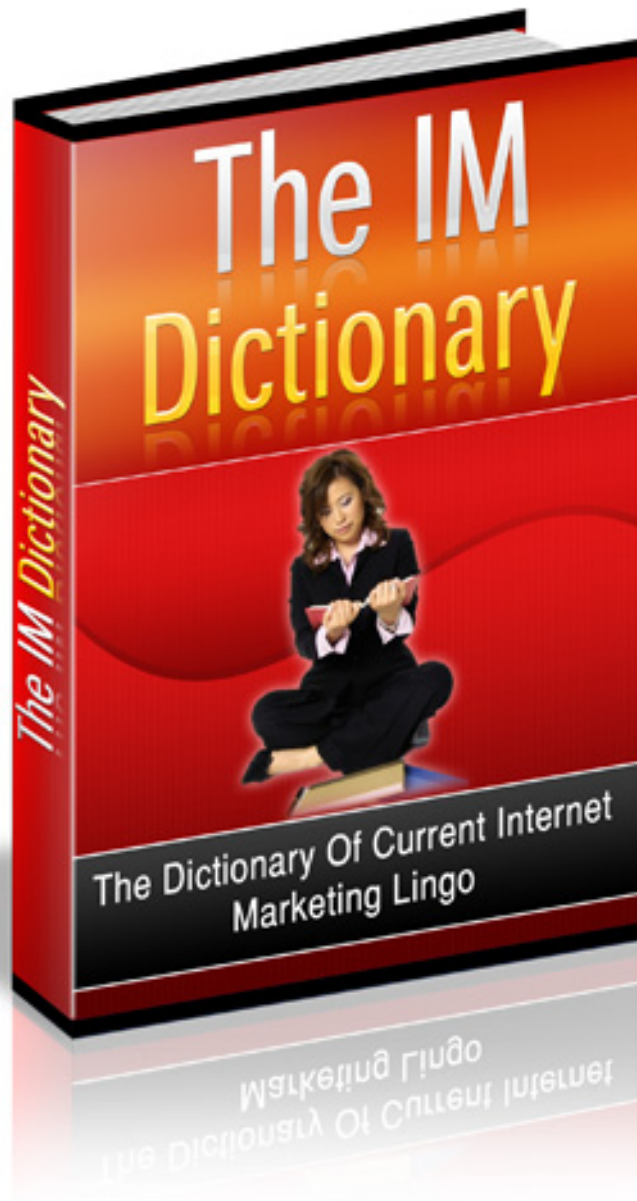# THE IM DICTIONARY

The Dictionary Of Current Internet Marketing Lingo

Brought To You By Frank Salinas

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- A -

Above The Fold - Above the fold refers to banner advertisements which are displayed at the top of a web page. In general terms, "above the fold" means someone or something that goes above and beyond; in Internet marketing terms it means the advertisement is above the entire page, or is the first thing people see when reaching the page.

Acquisition Cost - The price it costs a business to gain a new customer, client, or supplier. The acquisition cost is the average cost per new customer for a business.

Ad Copy - Writing that is specifically done for advertisements. The ad copy is often another term for actual text within an ad. The better the ad copy, the more chances it will bring in sales.

Ad Rotation - When a web page shows a different ad at the top of the page each time it is viewed by a new person, or when the web page is refreshed.

Ad Tracking - A method used to check how many hits or clicks an ad receives, as well as the particular demographic that most people click on the ad. It is a useful tool for discovering where the most revenue comes from, and how to better personalize ads to reach more customers, and encourage more new customers via the ads published or produced.

Advertisers - Paying parties who want their company's ad on another website.

Advertising Network - Business owners often work with other Internet businesses to agree to post their ads. This is known as an advertising network. You may notice a website selling electronics has another company's ad on their site; this means they are part of an advertising network, working together.

AdWords - Google's advertising pay per click program that is quickly becoming one of the most popular forms of ad affiliate plans on the web.

Affiliate - The person participating in any one company's affiliate program.

Affiliate Program - A program where other people known as affiliates, agree to advertise for the sponsor's site. In return, they receive commission or residual payment. This is also known as word of mouth advertising, but it is done through a network of affiliates who assist the website in getting the word out.

AIDA - Acronym for Attention, Interest, Desire, and Action; this is the motivating factor for advertisers and web businesses to get exposure.

Alexa - A lesser known search engine, Alexa has a free toolbar that allows users to see traffic data and other important information, making it an excellent resource for those who utilize Internet marketing.

Anchor Text - A term that describes the main text where a link would be placed. For example, if you're writing about dog food and want to include a link, the anchor text would be placed within the writing: Your dog needs healthy dog food to keep him active. "Healthy dog food" is the anchor text, and would be underlined and highlighted, prompting the reader to click on the link.

Articles - Written articles that pertain to a particular subject or website. These articles can then be submitted in the form of e-books, web zines, or integrated into a website in order to get more exposure on web searches such as Google.com.

ASP- Abbreviation for Active Server Pages, this is a technology developed by Microsoft that allows scripts to be integrated into web pages. It helps to allow information to be integrated into web site via the use of forms, etc.

Associate Program - Another term for affiliate program, some websites use the term associate program instead. People often prefer to use the term associate, as it sounds somewhat more professional and higher level than affiliate.

Auctions - A method in which items are sold online in auction format, and often for a terrific price compared to the same items purchased directly from online retailers. In addition, buyers often find rare items and antiques via online auctions.

Auto-Responder - An automated message or reply sent to customers via email when they request information from a website. Many times, people who sign up for online newsletters will receive one acknowledging that they've signed up. The auto-responder is also used to serve as acknowledgment of a concern or complaint when customer service is contacted. It also includes contact information for the company via telephone.

- B -

B2B - A popular shortcut for saying Business to Business. This term refers to the relationship between businesses that only offer goods or services to other businesses, and not to private customers or individuals.

B2C - Acronym for Business to Consumer. It means the business offers goods or services directly to the private consumer, and NOT to businesses. A business to consumer merchant is usually a retail based type of business that only provides services or products directly to the individual.

Back End - A very profitable item or product that is sold to customers who have typically already purchased thief first item, and the back end product is a result of that lead purchase.

Bandwidth - A term used to describe the amount or capacity of data transferring through a communications channel. The amount of bandwidth often determines the speed of which a website functions when the user clicks on links.

Banner - Advertising method in which the ad is placed along the top of a website or web page horizontally. This is known as a banner ad, and can be a simple single picture with words or have animation or video and sound.

Banner Exchange - A method in which advertisers work together and allow each other to place their banner ad at the top of the other's website.

Basic Resell Rights - These are granted when you obtain the right to resell something, however the people purchasing it from you do not have the ability to resell it at that point.

Black Hat Website - This is a popular term for websites that do not utilize SEO keywords properly but instead stuff them or spam them with too many keywords, integrate poorly written articles into the site, or try to trick the web spiders in order to be at the top of the search rankings.

Blind Link - An advertisement or link that does not reveal its source, or tell the person who clicks on it where it might lead. This is sometimes considered deceptive in the Internet marketing world, but it is still commonly used.

Blind Traffic - The traffic that is generated to any given website as a result of people clicking on blind links. This means that people are clicking on a link (URL) that they are not sure where it will lead.

Blog - Short for web log, blogs and blogging have quickly become a popular way to communicate, but they are also an excellent tool for marketing. Blogs allow people to write their own personal experience and opinions on certain products or services in a more intimate tone. This often encourages readers to check out the business that has been mentioned, making it an equitable form of marketing online.

Bookmarking - The process of marking a website in your browser with the intention of visiting it again. The term bookmarking is also used when in reference to a social bookmarking site, where people post and share their favorite websites with one another.

Branding - A highly or widely recognized brand image (Xerox or Apple are examples). Branding brings recognition and exposure to businesses.

Branding Advert - An advertisement that effectively used a branded image to acquire more business. For example, the Apple iPod is often referenced by the Apple logo which is widely recognized. These advertisements are easy to spot, and people usually quickly recognize them.

Broad Match - When words can have many different meanings and be associated with several different things, this is known as a broad match.

Bum Marketing - A new marketing process that involves advertising affiliate links and websites. More information can be found at: www.bummarketingmethod.com.

Button - A small tool used on a website or add that can lead to another link, or it can be

used to submit information via a form, email newsletter sign up, or other method. Buttons can be plain or use detailed graphics.

- C -

Campaign - The energy and time put into trying to get your marketing and products exposed.

Camtasia - Software that allows the user to make videos, particular if you plan to make them entirely on your PC.

CGI - An abbreviation for Common Gateway Interface. This is a way for a web server to pass information along to a server through a particular application program. CGI is used in many different web programming applications such as Perl and Java, as well as several others.

Classified - Much like a newspaper classified ad, this term means text only ads online. It is usually offered for free or a very small fee to Internet advertisers and can usually be found as a part of a larger website or online magazine.

ClickBank - A payment processing service similar to Paypal. ClickBank is often used for online services such as an Internet provider, ebooks, gaming services, or other items that are usually found exclusively online. ClickBank is also a great way for smaller Internet businesses to take payments without signing up for a more expensive merchant account.

Click Thru Rate - The percentage of people who actually click on a banner. If 100 people see a banner ad, and only 10 click on it, then the advertisement has a 10% click thru rate.

Co-Branding - A term used when businesses emulate other websites by using similar styles of font, graphics and colors, to name a few. This is usually acceptable when the person doing this is an affiliate of the original website, and the method is used to lure customers into the "parent" business.

Console - A pop-up box that comes up when customers leave a site. The console usually asks customers why they are leaving or if they need any more assistance before moving on to another website.

Content - Content is defined as the actually heart or "meat" of a website, as it offers solid information about something. Text is typically the only element involved in real true content, and can be in the form of a product description, testimonials, company background information, or many other features of a website that give the viewer more insight.

 Conversion - The term conversion means the percentage of people who go from clicking on an ad or visiting a website and actually make a sale. The conversion rate means that the link, ad, or site was successful since it moved from a simple click to a real, tangible sale.

Coupon Code - A Special alphanumeric code created by a web merchant's programmer to offer customers. The coupon code is then entered into a special field when the customer places an order. A coupon code is typically for free shipping, a certain percentage off, a gift with purchase, or something similar.

Crawler - An automated program that many search engines use. The crawler helps to index search terms and web pages into a large directory, and tracks progress as well as various statistics to better hone in on how to make the engine more accurate.

CSS - A newer form of html that is short for cascading style sheets.

CTR - A commonly used or seen abbreviation for the term "click thru rate."

- D

Deadline - A set time in which ads must be submitted for publication. Can also apply to when articles must be written and submitted, or anything else that has to reach the website designer in time for publicity online.

Dedicated Server - The dedicated server is just that; it serves as the mainframe or server for one particular merchant or website. By using a dedicated server, sites stay more stable and emails and other transactions are generally more secure. It also makes websites run generally faster.

Default - In Internet marketing terms, the word default refers to lower paying or more commonly seen ads. When ad space is unsold, often websites will post the default advertising to fill in the space.

Direct Linking - When your affiliate account or program is linked from a banner ad or other online ad, this is known as direct linking. It is not considered to be as effective as using a landing page, but some people still prefer it.

Direct Marketing - A form of marketing that reaches customers directly. Direct marketing can include emails, postal mail ads, or even phone calls. It is often considered unsolicited since the customer did not request it.

Direct Response - The result of direct marketing, direct response is when a business gains new clients or customers from the direct marketing campaigns it participates in.

Directory - A list of other websites or services online. The directory is often its own website, edited by humans that contains links to various sources, websites, or other information on a variety of topics.

Discussion Group - The discussion group is a focus group of people who typically communicate via a chat platform to discuss various products or services. Web businesses owners will then use the information or feedback collected from the discussion group to make better decisions or tweak their products in the future.

Domain - A word that points to a website. For example, email users at hotmail.com who have an email address of ***@hotmail.com know that hotmail.com is the domain name. It basically serves as "home base" for email, etc.

Doorway - A specific web page designed to get more customers. In most cases, the doorway leads to the main product website. An example would be when someone clicks on a large image on a home page, and then they are taken to a separate page with more details or information. The "doorway" page is designed to entice or invite people to click further and take a closer look at the website.

Drop shipping- Drop shipping is commonly used when an online merchant does not want to or is unable to store inventory. Instead, the merchant will use a drop shipper who will actually be the source that ships items to customers. Drop shipping makes selling items online easier, since the merchant does not have to keep track of inventory or acquire new purchases. Instead, all transactions go through the drop shipping company, who then take the order and ship it to the customer.

Duplicate Content - A term used to describe content that is very similar to other content on a website, or is considered to be unoriginal.

- E -

E-Book - An abbreviation for the term electronic book. Ebooks are simply books on a number of different topics that are delivered to customers instantly via email. They can be in several formats including a document or PDF file.

E-Course - Much like an e-book, an e-course is simply curriculum or training which is all electronic or done online. These e-courses can be one time classes to learn a new skill, or they can actually be marketable material to sell to others who want to learn something in particular.

Email Marketing - Reaching potential and current customers solely via email.

Entrepreneur - The definition of a person who starts their own business, often with the money that they have out of pocket.

EPV - Earnings Per Visitor: A breakdown of how much a website or Internet company makes on average based on the number of clicks or visitors it receives.

Exit Console - A pop up window that comes up as customers are leaving a website. It is often used to get consumers' opinions and find out what the web designer can do to improve the site.

Exit Traffic - Term used to decipher what kind of people or what kind of patterns are taking place when people exit or move away from a website.

Expired Domains - Web domains or domain names that are expired or no longer valid. Email users will get an error message letting them know the domain has expired.

Ezine - Much line an ebook, an ezine is the electronic version of a magazine. Many modern day magazines now supplement their printed version with an ezine and some strictly have the ezine format.

- F -

Favicon - An image used to make a website or online business stand out, such as animated graphics or a logo. A favicon can only be seen by certain browser users. As Internet browsers adapt and change, more people will be able to view favicons.

FFA - Acronym for "Free For All," this means exactly what it says: all links, items, or other things on a FFA site are free.

Filter Words - Words that are usually considered junk words, and that do not have much impact on human reaction. Small words used in the English language such as "the," "an," etc. are often overlooked and are therefore considered filter words with little to no impact on the marketing of a website.

Forum - Another term for online bulletin board, a forum is where people can get together and discuss a variety of topics. Forums can be on just about any subject, and today almost every website has forums that they offer to their visitors so they can gather and discuss the topics related to the website.

Forwarding - Sending email that you received from someone else on to someone from your own email address.

Free Bonus - A term often used to describe a free product or service given to customers who sign up for a service or make a purchase. The term free bonus often refers to a month of free service, etc. when it comes to Internet related merchants.

Free Classified - A website that offers free classified advertising. Craigslist.org is a prime example of a free classified website. This is beneficial to those looking to network or meet others online to work together, whether it be through supplying goods or services.

Free For All Links - Websites that allow people to post their links for free in exchange for their email address. The website owner then sends the person posting the link weekly or monthly advertising emails for their own business. This is a highly beneficial service for both the person posting the free links, and the website owner.

FTP - This is an abbreviation for file transfer protocol. It simply means the transferring of files from your computer directly to your website.

- G -

GIF - Format for an animated icon, picture, or just a regular image.

Guerilla Marketing - A term used to describe bold and often unconventional forms of advertising and marketing. Often this format can be considered controversial in many cases, but it definitely brings in new customers.

Guru - While this term is widely used in many different aspects of life, the term guru in terms of online marketing simply means someone who has a lot of experience and has been successful in the business. Often, people will seek out an Internet marketing guru for advice.

- H -

Headline - The beginning of a business or sales letter is often referred to as the headline. It is without a doubt the most important element of a business or sales pitch since the headline allows the writer to give someone else a good first impression and a bit of background about their business.

Hit - Another term for clicks, the word hit in Internet marketing terms just means how many visits or clicks a website or a particular link receives.

Home Page - The main page of a business or company. (i.e. ebay.com or Amazon.com is the company's home page).

Host - The company offering to provide bandwidth or hosting for another website.

Hosting - Actively hosting a website. Many online businesses are web hosting businesses, which means they offer their server space or bandwidth to other websites for a monthly fee.

Hot Linking - Linking up words in another person's site which lead them back to the poster's website. Hot linking is often considered unethical, since the person writing or creating the original content did not authorize the use of the hot links in their writing or site text.

HTML - In most cases, websites are still written using a coding program called HTML. HTML allows the web designer or programmer to install and place things like form fields, buttons, images, video code, or other items onto a website.

- I -

Impression - The term impression in regards to Internet marketing means the exposure of a banner ad or other clickable ad from a website to one individual person.

Inbound Link - A link from another website outside of your own website.

Incentive-based Traffic - Websites that offer compensation for people who visit their site; this is a very popular form of marketing that brings in a large amount of hits. Promotional items such as coffee mugs, calendars, or mouse pads are often given to those who either visit a website or sign up for regular promotional emails.

Infomediary - Term combining information and media, so that the information being passed along it at its absolute maximum. The function of an infomediary is to collect or add information to make a website easier to use or more accessible so that more business is being generated.

Info-Product - A product that contains primarily information such as an e-book, pamphlet, or other type of information only.

Interstitial - A type of advertisement that expands and can sometimes take up an entire page as a browser visits a site. Often considered a nuisance, this form of advertising is a guerilla style type of marketing that often forces the web surfer to click on it.

Inventory - Whatever an Internet merchant or other business owner has in stock. If inventory is low, items can often sell out temporarily until more can be obtainted.

IP Address - A numerical address or series of numbers that identifies each individual computer. These numbers are separated by decimal points. An IP address is much like a telephone number in that it allows all computer users to distinguish and identify each computer.

- J -

JavaScript - First developed by NetScape, this popular script program is often seen today on thousands of interactive websites.

Joint Venture - A business endeavor that combines two or more companies together. A joint venture means that corporations or merchants are joining forces to create a new product, service, or website.

- K -

Keyword - A word used to help give a result for a search. The keyword is also used to integrate into websites and web pages, so that more people look at the page based on those keywords.

Keyword Density - How many keywords are in an article published online, or integrated into a web page. A formula is often used to calculate the percentage of keywords to total words written, which is another way to determine keyword density.

Keyword Marketing - A marketing method that is based largely on using keyword dense articles.

Keyword Research - The work put into finding the right keywords that will bring results for any given online business.

- L -

Lead - A tip or insight into gaining new business, or a resource for finding new business. It can also refer to individual people who might be interested in a particular online website or merchant, and by finding good leads, the business can fish for new customers.

Lead Product - A product or item that serves as an introduction to a company, and is meant to entice customers who stick around for a while.

Life Time Value - An amount of profit a business should expect from one person who becomes a life long customer.

Lift Letter - Commonly mistaken for a sales letter, a lift letter offers customers who have not purchased anything a chance to take advantage of special offers, sign up for a month's worth of free services, etc, in hopes to obtain a solid and repeat paying customer.

Link Checker - Various software or tools used to verify that links are working properly and leading to valid websites.

Link Exchange - The process of sharing and exchanging links between websites, people, directories, or businesses.

Link Popularity - A way to measure how popular and/or effective any given link is.

Link Rot - Another term for a bad link that no longer works or lead to an incorrect or invalid link.

Link Swap - An exchange of links between websites, individuals, or businesses in hopes that each will mutually benefit.

Link Text - The actual text that is showing on the site, which leads people to the link.

List - In email marketing terms, a list is simply a compilation of people or email addresses that the sender intends to send marketing emails to.

Log File - A file that keeps track of activity that occurs on a web server.

Loss Leader - Introductory product that is often sold at a loss in the hopes that the merchant will gain new business from the customer.

- M -

Mailing List - A list that people can opt to be on that will allow them to receive emails weekly, monthly, or otherwise. Usually an email mailing list is offered to new subscribers by merchants so they can send them marketing ads or emails.

Maslow's Pyramid - A model often used in business, created by Abraham Maslow. It basically sections off human needs into five basic categories. Many businesses follow this structure hand in hand with their marketing methods to better identify what people are looking for.

Media Kit - Much like a press kit, a media kit contains vital information about a business such as contact information, company logos, websites and links, and basic background of the business like the mission statement. These kits are often used to get more attention or to gain new investors.

Members' Site - A website specially designed for paying or non-paying members. Typically, members' sites give people access to more features and information.

Merchant Account - An account merchants can set up that allows them to process and receive credit card payments from customers, whether for individual transactions or recurring billing.

Meta Refresh - A way to redirect items within a web browser.

Meta Tag - A special code or "tag" that contains specific information about the inner workings of a web site.

Micro Button - A very small banner ad on a web page.

Moderator - Someone in charge of a forum who makes sure that all people posting follow the rules. The moderator is also there to answer peoples' questions and make sure that the forums or bulletin board are running smoothly. A moderator can also be someone in charge of an online chat.

Mousetrapping - A deceptive method that forces users to view the same page over and over, even after clicking on the backward or forward button within their browser.

Master Resell Rights - This term refers to people who have full rights to a product, but can also allow others to resell it once the have sold it initially.

- N -

Navigation - A term for the ability to move around online, and to "navigate" a website. If you have advanced navigation skills, you're often savvy about looking up items in search engines, finding information you need, or getting products you want online.

Netiquette - Slang for etiquette online (aka network etiquette). For example, if you're rude to others via the Internet, then you have bad netiquette.

Network Effect - Term for what happens when businesses network, and how they can prosper and see a profit.

Newbies - This is a term of endearment that refers to people who are new to Internet marketing or new to the World Wide Web, or to forums. People who have just signed up to join a forum and begin posting are often referred to as newbies.

Newsgroup - An email group that people subscribe to in order to receive news and updates. Many newsgroups send out emails daily, while others opt to send them once a week or even monthly.

Newsletter - Email in newsletter form. Many companies use newsletter format emails to update customers on new products, special sales, and other updates.

News Release - A term for a press release.

Niche - A specific type of business, i.e. tools or books are considered niche markets. Once you've found a niche, you can then focus on the details necessary to become successful in that particular market.

- O -

Odd Size Banner - Description of banner ads that take on an unusual size or shape.

One time offer - Also known as an "upsell", where the customer is presented with an upgrade or deluxe version of the front-end product. Typically, one time offers differ from upsells from the way it is viewed. It is only viewable once and the customer may not be able to see the same offer again.

Opt-In - Choice that customers make to sign up for emails or services online.

Opt-Out - The opposite of opt-in, the choice to opt-out means people who have previously signed up for a newsletter, emails, etc. are now asking to remove themselves from the list. Another term for unsubscribe.

Outbound Link - A link that leads people to a totally different website from the one they originally visited.

Outsourcing - This term means you have chosen to pay others to do the work for you, including shipping and packing items, creating ad content, keeping up the website, or many other duties that are required to have an online business. Outsourcing is similar to having employees, although you simply pay for the outsourcing on a case by case basis most of the time.

- P -

Page Loads - Refers to the number of times a page has been viewed. This can easily skew numbers when someone is tracking web hits. If a person is having problems connecting online, they may refresh the same page over and over again, causing a number of page loads that can transfer into hits. It's important to try and find out whether or not a visitor has refreshed a page, or if the page was actually seen by a new, unique visitor.

Page View - Another term for hits; the term used when people have clicked on or viewed a page.

Paypal - One of the web's most popular sites for accepting payments and receiving payments online. Many merchants opt to use Paypal instead of having a merchant account since Paypal is so widely used.

Pay Per Click - Program that pays people to click on various links. The person participating gets paid each time they click on sponsored links.

Pay Per Impression - When an advertiser pays for their banner ad to be displayed on a view-by-view basis, it is otherwise known as a pay per impression.

Pay Per Lead - Many companies will pay others to find them good leads. Some offer payment on a pay per lead basis, meaning they pay the other party a set rate or amount per lead they receive.

Pay Per Post - Many online marketing gurus think paying people per post on a forum is a great way to generate more revenue. When people see the post, they read the poster's opinion of the product or service, and often seek it out which creates more business.

Pay Per Sale - Often associated with the affiliate programs, a pay per sale program gives people a small percentage of the sales they receive on each item if they are referred.

Payment Threshold - A set amount that an affiliate must accumulate until they receive payment. For example, if the payment threshold is $25, the affiliate must gain $25 in referred sale or residual sales before the sponsor pays them.

Performance Based Advertising - Incentive that pays people based on the actual results they see from the advertising services that they offer. The advertiser or advertising company only gets paid when the company gets business or sales.

Perl - A form of script language that is usually used for developing application programs that work with a web server's CGI functions.

Permission Marketing - A form of marketing that is based around getting customers' consent to receive marketing materials, whether they be in print, email, or other formats.

PHP - Technology that works with Microsoft's ASP program; both allow scripts to function and/or be displayed within a web page.

PM - Abbreviate for private message, this is usually something sent via an online chat program. In addition, a PM can be received on a forum, and is only viewable by the user who sent it and the user who received it. Instead of sending email directly to one another, many people choose to use a PM instead.

Pop Behind - When an Internet browser clicks on a website, the ad pops up, but remains behind when the user closes his or her browser.

Popularity - Another term for ranking a site's success via the number of hits. It also involves a website's search ranking with some of the top search engines such as Google and Yahoo.

Pop Under Ad - An advertisement that does not pop up, but instead pops underneath the page, so it appears at the bottom when viewed.

Popup - Ads that display on a screen when an Internet user is looking at a website. These ads, while sometimes effective, are often considered to be intrusive and annoying, yet thousands of businesses still choose popup ads as a main form of marketing ads.

Portal - An interactive web tool for registered users to log in and check things like account information, balances, bills due, past purchases, and other common features.

Positioning - Method to get a business' web page positioned to the top ranking in the search engines in order to gain more business and achieve more hits.

Pre-Sell - Many involved in Internet marketing consider it a pre-sell when someone posts a positive review, or a link to their website without any expenses paid out. Essentially, any free advertising is often considered to be a pre-sell.

Press Release - Updated information and/or news about a situation or business that is then sent to the press to be publicized in order to reach more people.

Pricing Strategy - Tactics used to come up with the best possible price to offer goods and services to customers and clients.

Private Site - A website that is only viewable and available to paying members. Members usually either pay a one time fee or a monthly recurring charge in order remain active and use the website.

- Q -

Quality - A measurement of how well something is received by customers, i.e. a "high quality" product tends to sell much better than one that is low in quality.

- R -

Rank - How a website measures up against others is called the site's rank. It is much like a song on the Billboard top 100 chart; if a website has a higher rank, it is usually seen by more people and is more well known.

Rate Card - Information showing how much advertising costs on particular website. The rate card will vary depending on the sponsoring site as well as the ad's size, features, etc.

Reader's Digest Formula - A marketing method often used when writing articles. Since Reader's Digest is one of the most popular printed magazines ever, many web designers and programmers use the formula to create titles in that very same genre such as "How To", "What Happens When", and "Are You" to name a few.

Reciprocal Link - Links exchanged between two websites usually upon an agreement between both sites, so that each one benefits.

Recurring Billing - Billing to a customer or client that occurs on the same date each month (basically, a monthly fee).

Redirect - When someone clicks on a link that is supposed to take them to one website, but then it sends them to a different one, this is known as a redirect.

Redirection - The process of being directed to a different website when clicking on a different link.

Rep Firm - An Advertising agency or company who works with a specific company in order to assist them with their marketing needs.

Residual Income - Income that is slowly accumulated, and is usually earned through affiliate programs. When someone signs up for a service through an affiliate, the affiliate can then earn residual income as long as the person who signed up continues to pay for that particular service.

Return Days - The number of days it takes an affiliate to receive payment from a merchant they are working with once the sale has been made.

Rich-Media - Online ads that contain motion, sounds, or video and usually use Java or Flash to enhance the viewer's experience.

Robot - A software (often also referred to as a "bot") that runs automatically and does not need a human to operate it.

RON - Short for Run of Network, this is an option for ad buyers to place their advertisements on several networked websites.

ROS - Short for Run of Site, this ad buying option allows the buyer to place their ad on various places on one particular website.

RSS Feed - This is in reference to a live feed that users can integrate into their email or web browser that allows them to get easy access to live, up to the minute updates in news or other topics that interest them. It can be a handy tool for online marketing. You can encourage visitors to subscribe to your live RSS feed and then update it on a regular basis so that they can see how things are progressing with your website or business.

- S -

Safelist - An email list that people can sign up for to agree to receive email advertisements. Once signed up, the person can also submit their own advertisement, so it is a sort of email marketing network.

Search Engine - Online tool used to search for terms, information, or other items. Google.com is a prime example of a commonly used search engine.

Search Engine Optimization - Marketing method used to ensure that a website ranks at the top of a search engine result. SEO is very popular and often implements articles, keywords, and other tactics to help the merchant or business ensure that they are shown within the top search results in the engine.

Search Engine Submission - Submitting your website's link to a search engine in the hopes that it will appear as a result of your chosen search terms.

Search Term - Words used to find information via a search engine. For example, if you're looking for fishing tips, the words "fishing tips" is the search term.

Secure Sockets Layer - Important tool used to ensure that information is passed from one party to another safely online.

Self-Replicating Site - Websites that appear almost identical, but are offered to affiliates to use in order to market the business. This makes it easier for affiliates to advertise or market the parent business' site, while still ensuring that they receive proper credit for any sales that pass through.

SEO - Abbreviation for Search Engine Optimization.

Sig - Abbreviation for signature. This can refer to a signature file, or an email signature.

Signature File - A chunk of text or image at the end of an email that helps to identify the sender. Companies often use their logos as part of their signature file to ensure brand recognition.

Solo Advert - An advertisement that stands on its own, such as an entire welcome video on a home page, a commercial, or some other format of ad that does not rely on a network but instead serves its purpose on its on, usually on the brand or company's own home page.

Spam - A term for junk or unwanted email or other ads that people classify as junk.

Spamdex - Index providing people with information on companies who tend to send spam.

Spider - Software that is automated and runs through search engines in order to index web pages into a search engine.

Split-Run - When the same ad is sent to different websites but has varying wording or headlines, this is known as a split-run.

SSL - Abbreviation for Secure Sockets Layer.

Submission - The process of entering information into a form and then sending it via the web to a server.

Submit - A common tag on buttons at the bottom of forms for people making a submission.

- T -

Targeted - Advertising geared toward a person or group of people who would most likely buy a particular good or service. This can refer to all forms of marketing, as long as it is designed to reach a specific group of customers.

Telescope Test - A method of determining which ads are being the most effective in order to maximize profit or productivity.

Template - A standard set of files with images and headers that are already in place. All the advertiser has to do is insert their own words or image into the template, save it, and publish it online.

Testimonial - A quote or review submitted by customers who are impressed with a business' goods or services. Testimonials are designed to lure more customers in by reading what other customers have to say about the company.

Text Ad - Ad online advertisement that is strictly text; no graphics, sound or animation are used.

Top Site - When a website is ranked high, it is then dubbed a "top site."

Tracking - Methods used to keep an eye on ads, who views them, how many people view them, and how many of those clicks generate sales.

Traffic - The term used to describe activity on the Word Wide Web.

Two Tier - Term used to describe an affiliate program that allows the affiliate to generate revenue or commission from sales, but also from referring new affiliates as well.

- U -

UCE - Short for Unsolicited Commercial Email, this is another term for Spam.

Unclaimed Domains - Websites or .com addresses that have not yet been used, claimed, or that have no activity there.

Unique - Distinction between visitors; each click has its own unique footprint, and each person has a different IP address, so gauging the uniqueness of each hit is imperative to accurately track results.

Unique Visitor - Term to describe an individual hit to a website by each unique IP address.

Unsold Inventory - Stock or inventory that still remains unsold.

Untargeted - Niche markets that may not have been reached yet through advertising; businesses can benefit greatly from looking for new, untargeted audiences who may be interested in their services or products.

Up Sell - Process of selling a lead product, and then trying to get the customer to buy another item or upgrade the item to a more expensive one.

URL - Definition of a particular location or web address on the Internet.

Usenet - Helpful tool that compiles information on the web for use in newsgroups, websites or other resources.

USP - Abbreviation for Unique Selling Proposition. This term refers to ways a company can offer unusual or unique benefits to customers, and then using that information to gain new clients.

- V -

Vertical Banner - A banner ad that runs on a website vertically instead of horizontally, usually on the side of the page to the right.

Viral Marketing - Form of marketing that infiltrates as many different avenues as possible, usually in the form of videos, cell phone transmissions, or posted on various forums in order to get more exposure.

Virtual Hosting - A form of web hosting that is not done on one single server but instead is running websites from several different computers.

Visitor Quality - A way to determine the actual interest of visitors visiting a particular site. This can help to gauge the success of the ad or website, and the potential for profit.

- W -

Web Browser - A program that allows people to use the Internet; Firefox, Netscape, and Internet Explorer are all examples.

Web Design - The process that goes into creating websites is known as web design.

Web Directory - An online directory of various websites usually relating to one particular topic or divided up into various categories so visitors can easily find sites they need.

Web Host - Provider of memory, storage, and connectivity in order to post a live website.

Web Ring - A way to navigate a large number of websites that are closely related, simply by clicking forward or backward within the web ring.

Web Server - The actual physical computer that holds and stores the information and memory needed to host websites.

WHOIS - This website lets you see who the owner of a website is, where the domain is registered, and contact information for the owner. This is an excellent tool for helping to find or prevent fraud as well.

Wordpress - A very popular and user-friendly program that gives novices a chance to publish and write their own blog. It also allows the user to add pages to the blog, and integrate the blog itself into a website that the owner creates.

- X -

- Y -

Yahoo! - Popular portal, search engine, and email host on the web.

- Z -

Zine - Abbreviation for magazine.

Resources And Unadvertised Bonuses

[Twitter Traffic Machine - Completely Automated Twitter Money Making System](#)

[How Gurus Really Make Their Money - Free 120 Page Ebook](#)

[Your Step-By-Step Guide To Making Money Online - IM Success Formula](#)

[Create Your Own Banners On The Fly With Just A Few Clicks](#)

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