Online Marketing Vocabulary

Promoting your business online can be confusing if you don't understand the lingo. So here's a little cheat sheet to guide you through online marketing terminology.

Blog – A type of website or online journal that allows you to publish articles and updates that visitors can comment on.

Display Ads – Ads displayed on websites. Display ads can be static or animated and include images, video, text, and interactive elements.

Email Marketing – A marketing technique whereby email is used to promote products or services to potential customers and generate repeat business from existing customers.

Local Marketing – Marketing initiatives that promote your business to potential customers in your region, state, or city (local area).

Organic (Natural) Search Results – Free listings displayed on search engine results pages that are relevant to the search terms entered.

Pay-Per-Click (PPC) – An online payment model where you only pay when someone clicks on your online ad.

Return on Investment (ROI) – A way to measure the performance, or efficiency, of an investment. To calculate the ROI of your marketing investments, divide the benefits (return) by the cost of the investment.

Search Engine Marketing (SEM) – The use of online advertising on search engine results pages to help visitors find your website. SEM often uses pay-per-click (PPC), a bidding model that charges advertisers only when someone clicks on their ad (also referred to as cost-per-click, or CPC).

Search Engine Optimization (SEO) – Improving a website's presence in organic search engine results.

Search Engine Results Page – The list of websites displayed by a search engine, such as Google, after someone searches for a word or phrase.

Social Media – Websites, blogs, forums, online communities, social networks, image and video sharing sites that encourage people to interact, share, and collaborate.

Social Media Marketing – Advertising and promoting your business, products and services through social media and social media sites.