

Terminology

A/B Testing: Testing the relative effectiveness of multiple versions of the same advertisement, or other content, in referring visitors to a site.

Authentication: The verification of a user's identity, often through the use of a unique username and password.

Bandwidth: Amount of data that can be sent through a connection, usually measured in bits-per-second. A full page of English text is about 16,000 bits. A fast modem can move about 57,000 bits in one second. Full-motion, full-screen video requires about 10,000,000 bits-per-second, depending on compression.

Banner Ad: A banner ad refers to any media placement that is purchased by impression.

Blog: On online journal and open forum communication tool.

Blogger: One who creates and writes an online journal.

Blogosphere: The blogging community

Blogrolling: A list of blogs on a blog (usually placed in the sidebar of a blog) that reads as a list of recommendations by the blogger of other blogs.

Bounce rate: The percentage of single-page visits or visits in which the person left your site from the entrance (landing) page

Browser: Software that allows a user to search/surf the Internet. Examples include Internet Explorer and Mozilla Firefox.

Byte: A byte is a unit of information transferred over a network (or stored on a hard drive or in memory). Every web page, image, or other type of file is composed of some number of bytes. Large files, such as video clips, may be composed of millions of bytes ("megabytes"). One byte is equal to 8 bits where each bit is either a one or zero. Common terms incorporating the word "byte" are: Kilobytes - 1,024 bytes, Megabyte - 1,048,576 bytes, Gigabyte 1,073,741,824 bytes.

Cache: A temporary storage area that a web browser or service provider uses to store common pages and graphics that have been recently opened. The cache enables the browser to quickly reload pages and images that were recently viewed.

CGI Script: A CGI script is a program written in one of several popular languages such as Perl, PHP, Python, etc. that can pass data between a web page and programs on the web server. CGI scripts are widely used to process forms such as search boxes.

Channel: A website section, similar to a newspaper section. A channel is subject specific.

Click Thru Rate: The average number of click-thrus per hundred ad impressions, expressed as a percentage.

ClickThru: A measure of how many times an ad is clicked on by a viewer.

CNAME: Short for canonical name, also referred to as a CNAME record, a record in a DNS database that indicates the true, or canonical, host name of a computer that its aliases are associated with. A computer hosting a Web site must have an IP address in order to be connected to the World Wide Web. The DNS resolves the computer's domain name to its IP address, but sometimes more than one domain name resolves to the same IP address, and this is where the CNAME is useful. A machine can have an unlimited number of CNAME aliases, but a separate CNAME record must be in the database for each alias.

Code: Anything written in a language intended for computers to interpret.

Collaborative blog: A blog (usually focused on a single issue or political stripe) on which multiple users enjoy posting permission. Also known as group blog.

Comment spam: Like e-mail spam. Robot "spambots" flood a blog with advertising in the form of bogus comments.

Content (Campaign Tracking): When tagging links, Content is used to label different versions of an advertisement. Content is one of the five dimensions of campaign tracking; the other four are source, medium, campaign, and term.

Content-targeted advertising: An advertising model in which advertising is either manually or automatically targeted to the content of a page.

Cookie: Information sent by a server to a browser. The browser is expected to save the cookie and send it back to the server when the browser makes additional requests to the server.

Cost data: Cost data is information that you can import from an AdWords account (i.e. impressions, clicks, cost, CTR, CPC) into your Analytics account. This data is found on the 'Clicks' tab of your AdWords Campaigns report.

Cost-per-click (CPC): An advertising model in which the advertiser pays a certain amount each time their ad is clicked, irrespective of how many times the ad is displayed.

CPM (Cost Per Thousand): Cost per thousand impressions. A way to price banner advertisements.

CPU: Abbreviation for central processing unit, and pronounced as separate letters. The CPU is the brains of the computer. Sometimes referred to simply as the central processor, but more commonly called processor, the CPU is where most calculations take place. In terms of computing power, the CPU is the most important element of a computer system.

Creative: Artwork for a media campaign is referred to as creative.

CTR (ClickThru Ratio): A method of measuring how many times an online ad is clicked on.

Daemon: A daemon is any program under a UNIX-type operating system that runs at all times. Common daemons are servers (such as Apache or an FTP server) and schedulers (such as "cron").

Database: Often abbreviated DB. A collection of information organized in such a way that a computer program can quickly select desired pieces of data. You can think of a database as an electronic filing system.

Default Page: The Default page is the web page your server defaults to when no page on the domain is specified. For example, if the index.html page is loaded from your server when a user enters www.yourdomain.com, index.html is the Default page.

DHCP: Short for Dynamic Host Configuration Protocol, a protocol for assigning dynamic IP addresses to devices on a network. With dynamic addressing, a device can have a different IP address every time it connects to the network. In some systems, the device's IP address can even change while it is still connected. DHCP also supports a mix of static and dynamic IP addresses. Dynamic addressing simplifies network administration

Directory: A directory is a virtual container for holding computer files. It is not merely a list of items, as the name would imply, but rather a key building block of a computer's storage architecture that actually contains files or other directories.

DNS: Short for Domain Name System (or Service or Server), an Internet service that translates domain names into IP addresses. Because domain names are alphabetic, they're easier to remember. The Internet however, is really based on IP addresses. Every time you use a domain name, therefore, a DNS service must translate the name into the corresponding IP address. For example, the domain name www.example.com might translate to 198.105.232.4. The DNS system is, in fact, its own network. If one DNS server doesn't know how to translate a particular domain name, it asks another one, and so on, until the correct IP address is returned. (2) Short for digital nervous system, a term coined by Bill Gates to describe a network of personal computers that make it easier to obtain and understand information.

Domain Name System: (DNS) An Internet addressing system that uses a group of names that are listed with dots between them, working from the most specific to the most general group. In the United States, the top domains are network categories such as edu (education), com (commercial), and gov (government). In other countries, a two-letter abbreviation for the country is used, such as ca (Canada) and au (Australia).

Domain: A domain is a specific virtual area within the Internet, defined by the "top level" of the address or URL (Uniform Resource Locator). The top level is the end of the address; example: "whitehouse.gov". In this example, the top-level part of the domain is ".gov", indicating a US government entity. The "whitehouse" part is the second-level domain, indicating where within the ".gov" domain the information in question is to be found. Other common top-level domains include ".com", ".net", ".uk", etc.

Download: To retrieve a file or files from a remote machine to your local machine.

E-commerce: The buying and selling of goods and services, and the transfer of funds, through digital communications. Buying and selling over the internet, etc.

Encryption: The process of encoding information so that it is secure from other Internet users.

End User: The individual who uses the product after it has been fully developed and marketed.

Error: Errors are defined as pages that visitors attempted to view, but that returned an error message instead. Often these errors occur because of broken links (links to pages that do not exist anymore) or when an unauthorized visitor attempts to access restricted pages.

Feeds: See RSS feeds

File Type: A File Type is a designation, usually in the form of an extension (such as .gif or .jpeg), given to a file to describe its function or the software that is required to act upon it.

Firewall: A security device that protects a network from unauthorized access. This can be a special kind of hardware router, a piece of software, or both.

Fisking: To rebut a blog entry in a line-by-line fashion.

Form: A set of fields on a web page for data entry. The form is submitted by the user and the data is sent to the server for processing.

Frame: A "page within a page." A frame is a rectangular region within a web page, in which another page is loaded. Frames are often used for navigation menus, so that the navigation bar remains on the page while new pages are loaded within the frame.

FTP (File Transfer Protocol): A very common method of moving files between two Internet sites. FTP is a way to login to another Internet site for the purposes of retrieving and/or sending files.

Goal Conversion Rate: In the context of Campaign Tracking, the percentage of sessions on a site that result in a conversion goal being reached on that site.

Graphic User Interface: (GUI) Pronounced "gooey." A method of controlling software using graphics instead of text command lines. Generally includes on-screen icons, menus, dialog boxes, and objects that can be moved or resized, usually with a pointing device such as a mouse.

Group blog: See collaborative blog.

Hardware: A computer and the associated physical equipment directly involved in the performance of data-processing or communication functions.

Hit: A request to the web server for a file. This can be an HTML page, an image (jpeg, gif, png, etc.), a sound clip, a cgi script, and many other file types. An HTML page can account for several hits: the page itself, each image on the page, and any embedded sound or video clips. Therefore, the number of hits a website receives is not a valid popularity gauge, but rather is an indication of server use and loading.

Home Page: The main web page or "start" page for a site . It's much like a newspaper's front page.

Hostname: A hostname is the unique name by which a computer is known on a network. On the Internet, hostname and domain name are generally synonymous.

HTML (HyperText Markup Language): The coding language used to create hypertext documents for use on the World Wide Web.

Hyperlink: A text reference in a web page that, when clicked, directs the user's browser to another page or document. Hyperlinks are integral to the World Wide Web, allowing every page to be linked to any other page.

Impression: A measure of how many times an online ad is displayed. Count one impression each time the ad is shown.

IP Address: An identifier for a computer or device on a TCP/IP network.

ISP: Internet Service Provider. A company which provides other companies or individuals with access to, or presence on, the Internet. Your DSL or cable internet service is provided to you by your ISP.

Java: An object-oriented programming language invented by Sun Microsystems. Java is designed to run on any type of computer hardware through an intermediary layer called a virtual machine, which translates Java instructions into native code for that particular computer.

JavaScript: A scripting language commonly used within web pages. JavaScript programs are executed by the browser, rather than running on the server.

Keyword: A significant word or phrase, relevant to the web page or document in question. Keyword searching is the most common form of text search on the internet. **Meta Tag:** A special HTML tag that provides information about a web page. Unlike normal HTML tags, meta tags do not affect how the page is displayed. Instead, they provide information such as who created the page, how often it is updated, what the page is about, and which keywords represent the page's content. Many search engines use this information when building their indices.

Landing Page: A page that users click through to or from an advertisement. For best results, these pages are highly targeted for the reader and specific to the ad. Landing pages are used for advertisers who either do not have a website or who wish to provide a special offer or email form which does not exist on their website.

Medium (Campaign Tracking): In the context of campaign tracking, medium indicates the means by which a visitor to a site received the link to that site. Examples of mediums are "organic" and "cost-per-click" in the case of search engine links, and "email" and "print" in the case of newsletters. The UTM variable for medium is utm_medium.

Medium is one of the five dimensions of campaign tracking; the other four dimensions are source, campaign, term, and content.

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Navigation: Describes the movement of a user through a website or other application interface. This term also indicates the system of available links and buttons that the user can use to navigate through the website.

Network: A set of computers connected so that they can communicate and share information. Most major networks are also connected to the global network called the Internet.

No Referral: The "(no referral)" entry appears in various Referrals reports in the cases when the visitor to the site got there by typing the URL directly into the browser window or using a bookmark/favorite.

Online: A general term referring to anything connected to or conveyed through the internet.

Operating system: Every general-purpose computer must have an operating system to run other programs. Operating systems perform basic tasks, such as recognizing input from the keyboard, sending output to the display screen, keeping track of files and directories on the disk, and controlling peripheral devices such as disk drives and printers. Some common operating systems include MacOS and Windows XP.

OSI Model: Short for Open System Interconnection, an ISO standard for worldwide communications that defines a networking framework for implementing protocols in seven layers. Control is passed from one layer to the next, starting at the application layer in one station, proceeding to the bottom layer, over the channel to the next station and back up the hierarchy.

Page View: A measure of how many times a complete page is displayed.

Page: Any file or content delivered by a web server that would generally be considered a web document. This includes HTML pages (.html, .htm, .shtml), script-generated pages (.cgi, .asp, .cfm, etc.), and plain-text pages. It also includes sound files (.wav, .aiff, etc.), video files (.mov, etc.), and other non-document files.

PDF: Portable Document Format. A file format developed by Adobe Systems to allow for display and printing of formatted documents across platforms and systems. PDF files can be read on any system equipped with the Acrobat Reader software.

Phishing: The act of sending an e-mail to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft. The e-mail directs the user to visit a Web site where they are asked to update personal information, such as passwords and credit card, social security, and bank account numbers, that the legitimate organization already has. The Web site, however, is bogus and set up only to steal the user's information.

Post: An entry written and published to a blog.

Protocol: An established method of exchanging data over the Internet.

Referrals: A referral occurs when any hyperlink is clicked that takes a user to a new page of file in any website - the originating site is the referrer. When a user arrives at your site, referral information is captured, which includes the referrer URL if available, any search terms that were used, time and date information and more.

Registered Users: Registered users are individuals who have registered to a site and provide some personal information.

Repeat Session: A session for which the visitor can be tracked as unique, and who has visited the site previously during the current Date Range.

Return on Investment (ROI): $(\text{Revenue} - \text{Cost}) / \text{Cost}$, expressed as a percentage. For example, if an investment of \$150 was made for advertising, and led to \$500 in sales, the ROI would be: $(\$500 - \$150) / \$150 = 2.33$ or 233%

Rich Media: Refers to advertising that utilizes new technology such as Flash, Java applets, streaming video and interactivity.

Router: A device that forwards data packets along networks. A router is connected to at least two networks, commonly two LANs or WANs or a LAN and its ISP's network. Routers are located at gateways, the places where two or more networks connect.

Routers use headers and forwarding tables to determine the best path for forwarding the packets, and they use protocols such as ICMP to communicate with each other and configure the best route between any two hosts.

RSS aggregator: Software or online service allowing a blogger to read an RSS feed, especially the latest posts on their favorite blogs. Also called a reader, or feedreader.

RSS feed: The file containing a blog's latest posts. It is read by an RSS aggregator/reader and shows at once when a blog has been updated. It may contain only the title of the post, the title plus the first few lines of a post, or the entire post.

RSS: Really Simple Syndication is a family of Web feed formats used to publish frequently updated content such as blog entries, news headlines or podcasts.

Run of Site: Run of site is an ad buying option in which ad placements may appear on any pages of the target site.

Screenshot: A screenshot is a picture of the media advertisement that a customer is running.

Script: A short computer program written in a simplified programming language, such as JavaScript, VBScript, or Perl.

Search Engine: A Search Engine is a program that searches documents for specified keywords and returns a list of the documents in which those keywords were found, often ranked according to relevance.

Server: A computer, or a software package, that provides a specific kind of service to client software running on other computers.

Session: A period of interaction between a visitor's browser and a particular website, ending when the browser is closed or shut down, or when the user has been inactive on that site for a specified period of time.

Site Domains: Site Domains are the valid domains that point to a given website. For example, the Site Domains for Newszap.com are www.newszap.com and newszap.com.

Source: In the context of campaign tracking, a source is the origin of a referral. Examples of sources are search engines, the name of a newsletter, or the name of a referring website.

Splash Page: The page of a Web site that the user sees first before being given the option to continue to the main content of the site. Splash pages are used to promote a company, service or product or are used to inform the user of what kind of software or browser is necessary in order to view the rest of the site's pages. Some splash pages will bring the user to the main Web site automatically, and some require the user to click on a link that will load the main page.

SSID: Short for service set identifier, a 32-character unique identifier attached to the header of packets sent over a LAN that acts as a password when a mobile device tries to connect to the BSS. The SSID differentiates one WLAN from another, so all access points and all devices attempting to connect to a specific WLAN must use the same SSID. A device will not be permitted to join the BSS unless it can provide the unique SSID. Because an SSID can be sniffed in plain text from a packet it does not supply any security to the network. An SSID is also referred to as a network name because essentially it is a name that identifies a wireless network.

SSL: Short for Secure Sockets Layer, a protocol developed by Netscape for transmitting private documents via the Internet. SSL uses a cryptographic system that uses two keys to encrypt data – a public key known to everyone and a private or secret key known only to the recipient of the message. Both Netscape Navigator and Internet Explorer support SSL, and many Web sites use the protocol to obtain confidential user information, such as credit card numbers. By convention, URLs that require an SSL connection start with https: instead of http:.

Unique Visitor: Each individual viewing an ad or a website.

URL: Abbreviation of Uniform Resource Locator, the global address of documents and other resources on the World Wide Web.

View Total: The View Total is the sum of the items currently shown in an analytics report.