

Revenue Performance

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Terms You Should Know

- **Algorithm** - A set of rules that a search engine uses to rank the listings contained within its index, in response to a particular query. No search engine reveals exactly how its own algorithm works, to protect itself from competitors and those who wish to spam the search engine.
- **Blog** - A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently.
- **Click-through Rate (CTR)** - The percentage of those clicking on a link out of the total number who see the link. For example, imagine 10 people do a web search. In response, they see links to a variety of web pages. Three of the 10 people all choose one particular link. That link then has a 30 percent click-through rate.
- **Contextual Links** - To supplement their business models, certain text-link advertising networks have expanded their network distribution to include "contextual inventory". Most vendors of "search engine traffic" have expanded the definition of Search Engine Marketing to include this contextual inventory. Contextual or content inventory is generated when listings are displayed on pages of websites (usually not search engines), where the written content on the page indicates to the ad-server that the page is a good match to specific keywords and phrases. Often this matching method is validated by measuring the number of times a viewer clicks on the displayed ad.
- **Cost Per Click (CPC)** - System where an advertiser pays an agreed amount for each click someone makes on a link leading to their website.
- **Cost Per Thousand (CPM)** - System where an advertiser pays an agreed amount for the number of times their ad is seen by a consumer, regardless of the consumer's subsequent action. Heavily used in print, broadcasting and direct marketing, as well as with online banner ad sales. CPM stands for "cost per thousand," since ad views are often sold in blocks of 1,000. The M in CPM is Latin for thousand.
- **Crawler** - Component of search engine that gather listings by automatically "crawling" the web. A search engine's crawler (also called a spider), follows links to web pages. It makes copies of the web pages found and stores these in the search engine's index.

- **Directory** - An Internet search tool that searches for information by subject categories. People create web directories, so they only include information that a real person inputs into them. If you have a very broad or generic search, it is better to start with a web directory rather than a search engine. Yahoo! And Google both have a web directory in addition to their Search Engine. Examples of directories are [Yahoo!](#) & [Open Directory](#).
- **Doorway Page** - A page which has been specially created in order to get a high ranking in the search engines. Also called gateway page, bridge page, entry page etc. Search Engines see Doorway Pages as spam and you will most likely be penalized.
- **Dynamic Content** - Information in web pages which changes automatically, based on database or user information. Search engines will index dynamic content (with a mod rewrite) in the same way as static content. However, if the URL does include a ? or ID mark, many search engines will ignore the URL.
- **Frames** - An HTML technique allowing web site designers to display two or more pages in the same browser window. Many search engines do not index framed web pages properly - they only index the text present in the NOFRAMES tag. Unless a web page which uses frames contains relevant content in the NOFRAMES tag, it is unlikely to get a high ranking in those search engines.
- **Flash** - A bandwidth friendly and browser independent vector-graphic animation technology. As long as different browsers are equipped with the necessary plug-ins, Flash animations will look the same. Search Engines cannot read flash.
- **Hidden Text** - Text that is visible to the search engines but is invisible to humans. It is mainly accomplished by using text in the same color as the background color of the page. It is primarily used for the purpose of including extra keywords in the page without distorting the aesthetics of the page. Most search engines penalize web sites which use such hidden text.
- **Internal Link** - A link within a website between pages, files, images, or paragraphs.
- **JavaScript**: A scripting language commonly used in web pages. Most search engines are unable to index these scripts properly.
- **Keyword** - A word or phrase that you type in when you are searching for information in the search engines.
- **Keyword Density** - The number of times a keyword is used on a web page divided by the total number of words on the page. Expressed as a percentage.
- **Keyword Prominence** - Denotes how close to the start of an area of a page that a keyword appears. In general, having the keyword closer to the start of an area will lead to an improvement in the search engine ranking of a page.
- **Link Popularity** - The number of sites which link to a particular site. Many search engines use link popularity as a factor in determining the search engine ranking of a web site.
- **Landing Page** - The specific web page that a visitor ultimately reaches after clicking a search engine listing. Marketers attempt to improve conversion rates by testing various landing page creative, which encompasses the entire user experience including navigation, layout and copy.

- **Meta Search Engine** - A server which passes queries on to many search engines and/or directories and then summarizes all the results. Ask Jeeves, Dogpile, Metacrawler, Metafind and Metasearch are examples of meta search engines
- **Meta Description Tag** - The tag present in the header of a web page which is used to provide a short description of the contents of the page. Some search engines will display the text present in the Meta Description Tag when the page appears in the results of a search. Including keywords in the Meta Description Tag can improve the search engine ranking of a page for those keywords. However, some search engines ignore the Meta Description Tag.
- **Meta Keywords Tag** - The tag present in the header of a web page which is used to provide alternative words for the words used in the body of the page. The Meta Keywords Tag is becoming less and less important in influencing the search engine ranking of a page. Some search engines ignore the Meta Keywords tag.
- **META Keyword Tag** - Allows page authors to add text to a page to help with the search engine ranking process. Not all search engines use the tag.
- **META Robots Tag** - Allows page authors to indicate how the website should or should not be indexed by search engines. The Robots Exclusion page provides official details.
- **META H1 Tag** - A paragraph style that is displayed in a large, bold typeface. Having text containing keywords in the Heading Tags can improve the search engine ranking of a page for those keywords.
- **META Alt Tag** - The alternative text that the browser displays when the surfer does not want to or cannot see the pictures present in a web page. Using alt tags containing keywords can improve the search engine ranking of the page for those keywords.
- **Mod Rewrite** – The process involves re-writing the coding on your website using programs such as Apache and ISAPI_Rewrite for MS IIS. This is a very time consuming process and can be very costly. But, you need static pages for the Search Engines to find your website
- **Organic Listing (Also, called Natural Listing)** - Listings that search engines do not sell (unlike paid listings). Instead, websites appear solely because a search engine has deemed it editorially important for them to be included, regardless of payment. Paid inclusion content is also often considered "organic" even though it is paid for. This is because that content usually appears intermixed with unpaid organic results.
- **Paid Inclusion** - Paid inclusion only guarantees scheduled index inclusion; it has no effect on ranking. However, most of the crawler-based engines do consider refresh rate in the ranking algorithms. The key players in the PFI market are LookSmart and Yahoo!
- **Paid Placement** - Paid placement is a model whereby you pay to have web pages included and ranked artificially higher than other results in an index of similar or competitive content. The ranking mechanism is keyword driven where the marketer purchases or bids on certain keywords or key phrases to return a specified URL. Typically, the higher the bid, the better the ranking of the result, generally regardless of relevancy. Paid placements are generally marked as such by being referred to within results as "Features Listings," "Sponsored Links," etc. The key PFP services include Overture, Google, Ah-ha, and LookSmart.

- **Pay Per Click Search Engine** - A search engine in which the ranking of your site is determined by the amount you are paying for each click from that search engine to your site.
- **Robot** - In the context of search engine ranking, it implies the same thing as spider. In a different context, it is also used to indicate software which visits web sites and collects email addresses to be used for sending unsolicited bulk email.
- **Search Engine** - A software that searches for information and returns sites which provide that information. Examples of search engines are [AltaVista](#), [Google](#), [Hotbot](#) etc.
- **Search Engine Placement** - The practice of trying to ensure that a web site obtains a high rank in the search engines. Also called search engine positioning, search engine optimization etc.
- **Spamming** - Using any search engine ranking technique which causes a degradation in the quality of the results produced by the search engines. Examples of spamming include excessive repetition of a keyword in a page, optimizing a page for a keyword which is unrelated to the contents of the site, using invisible text, etc. Most search engines will penalize a page which uses spamming. Also called spamdexing. In a different context, spamming is also used to mean the practice of sending unsolicited bulk email.
- **Spider** - A software that visits web sites and indexes the pages present in those sites. Search engines use spiders to build up their databases. Example: The spider for Google is Googlebot.
- **Stop Word** - A word that often appears in pages, yet has no significance by itself. Most search engines ignore stop words while searching. Example of stop words are: and, the, of etc.
- **Title Tag** - The contents of the Title tag is generally displayed by the browser at the top of the browser window. The search engines use the Title tag to provide a link to the sites which match the query made by the user. Having keywords in the Title tag of a page can significantly increase the search engine ranking of the page for those keywords.