



# Bret Ridgway's Internet Marketer's Resource Glossary

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## 8

80/20 Rule

An old marketing axiom that states 80% of your profit or sales volume will come from 20% of your customers.

## A

A/B Split

A direct marketing term, an A/B split typically refers to a mailing test where two different variables are being tested against each other. For example, one mailing piece might have teaser copy on the outside envelope, the other none. All other components of the mailing package are the same. The objective is to determine which package draws a better response.

Above the Fold

The content on a web page that is visible without scrolling down.

Acceptable Use Policy

A definition of content and the uses permitted on a website or network as a condition of using that site or network.

Ad Clicks

The number of times a banner ad is clicked on by users.

Ad Click Rate	Also called the “click-through,” it represents the percentage of ad impressions that resulted in an ad click.
Ad Impressions	Also called “impressions,” it represents the number of times an ad banner is downloaded and presumed to be seen by visitors.
Add-in	Another term for plug in, it means a small program which runs in conjunction with a web browser or other application to enhance the functionality of that program.
Address	The location of an Internet resource. It can be represented as an email address such as <a href="mailto:info@sfsmail.com">info@sfsmail.com</a> or a website address such as <a href="http://www.SFSBlog.com">www.SFSBlog.com</a> .
ADN	Advanced Digital Network. Usually refers to a 56Kbps leased-line.
Adobe Acrobat	A popular format for saving documents for distribution via the Internet. Known as PDF files, they retain the original format of the document as developed by the author.
ADSL	A DSL line where the upload speed is different from the download speed. Usually the download speed is much greater. Average download speed is 756K where upload speed is 268K.
Adware	Any software which serves pop-up ads or banner ads to you while in use.
Affiliate Program	A marketing joint venture where one company gets other people to sell its product(s) for a commission on each sale made by the “affiliate.”
AFK	Chat abbreviation for “away from keyboard.”
Aggregator	A value-adding intermediary between producers and consumers that sets prices and discount schedules in advance. Core value propositions of aggregation are optimization, selection, organization, price, convenience and fulfillment. Amazon.com, Chemdex, E*Trade, HomeAdvisor and Travelocity are examples.

Agora	An e-marketplace where buyers and sellers meet freely, negotiate and assign values to goods. The core value proposition of an Agora is liquidity – the ease of converting assets into cash. Buyers and sellers cooperate and complete to arrive at mutually acceptable deals. Yahoo Classifieds, eBay, Priceline, NASDAQ and FreeMarkets are all Agoras.
Alias	In e-mail parlance, the “hiding” of the true e-mail address a document is sent from.
Alliance	An ethereal type of e-marketplace whereby key players strive for high value integration without hierarchical control. The core value proposition is creative collaboration to meet the end-user’s needs shared by the community of contributors. Goods and services in this model are designed via dynamically shared experiences. Key players include AOL, MP3, Wintel, NetNoir and Linux.
Alpha Test	In software development, an early stage of testing of software done by inhouse personnel to identify bugs in a program.
Anchor	Either the starting point or destination of a hyperlink.
Anchor Tag	A hyperlink to a set location on a web page.
Animated GIF	A GIF graphic file that contains two or more images shown in a timed sequence to give the appearance of motion.
Anonymous FTP	An anonymous FTP site allows Internet users to log in and download files from the computer without having a private UserID and password.
Anonymous Posting	A message sent to a newsgroup that does not identify the person that sent it.
AOL America Online	A major Internet service provider
Applet	A small Java program that can be embedded in an HTML page. Applets differ from full-fledged Java applications in that they are not allowed to access certain resources on the local computer, such as files and serial devices and are prohibited from communicating with most other computers across a network. The common rule is that an applet can only

make an Internet connection to the computer from which the applet was sent.

#### ASCII File

Most common form of a text file, ASCII files are those that use only the 128 characters that can be encoded with 7 binary digits.

#### ASP

Active Server Pages. An HTML page that includes one or more scripts (small embedded programs) that are processed on a Microsoft Web server before the page is sent to the user. An ASP is somewhat similar to a serverside include or a common gateway interface (CGI) application in that all involve programs that run on the server, usually tailoring a page for the user. Typically, the script in the Web page at the server uses input received as the result of the user's request for the page to access data from a database and then builds or customizes the page on the fly before sending it to the requestor.

#### Associate Program

Another name for an affiliate program.

#### Attachment

A file or group of files that is included (attached) to an email message.

#### Auto-bot

An automation tool that allows you to check your POP3 mail server for new mail, download waiting email, set your system clock to Internet time, and execute timed Telnet sessions.

#### Autoresponder

An automated system that sends out a prewritten email to a person who has requested information.

#### Autoresponder Sequence

A series of autoresponder messages scheduled to be delivered automatically via e-mail at predetermined intervals to a person who has requested it.

### **B**

#### B2B

Refers to business-to-business marketing, as opposed to business to consumer marketing.

#### Backend

Refers to the money made from a customer after the first sale has been made to that customer. Many marketers are happy to make little or nothing on their first sale to a customer, as they know their real profit is in the "backend" through repeated sales to that same customer.

Backwards Compatible	Term used to describe a program's ability to read a file from an earlier version of the software that created it.
Bandwidth	How much information can be sent through a connection. Information could be text, images, video, or audio. This is usually measured in bits per second.
Banner Ad	An advertisement on a web page that is usually linked directly to the advertiser's website. Standard internet banners are 480 x 60 pixels, but half banners, micro buttons, and vertical banners are also used, with different pixel dimensions associated with each.
Baud Rate	The number of transitions per second made by a modem.
BBS	Bulletin Board System. A computerized meeting and announcement system where people carry on discussions, upload and download files, and make announcements without the people being connected to the computer at the same time.
Below the Fold	The part of a webpage that is viewable only by scrolling down the page.
Benefit	In advertising and copywriting, a benefit is what a product or service does for you, as opposed to a feature, which is some characteristic about that product or service.
Bingo Card	A card inserted into a publication that allows readers to request information from one or more of a group of companies listed on the card.
Bleed	Ads, illustrations or photographic images printed so as to run to the edge of the page (after trimming if the page is trimmed).
Blurb	A short piece of text, usually no more than a single short paragraph, describing a company, person, product, service, or event. The blurb is typically used inside a larger marketing communication piece.
Body Copy	The main text of any marketing communications vehicle.

Boilerplate	Prewritten, standardized copy used whenever a particular marketing communication requirement arises. It may be written to adhere to legal or company standards. It may also be used to eliminate the need for original writing when a specific communication need is likely to arise frequently.
Bonuses	Additional products or services offered to a prospective customer as an enticement to order the primary product or given to a customer as a thank you for purchasing.
Bookmark	The process of saving a URL in your web browser. This allows you to return to a particular site by making a record of it.
BRC	Business Reply Card. A card distributed with an advertising piece. The card is preprinted with the address of advertiser or its fulfillment house. Return postage is prepaid by the advertiser. The recipient uses it to respond to an offer (which may simply be an offer to provide more information) made by the advertiser.
Broadcast	To simultaneously send the same message to a large group of recipients. Broken Link A hyperlink on a webpage that no longer works.
Browser	A client program that is used to look at various kinds of Internet resources. The most popular are Internet Explorer and Firefox.
Browser Compatibility	A term that refers to the way a webpage looks on one web browser as compared to another.
BTW	Abbreviation for "by the way" used in e-mail, newsgroup, and chat communications.
Buffer Page	An alternate web page used in marketing programs as the page you land on after clicking on an ad banner rather than the advertiser's home page.
Bulk Email	The sending of a single message to a large group of recipients simultaneously. Usually refers to unsolicited email or spamming.
Bullet	A large dot used to separate listed items. • This is an example of a bullet.

Bulletin Board	A service dedicated to a specific topic where users post messages that are read by others.
Business Reply Card	Also called a BRC. A card distributed with an advertising piece. The card is preprinted with the address of advertiser or its fulfillment house. Return postage is prepaid by the advertiser
Button	A term used to reflect an advertisement on a website that is smaller than the traditional banner advertisement.
Buy-side Auction	A type of Agora that enables a buyer to receive bids from sellers. During a designated time period, suppliers bid against each other in an on-line auction for the sales of products or services. Covisint and GM TradeXchange are two key examples of buy-side auctions.

## C

Cache	A region of memory in your computer where frequently accessed data can be stored for quick access.
Call to Action	In a sales letter or on a webpage the call to action is where you are told what they would like you to do next. "Pick up the phone and call..." or "Click here to order now" are examples of a call to action.
Cancelbot	A program left running on a server that automatically looks for postings the system administrator deems inappropriate.
Canned Message	A prewritten or prerecorded message that is automatically delivered to the requestor, typically via e-mail.
Card Deck	A collection of post card size advertisements, each promoting a different product, service, brand, organization or event, distributed as a group.
Cascading Style Sheets	CSS is an exciting feature of HTML that gives Web-site developers more control over how they want their pages displayed by specifying how each element should appear in a style sheet.

Certificate Authority	An issuer of Security Certificates used in SSL connections.
CGI	Commonly used acronym for the term "Common Gateway Interface." CGI is an interface creation scripting program that allows web pages to be made on the fly based on information from checkboxes, forms, text input, buttons, and more.
CGI-bin	The most common name of a directory on a web server in which CGI programs are stored.
Check by Phone	A system that allows you to have a customer order via phone with a check. The customer provides you their account and bank information and you print out a check with that information that you can deposit in your bank account.
Checkbox	A way to allow a website visitor to interact with a website by clicking on a box or other input element.
Classified Ad	Best known in the form of newspaper classifieds, a classified ad can be any online or offline advertisement that typically is text only, contains a few sentences maximum, and is usually designed as a lead generation device.
Click and Mortar	Term commonly used to refer to traditional retailers who also have an Internet presence.
Click Through	The percentage of ad views on a website that resulted in the user clicking on the advertisement.
Client-Server	Two computer systems linked by a network or modem connection where the client computer uses resources by sending requests to the server computer.
Close	The act of trying to get a prospect to place an actual order.
Closing Date	The final date by which artwork, video or audio material must be received by the media outlet for it to appear in the desired issue or time slot.
Cobrand	Typically refers to a product you have received from another company that you will be selling where the original developer allows you to sell the product under your own name or add your name and contact information to the product.

Cold Fusion	A programming language that can be used to develop web pages that integrates database information with your webpage.
Compressed Data	Files available for download from the Internet are typically compacted in order to save server space and reduce transfer times. The typical file extension for compressed files is zip.
Content	Objects and/or data that resides on the web page.
Content Provider	A website that provides dynamic and updated information on a consistent basis on the Internet.
Control	The sales piece (webpage, sales letter, etc.) that has generated the best response becomes the "control." Subsequent tests are made changing the elements of the sales piece to see if the results can be improved. When a better result is achieved a new control is then established.
Conversion Rate	The percentage of website visitors that become customers. If 100 people visited your site and 25 ordered your product you would have a 25% conversion rate on visitors. Conversion rates can be calculated on other variables besides visitors. For example, one might measure the conversion rate of people that actually clicked on the order form, not all visitors.
Cookie	A piece of information sent by a Web Server to a Web Browser that the browser software is expected to save and to send back to the Server whenever the browser makes additional requests from the server.
Co-op	The joint funding (e.g., by a retailers and manufacturers) of marketing communications activity.
Coopetition	An organic function and by-product of the e-marketplace business model in which participants must cooperate and compete with each other in order to meet their business needs. Scarcity no longer creates value, the size of the network does. The larger the network, the more value it brings to its participants.
Copy	The spoken or written words in a marketing communications vehicle.

Copy Testing	Research that measures responses to marketing communication copy in a test environment to evaluate the copy's effectiveness in fulfilling the intended objectives.
Copyright	Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works such as poetry, novels, movies, songs, computer software and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.
Copywriter	Someone who writes text for marketing communications material.
Copywriting	The art of composing sales copy for webpages or direct mail packages.
Co-registration	A form or website where a person can sign up for or register with more than one publication on a single form.
Cost Per Thousand	The common way that advertising rates or mailing list rentals are quoted. The amount in dollars that you'll pay to mail your marketing piece or rent use of one thousand names.
Co-subscribe	Another name for co-registration. A form or website where you can sign up for multiple publications at the same time.
CPC	Cost per click. A common Internet marketing formula used in pricing ad banners.
CPM	Cost per thousand. The term is frequently used in conjunction with ad impressions to represent the price paid for each 1,000 people who see a banner advertisement.
Cross Post	To post a message to several newsgroups simultaneously.
Cross Selling	Encouraging existing customers to buy other products and services as opposed to buying more of what they bought before.
CSS	Cascading Style Sheets.

Customer Someone that has actually purchased some product or service from you.

## D

Database A collection of data that is organized so that its contents can easily be accessed, managed, and updated. The most prevalent type of database is the relational database, a tabular database in which data is defined so that it can be reorganized and accessed in a number of different ways. A distributed database is one that can be dispersed or replicated among different points in a network. An object-oriented programming database is one that is congruent with the data defined in object classes and subclasses.

Decoy A name in a mail, telephone or e-mail list placed solely for the purpose of tracking the use of the list to ensure that the list purchaser or renter does not break the sales or rental contract. The decoy person, household or organization either works for the list owner/broker or otherwise agrees to help by reporting any misuse.

Desk Name A pseudonym used on a website or in an email or direct mail piece that helps you identify what a caller might be contacting you about in advance. Small companies use desk names also to give the appearance of being a larger organization than they are.

DHTML Dynamic Hypertext Markup Language.

Dial-up Service A common method of connecting to the Internet. A user's modem dials up to a service provider, through which an Internet connection is established. Generally at speeds of 56Kbps.

Direct Connection A connection made directly to the Internet that is much faster than a dial-up connection.

Directory Essentially, an on-line yellow pages. Yahoo is the best known of the Internet directories.

Discussion Group A group of people who exchange messages about a particular topic. Usually associated with newsgroups.

Distributive Network	A type of e-marketplace that plays a vital role in ensuring a balance between the e-marketplaces they support. The core value proposition of this business model is to facilitate the exchange of information, goods and services between participants each e-marketplace. The best current examples of Distributive Networks include: UPS, AT&T, and the Internet.
DNS	Domain Name Service. Provides resolved IP addresses to a domain name.
Domain Name	The unique name of an Internet site. For example, <a href="http://www.SpeakerFulfillmentServices.com">www.SpeakerFulfillmentServices.com</a> . The most common business domain names end with the .com extension, though new extensions are being released almost all the time.
Download	The transfer of files from one computer to another.
Dreamweaver	The web page creation software developed by Macromedia.
Drop Down Menu	A list of options that drops down when you click on a down arrow button.
DSL	Digital Subscriber Line. A method for moving data over regular phone lines which delivers data connectivity at up to 1.54Mbps
<b>E</b>	
E-book	Electronic version of a book that is delivered digitally via the Internet.
E-commerce	Commercial activity that takes place by digital communications over a network like the Internet.
E-mail	Abbreviation for electronic mail. A letter or memo sent to a person or group electronically on the Internet.
E-mail Address	A user's electronic mailbox name or address.
E-zine	Electronic magazine.

Electronic Coupon	A discount coupon for a product or service that is delivered electronically.
Electronic Storefront	A website that sells products.
Emoticon	A combination of characters that form a facial expression. For example, here's a wink ; - ) and a frown : - (
Encryption	The coding of information for transmittal via the Internet so that unwanted parties cannot read the information.
Endorsement	A recommendation for a product, service, or person.
Eudora	A popular email management program.
Evergreen Content	Typically refers to a newsletter that contains content that is not "dated." A new subscriber receives issue number one and another subscriber a month later will receive the same issue number one.
Explorer	Microsoft's browser.

## **F**

FAQ	Frequently Asked Questions. A frequent page on many websites that contains common questions and answers for a particular topic or website.
Feature	A characteristic of a product or service. A benefit is what that feature does for the user.
Feedback Form	An on-line form where you are requesting input from site visitors about some aspect of your site, offer, etc.
Firewall	A combination of hardware and software that separates a Network into two or more parts for security purposes.
Flame	A personal attack on another Internet user done by e-mail, USENET or mailing lists.
Flash	A Macromedia software program used for creating fancier animations for use on websites.

Floating Toolbar	A set of navigation or other tools that are arranged on a toolbar that may be dragged with a mouse pointer to anywhere on your screen. Usually done with Javascript or DHTML.
Follow up	The process of on-going communications with a prospect or client after their initial inquiry.
Follow-up Autoresponder	An automated program that sends an e-mail reply to a request for information via e-mail.
Forum	Another common name for a discussion group or message board.
Frames	A method of coding a web page to divide the layout into two or more independent parts.
Freeware	Software that is available to use free of charge.
Frequency	The number of times that an individual or household sees a particular marketing message within a given timeframe.
Frontpage	Microsoft's web page creation software.
FTP	File Transfer Protocol. An Internet tool/software utility that allows you to transfer a file between two computers that are connected to the Internet.
Fulfillment House	Common name used for a company that provides order taking and product shipping services for other companies.
Fusion Marketing	One of the most rewarding, inexpensive, underused, and effective methods of marketing is to tie in your marketing efforts with the efforts of others. This used to be known as "tie-ins."

## **G**

Gateway	A gateway is a network point that acts as an entrance to another network. On the Internet, a node or stopping point can be either a gateway node or a host (end-point) node. Both the computers of Internet users and the computers that serve pages to users are host nodes. The computers that control traffic
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within your company's network or at your local Internet service provider (ISP) are gateway notes.

#### Gateway Page

A page specially designed to rank high on a specific search engine. This page is used to capture visitors and direct them into the main part of a site.

#### Ghostwriter

A person who writes a book for another person

#### GIF

Graphical Interchange Format is a commonly used graphics file format for image files on the Internet.

#### GIF Animation

Type of GIF format that allows a series of images to be displayed one after another or on top of each other, providing the appearance of animation.

#### Gilder's Law

The idea that bandwidth grows at least three times as fast as computing power. (See Moore's Law.)

## H

#### Hacker

Commonly used to refer to people (mainly adolescent males) who get a kick out of breaking into computers and the phone system.

#### Harvesting

The process of collecting e-mail address from newsgroup by means of an automated software program. Largely frowned upon and associated with "spam."

#### Headline

The lead sentence to an article, sales letter, webpage, etc. that is written to capture the interest of the reader and get them to ready the body copy.

#### Hit

A term that represents the number of files a server send to a browser. Every element of a requested web page (including graphics, text, etc.) represents a "hit." So, several hits can be generated from a single web page.

#### Home Page

The first page of a website. Some people also refer to this as the landing page. Also refers to the website that automatically loads each time you launch your browser.

#### Hotmail

A web-based free email system.

House List	A mail, telephone or e-mail list compiled and therefore owned by a company rather than being purchased or rented from a third party.
HTML	HyperTextMarkup Language. A coding language used to make hypertext documents for use on the web.
HTTP	Abbreviation for Hyper Text Transfer Protocol. This is often the initial sequence of letters in a web address.
Hub	A web model where you have one major website that is a compilation of all the products and services you offer and various individual product sites, called spokes, that radiate out from the hub and may feed traffic back to the hub.
Hyperlink	A connection between two anchors.
Hypertext	Any text that can be chosen by a reader and that causes another document to be retrieved and displayed. Also referred to as a "link"

## I

Image Advertising	Rather than promoting a product or service's specific attributes, image advertising promotes an overall perception of a company, product or service. Image advertising is generally used to position a product relative to the competition.
Image Map	A gif or website image where different parts of the image are clickable and linked to different URLs.
Infopreneuer	Information Entrepreneur.
Internet Service Provider	The company that provides your Internet connectivity service.
Interstitial	An advertisement that appears in a separate browser window while you are waiting for a web page to load.
Intranet	A network designed to organize and carry out digital transactions within a company or organization. It has all the features of the Internet, but is only accessible to the members who are granted private access within that company or organization.

IP Address	Internet Protocol address. Every system connected to the Internet has a unique IP address. Most people use domain names instead of IP addresses for navigating to websites.
ISDN	Integrated Services Digital Network. A digital network that moves up to 128,000 bits per second over a regular phone line at almost the same cost as a normal phone call.
ISP	Internet Service Provider – the company that provides you with a connection to the Internet. This can be done via a dial-up or direct connection.
<b>J</b>	
Javascript	A general purpose programming language with a number of features that make the language well suited for use on the web. Small Java applications are called applets.
Johnson Box	A term typically associated with direct mail, it refers to text surrounded by a box to draw attention to the contents.
Joint Venture	Also known as a JV, it is a business agreement between two parties where the revenues generated from a marketing campaign are shared in some manner. A common example of a JV is where one person will market their product to another person's list.
JPEG	A common format used for image files. Pronounced Jay-peg, it is an acronym for Joint Photographic Experts Group.
Jump Page	Also known as a “splash page,” it is a special page set up for visitors who clicked on a link in an advertisement.
Junk Mail	Unsolicited and unwanted snail mail or e-mail. The e-mail version is typically referred to as “spam.”

## **K**

Key Phrase	A combination of words together used as a search term.
Keyword	The word or words a user types in when presented with a search box.
Keyword Stuffing	The practice of inserting the same word(s) repeatedly on the beginning of a webpage in order to get a search engine to recognize that page as highly relevant and list it near the top of the search engine rankings.

## L

Landing Page	Typically refers to the home page, or the main page of a website through which all points in the site can be accessed.
Lead Product	A product, typically low cost or even free, that is the first offered to a prospect to try to get them to become a customer.
Lifetime Value	The amount, in dollars, a customer is worth to you over the lifetime of their purchases from you.
Link	A connection between two websites or between different parts of the same document. Also called a hyperlink.
List	A group of names and addresses or e-mail addresses of people who have a common characteristic.
List Broker	A person that rents or sells lists of names to marketers.
List Building	Increasing the size of a list.
List Rental	Rather than being purchased, mail, telephone and e-mail lists are often rented for one-time use or a limited number of uses. Mailing, calling or emailing people on the list more than the specified number of times is a breach of contract.
Listserv	The most widespread of mail lists.
Log File	A file that lists the actions that have occurred on a website. With log file analysis tools it's possible to determine where visitors are coming from, how often

they come back, and how they navigate through a website.

**Login** The process of entering information related to an account name and its password in order to access a time-sharing computer.

**Lurking** The act of reading through maillists and newsgroups without posting any messages.

## **M**

**Mail Bomb** An email message with large binary files included that is sent with the intent of crashing the recipient's mailserver or mailreader.

**Mail Filter** A program that allows the user to sort email messages according to information contained in the subject line or within the message itself.

**Mail Server** The application on the host server that provides mail services like a post office.

**Mailbot** An email server that automatically responds to requests for information.

**Mailbox** The directory on a host computer where your email messages are stored.

**Mailing List** An e-mail system that includes multiple recipients as part of its address. Also called maillist.

**Masking** Similar to an alias, used to hide the actual address an e-mail or URL is sent from.

**Master Distribution Rights** To own the rights to produce and sell a product plus the right to sell the rights to product and sell that product.

**Media Release** Information written by an organization and distributed to media outlets with the hope that they will incorporate the information into their news or other services.

**Membership Site** A website where users pay a fee, typically monthly, to be able to access that site. Can also be a specific area of a website that is password protected.

Meme	Memes are the basic building blocks of our minds and culture, in the same way that genes are the basic building blocks of biological life. In marketing the term has come to be associate with a word, picture, or image that when a person sees it your company or product immediately comes to mind.
Menu Bar	A toolbar that contains word commands instead of buttons.
Merchant Account	The ability to accept payment for orders by credit card.
META Search Engine	A search engine that searches the major search engines, throws out the duplicates, and summarizes the results. Examples of major Meta search engines are google.com and dogpile.com.
META Tag	An optional HTML tag that is used to specify information about a web document. Search engines typically use meta tags to index web pages.
Metcalfe's Law	The law that states that the value of a network is a function of the number of nodes or participants connected to it. Thus, the value of any network grows exponentially with each additional node or participant, i.e. fax machines, phones and computers connected to a network of other fax machines, phones and computers.
Metrics	Refers to the measurement of statistics associated with a website. Could be number of visitors, length of visit, conversion rates, etc.
MIDI Musical Instrument Digital Interface.	A high quality audio file format.
Mini-Site	A small one or two page website that typically sells one product only.
Mirror Site	A website that maintains a copy of material originated at another location, usually in order to provide more widespread access to the resource.
MLM	Acronym for Multi Level Marketing.
Moore's Law	Every 12-18 months, processing power doubles while costs stay constant. Also, bandwidth expands, while computer microchips get smaller and become more

powerful. Microchip size reduced in half during the same time period, yet the microchip's computing power remains constant.

## Multi-Level Marketing

A marketing structure where you earn income from selling a product or service and from recruiting others into the organization to sell also. The one that recruited you and the ones before him are called your upline. The ones you recruit and their subsequent recruits are called your downline.

## N

### Nameserver

A computer running a program that converts domain names into appropriate IP addresses or vice versa. Also known as DNS.

### Netiquette

The unwritten rules of etiquette on the Internet.

### Netpreneur Network

Slang term for an entrepreneur on the Internet. A system of connected computers exchanging information with one another.

### Newbie

Slang for someone who is new to the Internet or a specific aspect of it.

### Newsgroup

A discussion group on Usenet devoted to talking about a specific topic.

### Newsreader

A program designed for organizing the threads received from a mailing list or newsgroup.

### Niche Market

A clearly identifiable market segment.

### Non-secure

Website transactions that do not use encryption software for transmission of order information are known as "non-secure" transactions.

## O

### Offer

In simple terms, what your customer receives from you for the money they spend, including bonuses.

### Online Brochure

A small, simple Website, the online equivalent of a business envelope-sized paper brochure. This is essentially a description of a business, product, or

service, with an e-mail link to allow customers to get more information.

One Step	A marketing program where the advertising is designed to generate an immediate sale for a product. Lead generation is not being done – the advertiser is going directly for the sale.
One Tier	An affiliate program where only the affiliate that made a sale receives a commission on that sale.
Online	Connected to the Internet.
Online Mall	A website that contains electronic storefronts for several vendors all under one “roof”.
Open Market	A type of Agora set up for one-to-one transactions between buyer and seller of which Monster.com and other career search resources are the best examples.
Opt-in Email	An opt-in email list is a list where the users have voluntarily signed up to receive e-mail about topics of interest. In double opt-in email lists the user must re-verify their request to be on a list.
Opt-out	A request to not be included on a mailing list or receive additional information from an organization.

## **P**

Page Views	The number of times a user requests a specific page on a website.
Password	Secret code of letters and numbers needed to gain access to a time-sharing computer or FTP system, or to protect web pages.
Password Protected	A website or webpage that is accessible only by entering a UserID and password.
Pay-per-click Search Engine	A search engine where the top spots on a search list are occupied by those companies that have bid the most money to appear there. A company pays the amount of their bid to the search engine for each person that clicks on their link from the search engine listing.

Pay-per-impression	An advertising model where you pay for each time your banner ad is displayed on a page someone has visited. Each time your banner is displayed is counted as an impression and you pay whether or not the visitor clicks on your banner.
Pay-per-lead	An advertising model where you pay for each lead you are provided, whether or not the prospect is converted to a customer.
PDF	PDF is a file format created by Adobe Acrobat that is widely used for distribution of documents via the Internet. Documents saved in PDF retain their original formatting regardless of what program they were developed in. To view and use a PDF file you need the free Acrobat Reader, which you can easily download. Once you've downloaded the Reader, it will start automatically whenever you want to look at a PDF file.
Personalization	Refers to the insertion of a person's first name or other personal information into an e-mail message or direct mail piece.
Pixel	Short for Picture Element, the smallest unit of resolution on a monitor. Commonly used as a unit of measurement for images on a website.
PKZIP	A widely available shareware utility allowing users to compress and decompress data files.
Plug	A free and positive mention of a company, product, service and/or event in any media vehicle.
Plug-in	A piece of software that adds features to a larger piece of software.
POP	Post Office Protocol, a method of storing and returning email.
Pop Under	A browser window (generally smaller) that is displayed underneath the main browser window.
Pop Up	A browser window that is launched either during the load or exit sequence of a web page.
Portal	Primarily used as a marketing term to describe a website that is intended to be the first place people see when using the web. Typically, a portal site has a

catalog of websites and may offer other services to entice people to use that site as their main port of entry to the Internet.

**Posting** It can refer to a message or article that appears on a newsgroup or a message board system, or the act of sending an electronic message to a newsgroup or message board.

**Press Release** An announcement sent to a media outlet with news about your company, product, etc. Media outlets could include television, radio, newspapers, trade magazines, on-line publications, etc.

**Profit Funnel** A marketing model where a new customer is generally procured through the offering of a no cost or low cost lead product, and then gradually stepped up through more expensive purchase offers. A typically example in the information product industry is the offering of a free report or ebook, followed up by offering audiotape or videotape packages, then perhaps teleseminars, then full-blown conferences.

**Prospect** A person who has “raised his hand” and expressed an interest in your product or service, but has not yet purchased.

## **Q**

**Queue** A list of email messages that will be distributed the next time you log onto the Internet.

**QuickTime** A common video file format created by Apple Computer.

## **R**

**Rack Rate** The published advertising rates for a magazine, newsletter or other media.

**Ranking** Where your site is listed in a search engine result.

**Reach** Reach is commonly used in marketing to determine the degree of penetration into a target audience. It can be given as either a number of individuals or as a

percentage. If it is a number of individuals, it means the number of people who are likely to be exposed at least once to an ad in a given period of time.

RealAudio	A commercial software program that plays audio on demand, without waiting for long file transfers.
Realtime Processing	An online ordering system where the customer's credit card is processed automatically for approval at the time the order is submitted.
Reciprocal Link	An exchange of hyperlinks between two websites.
Redirect	When you type in a URL into your browser and you are automatically sent to another URL you have been "redirected."
Referral Fee	An amount paid for referring business to another company. The company who gets the order will pay the fee to the referring person.
Refresh	Frequently viewed webpages are stored in the cache memory of your computer. In order to view the most current version of that page from the server it is necessary to "refresh" the page by hitting the F5 key on your
keyboard.	
Register	With shareware, when you make contact with the software vendor to pay for the product you are registering.
Remnant Space	Unsold space in a print publication or unsold banner impressions on a Web site. Remnant space is typically sold at a discount to the publication or site's rate card.
Resale Rights	The right to sell another person's product where you get to keep some or all of the proceeds of that sale. You may or may not have to produce the product you are reselling.
Reseller Program	A marketing system where you allows others to sell your product or service for a commission on the sale.
Residual Income	On-going monthly revenue received from a customer even though no new work may have been done for that customer. A common example is a paid

membership site, where a monthly fee is charged to access the content on the site.

**Resource Box** Located at the end of an email or article, a Resource Box contains information about the author and the products or services that they offer.

**Response Rate** Percentage of responses received from a marketing campaign.

**Rich Media** A term used to refer to advanced technology used in Internet ads, such as streaming video, applets that allow user interaction, and special effects.

**Risk Reversal** To remove the risk of purchasing from you by placing the risk of ordering on yourself as opposed to the prospect. This is done by offering a guarantee and usually some bonus items the purchaser may keep even if they decide to return the original item they purchased.

**Robot** A program that automatically search the World Wide Web for files.

**ROI** Return on investment. Sometimes difficult to determine, it is an attempt to determine the end results of an advertising expenditure.

**Router** A router is a device or, in some cases, software in a computer, that determines the next network point to which a packet should be forward towards its destination. The router is connected to at least two networks and decides which way to send each information packet based on its current understanding of the state of the networks it is connected to. A router is located at any gateway (where one network meets another), including each Internet point-of-presence. A router is often included as part of a network switch.

## **S**

**Salting** Placing names in a mail, telephone or e-mail list solely for the purpose of tracking the use of the list to ensure that the list purchaser or renter does not break the sales or rental contract. Also called "seeding". A name so place is called a "decoy" or "dummy".

Screen Capture	The process of taking a “snapshot” of your computer screen. Commonly used in software training programs to show users a step by step process for performing a software task.
Screen Resolution	Screen Resolution is expressed as the number of pixels for the width and height of your screen. Images, especially photographs, will look MUCH better in at least 800x600 resolution. (That's 800 pixels for the width and 600 for the height). Using a higher resolution will make things appear sharper but they will also be smaller. The good news here is that you can fit more information on your screen at one time. If the print is too small in a higher resolution for you to read comfortably, you can compensate for the smaller size of the type by choosing a larger font size in Windows as well as in Microsoft Internet Explorer.
Screencam	A screen recording program used in creating or viewing online films or demos.
Scroll	To move down a webpage by use of the scroll bar on the right side of the screen. Items visible without scrolling are called above the fold and items viewable only by scrolling down are called below the fold.
Search Engine	A tool or program which allows keyword or keyphrase searching for relevant websites on the Internet.
Search String	What someone types into a search box.
Search Visibility	Refers to how high on the list your site appears when someone does a keyword search on a search engine.
Secure Server	A server that has encrypts transactions automatically in order to protect credit card information, etc.
Security Certificate	A piece of information, often a text file, that is used by the SSL protocol to establish a secure connection.
Sell Down	An exit pop up or auto responder offer that sells a lower-priced version of your main offer. (For example, if the main offer is a \$247 How Course 3- ring Binder, the Sell Down could be a \$147 CD-ROM version offered as an exit pop up, if the visitor doesn't purchase the primary offer.)
Sell-side Auction	A type of Agora, like eBay or YahooAuction that allows a competitive environment among many

buyers for the offering of goods and services from a single seller. Most Internet users refer to sell-side auctions as "Internet auctions."

Sequential Autoresponder

An automated tool that will send out a series of messages delivered automatically via e-mail at predetermined intervals to a person who has requested it.

Server

A machine that makes services available on a network to client programs.

Service Provider

A company that provides dial-up or direct access to the Internet for a fee. Also called an ISP (internet service provider).

Shannon's Law

The lower the power in a digital communication system, the more efficient it becomes. This law predicts that the future of networks will be in small, battery operated, handheld devices joined together in massive B2C and B2B webs.

Shareware

Copyrighted software that is available for personal use for a small fee and is often downloadable from the Internet.

Shockwave

A web browser plug-in which provides for Macromedia Director movies to be viewed on web pages.

Shopping Cart

An automated system that allows your visitors to your site to make selections from more than one page before sending in that order. We recommend SFSCart.com.

SIG File

Another name for signature file.

Signature

A personal tag automatically appended to an email message. Also called a Signature File or SIG File.

Site Navigation

Refers to the path which a visitor takes through a website. What page they land on and where they go from there.

Smart Tags

A feature built into Windows XP where the Internet Explorer browser automatically inserts hyperlinks onto your webpage that will direct visitors to other websites they (Microsoft) feel might be of interest.

Snail Mail	Slang term for regular, paper mail sent through the postal service.
Spam	An inappropriate attempt to use a mailing list or other networked communications facility as if it was a broadcast medium for sending the same message to a large number of people who didn't ask for it.
Splash Page	Also known as a "jump page," it is a special page set up for visitors who clicked on a link in an advertisement.
Spider	A program that searches the internet for new resources accessible to the public. Also called robots or wanderers.
Sponsorship	Paying a fee to sponsor content, such as a section of a website or an email newsletter.
SSL	Secure Socket Layer. A protocol designed by Netscape Communications to enable encrypted, authenticated communications across the Internet.
Stats or Statistics	Measurement of key numbers for a website, such as number of user sessions, amount of time spent on a site, number of page views, etc. All of these are statistics.
Stickiness	Refers to the ability of a website to keep visitors on the site for an extended period of time. The stickier the better.
Streaming	An Internet data transfer technique that allows the user to see video and hear audio files without lengthy download times.
Stripping	Typically refers to the process of pulling email addresses out of newsgroups or discussion boards with automated software.
Style Guide	A set of guidelines written for the purpose of keeping consistent and standardizing the further development of a particular website.
Sub-associate	In affiliate or associate programs, a sub-associate or sub-affiliate refers to a person who has signed up as affiliate themselves for a program via your affiliate link. You will then earn affiliate commissions on what you sell as well as on what your sub-associate sells.

Subheads	“Mini-headlines” scattered throughout the body copy of a sales letter or advertisement that are designed to highlight important points.
Subject Line	Part of an email message where you describe the content of the message in just a few words to entice the reader to read your full message.
Subscribe	To become a member of a mailing list, newsgroup, online service, or Internet service.
Submission	Term commonly refers to the act of sending in a new domain name or URL to a search engine for registration.
Suspect	A person who has been identified as a likely prospect for your product or service, but who has not yet held up their hand and expressed a specific interest.
Syndication	The process of distributing informational content for use by others.

## **T**

T1	A type of high speed network connection providing a full dedicated 1.54 Mbps connection to the internet.
T3	An even higher speed network connection providing a full, dedicated 44.7 Mbps connection to the internet.
Target Market	An identifiable group of people who have common characteristics that have been identified as likely prospects to be purchasers of your product or service.
Targeted Email	Electronic mail sent to a person who is pre-identified as a worthy prospect for your product or service.
Teaser Copy	A direct mail term, teaser copy refers to any text, graphics, or other things you would place on the outside of your envelope to encourage the recipient to open up your envelope.
Teleseminar	A training course conducted via conference call.
Testimonial	A recommendation or endorsement of another company’s product or service.

Testing	The process of changing a variable in your marketing campaign to determine which format draws the best response. Lots of different variables can be tested, such as different headlines, different offers, long copy vs. short copy, etc. A key point is when doing testing you must change only one variable at a time.
Text Wrapping	In order for e-mail messages to look proper it is recommended that your messages be formatted to go to a new line once an individual line length is approximately 60 characters. This is called "text wrapping."
Thread	An ongoing message based conversation on a single subject.
Toolbar	The name of the group of tools you usually can see at the top, side, or bottom of the interface of an application or program that are usually arranged in the form of buttons and are readily accessible.
Tracking	The monitoring of and keeping statistics on where website orders, leads, visitors, etc. come from.
Traffic	Visitors to a website.
Trolling	Deliberately posting false information on a message or discussion board in order to elicit responses from people who really want to help.
Turnkey	A complete system designed for a particular application. For example, many affiliate programs offer turnkey packages that include all the components necessary to sell their product, including a website, sales tools, order processing, etc.
Two Step	A sales process where initial advertising is designed to generate leads, which are then sent the full sales piece to try and close a sale.
Two Tier	An affiliate program where both the affiliate and the person who signed up that affiliate receive a commission on a sale made.

## U

UCE	Unsolicited Commercial E-mail. Also known as Spam.
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Unique Selling Proposition	What is different or unique about your product or service or doing business with you that makes you stand out from the crowd.
Unique Visitors	Refers to the number of different persons who visit a website within a specific time period.
Unsubscribe	A request to be removed from a mailing list or discussion group.
Upload	Transferring a file from the user's computer to a remote computer.
Upsell	An attempt to get a customer to increase their order by offering an additional product at the point in time they are submitting an order to you. Upsells typically are an offer for a larger quantity of the same product being ordered at a special price or additional products or services at a special price. Today's modern shopping cart systems have the capability to do an automatic upsell when the customer initiates an order.
URL	Uniform Resource Locator. An address for a resource available on the Internet.
USP Unique Selling Proposition	What is different or unique about your product or service or doing business with you that makes you stand out from the crowd.
<b>V</b>	
Value Network	A web of partnerships enabled by a digital information flow that allows participants to communicate freely and trade together. As communications go backward and forward between all suppliers, value is added with each individual "touch" along the supply chain(s).
Vertical Market	An identified segment of the marketplace that has common characteristics. Examples of vertical markets would be information marketers, plumbers, florists, and dentists.
Vertical Portal	A portal aimed at a particular niche market. Also called a vortal.

**Viral Marketing** Getting others to spread your marketing message by sending it to their colleagues, who forward it to their colleagues, etc., creating exponential growth.

**Virus** A program which replicates itself on computer systems by incorporating itself into other programs that are shared on a system. Most often thought of in a negative connotation because they can cause your computer system to not perform properly.

**Visits** A sequence of requests made by one user on a website. If a visitor doesn't request any new information for a period of time, typically 30 minutes, they are "timed-out" of a site and any new requests after that time out period will be considered a new visit.

**Vortal** Vertical portal.

## **W**

**Webmaster** The person who maintains or watches over the content of a specific website.

**White Space** Blank area on a page.

**Whois** An Internet database that provides information on a person or an organization. Typically used to identify the owner of a specific domain name.

**WinZip** A popular program for zipping and unzipping compressed files.

**WWW** Stands for World Wide Web.

## **X**

**XML** eXtensible Markup Language. A widely used system for defining data formats.

## **Y**

## **Z**

**Zine** Another term for electronic magazine or ezine.

ZIP

A compressed file format.

## Contributors to the Internet Marketer's Resource Glossary

The following people contributed greatly to the Internet Marketer's Resource Glossary and it is with sincere gratitude I acknowledge their contributions. Each of the following is an outstanding Internet marketer in his own right and you are encouraged to check out the resources they have available to help you in your on-line efforts.



**Alex Mandossian**

[MarketingWithPostcards.com](http://MarketingWithPostcards.com)

[CopywritingCoach.com](http://CopywritingCoach.com)

[VirtualBookTours.com](http://VirtualBookTours.com)

[TrafficConversionSecrets.com](http://TrafficConversionSecrets.com)

[StickStrategySecrets.com](http://StickStrategySecrets.com)

Alex's credentials are most impressive. He has worked with the Infomercial market for many years with products from Ron Popeil and even the popular Thigh Master. He has written the best selling "Marketing With Postcards" course which shows you how to utilize a simple postcard to dramatically increase your sales conversion ratio.



**Armand Morin**

[AM2.com](http://AM2.com)

[BigSeminar.com](http://BigSeminar.com)

[eBookGenerator.com](http://eBookGenerator.com)

[eCoverGenerator.com](http://eCoverGenerator.com)

[Popupgenerator.com](http://Popupgenerator.com)

Armand Morin has been marketing online since 1996. In thirteen years his companies have produced a combined total over of \$65,000,000. He has written marketing campaigns which have produced over \$120,000 in 24 hours. Another campaign produced \$4,000,000 in sales in only 12 weeks. These are just a few of his accomplishments.



**Frank Deardurff**

[FranksWebResources.com](http://FranksWebResources.com)

[TopMarketing.info](http://TopMarketing.info)

[AskDatabase.com](http://AskDatabase.com)

[ThatOneWebGuy.com](http://ThatOneWebGuy.com)

[50BiggestWebsiteMistakes.com](http://50BiggestWebsiteMistakes.com)

Frank's Web Resources offers web hosting, domain registration, shopping cart services and full color business cards and post cards to help promote your great website. Whenever I want to have a new website created, or just want to make modifications to

an existing site, Frank's Web Resources is who I turn to. They are, by far, the most responsive and attention to detail oriented website design firm I've worked with.



**Joel Christopher**

<http://www.SuccessAccess.com>

<http://www.MasterListBuilder.com>

Joel is a brilliant mind in the Internet Marketing Arena. He focuses on teaching the brand new "Internet Newbie" as he calls it, how to succeed. He is one of the foremost authorities on how to build a mailing list of thousands of people in only weeks.

## **Recommended Reading List**

SFS Bookstore is known for its collection of hard-to-find classic marketing books. You'll find dozens of resources on copywriting, advertising, marketing, direct mail, catalog marketing, and Internet marketing on our site.

You're certainly invited to visit the [SFSBookstore.com](http://SFSBookstore.com) site to review the complete list of marketing resources available to you. However, the books listed below are the ones we consider to be the true classics that should be part of any serious marketer's resource library.

**[My Life in Advertising/Scientific Advertising](#)** – This volume contains two giant classics of advertising by Claude Hopkins, Scientific Advertising - - the handbook for all top copywriters - - and My Life in Advertising - - an autobiography which gives insight into how his famous principles came about. David Ogilvy was a staunch promoter of the Hopkins methods and his words say it best:

"Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book (Scientific Advertising) seven times. It changed the course of my life.

**[Tested Advertising Methods](#)** – This is probably the most widely recommended book on advertising. Recommended by Ogilvy, Abraham, Halbert, Collier, Schwartz, Sackheim, Hodgson, Rapp, Collins and others. If that doesn't convince you, a partial table of contents should: The most important part of an ad, what kinds of headlines attract the most readers?, right and wrong methods of writing headlines, finding the right appeal, tested versus untested advertising, how to put enthusiasm into ad copy, how to write the first paragraph, 20 ways to increase selling power of copy, and much, much more.

**[How to Write Advertising that Sells](#)** – This Clyde Bedell masterpiece is one of the best books ever written on the subject of writing ad copy. It includes 31 proven strategies that MAKE COPY SELL. More than any other book ever written, this book goes into the details you need to know. For example, there are more than a dozen strategies just for arousing interest and creating desire.

**[How to Convert White Space Into Advertising that Sells](#)** – Clyde Bedell created this 15 part course over forty years ago that provides an advertising system that is hard-boiled and conclusive. It can quickly help you multiply your effectiveness and eliminate 90 percent of the grievous, but common, mistakes and errors made by agencies and advertisers today. Fatal flaws that rob you of the results you have every right to expect.

**[The Robert Collier Letter Book](#)** – The Robert Collier Letter Book is available as part of a combination print/audio package put together by Mike Roth. The packages includes the 462 page Robert Collier Letter Book and Mike Roth audio interviews with marketing greats Ted Nicholas, Jeff Paul, Dan Kennedy, and Leonardo Habegger. This book is considered by many top experts to be the “bible” on writing sales letters.

**[Reason Why Advertising Plus Intensive Advertising](#)** – If ever there was one book that contained the “SECRETS” of successful advertising and, consequently, the secrets of success in business, this book is it. John E. Kennedy was the master of “reason why” copy.

**[The First Hundred Million](#)** – E. Haldeman-Julius was the master of selling books. During the 1920's and 30's he sold over 200 million of them, nearly 2000 different titles. That gave him the most accurate statistical measurement of what people are interested in paying money to read. And the information is just as valid today as it was then.

**[Ogilvy on Advertising](#)** – This is one of the best books ever written on the subject of advertising by the person who was undoubtedly its most popular spokesperson. Not a wasted word in the book. The chapter on print advertising alone is worth 10 times the price of the book. It contains specific recommendations on how to compose an ad and is based on research that was backed up with tested results. You won't find such valuable advice anywhere else. Direct mail was Ogilvy's secret weapon and he has some very valuable insights to share with you in this book.

**[Newstrack Advertising Classics](#)** – For your benefit, 8 of the greatest advertising experts who ever lived put the accumulated wisdom of their lifetimes into 8 of the most revealing books ever written. And now, because they have been put onto audio cassette tape, you can easily listen to and assimilate this wisdom while driving, taking a walk, lounging on the back patio, or whatever.

## **Contact Us**

The Internet Marketer's Resource Glossary was compiled by Bret Ridgway and is published by Speaker Fulfillment Services.

To contact us:

Bret Ridgway  
Speaker Fulfillment Services  
2001 N. Hunt Street  
Terre Haute, IN 47805  
Phone: (812) 877-7100  
Fax: (812) 877-7115  
E-mail: [info@sfsmail.com](mailto:info@sfsmail.com)

Or visit any of our websites:

[Speaker Fulfillment Services](#)

[Client.Infofillment.com](#)

[SFS Bookstore](#)

[SFS Recommends](#)

[SFS Blog](#)

[50 Biggest Mistakes I See Information Marketers Make](#)

[101 Tips for Event Promoters](#)

[AM2](#)

[Newsletter Formula](#)