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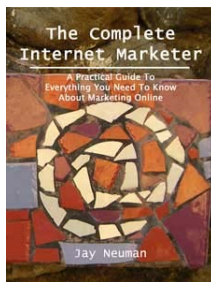


The Complete  
Internet Marketer

# Dictionary *of* Internet Jargon

Jay Neuman

This eBook is a companion to:



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A Practical Guide to Everything  
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# The Complete Internet Marketer

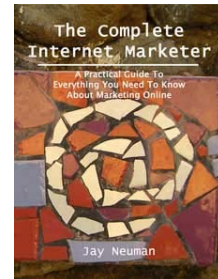
## Dictionary *of* Internet Jargon

Jay Neuman

This eDictionary contains the most important terms and abbreviations used by Web enthusiasts and professionals. Plus, you will find dozens of tidbits of Internet trivia. With this essential resource, you will be able to hold your own in any conversation.

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## .NET

Microsoft's solution for developing *Web services*. .NET is a platform for developing web-based applications based largely on *XML*. Following the Web Services model, .NET allows software applications to be developed as a series of modules that can be distributed across the Internet.

## A

### ActiveX

A set of technologies developed by Microsoft for sharing information between applications.

### Ad Server Network (or Advertising Network)

A company which stands between a network of websites that want to sell advertising space and advertisers who want to have their ads placed. Typically, a *tag* is placed on the web page where the ad is to be served. When that web page is displayed, the tag makes a call to the ad server network to serve an ad in that space on the web page.

### Adware

Any software providing a service that is paid for by serving ads on the user's computer.

### Affiliate Network Provider (or Affiliate Solutions Provider)

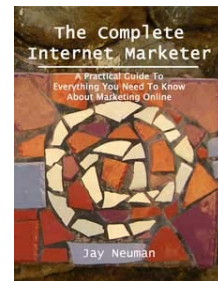
Organization that provides the technology and business processes necessary to set up and run an *affiliate program*. They will provide support for *affiliate links*, monitoring *click-thrus* and transactions, reporting and paying affiliate commissions.

### Affiliate Program

A program which rewards partner sites for driving traffic to the affiliate host site. Typically, the website with an affiliate program will provide *content* elements such as *banner ads* or *text links* that partner sites can easily place on their websites. Partners are then paid either on a *cost per click (CPC)* or *cost per acquisition (CPA)* basis for *traffic* that clicks on the link and *redirects* to the affiliate host site.

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- ✓ Understanding your business model

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## Animated GIF

A format for storing images that allows simple animated effects within the image file. Commonly used for animated *banner ads*, as such is considered a form of *Rich Media*.

## Apache Server

Apache is an *open source, web server* software. It was originally based on the *Unix* operating system, but there is now a Windows version also.

## API

Application Programming Interface. A small program that allows a software program to interface with different *platforms*. If you buy a third-party software to perform certain functions on your website, you will likely need APIs to let the software interface with your other systems.

## Archie

An early tool for finding files stored on *FTP* sites that predates the *World Wide Web*. Archie was very popular before the Web and web-based search engines became available. Archie was created by three students at McGill University in Montreal, Alan Emtage, Bill Heelan and Peter Deutsch.

## ARPANET

Advanced Research Projects Agency Network. The original US Department of Defense project that led to the development of the Internet. ARPANET was the first computer network to transmit information using *packet switching* technology which became the basis for the Internet. It was first used by universities and research facilities to share information in the early 1970s.

ARPANET was the brain child of J.C.R. Licklider and was launched by the Advanced Research Projects Agency (ARPA) in 1969.

## ASP (Active Server Page)

A programming language and technology created by Microsoft for creating *HTML* pages with some extra programming code on it that will run on the *web server*. The web server then sends back the results as an *HTML* page that will be displayed in the *browser*. For example, the search results page on an *eCommerce* site may use an ASP page to submit the search to the database on the web server. Then the web server will return the results in a standard *HTML* page that can be displayed by the browser.

## Internet Trivia

### First Internet Connection

The first Internet connection went online October 29, 1969 between computers located at UCLA and Stanford. These were two of the four original computers in the ARPANET project, introducing packet switching technology which formed the basis of the Internet.

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Non-Microsoft alternatives to ASP are *Java Server Pages (JSP)* by Sun Microsystems and the open source *PHP: Hypertext Preprocessor (PHP)*.

### **ASP (Application Service Provider)**

A business that runs software on their own servers and charges a fee for others to use it. For example, if you have an *eCommerce* site and route transactions through a third-party website to be processed, that third-party is an ASP.

### **Autoresponder**

An email utility that automatically delivers a response to an email message.

### **Atom**

Atom Syndication Format is an *XML* based programming language used to aggregate recently updated information on a website and generate a syndicated feed. Atom was developed in response to limitations of *RSS*.

## **B**

### **B2B (Business-to-Business)**

Businesses that sell to other businesses.

### **B2C (Business-to-Consumer)**

Businesses that sell directly to the consumer.

### **B2G (Business-to-Government)**

Businesses that sell to the government or public agencies.

### **Bandwidth**

The measure of how much data can be sent through a connection. Usually measured in *bits-per-second (bps)*.

### **Banner Ad**

Typically a rectangular ad placed on a web page that is *hyperlinked* to the advertiser's website. Banner ads were the first type of online ad to become popular on the World Wide Web and obtained legendary status when the dramatic decline in banner ad pricing helped cause the Dot-Com Crash of 2001.

## **Internet Trivia**

### **First Banner Ad**

The first clickable Web ad was sold in 1993 by Global Network Navigator (GNN). GNN was also the first commercial web publication, started in August 1993, when there were less than 500 websites on the World Wide Web. The term "banner ad" was coined a year later by the HotWired online magazine.





## Behavioral Targeting

Targeting online ads based on the *user's* online behavior. This usually requires a browser *plug-in* that records information about the user's online behavior over time and then delivers *pop-up* or *pop-under* ads targeted to their observed interests over time. This type of software is typically called "*spyware*." However, there are some companies who offer *opt-in* behavioral targeting where the user is fully informed of that the software is recording their behavior.

## Bit

Stands for Binary digIT. A single binary unit of information that is stored or processed by a computer. A bit is a single one or zero. Bits become meaningful information to a computer when they are combined into bytes (strings of eight bits) or otherwise assembled into an electronic file.

## Bitmap

A format for storing image files. With a bitmap file, basically each *pixel* on the computer screen is represented by a data point in the file, thus the term bit-map. This is a very inefficient data storage method that results in low-resolution images with large file sizes. For this reason, it is not used often on the Internet.

## Blog

Web Log. A blog is an online journal. The person or organization who keeps the blog posts messages or other content, usually in chronological order. Someone who publishes a blog is called a "*blogger*."

## Blogger

A person who publishes a *blog*.

## Blogosphere

The universe of blogs. The Blogosphere consists of all the *blogs* on the Internet and all the *bloggers* who publish those blogs.

## Bluetooth

A *protocol* for establishing short-range wireless connectivity between electronic devices such as cell phone headsets or wireless game consoles.

## Internet Trivia

### Who named the Blog?

The term "Blog" was coined by Peter Merholz in 1999 as a short version of the term "weblog" which was coined by Jorn Barger in 1997.

## Internet Trivia

### Blogs hit the Big Time

Blogs first gained national attention in 2002 when bloggers forced Senate Majority Leader Trent Lott to resign his post by reporting alleged racist comments which were not picked up by the news media.





## Bookmark (aka Favorites)

A way to store *links* to websites you want to return to in the future. With Netscape, the term used is "Bookmark." With Internet Explorer, the term used is "Favorites." In the early days of the Web, Netscape was the most popular *browser*, so the term "Bookmark" became popular. As Internet Explorer has gained prominence, because of its distribution as part of the Windows operating system, the term "Favorites" has become more popular.

## Bot

See *Robot*.

## Bounce Back

When an email message cannot be delivered to an intended recipient the error response sent back to the originating email server is called a bounce back.

## Broadband

Refers to connections to the Internet with much higher *bandwidths* than can be delivered by a *dial-up* modem. Typical broadband connections include *DSL* or Cable modems for the home or *T-3* and *T-1* lines used by larger organizations.

## Browser

A software program that allows Internet content to be displayed on your computer monitor. The most common browsers are Microsoft Internet Explorer (IE) and Netscape Navigator.

## Browser Compatibility

When creating web sites or other web-based applications, it is important to make sure it will be displayed properly on every *browser* that might be accessing it. A critical part of the quality assurance (QA) process for Web projects is to test for browser compatibility. Usage tests must be performed for both different browsers and for different releases of the same browser. For example, people may still be using an old version of Internet Explorer, so you must test your website for both old and new versions.

## Byte

A unit of information that can be stored or processed by a computer. A byte is a code made up of eight binary digits (ones or zeros).

## Internet Trivia

### What does Wi-Fi Mean?

In August 1999, six companies came together to form the Wireless Ethernet Compatibility Alliance (WECA) to standardize the technology behind short range wireless networking. Intersil, 3Com, Nokia, Aironet, Symbol and Lucent developed IEEE802.11 specifications. Well that didn't sound very exciting. So they hired the Interbrand advertising agency who came up with a catchy new name, "Wi-Fi." Although it sounds like, "hi-fi" it actually doesn't mean anything.





## C

### Campaign

A single direct marketing or *online advertising* outreach effort is called a campaign.

### CAN-SPAM Act of 2003

The federal law that regulates email and *Spam* in the United States. The CAN-SPAM Act is enforced by the Federal Trade Commission (FTC) and can be found at [www.ftc.gov](http://www.ftc.gov).

### CGI

Common Gateway Interface. A set of programming standards that allows one type of software to talk to another type of software. A common application of CGI is to allow web pages to display information from a database connected to the *web server*.

### Chat

Real time communication between two or more people across the Internet where communication is in the form of typed text messages.

### Click

When a *user* clicks their mouse on a *hyperlinked* object or text on a web page. That click is recorded in a log file on the *web server*. In many cases, a single click will result in multiple entries in the *web server log*. For example, a click that opens a web page will result in a separate log entry for the page and for every image displayed on the page.

### Click Stream

The click stream is the chronological sequence of *clicks* a user takes while on a website, or the combined set of clicks taken by all users on a website. Click stream information is one of the basic ways to tell what is happening on your website.

### Click-Thru

When a user *clicks* on a *link* and is *redirected* to another web page or triggers some other desired action such as an audio download. Sometimes spelled "click-through."

## Internet Trivia

### You've Got Mail

The 1998 movie starring Tom Hanks and Meg Ryan celebrating the Chat Room craze of the 1990's was based on the 1940 movie, "The Shop Around the Corner" starring Jimmy Stewart and Margaret Sullavan.

## Internet Trivia

### Did You Know?

37% of all Internet users who are single say they have tried an online dating service.  
15% of all American adults say they know someone who has been in a long term relationship or married someone they met online.





## Click-Thru Rate (CTR)

The number of times an ad or *content* element is clicked on as a percentage of how many times it is viewed. The click through rate is one of the most important performance metrics for content and ads being placed on a website.

## Client-Server

Client-Server refers to a type of software where the programming code is divided between two or more computers. The major part of the work is done by the computer hosting the software application, called the "server." Then, other computers who use the software application perform some amount of the work by having a smaller piece of the software residing on that computer. These are called "clients." The Internet is a client-server application. The *web server* for a website is the server. The user's *browser* is the client.

## Confirmation Page

A page served by a website after a given action is completed. This page is a confirmation to the *user* that the action was completed. It may also deliver an error message alerting the user that the action was not able to be completed. A typical confirmation page is the page served immediately after a customer completes a sale on an online store.

## Content

Information of any type delivered to the public. Examples include: articles, pictures, audio or video downloads and interactive games. Content is the stuff you go to a website to get.

## Content Management System (CMS)

A software application that manages the *content* on a website. These applications typically contain a database that houses all the images, text and other types of media for the website. They also have a *user interface* allowing the person managing the website content to make changes to the content without having to know how to access the database or write code.

## Contextual Advertising

Serving ads in the context of a user's online experience. Contextual advertising typically involves a browser *plug-in* that scans information on the website and/or page the user is viewing and then serves a *pop-up* or *pop-under* ad related to the *content* on the user is viewing. This type of software is commonly known as "*adware*."

## Internet Trivia

### Sign of the Times

In 1989, the merger of Time and Warner Bros. to become TimeWarner was the largest merger in US history. In 2000, America Online, still technically a start-up Internet company, bought TimeWarner to become AOL TimeWarner.

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## Conversion Rate

The percentage of responses to a direct marketing message that result in the desired action. On the Internet, this typically equates to the percentage of times a customer actually performs the desired action after clicking on a *link* to that action.

The conversion rate is perhaps the most critical of all website metrics. Conversions can usually be tied directly to revenues and are therefore key in determining the profitability of online marketing activities.

## Cookie

A small amount of information sent from a website to the user's *browser*. The browser saves that information on the user's computer so the website can reference it as needed. The cookie contains a unique identifier, plus information the website needs to interact with the user during the *web session*. For example, when you log into a website, the website must put the login ID in the cookie. Each time you perform an action in the area secured by the logon, the website must check the cookie to ensure you are permitted to perform the action. This is why sites that require a logon cannot work if cookies are disabled.

## Copy

Any text that appears on a website is called copy. One of the most critical tasks of a website project is managing the development and future maintenance of copy.

## CPA (Cost Per Acquisition or Cost Per Action)

A method of paying for online advertisement where payment is made when a desired action is performed after the customer clicks through to the advertiser's website. To perform CPA pricing, a mechanism must be in place to measure conversion after the *click* takes place.

## CPC (Cost Per Click)

A method of paying for online advertisement where payment is made when the ad is clicked on, and the customer is *redirected* to the advertiser's website. Also known as *Pay-Per-Click (PPC)*.

## CPM (Cost Per Thousand)

A method of paying for online advertisement where payment is made for each *impression* (each time the ad is displayed to a user). Typically, ad space is billed at a per-thousand rate. The Roman Numeral "M" is used to designate "thousand."

## Internet Trivia

### First Cookie

The first web cookie was created in 1994 by Netscape as a way to make an online shopping cart work.

## Internet Trivia

### The Bubble Bursts!

Between 2000 and 2002, online ad revenues in the US dropped by 25% from \$8 billion to \$6 billion helping cause the Dot-Com crash of 2001-2002. Online ad revenues have now risen to over \$10 billion, driven largely by the growth in search engine marketing.





## Crawler

See *Spider*.

## CSS (Cascading Style Sheet)

Provides a library of style sheets that define how *content* will be displayed on web pages in the website. When CSS is used, each page of a website does not need to be formatted. Instead, the style sheet related to the webpage determines what the content of the web page will look like. This allows modifications to a website to be made globally, instead of having to change each page.

## Customer Relationship Management (CRM)

A set of software and practices for managing customer relationships electronically. The term has become a buzzword used by different people for different things. Most commonly, it refers to contact management software used by salespeople and customer service to schedule appointments, log phone calls and track follow up activities. It also includes the technologies and practices behind *targeted marketing* and loyalty programs.

## Customization

To dynamically modify the *content* of a web page, customize it, based on settings selected by the *user*. A typical use of customization is to allow users to create a custom home page on the website. For example, Google and Yahoo allow users to create a customized home page displaying news and services of interest to the user. Customization is different from *personalization* in that customized content is self-selected by the user where personalized content is automatically generated.

## D

### Database Marketing

Refers to the use of databases and analytical technologies to drive marketing activities involving direct communications with customers and prospects. Typical database marketing activities include: *targeted marketing*, *segmentation*, loyalty programs and lifecycle marketing.

### Demographics

Demographics are descriptive characteristics of those who are your potential customers. Included are such things as their age, income, marital status. Whatever descriptive information that will help figure out who you want to reach should be researched.

## Internet Trivia

### Did You Know?

It is estimated that 700 million people use the Internet worldwide.





## Deep Linking

The practice of sending web *users* to a page deep within the website, containing information specific to what they are searching for, or to the link they *click-thru* from. Deep linking is a critical factor in the success of *Search Engine Marketing* and *Online Advertising*.

## Dial-Up

Connecting to the Internet using a standard telephone line. This is a relatively slow connection to in comparison to *broadband*.

## DHTML

Dynamic HTML. Web pages using *HTML* in conjunction with other programming tools, such as *JavaScript* and *CSS*, to create dynamic features on the web page. For example, a menu that opens up to show sub-categories when the mouse rolls over it.

## DNS (Domain Name System)

The system that translates *domain names* into *IP addresses* so web pages can be found on the Internet.

## Domain Name

The unique name designating a website, such as *mywebsite.com*.

## Double Opt-In

The process of having a subscriber to email or another online service confirm their *opt-in* before adding them to the subscriber list. Usually done by sending a confirmation email to the subscriber's email account and requiring them to *click* on a *link* in that email to confirm their opt-in status.

## Download

Transferring data from a more centrally located computer to another more peripheral computer. In a client-server environment, downloading refers to transferring data from the server to the client. Transferring data from the client to the server is called *uploading*.

## DSL

Digital Subscriber Line. A method for moving data through regular phone lines at much faster rates than can be obtained by *dial-up* modems. DSL basically compresses data being transferred to accelerate the transfer rate. A DSL *modem* then un-compresses the data.

## Internet Trivia

### Of the People, By the People, For the People

In March 2000, entrepreneur Jimmy Wales started a project to create a free online encyclopedia called Nupedia. Articles would go through extensive peer review, just like an academic encyclopedia. In January 2001, editor Larry Sanger created a collaborative, wiki-style website as a way to generate draft content for the Nupedia. He called it Wikipedia. Nupedia closed in 2003 after publishing only 24 articles. In 2006, Wikipedia passed the 1,000,000 article mark.





## E

### eBook

Electronic Book. A book or pamphlet formatted to be downloaded electronically or sent by email. Typically eBooks are stored as *PDF* documents or as a file that can only be read by a proprietary eBook reader.

### eBusiness

Refers to using the Internet to enhance business processes and practices within a company or organization. Includes using Internet technology to enhance such things as commercial transactions (see *eCommerce*), supply chain management, operations, customer service, logistics, corporate communications and knowledge management.

### eCommerce

Refers to processing sales transactions and related activities online. eCommerce is a subset of *eBusiness*.

### Email

Electronic Mail. Messages sent between two or more people using computer connections.

### eRetail

An online store, or more generally, selling products directly to the end customer through the Internet. eRetail includes processing transactions online. It is a subset of *eCommerce*.

### Eyeballs

Number of views of an online advertising message. Also known as *Impressions*.

### Extranet

When websites from more than one organizational entity share information or resources over the Internet that is secured from being accessed by the general public.

### eZine

Electronic Magazine. A periodic publication published online.

## Internet Trivia

### Why the @ sign?

In 1971, Ray Tomlinson created the first email system for sending messages between computers in the ARPANET. He used the @ sign to separate the user name from the computer name, as it continues to be used today. Before this, email was only sent between users on the same computer.





## F

### **Favorites (aka Bookmark)**

A way to store *links* to websites you want to return to in the future. With Netscape, the term used is "Bookmark." With Internet Explorer, the term used is "Favorites." In the early days of the Web, Netscape was the most popular browser, so the term "Bookmark" became popular. As Internet Explorer has gained prominence, because of its distribution as part of the Windows operating system, the term "Favorites" has become more popular.

### **FAQ (Frequently Asked Questions)**

Answers to the most commonly asked questions on a particular subject. Typically used as a shortcut to providing user "Help" on a website.

### **Firewall**

Separating information on a computer or network into an area that is protected by security *protocols*.

### **Freshness**

How up-to-date the *content* on a website is.

### **Frames**

A method in *HTML* to insert a separate web document inside a web page. The frame designates an area on a web page that will be filled with an entirely different HTML document. One typical use of frames is to display content from another website without exiting the current website.

### **FTP (File Transfer Protocol)**

File Transfer Protocol. A *protocol* used to rapidly transfer large amounts of data from one computer to another on the Internet.

### **Flash**

A software tool developed by Macromedia (now owned by the Adobe Corporation) that creates small movies or movable images to be placed on web pages. For example, when you enter a website and there is a short movie in the intro, that is usually created in Flash.

## Internet Trivia

### **Naughty Naughty Microsoft**

On May 18, 1998 the United States took the Microsoft Corporation to court in the most famous anti-trust case in recent history.

People had been concerned for years that Microsoft had too much power in the software industry. The straw that broke the camel's back was their alleged attempt to use that monopoly power to put rival Netscape Corporation out of business by giving away their Internet Explorer web browser for free. They eventually got off with what many consider a slap on the wrist..





## G

### GIF (Graphical Interchange Format)

A format for storing image files. GIF files are often used for *banner ads* because they are smaller than the more common JPEG format. However, they do not render photographic images as well as JPEG.

### Gigabyte

Commonly thought of as 1000 *Megabytes*. Technically will actually be 1024 Megabytes.

### Gopher

A method for categorizing and sharing information across the *Internet* that was released in 1991, just two years before the *World Wide Web*. It quickly became popular, then just as quickly was overshadowed by the World Wide Web.

Gopher was created in 1991 by Mark McCahill, Farhad Anklesaria, Paul Lindner, Dan Torrey, and Bob Alberti of the University of Minnesota.

## H

### Hit

A single request made by a *web browser* to a website. Hits are often thought of as meaning the same thing as *clicks*. However, there is a technical difference. When a web page is displayed, the *web server* must perform an action to display the page plus an action to display each of the graphic elements on the page. Therefore, one click can result in multiple hits to the website.

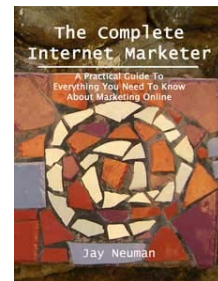
Hits used to be an important metric for measuring website success. But, there really is no clean correlation between how many actions a user performs on a site and how many hits are generated. Because of this, hits are now a metric mostly important for technical performance of the website, but not for business success. Other metrics such as *page views* and *visits* are better suited to measure website usage.

### HTML (Hypertext Markup Language)

The original and most widely used programming language for creating *web pages* on the *World Wide Web*. Pages are created as blocks of text (and references to graphic image files or other media files) surrounded by special codes defining how the text, or other content will be displayed on

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the web page. The browser reads the HTML code and translates it into the page you see on your computer screen.

## HTTP (Hyper Text Transfer Protocol)

A *protocol* for moving *hypertext* files across the Internet. Is a *client-server* system that requires an HTTP server to send the information and an HTTP client to receive the information. *Web browsers* contain the HTTP client software enabling your computer to read files sent using the HTTP protocol. HTTP is a foundational component of the *World Wide Web*.

## Hyperlink

An object, image or text that has been embedded with *HTML* code to retrieve another computer file or web page. Also known as a *link*.

## Hypertext

The ability to make an object, image or text become a "*link*" that retrieves another electronic file. The file retrieved could be any number of things, including: a video clip, a *PDF* document, an MP3 file or another web page. Thus many documents (e.g. pages) can be linked together to form a network of information all connected together by hypertext links. Hypertext is the feature of *HTML* that enabled the creation of the *World Wide Web*.

## I

## IIS (Internet Information Services)

The *web server* software from Microsoft.

## IMAP (Internet Message Access Protocol)

A common *protocol* for email clients to communicate with email servers. IMAP or *POP3* are used to send an email message from the local computer up to the email service provider (technically, the email server). Then *SMTP* is used to send the message to the email service provider for the recipient. IMAP or *POP3* is then used by the recipient computer to receive the email.

## Impressions

The number of times a web page or content element is viewed over the Internet. Technically speaking, websites actually can only measure the number of times the content is served. In some cases, users have software such as ad blockers that may prevent the content from actually displaying on the *user's* computer.

## Internet Trivia

### Birth of the World Wide Web

The World Wide Web (WWW) project connecting computers on the Internet using hypertext links was first made available to the public on August 6, 1991. On April 22, 1993, the Mosaic browser was released, making access to the WWW easy for anyone. Eight days later, on April 30, 1993, the WWW was made free to the public. The Web was born.





## Indexing

Refers to a number of technical processes for restructuring information in a database to enable fast search and retrieval. With online search engines, the term also refers to rank ordering web pages to determine the order search results will be displayed.

## Infomediary

A website that collects large amounts of information about a subject area and uses that information to connect people or businesses who need a product or service to those who provide the product or service. For example, a comparison shopping website is an infomediary between those seeking to buy products and stores who sell them. The term comes from combining the two words, information and intermediary. An infomediary is a virtual middleman, using the Internet's information aggregation capabilities to make online business transactions and connections more efficient.

## Information Architecture (IA)

Generally speaking Information Architecture is how information is organized on a website. More specifically, it is mapping the needs of the users to the goals of the website to create a user experience that meets both. IA includes mapping out all the pages on a website and how they relate to each other, creating an intuitive *navigation* plus buttons and *links* that are easy to understand and go to the right places.

The information architecture is one of the most critical parts of any web project. The professional who creates the information architecture is called an "Information Architect."

## internet (lower case "i")

Any time two or more networks are connected it is called an "internet."

## Internet

The Internet. A global collection of thousands of interconnected networks that use the *TCP/IP* protocols to send information between computers.

## Interstitial Page

A type of online advertisement that interrupts the *user* experience. The most common forms of interstitial pages are *pop-up* ads. These ads require the user to take some positive action before they are able to view the *content* they were intending to see.

## Internet Trivia

### World's Biggest Yard Sale

On September 3, 1995, Pierre Omidyar launched a service he called AuctionWeb where people could buy and sell items in an online auction. The first item sold was a broken laser pointer he posted as a test of the system. The laser pointer sold for \$14.83 to someone who explained that he collected broken laser pointers. AuctionWeb ran on the personal website Pierre had set up for his consulting business, Echo Bay. Since EchoBay.com was already taken, he shortened it to eBay.com instead.





## Intranet

A network that works the same way as the Internet, but it exists entirely within an organization. For example, when a company has web based applications and information they want to be made available only within the company, it will be put on an intranet.

## IP Address

A numerical identifier that represents the physical location of a computer connected to the Intranet. The IP address is made up of four parts separated by dots, such as: 123.456.789.0

## ISP (Internet Service Provider)

On organization that provides access to the Internet, usually for a fee.

## J

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### Java

A programming language, developed by Sun Microsystems, that allows the creation of software programs that can be run on various *platforms*. This makes it ideal for creating applications and programs that will be run by computers connected to the Internet.

Small programs, written in Java, that download to your computer to perform various actions while you are on a web page are called "applets."

### JavaScript

A programming language, created by Netscape, used on web pages to add interactive functionality to the web page. JavaScript is different than *Java*. Java is a full fledged programming language for creating stand-alone applications. JavaScript is a smaller scale language used inside the *HTML* file of a web page.

### JPEG

A format for storing image files. JPEG is often used for storing photographic images because it renders high quality images at relatively low file sizes.

### JSP (Java Server Page)

A programming language and technology developed by Sun Microsystems for creating *HTML* pages with some extra programming code embedded on it that will run on the *web server*. The web server will then

## Internet Trivia

### YouTube

On February 15, 2005, three former PayPal employees purchased the domain name, YouTube.com. They officially opened their music sharing website in November.

Downloading and sharing video clips had been a favorite activity on the Web for years, but there was no easy way to do it. YouTube made it easy. So easy, that by July 2006 it was the fastest growing website in the world with over 100 million downloads every day.





send the results in a standard HTML page that can be displayed by the *browser*. The embedded code on a JSP page is called a “servlet.”

JSP was developed by Sun Microsystems and is roughly equivalent technology to Microsoft’s *Active Server Pages (ASP)* or the *open source PHP: Hypertext Preprocessor (PHP)* technology.

## K

### Keyword

A word or phrase entered into a search engine to perform a search. An important aspect of designing web pages is to determine the likely keywords that will be entered by the target audience of the page in their web searches. Then those words or phrases should be included in the body of the page or in the meta tags. That way search engines will be able to find the page and display it when those keywords are being search for. Is also sometimes referred to as a “*search term*”

### Keyword Density

The number of times a given keyword appears within the body of a web page. If a keyword appears too few times or too many times that will hurt its ranking in search results. Therefore, optimizing keyword density is a key factor in *Search Engine Optimization*. Search engines each have their own algorithm for determining how keyword density will effect the position of the page in search results listings.

### Kilobyte

Commonly thought of as one thousand *Bytes*. Technically will actually be 1024 Bytes.

## L

### LAN (Local Area Network)

A computer network limited to a single location.

### Landing Page

The web page where a user lands when they *click* on a specific *link*. A common practice is to create custom landing pages for different online ads or search engine listings. That way the *content* users find on their first click is targeted to their specific needs or wants.

### Internet Trivia

#### Two Big Paydays

July 18, 2005,  
MySpace sells to News  
Corp. for \$580 million

October 9, 2006,  
YouTube sells to  
Google for \$1.65 billion

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## Link (or Hyperlink)

An object, image or text that has been embedded with *HTML* code to retrieve another computer file or web page.

## Linux

An *open source* operating system very much like *Unix*. Linux is basically an open source version of Unix. It is very widely used both because of its low cost and because it has the power and flexibility of Unix. Linux is named after its inventor Linus Torvalds.

## Log File Parsing

A *Web Analytics* technology that reads information from the web server logs to generate website usage reports.

## M

---

### Marketing Database

A database containing information about customers used to support marketing campaigns and customer communications. The marketing database is the foundation underlying a *database marketing* program. It will typically contain customer profile information plus aggregated views of each customer's transaction history.

### Mass Customization

Refers to the ability to use technology to deliver a customized product to a mass market. For example computer manufacturers like Dell can build a computer to specification for each customer after the order is placed and still deliver it in a short turn-around time. The same concept applies to using the Internet to customize marketing communications for each recipient.

### Megabyte

Commonly thought of as one million *Bytes*. Technically will actually be 1024 *Kilobytes*.

### Meta-data

Data about data. Common uses of the term include information stored in databases that define the structure and meaning of information in the database and information contained in the "*meta tags*" of web pages that define the formatting of content on the page.

## Internet Trivia

### Did You Know?

Nearly  $\frac{3}{4}$  of all online searches are made on two search engines, Google and Yahoo.





## Meta Tag

Pieces of information about a web page that are included in the header of the *HTML* code for the web page. Common meta tags include the title, page description and keywords. Meta Tags are primarily used by search engines to catalog what is on the page.

## Modem

Stands for MOodulator-DEModulator. A device for connecting a computer to a phone line.

## Monetize

To incorporate a way to make money from something. There are many ways to monetize a website. The most common is to include ads on content pages. When users see the ads and *click* on them, revenue is earned.

## MIME

Multipurpose Internet Mail Extensions. Is a set of *protocols* for allowing email message content other than text to be interpreted by multiple computer *platforms*. By using MIME protocols, an email can contain graphic files, movie clips, etc. MIME can also be used for content, delivered other than by email, that must be read by multiple computers running different platforms.

## Mosaic

The first *browser* for the *World Wide Web* that was widely available to the public. The Mosaic browser is what first made it easy to use the World Wide Web.

Mosaic was created by Marc Andreessen and Eric Bina for the National Center for Supercomputing Applications (NCSA) while they were students at the University of Illinois. Marc Andreessen later co-founded Netscape Communications Corporation which produced the popular Netscape Navigator browser based on Mosaic.

## Mozilla

The original name for the Netscape *browser*, which was later renamed to Netscape Navigator. Netscape based their browser on the Mosaic browser but added functionality and improved the usability. The name is formed by combining the two names "Mosaid" and "Godzilla."

## Internet Trivia

### How Al Gore "Invented" the Internet

While a Senator, Al Gore sponsored the High Performance Computing and Communications Act of 1991, known as The Gore Bill. This bill provided funding for a variety of projects aimed at providing widespread public access to the Internet. Vice President Gore referred to it as "The Information Superhighway." One of the projects funded was the Mosaic web browser which first made public access to the Internet easy for everyone.





The name Mozilla resonates with many veterans of the early days of the Web. Early Web users became attached to the Netscape browser in the same way as Mac users become attached to their Macintosh computers. Then, when Microsoft tried to put Netscape out of business by offering Internet Explorer as a free component of the Windows operating system, Mozilla came to represent a David vs. Goliath struggle. This was perpetuated in 1998 when Netscape offered the Navigator code as free “open source” code available to the public. The Mozilla source code is available at [www.mozilla.org](http://www.mozilla.org).

### Multi-Tiered Affiliate Program

An *affiliate program* where affiliates receive commissions for sales made by other affiliates who they sign up in addition to their own sales. It is the online equivalent of offline multi-level marketing.

## N

### Natural Search

Search engine results that are based on information found on the web pages themselves. Also known as *organic search*. The alternative to natural search is *paid search*.

### Navigation

Refers to the elements of a website that allow users to navigate through the site. Typically, this includes menus, *links* and buttons leading users to different areas of the website. A user-friendly site navigation is one of the most critical aspects of good website design.

### Netiquette

Etiquette on the Internet.

### Newsgroup

A discussion group using *USENET* to create a bulletin board type environment for posting and responding to comments. Newsgroups represented the first widespread public use of the Internet and predate the *World Wide Web* by 13 years.

### Node

A single computer on a network. Information passed through the Internet actually passes through many nodes (separate computers) on its way to the final destination.

## Internet Trivia

### Blog's Family Tree

The granddaddy of the Blog was the USENET Newsgroup. As early as 1981, long before the World Wide Web was launched in 1993, people communicated online by participating in online discussion forums called Newsgroups.





## O

### Online Advertising

Advertising on websites or other online media such as email. Online advertising is conducted in basically the same manner as offline print advertising, through buying and selling media. However, online ads are more likely to be priced on a pay-for-performance basis. Online advertising works more like direct marketing than general advertising. As with direct marketing, online ads are designed to elicit a direct response, usually a *click-thru*.

### Open Source

Refers basically to free software. In other words, the source code for the software is open for anyone to use, without having to pay for it. The term is commonly used to refer to software that can be used to develop applications with potential commercial application. A software developer can create and distribute new applications for a much lower cost using open source software.

Open source is also a philosophy proposed by many software developers. In this case, it refers to the belief that all software should be free, or at least that the source code should be freely available to the developer community.

### Opt-in

The process by which someone agrees to receive email communications or another online service from a business or organization.

### Opt-out

The process by which someone removes their permission to receive email or another online service from a business or organization. Also called "un-subscribing."

### Organic Search

Search engine results that are based on information found on the web pages themselves. Also known as *natural search*. The alternative to organic search is *paid search*.

## Internet Trivia

### The Open Source Free-For-All

The Open Source movement was jump started in January 1998 by Netscape's plan to release the source code to their Navigator browser as freeware.

The Open Source Initiative was formed in February 1998, followed by the Open Source Summit in April 1998.

The Open Source movement promotes a collaborative environment for software developers by making source code free for all to use.





## P

### Packet

When information is sent across the Internet, it is broken down into small chunks, called Packets, that are passed through various computers and networks until they reach the destination computer, at which time the packets are reassembled into the complete file. The process of passing information using packets is called "Packet Switching."

### Packet Switching

The process of using *packets* to send data through a network or internet.

### Page Caching

The process by which a *web server* saves a virtual copy of a web page that has been recently requested. Therefore, future requests of the same page can be fulfilled by serving the virtual copy (the cached page) which is much faster than performing a database search and retrieval. Page caching can yield dramatic performance improvements for a website.

### Page View

Each time a complete web page is displayed on a computer's *browser*, it is called a page view. When the browser sends the request to display a web page, the *web server* records this in its log file. Page views are one of the main metrics used to measure activity on a website.

### Page Tagging

A *Web Analytics* technology where a small piece of computer code (usually *Javascript*) called a "*tag*" is placed on each web page of a website. When the web page is displayed in the *user's* browser, the computer code records information about the *page view*. This information is used to generate website usage reports.

### Paid Search

Paying to have search results displayed, usually in an area designated as "sponsored links."

### PDF (Portable Document Format)

A file format that allows a document to be printed and viewed using any operating system without losing the original formatting of fonts, images, etc. PDF was developed by the Adobe Corporation. There are now third-party software applications that also generate and read PDF files.

## Internet Trivia

### Did You Know?

40% of all online advertising dollars are spent on paying for search engine listings.



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## Peer-to-Peer (P2P)

Technology that allows computers on a network to share information and processing without requiring a hierarchical structure.

The most well-known application of P2P technology are file sharing websites. Of these, the most notable are music sharing websites that allow users to post songs located on their own computers. Other users can then search for songs and download them directly from other users' computers. The website itself does not maintain the music on their own computers. They simply enable end users to share music files with one another. File sharing websites like these often raise copyright infringement issues and are often challenged in the courts and ruled illegal.

## Perl (Practical Extraction and Report Language)

A programming language designed for processing text, which also proved to be well suited to developing Web-based applications. Because of its flexibility and relative ease of use, Perl became a favorite programming language for Web developers early on. Its popularity has since been overshadowed by newer technologies such as Microsoft's .NET. Perl was developed by Larry Wall in 1987.

## Personalization

Dynamically modifying *content* on a web page, personalize it, to match known characteristics or previously observed behavior of the person viewing the web page. A typical use of personalization is dynamically offering product recommendations on an online store. Personalization differs from *customization* in that personalized content is automatically generated where customized content is self-selected by the *user*.

## PHP

PHP: Hypertext Preprocessor. An *open source* programming language and technology that can be embedded onto an *HTML* page to create a dynamic web page. The PHP script is run by the *web server* and then the resulting dynamic page content is sent back as an *HTML* page to be displayed by the *browser*.

PHP is roughly equivalent to Microsoft's *Active Server Pages (ASP)* and Sun Microsystem's *Java Server Pages (JSP)*.

## Ping

Sending a short signal to a *web server* to see if it is online, or to test if the connection is to it is working properly. Comes from the practice used by submarines to test their radar equipment.

## Internet Trivia

### Napster To Share or Not to Share?

June 1999, file sharing network, Napster went online, sparking the music download phenomenon that changed the music industry. Instead of buying an expensive CD at the store, people could download the songs they want for free. Western culture became addicted to free downloads. Just one problem.

It is illegal.

On March 5, 2001, the courts shut them down for copyright violations.

The name and logo were later purchased and Napster re-opened as a fee-based service.





## Pixel

Short for PICTure Element. A pixel is one dot on a computer screen. For example, a computer monitor with a resolution of 800X600 are 800 pixels wide and 600 pixels high.

## Platform

The underlying hardware or software that allows a computer system or software applications to operate. Typical examples of platforms include such things as: the Intel platform which requires software to be written to interface with Intel's microprocessor chips, or the Unix platform which requires software to be written to interface with the Unix operating system.

## Plug-In

A small piece of software that gets added into a computer's *browser* allowing the browser to perform certain actions or to interact with certain file types on the Internet.

## PNG (Portable Network Graphics)

A format for storing image files developed for the Internet. It offers renders higher resolution images than either *JPEG* or *GIF* files without much larger file sizes.

## Podcast

Broadcasting audio or video messages through the Internet, usually using syndication feeds such as *RSS* or *Atom*. The term is derived by the practice of making messages available to play on an Apple iPod. However, any computer or device can be used to play the file. Originally, the term referred only to audio files, however the technology has expanded to also include video files.

## POP3 (Post Office Protocol version 3)

A common *protocol* for email clients to communicate with email servers. *IMAP* or *POP3* are used to send an email message from the local computer up to the email service provider (technically, the email server). Then *SMTP* is used to send the message to the email service provider for the recipient. *IMAP* or *POP3* is then used by the recipient computer to receive the email.

## Pop-Under

A type of online ad where the ad is displayed in a separate *browser* window that appears beneath the current browser window. This

## Internet Trivia

### iTunes Birth of Legal Music Downloads

April 2003 Apple opened the iTunes Music Store. It was two years since Napster had been shut down and the music industry still had not figured out how to make money by legal music downloads. Instead, the visionary computer company created a new industry by offering both the music download and the iPod MP3 player to play it on.





practice is meant to overcome web users' typical reaction of closing any new window that interrupts them by "popping-up" in front of their current browser window. The hope is that users will find the pop-under ad after they have finished their session and close their browser. Then they may take more time to consider the ad.

## Pop-Up

A type of online ad that is displayed in a separate *browser* window that appears in front of the current window. It pops-up. This technique is intended to interrupt the user's current session thus forcing them to respond to the ad in some way. Pop-ups were developed to overcome Web users' tendency to ignore *banner ads*.

## Portal

A website or web page that acts as an entry point to a variety of services and/or resources. For example, a portal website like Yahoo provides access to search, news, email, maps, etc. It is like a one-stop-shop for all of those resources. Portals exist for many things, from government websites to vertical industry resource websites to resource directories on a corporate intranet.

## PPC (Pay-Per-Click)

A method of paying for online advertising where payment is made when the ad is clicked on, and the customer is *redirected* to the advertiser's website. Also known as *Cost-Per-Click (CPC)*.

## Producer

The producer is responsible for all the details of a web project. This usually includes such tasks as maintaining timelines, coordinating the deliverables from the various team members, creating *wireframes* and project flow charts, and generally being the go-to-person for all aspects of the project. The producer is the backbone of any web project.

## Protocol

A standardized format for transmitting data between devices.

## Proxy Server

A server that sits between the client and the server the client is trying to access. Information and requests from the client are passed through the proxy server.

## Internet Trivia

### Did You Know?

34% of all Internet users have connected to the Internet using a wireless device.





### Psychographics

Psychographics relates to what motivates your potential customers. They include such things as interests, lifestyles, attitudes and opinions.

### Pure Play

Refers to a company that only conducts business through the Internet. They have no offline sales channels.

### Push Technology

Web-based technology that delivers *content* from a server to a client computer without the client needing to request it. Most of the Web uses pull technology, where content is delivered after being requested by the *user*, typically by clicking on a *link*. Push technology pushes content out to the user. Popular uses of push technology include *webcasting*, *podcasts* and syndication using such tools as *RSS* or *Atom*.

## Q

---

no entries

## R

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### Redirect

When a *link* sends a *user* from one web page to another this is a redirect. For example, pay for placement search engines redirect users who click on search results listings to the advertiser's website. However, a website may also automatically redirect users through one or more intermediary pages on the way to the final destination. This is often done to record and report user behavior on the website or to send users to different views of the same destination page.

### Response Rate

The percentage of direct marketing *impressions* that result in a response. On the Internet, the most common response is a *click-thru*. In this case, the *click-thru rate* is the same as the response rate. Other typical online responses include: filling out and submitting a form, subscribing to a newsletter, registering for a service or requesting a download.

### Return Days

With an *affiliate program*, it is the number of days after the first *click-thru* that the affiliate will continue to be paid commissions on sales to the customer referred by the affiliate.

## Internet Trivia

### The Dot-Com Super Bowl

Super Bowl XXXIV, in 2000, will go down in history as the Dot-Com Super Bowl. Internet businesses spent over \$40 million for half of all the ads that year to get name recognition. How many of them do you remember?

Agillon.com

Autotrader.com

Computer.com

E\*Trade

Epidemic.com

HotJobs.com

KForce.com

LastMinuteTravel.com

LifeMinders.com

Monster.com

Netpliance.com

OnMoney.com

OurBeginning.com

Oxygen.com

Pets.com

WebMD.com





## Rich Media

Refers to any content on a web page that is enhanced so that it is animated or interactive. The term is most commonly used to refer to *rich media ads*.

## Rich Media Ads

Online ads displayed on a web page using *rich media*. Rich media ads may be as simple as animated *banner ads* or elaborate effects that interrupt the user's *session* by covering up the page content they are viewing. Rich media ads were developed to overcome the tendency of Web users to ignore static banner ads and to instantly close *pop-up* and *pop-under* ads.

## Robot (Bot)

An automated program that performs some type of action on the Internet without needing human supervision. Typical bots are those used by comparison shopping websites to search the online catalogs of *eRetail* websites in order to compile their search listings and comparison pricing information.

## ROI (Return On Investment)

In general, it is the additional profits earned as a result of an investment in a marketing initiative, technology or business process. For example, the ROI from a search engine marketing campaign is the total revenue resulting from *click-thrus* minus the cost to get those click-thrus.

Marketers use the term ROI as a general term to indicate the monetary success of a project or program, where revenues earned are compared to costs incurred. The exact metrics used may vary depending on what is considered most important to be measuring. In Accounting, the term has a strict definition that must be uniformly applied in all cases. To any accountants reading this, I apologize on behalf of marketers everywhere.

## Router

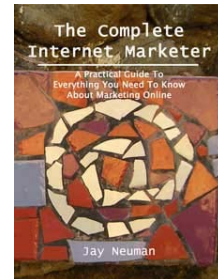
A computer and set of software used to connect a local area network to the Internet. Technically a router enables *packet switching* between any two networks. This is a critical function required to enable transmitting data between the local network and the Internet.

## RSS

Rich Site Summary. An *XLM* based summary of the content on a website that is broadcast to subscribers through an RSS feed. An RSS feed can

The Dictionary of Internet Jargon is a companion to:

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contain text and/or dynamic content and is published/syndicated to be read by those who have subscribed to the service. This lets the website publish their *content* without having to sit back and wait for users to come and visit their site. RSS is also widely used by “*bloggers*” to publish their *blog* content.

The RSS abbreviation alternately interpreted as RDF Site Summary or Really Simple Syndication. An alternative method for syndicating web content is *Atom*.

## S

### Search Engine Marketing (SEM)

Paying for placement in sponsored *links* on search engine listings. Search Engine Marketing is carried out by choosing *keywords* and paying for your link to be displayed when *users* search for those terms.

### Search Engine Optimization (SEO)

Designing web pages to get the highest possible ranking on search engines. SEO involves mostly the choice of words and phrases used on a web page and the positioning of those words and phrases on the web page to match the algorithms used by search engines.

### Search Term

A word or phrase entered into a search engine to perform a search. Is synonymous with “*keyword*”

### Segmentation

Dividing customers or potential customers into targeted groups to allow special treatment or targeted marketing outreaches based on customer characteristics. Customers can be segmented by almost any characteristic. Typical segmentation criteria include such things as: demographics (age, income, etc.), psychographics (interests, lifestyles, etc.), amount spent over a given time period or length of time as a customer.

### Semantic Web

A philosophy and set of technologies first envisioned by *World Wide Web* founder Tim Berners-Lee where information on the Web goes beyond mere static data to be supplemented by *meta-data* that define relationships between information and the meaning of information as it relates to the real world. Additionally, technologies are used to interpret and process the semantically enhanced Web data to produce a more organic

## Internet Trivia

### Powered By Google

Outside of techies and Web enthusiasts, the Google search engine was little known until 2000 when Yahoo contracted with them to provide the back-end technology for their search results. Google became a household name after Yahoo placed the “Powered by Google” logo on what was then the most popular search engine on the Internet.

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information sharing environment than is possible with Web technology based on delivery of static information files.

The Semantic Web is closely related to the *Web 2.0* vision.

## Session

The entire time a *user* is on a website during one uninterrupted sitting is called a session. Sessions and session lengths are measured by looking at the time of the first *hit* and the time of the last hit from the same user, where the elapsed time between hits does not exceed a predetermined limit.

The term session is equivalent to the term *visit*. However, session is usually used when referring to the actions taking place on the website during the visit whereas the term visit is usually used when measuring how many visits are taking place in a given time period.

## SMTP (Simple Mail Transfer Protocol)

The standard protocol for transmitting email messages from server to server on the Internet. *IMAP* or *POP3* are used to send an email message from the local computer up to the email service provider (technically, the email server). Then SMTP is used to send the message to the email service provider for the recipient. *IMAP* or *POP3* is then used by the recipient computer to receive the email.

## SOAP (Simple Object Access Protocol)

The *protocol* that enables *XML* files to be sent across the Internet.

## Social Media

Refers to the combination of technologies and practices by which people interact online in what amounts to virtual communities. The term is commonly used to apply to such online phenomena a *Social Networks*, *Blogs* and *Wikis*.

## Social Networks (Internet Social Networks)

Social Networks on the Internet are websites that enable people to network with each other online. The first popular social network website was *Classmates.com*, started in 1995, which allows people to post their personal information and find people they went to school with. Perhaps the most popular social network as of the writing of this dictionary is *MySpace.com* which allows people to create their own personal websites and participate on each other's website.

## Internet Trivia

### Six Degrees of Separation

In March 2003, Jonathan Abrams launched a new kind of social networking website as a place where friends could meet friends of friends. Naturally, he called it Friendster. Within a few months, it was so popular it attracted imitators. One imitator clearly did a better job of marketing their competing service. By July 2006, MySpace became the most visited website in the US accounting for 80% of all visits to social networking sites.





## Spam

Unwanted or unsolicited messages in any electronic messaging system. The most common use of the term refers to email from a business or organization that has not been *opted-in* to. The term comes from the old Monty Python skit where they sing the now famous song that repeats the word Spam over and over again, "Spam Spam Spam Spam Spam Spam..." That is what it is like when unwanted email keep filling up your inbox.

## Spider

A program used by search engines to identify and catalog web pages so they can be displayed in search results. Spiders "crawl" through the Internet looking for web pages to catalog. The name "crawler" is also sometimes used.

## Spyware

Any software that records information about the *user* and sends it back to a host computer, usually without the user's knowledge.

## SQL (pronounced Sequel)

Structured Query Language. The programming language used by relational databases. Database applications like Oracle and MS-SQL Server have their own versions of SQL that add some functionality to the basic SQL language.

## SSL (Secure Sockets Layer)

A *protocol* for sending data securely over the Internet.

## T

### T-1

A high speed connection to the Internet capable of transmitting 1,544,000 *bits* per second.

### T-3

A high speed connection to the Internet capable of transmitting 44,736,000 *bits* per second.

## Tag

A small piece of computer code inserted into a document that triggers an action when that document is retrieved by a *browser*.

## Internet Trivia

### Where did Spam come from?

The term Spam was first applied in the early 1980s to users of online Chat rooms who flooded the screen with meaningless words (including quotes from Monty Python's Spam skit) to crowd new users off the Chat room screen.

## Internet Trivia

### Spyware for the Real Spies

In 1999, the public was shocked to hear that the FBI had launched a new system, they called "Carnivore," that would read every email and eavesdrop on every Web session taking place in the Unites States.





## Targeted Marketing

Marketing directly to customers by tailoring the marketing message to known customer characteristics or interests, with the goal of increasing customer response by delivering relevant, targeted messages as opposed to general on-size-fits-all advertisements. The targeted message is sent to a select group of recipients via any of a number of direct marketing channels, including: Mail, Telephone, Billing statement inserts, eMail and onsite *personalization*.

## Taxonomy

The categorization of information and/or web pages within the menus and sub-menus of the site. User-friendly taxonomy is a critical component of good website design.

## TCP-IP (Transmission Control Protocol/Internet Protocol)

The set of *protocols* that defines the Internet. Fundamentally, the Internet is a set of protocols (and the technology and hardware they run on) for breaking down data into small chunks, called packets, then sending those packets through interlinking computer networks and reassembling them on the recipient's computer. TCP-IP defines how that all happens.

## Terabyte

1000 *Gigabytes*.

## Traffic

Most commonly refers to *users* coming to a website. A critical component of any online marketing strategy is getting traffic to the website. More generally, users navigating from website to website are traffic through the Internet. A specific website seeks to attract some of that traffic.

## Trojan Horse

A malicious computer program that comes disguised as something useful (like the Trojan Horse of Greek mythology). When the seemingly useful item is opened or executed, the malicious computer code also does its work.

## Internet Trivia

### Birth of the Internet

The first network based on the TCP/IP protocol was launched January 1, 1983 by the US National Science Foundation. NSFNet, as it was called, expanded in the mid-1980s to include such legendary networks as USENET, Telenet and CompuServe.





## U

### Unix

A computer operating system designed to be able to run on various types of computer and to be used by many people at the same time. Unix is an industrial-strength operating system and is therefore considered the operating system of choice for larger scale websites. *Linux* is a commonly used open source operating system based on Unix.

### Upload

Transmitting data from a peripheral computer to a more central computer. In *client-server* systems, transmitting data from the client to the server is called uploading. Transmitting data from the server to the client is called *downloading*.

### URI

Uniform Resource Identifier. The address for a web page or any other resource available on the Internet.

The more commonly used term for URI is *Uniform Resource Locator (URL)*.

### URL

Uniform Resource Locator. The address for a web page or any other resource available on the Internet.

Another term for URL is *Uniform Resource Identifier (URI)*.

### Usability

Refers to how easy, or difficult, it is for users to do what they are trying to do on a website, or other interactive software application. Optimizing usability is one of the most critical components of good website design.

### USENET

A global system of discussion groups, called *Newsgroups*, with bulletin board type environments for members of the newsgroup to post comments for each other to read and respond to. USENET was launched in 1980 and provided the first widely available Internet access for the general public. USENET was first conceived by two graduate students at Duke University, Tom Truscott and Jim Ellis and was developed by The University of North Carolina, Chapel Hill and Duke University.

## Internet Trivia

### Deja News all over again

In 1995, Steve Mader made USENET Newsgroups easily available to anyone with a web browser by creating the Deja News archive and search engine. Deja News indexed Newsgroup articles going all the way back to 1981 creating an invaluable information resource. The service shut its doors in 2001 but was later acquired and reintroduced as Google Groups.





## User

An agent performing one or more actions on a website or interactive software application. The term typically applies to the people coming to a website or using a software application. Technically it also applies to *spiders* and other automated programs (*robots*) that come to the website.

## User Interface (UI)

The part of a web site or software application that the *user* actually interfaces with. A well designed user interface can be the difference between success and failure for websites or web-based applications. Therefore, the UI design is a critical part of any web project. Larger web projects should always include someone with expertise in designing user interfaces, known as the UI Designer.

## V

### Veronica

A predecessor of web-based search engines developed by Steve Foster and Fred Barrie at the University of Nevada, Reno. Veronica was a database of information maintained on *Gopher* servers and was therefore a popular search engine for people using *Gopher* to access the Internet. Veronica was short lived because, like *Gopher*, it was quickly overshadowed by the superior capabilities of the *World Wide Web*.

## Viral Marketing

Can be thought of as electronic word-of-mouth. The general idea is to create easy and appealing ways for your customers to promote your product(s) for you and equally easy ways for recipients to respond to that promotion.

The most famous pioneer of viral marketing was Hotmail. Hotmail included an advertisement for their free email service at the bottom of every email message sent by a Hotmail customer. This resulted in an exponential growth of Hotmail customers, as people receiving the emails responded to the advertisement and signed up for their own Hotmail accounts.

## Viral Object

Something created specifically with the intent of having it passed around the Internet in a *viral marketing* campaign. Typically, viral objects include things such as: video clips, *eBooks*, white papers or games. A viral object is not related to computer viruses.

## Internet Trivia

### Did You Know?

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## Virus

A computer program that secretly attaches itself to another program or file so that it can spread itself to another computer and usually perform some malicious activity. Viruses typically attach themselves to executable program files so the virus is activated when the infected program is executed. A virus requires some human action, e.g. running an infected program or emailing an infected file, in order to spread.

## Visit

The entire time a single user stays on a website in a single sitting. Visits are one of the most important metrics for measuring the success of a website. A visit is equivalent to a *session*.

## VOIP (Voice Over IP)

Technology that allows telephone calls to be made over the Internet.

## VPN (Virtual Private Network)

Refers to using the Internet to include computers in a network that are not physically attached to the network, while using encryption to maintain the security of the network

## W

### WAN (Wide Area Network)

A network, or *internet*, that encompasses a larger area than a single physical location.

### WAP (Wireless Application Protocol)

The *protocol* for transmitting files between the Internet and wireless devices, such as cell phones and PDAs.

## Web

Short for the *World Wide Web*

### Web 2.0

In a general sense, Web 2.0 is used to describe the collaborative nature of the Internet, as people move beyond merely accessing static information online to using the Web as a platform for collaboration.

In a technical sense, Web 2.0 is a vision of the next generation of *Internet* technologies and practices based more on distributed technologies such

## Internet Trivia

### Mac Doesn't Use a Condom

Macintosh users like to boast they never have to worry about getting a computer virus.

Some don't even bother to use the protection of anti-virus software when they go online. This is because people who create viruses want to infect as many people as they can, so they aim their attacks at the much larger PC market.





as XML-based *web services* than on centralized technologies like serving HTML-based web pages. Web 1.0 consists of information distributed across the Internet and accessed through static HTML pages. Web 2.0 will consist of applications distributed across the Internet and accessed through web services and other collaborative environments that share information and processing.

## Web Analytics

Software used to record, report and analyze *user* behavior on a *website*. An earlier term was “traffic analysis” or “website traffic analysis.”

## Webcast

Broadcasting content through the Internet. Webcasts include both live and delayed broadcasts of audio and/or video content. Typical uses of webcasting include classroom instruction, conferences or syndicated radio or television programming. *Podcasting* is a form of webcasting.

## Webmaster

The person who manages a website.

## Web Page

A document designed to be viewed in a *web browser*.

## Web Server

The computer that serves web pages. All websites have an underlying web server, however many websites actually use more than one server and balance the load between them. Any computer can be made into a web server by running a web server software such as Microsoft *IIS* or *Apache*.

## Web Server Log

The log file maintained by a *web server* that records every action taking place on the website and information about the user performing each action. Some of the information captured in the web server log includes: web page or resource requested, time and date of the request, referring URL if *clicked-thru* from a *link*, and the type of *browser* making the request.

The web server log is used by *log file parsing* Web Analytics software to report user behavior on the website.

## Internet Trivia

### Who Coined Web 2.0?

The term Web 2.0 was first uttered by Dale Dougherty at a brainstorming session between O'Reilly Media and MediaLive in 2004. A pioneer of Web 1.0, Dale co-founded the first commercial online publication, Global Network Navigator which also served the first online ad in 1993. Web 2.0 became part of our popular culture on October 5, 2004 with the first Web 2.0 Conference in San Francisco.





## Web Services

A philosophy as much as a set of technologies and processes for developing web-based applications that can be distributed across the Internet. It is basically the next step beyond the *Application Service Provider (ASP)* model in which a complete software solution is provided as an outsourced solution through the Internet. Web Services takes this concept one step further and allows components of software systems to be distributed across the Internet. With the Web Services model, software applications and systems are developed as a suite of web-based components that share information and processes, but do not need to be located on the same physical computer. Therefore, they can be distributed across the Internet with components virtually anywhere in the world.

## Website

The entire collection of *web pages* and other computer files that share a common *URL*.

## whois

An Internet utility that will tell you the owner of a *domain name* or *IP address*.

## Wi-Fi

A wireless network that provides high speed access to the Internet.

## Wiki

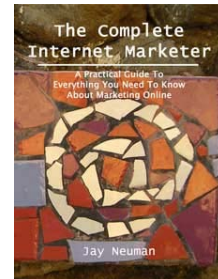
A collaborative website where *content* is posted and updated by multiple people. The most famous wiki is the collaborative online encyclopedia, Wikipedia.org. The term "wiki" was coined by Ward Cunningham to apply to the website he launched in 1994, [www.wikiwikiweb.com](http://www.wikiwikiweb.com)

## Wireframe

A tool used in designing a website. All of the elements on a web page are laid out in outline format. This allows the web team to review and modify the page design quickly and easily, without taking time to create detailed page mock ups. When the final page design is agreed upon, the wireframes are used as the template for actually building the web pages. Developing the wireframes is an important, early step in any web design project.

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### WML (Wireless Markup Language)

The programming language for creating pages to be displayed in wireless devices that use the *Wireless Application Protocol (WAP)*.

### World Wide Web (WWW)

The subset of the entire Internet that consists of all the web servers using the *HTTP* protocol. The World Wide Web was created in 1993 by Tim Berners-Lee while working for CERN (European Organization for Nuclear Research).

### Worm

Similar to a computer *virus*, sometimes considered a type of virus, it is a computer program that replicates itself across multiple computers where it usually performs some malicious action. A worm differs from a virus mainly in that it does not require human action to spread. Instead, it seeks out ways to spread itself, such as emailing itself to all the names in a contact list.

## X

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### XML

Extensible Markup Language. A programming language that lets developers define data formats for transferring documents and data structures between computers. XML can be thought of as the wrapping that allows various kinds of information and content elements to be passed between computers and software applications.

## Y

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no entries

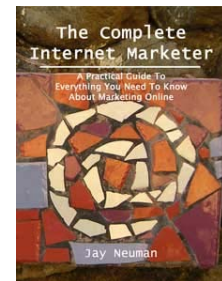
## Z

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no entries

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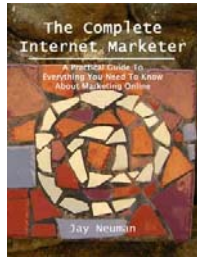


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