

Learning the Online Lingo

Definitions of common Internet Marketing terms you **NEED** to know

Autoresponder

Autoresponders are simply software applications that are used to respond to emails automatically that have been sent to it. Once an email is sent to the responder it sends a formatted response back to the sender. The autoresponder can be programmed to track the addresses of the senders. A database of these emails can be compiled for future communication.

Back End Product

A more expensive product that is sold at the back of a less expensive product on the same topic. Theoretically the back end product provides more detailed information. Or it could provide personal coaching, a membership, recording of your training. The idea is to get the person to buy the less expensive product and they will then be more receptive to the more, sometimes much more, expensive back end product.

Backlinks

A backlink is a one way link back to your website. These backlinks mean increased visitors to your blog/website/funnel. You can find out the backlinks to your site by putting "links:your website URL" in the search box at Google.

Black hat versus white hat

The name is from old time Western movies where the good guys always wore white hats and the bad guys or villains always wore black hats. Today black hat refers to ways of search engine optimization that trick the search engines. For example using a keyword phrase on a web page a number of times tells the search engine that the keyword is important to the page. Whenever someone keys in that word, pages with the keyword should rank higher than pages without the keywords. One black hat trick, which doesn't work anymore, is to stuff the page with the keyword phrase in a font color that matches the background of the page. The visitor doesn't see all the extra keywords because they blend in but the search engines do. This will get your website penalized today by Google!

CPA

CPA or cost per action. Simply put it's one step farther along than pay per click advertising like Google AdSense. Instead of being paid by the click, the website owner or publisher is paid when the visitor clicks on the ad and then completes an action, such as filling out a form, or providing their credit card information. They don't have to buy anything for you to get paid if you choose the right offers.

Double Opt-in

Double opt-in is simply that the subscriber opts in once on your blog or website page by filling in the name and email address on the form you develop. They are sent a confirmation email automatically. They opt in again by hitting the confirmation link in the email. This verifies they want your information and you are not a spammer.

Landing page

See squeeze page. Also called a lead capture page, or lead generation page.

LSI

Latent Semantic Indexing. A fancy way of saying that the search engines expect to see like terms on a page. In other words if the word "golf" is there then words like clubs, game, course, or greens should be on the page as well. Using synonyms is another way of using LSI. For example: if the word "dog" is used, synonyms would be pooch, hound, canine, companion, puppy or puppies could be used in place of "dog."

OTO

One Time Offer. You go to a website and a message pops up that you can get a product this one time only for a very special price usually after you've purchased another less expensive product. Often used in sales funnels.

PPA

Pay Per Action is the same thing as CPA.

PPC

Pay Per Click is a program where advertisers pay for a click on ads placed on a website or publisher's websites. The payment is split between the publisher and the ad network such as Google AdSense.

Sales Funnel

The process by which visitors are brought in through a squeeze page with a low cost item or free ebook, then are brought to a more expensive offer that pairs with the initial product, and offered upsells or sent to a thank you page.. The customer is then typically taken through an email sequence over a determined amount of days, weeks, and even months introducing them to the company and showing them the other products you have that they might be interested in purchasing. The cost will go up on each product offer. This part of the sales funnel is based in the company's value ladder.

ROI

Return On Investment, ROI is used in the financial industry to designate how well an investment is doing. The higher the ROI the better. In Internet marketing it means how much revenue is generated from money "invested" in advertising, article marketing, or other expenses.

SEO

Stands for Search Engine Optimization. How the website is coded and promoted determines how high in the search engine rankings it will show. Most people don't go past the first page of rankings when they decide which site to click on in the search engine results.

Squeeze page

A squeeze page is simply a web page that offers a free report or low cost item in exchange for the visitor's name and email. This is more of a low cost initial offer or free ethical bribe to entice the potential customer to trade for an email address.