

Online terminologie

Terminology	Explanation
% Exit	The percentage of users who exit from a page.
Active Time / Engagement Time	Average amount of time that visitors spend actually interacting with content on a web page, based on mouse moves, clicks, hovers and scrolls. Unlike Session Duration and Page View Duration / Time on Page, this metric can accurately measure the length of engagement in the final page view.
Affiliate Marketing	A marketing program in which an advertiser pays an affiliate for driving event-driven traffic to their site. An event is primarily completing an order on the advertisers site but could simply be some sort of lead generation. Affiliate gets paid a commission based on order or lead.
Aggregator	A program which collects information and parses the information in a logical fashion. Commonly used to parse XML data.
AJAX	Asynchronous JavaScript and XML. A way to design web pages that are more end-user friendly and respond more quickly when the user requests data. A good example of AJAX in practice is Google Maps.
Alt Tag	An HTML attribute typically used within the IMG tag to provide alternate text when images cannot be displayed.
Anchor Tag	An HTML tag that allows you to create a link to another document or web page or to a bookmark within the current web page.
Backlink	Links originating from one website and pointing to another website or web page.
Bad Link Neighborhood	A group of non-related sites that are all linked together for the purpose of sharing Pagerank. Links usually include casinos, porn sites, etc...
Black Hat SEO	The use of unaccepted or frowned upon SEO practices in order to get higher rankings and more traffic. Use at the risk of being dropped from the engines or at least being removed from high rankings.
Blog	"Web Log". A regularly updated online journal or diary of sorts.
Bot	Programs written to scour the web automatically for various reasons (to index web pages, for spamming purposes, etc.) aka web robots, web crawlers, internet bots, spiders.
Bounce Rate	The percentage of visits where the visitor enters and exits at the same page without visiting any other pages on the site in between.
Click	Refers to a single instance of a user following a hyperlink from one page in a site to another. Some use click analytics to analyze their web sites.
Click Fraud	The act of clicking on a pay-per-click ad and leaving the ad site once the page loads. This can be done either by humans or bots (programs or scripts). Advertisers are then forced to pay for clicks which are not genuine leads.
Click path	The sequence of hyperlinks one or more website visitors follows on a given site.
Cloaking	A programming technique that allows search engines to spider content differently than what the visitor sees
Conversion	Web traffic that fulfills a pre-established goal, such as purchasing of a specific product or filling out a registration form, etc.
Conversion rate	The rate at which a visitor converts into a lead

CPA	Cost Per Acquisition. Fee paid to an affiliate marketer for driving a particular action or event on your site (either a sale or lead generation, etc.).
CPC	Cost Per Click. Typical rate of measuring the expense involved with acquiring web traffic.
CTR	Click Through Rate. Standard method of measuring the success of an online advertising campaign. Calculated by dividing the number of users who clicked on an ad by the number of times the ad was shown (also known as an impression). (Wikipedia)
Directory	A list of website links categorized by location, industry or specialization. For example: DMOZ (directory.mozilla.org)
Doorway Page	A web page that is specifically designed to get high rankings. This usually implies a negative connotation because of the tricks many unethical SEO professionals use with these pages such as redirects, cloaking, automated page generation, etc...
Dynamic Website	A website whose content is not fixed. What is shown on a page is based on user-selected activities and/or programmatically driven.
First Visit / First Session	Also known as 'Absolute Unique Visitor' - A visit from a visitor who has not made any previous visits.
Frequency / Session per Unique	Frequency measures how often visitors come to a website. It is calculated by dividing the total number of sessions (or visits) by the total number of unique visitors. Sometimes it is used to measure the loyalty of your audience.
Glass Ceiling	What happens when a keyword is too competitive, and a site can only reach at the best the 2nd or 3rd page rankings but can never reach the 1st page. Variables that could lead to this: 1st page results have unattainable link popularity, 1st page results maybe considered the Authority to the search engines, 1st page sites have too much longevity, etc.
Google Bombing	A method of getting a large number of backlinks targeting one keyword phrase in the link text so that a web page will come up for that keyword. For example: search "miserable failure" in Google.
Google PageRank	Google PageRank™ is a numeric value that represents how important a page is on the web.
Hit	A request for a file from the web server. Available only in log analysis. The number of hits received by a website is frequently cited to assert its popularity, but this number is extremely misleading and dramatically over-estimates popularity. A single web-page typically consists of multiple (often dozens) of discrete files, each of which is counted as a hit as the page is downloaded, so the number of hits is really an arbitrary number more reflective of the complexity of individual pages on the website than the website's actual popularity. The total number of visitors or page views provides a more realistic and accurate assessment of popularity.
Hyperlink	Also known as a "link". A hyperlink is used to direct a visitor or spider from one page to another, or to other websites.
Impression	An impression is each time an advertisement loads on a user's screen. Anytime you see a banner, that is an impression.
Inbound Link	A link coming to your website from another website
Keyword	A word or phrase which is targeted in an SEO plan in order to rank for in search engine results
Keyword Density	How often a keyword or keyword phrase is used on a given web page.

Keyword Research	First and foremost you must perform keyword research to determine what keywords and keyword phrases you are going to design your site around, as this will lay the groundwork for all of the meta data, text and links your site will contain
Keywords	Words that are used by search engines to determine the topic of a given web page.
Landing page	A landing page is a web page that allows you to capture a visitor's information through a lead form. A good landing page will target a particular audience, such as traffic from an email campaign or a link through from another site or visitors who click on an ad promoting your website.
Landing Page	A content-rich web page geared around a particular topic, product or conversion goal. Typically a main navigation item of a website.
Latent Semantic Indexing	Or LSI for short, is an algorithm used by Google (and possibly other search engines) to determine how words are related to each other in the context of a web page. An article about "cookies" might contain words such as chocolate, sugar, flour or dough for example.
Link Popularity	The number of links that is pointing to a particular website
Link Reputation	How the search engine refers to the link by evaluating the link text
Meta Data/Meta Tags	Web page specific, descriptive information that helps a search engine identify the purpose and topic of a given web page. Common meta data include a web page's description and keyword listing.
Meta description	Meta description is a text snippet (Max. 150 characters) that describes what your specific web page is about. Meta descriptions are the first place a search engine looks to find text to put below your link when it lists your website on search results pages. A meta description is not something that is visible on the webpage itself but quite simply a couple of sentences that you put into the HTML of a page (the markup code that creates a web page's structure)
Meta keywords	Meta keywords tags are used to help define the primary keywords of a Web page. The weight Google puts on meta keywords is none, zero, nada. Yahoo still uses meta keywords but also there the weight is lower than any other factor
Meta Robots Tag	A HTML tag that instructs spiders to either index the page or not. Common uses are all, none, index, noindex, follow and nofollow.
New Visitor	A visitor that has not made any previous visits. This definition creates a certain amount of confusion and is sometimes substituted with analysis of first visits.
Organic Search	Search results in a search engine that are not paid advertisements. The results that come up naturally based on their indexing within a search engine. Organic search results are good. We all want to come up on top for organic searches using keywords we are optimized for.
Outbound Link	A link from your website to another website
Page Depth / Page Views per Session	Page Depth is the average number of page views a visitor consumes before ending their session. It is calculated by dividing total number of page views by total number of sessions and is also called Page Views per Session or PV/Session.
Page Jacking	The act of tricking the search engines to believe that a page on your website is actually a page of another website. A popular method includes abusing the 302 redirect glitch. This purely a Google issue

Page title	The page title is what you see at the very top of your browser window and what shows up on Google's search results page. Google assumes that words in your title are very important, so it puts particular emphasis on this when ranking the keywords on the page.
Page View	A request for a file whose type is defined as a page in log analysis. An occurrence of the script being run in page tagging. In log analysis, a single page view may generate multiple hits as all the resources required to view the page (images, .js and .css files) are also requested from the web server.
Page View Duration / Time on Page	Average amount of time that visitors spend on each page of the site. As with Session Duration, this metric is complicated by the fact that analytics programs can not measure the length of the final page view unless they record a page close event.
PageRank	Google's evaluation of a webpage based on the number and quality of linkbacks to the webpage
Paid Inclusion	Paying to be included into a directory or search engine
Paid Link Building	Websites who are willing to link back to your site for a fee in order to boost your rankings/weight in the search engines.
Pay per click - PPC	Pay Per Click. Advertising method where an advertiser pays for their ads (which are displayed on a given website) if and only if someone actually clicks on the ad.
Query	A keyword or a string of words which are used to search for information in the search engines
Reciprocal Link	The practice of placing a link from website A to website B strictly because website B is linking to website A. I scratch your back, you scratch my back.
Repeat Visitor	A visitor that has made at least one previous visit. The period between the last and current visit is called visitor recency and is measured in days.
RSS Feeds	An acronym for Rich Site Summary or Rich Site Syndication. RSS feeds uses an XML document to publish news headlines. This document is submitted to sites which may choose to display the information in their site or program which uses an aggregator to parse the information.
Search Engine	Web site whose function is to help users find web pages on any given searched topic.
Search Engine Optimization (SEO)	The process of marketing a website through HTML manipulation and Link generation which targets keywords and keyphrases so that the website can be spidered thoroughly and appears high in search results.
SEM	Search Engine Marketing. The act of marketing a website via search engines, whether this be improving rank in organic listings, purchasing paid listings or a combination of these and other search engine-related activities.
Search Marketing	Referring to Pay-Per-Click Advertising with Search Engines. Google Adwords, Overture, etc.
SEO	Search Engine Optimization. the act of altering a website so that it does well in Organic listings of search engines
SERP	Search Engine Results Page. The listing of web pages that a search engine shows a user once they've entered a search value.
Session Duration	Average amount of time that visitors spend on the site each time they visit. This metric can be complicated by the fact that analytics programs can not measure the length of the final page view.
Singletons	The number of visits where only a single page is viewed (a 'bounce'). While not a useful metric in and of itself the number of singletons is indicative of



	various forms of Click fraud as well as being used to calculate bounce rate and in some cases to identify automaton bots.
Site Overlay	Site Overlay is a technique in which graphical statistics are shown besides each link on the web page. These statistics represent the percentage of clicks on each link.
Spam	Usually refers to unsolicited email that promote products or services. SPAM can also be referred to as unethical on-page optimization tactics bad SEO companies use to get websites high rankings
Spider	Programs written to scour the web automatically for various reasons (to index web pages, for spamming purposes, etc.) aka web robots, web crawlers, bots, internet bots.
Splash Page	Typically an introductory web page (first page seen by a web surfer) that is graphics-heavy. Meant for attention-grabbing purposes only. Not rich in content (if any). Eye candy.
Static Website	A website or web page whose content is fixed (does not change or has to be manually changed).
Submission	Submitting a site to a web directory or search engine. This can be a free or paid process
Supplemental Results	Google's secondary index of web pages it doesn't consider worthy of being in the main index.
Text link	A hyperlink that displays text only, no images.
Title Tag	A meta data element that determines the actual "title" of a given webpage. The title is what shows up in the top bar of your browser. It is also the hyperlink that shows in search engine results listings.
TLD	Top Level Domain. The three main domain extensions: .com, .net, .org
URL	Uniform Resource Locator. Or, more commonly, a web address.
Visibility time	The time a single page (or a blog, Ad Banner...) is viewed.
Visit / Session	A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request. A session is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes and no requests for pages from other domains intervening between page requests. In other words, a session ends when someone goes to another site, or 30 minutes elapse between pageviews, whichever comes first. A visit ends only after a 30 minute time delay. If someone leaves a site, then returns within 30 minutes, this will count as one visit but two sessions. In practice, most systems ignore sessions and many analysts use both terms for visits. Because time between pageviews is critical to the definition of visits and sessions, a single page view does not constitute a visit or a session (it is a "bounce").
Visitor / Unique Visitor / Unique User	The uniquely identified client generating requests on the web server (log analysis) or viewing pages (page tagging) within a defined time period (i.e. day, week or month). A Unique Visitor counts once within the timescale. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers or with two different browsers will count as two Unique Visitors. Increasingly visitors are uniquely identified by Flash LSO's (Local Shared Object), which are less susceptible to privacy enforcement.
White Hat SEO	The use of accepted SEO practices in order to get higher rankings, more

	traffic, etc
XML / XML Sitemap	XML is a document structure and encoding standard used, amongst many other things, as the standard for webcrawlers to find and parse sitemaps. XML sitemaps are a useful tool for making sites built in Flash and other non-html languages searchable and as such findeable and indexable

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