

A Brief Glossary of Search Engine Marketing Terms

By Gradiva Couzin

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Fine Brand Media Search Engine Marketing
http://www.finebrand.com/services/web_site_promotion/index.cfm

Clickthrough or Click-through: A user clicking on an online advertisement (such as a search engine sponsorship) and being taken to your Web site. This is the "click" in Cost-per-click.

Cost-Per-Click (CPC): The price that an advertiser pays to a Pay-Per-Click service each time a user clicks on a link that takes the user to the advertiser's Web site.

Cloaking: An unscrupulous practice in which a Web site server is set up to show an optimized page to Search Engine Robots, different than the page shown to regular users. Fine Brand Media does not engage in this or any other "spam" technique.

Directories: Search engines that are human-powered. All entries in a directory have been reviewed by human editors, which means they have been hand-selected for relevance. Some directories require a submittal payment and others are free. Yahoo! is an example of a directory. Fine Brand Media may recommend submittals to directories that are the most effective and have the highest share of web searchers at the time of consultation.

Keyphrase: A word or phrase that has been selected to appear prominently on your site based on relevance and popularity with searchers. An SEM firm, such as Fine Brand Media, will research many keyphrases to arrive at a "short list" of keyphrases that are especially suited for your target audience. Additionally, we may recommend a longer list of keyphrases for Pay-Per-Click (PPC) paid listing submittals. Please note that keyphrases are NOT the same as Meta keywords (see "Meta tags").

Keyword Research: A very important part of any SEM campaign, this is the research into what keywords or keyphrases are most important for your Web site to target. Fine Brand Media will help you choose your target keyphrases based on search popularity among your target audience, relevance to your web site content, competition, and industry usage.

Link popularity campaign: An SEM service may include a link popularity campaign in which specialists request that editors of relevant web sites add a link from their site to yours. This technique helps to bring more targeted traffic to your site. In addition, some robots, such as Google, use a search algorithm that places higher relevance on sites that are linked to frequently from other quality web sites.

Meta Search Engine: A Web site that compiles results from other search engines. Note that there is

no connection between the terms "Meta search engine" and "Meta tag."

Meta tags: Specialized text that is in your web page's HTML code that can be useful to control the description of your site in some search engines. Meta description tags are important Meta tags to develop (the Meta Keyword tag is much less important). The HTML page title tag, while not technically a Meta tag, is also extremely important to optimize. Fine Brand Media will recommend Meta tags and HTML page titles that are carefully optimized for your site.

Paid Inclusion: A program in which a search engine robot allows you to pay to have your site indexed. As the name suggests, you pay for "inclusion" in a robot database, but no special consideration is given with regard to ranking. These programs generally include frequent "re-crawling" to make sure that the most current content is indexed. Fine Brand Media may recommend submittals to paid inclusion robots that are the most effective and have the highest share of web searchers at the time of consultation.

Paid Listing: A model of search engine advertising where you pay to include your site in a human-edited directory or robot search engine.

PageRank™: Google's proprietary system of measuring the importance of a Web site based on how many other sites are linking to it, as well as the quality of the incoming links. This is one of many factors used to determine the rank of a Web page on Google.

Pay-Per-Click (PPC): A type of paid listing model where you, as the advertiser, only pay if a user clicks on your link. Overture and Google AdWords (adjunct to the Google robot search engine) are examples of PPCs. Fine Brand Media may make paid listing recommendations based on your budget as well as which PPCs are the most effective at the time of consultation.

Search Engine Robots (also known as spiders or crawlers): Computer software that automatically visits web pages and compiles information about their content into a database (a process known as "indexing"). Google is an example of a robot-based search engine.

Spam: Any search engine marketing technique that is designed to trick the search engines, usually by misrepresenting the content on a page. This includes techniques such as: "bait-and-switch", page cloaking, keyword stuffing, using tiny or invisible text, or using a large number of identical doorway pages. These techniques can get your Web site banned (permanently removed) from major search engines such as Google, which is why Fine Brand wouldn't touch them with a ten-foot pole.

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