



# ***Bloggers Dictionary***

***In alphabetical order***

## **Advertiser**

The party who is willing to pay money to the publisher in exchange for ad space

## **Blogger**

Is a **blog** publishing system. The service itself is located at [www.blogger.com](http://www.blogger.com), and blogs that do not publish to their own websites are hosted by Google at subdomains of *blogspot.com*. Free blog hosting for users

A blogger also refers to a person who uses blogs (see 'Web Log').

## **Cascading Style Sheets (CSS)**

Is a style sheet language used to describe the presentation semantics (the look and formatting) of a document written in a markup language. Its most common application is to style web pages written in HTML. Your page's CSS determine the layout and style of the page

## **Captcha**

"Completely Automated Public Turing test to tell Computers and Humans Apart". Those word and letter verification images you need to type in to show you are human and not a bot. Helpful to block automated spam comments.

Mainstream Media (MSM) – Refers to non-independent media outlets.

## **Category**

Categories are used to organize your blog posts. Categories are similar to folders in windows.

## ***Click-through rate (CTR)***

Is a way of measuring the success of an online advertising campaign. A CTR is obtained by dividing the number of users who clicked on an ad on a web page by the number of times the ad was delivered (impressions).

## **Content Manegment System (CMS)**

A collection of procedures used to manage work flow in a collaborative environment. These procedures can be manual or computer based. In blogging the most commonly used CMS are wordpress, blogger, and movable type.

## ***Cost Per Action (CPA)***

Is an online advertising pricing model, where the advertiser pays for each specified action (a purchase, a form submission, and so on) linked to the advertisement. Direct response advertisers consider *CPA* the optimal way to buy online advertising, as an advertiser only pays for the ad when the desired action has occurred

## **Cpa network or affiliate network**

Acts as an intermediary between publishers (affiliates) and merchant affiliate programs. It allows website publishers to more easily find and participate in affiliate programs which are suitable for their website (and thus generate income from those programs), and allows websites offering affiliate programs (typically online merchants) to reach a larger audience by promoting their affiliate programs to all of the publishers participating in the affiliate network.<sup>[1]</sup>

Common CPA networks: Commission Junction, Linkshare, Clickbooth, Neverblue Ads, and Azoogole Ads.

## **Digital Point**

A web developer forum.

## **Domain name**

A domain name is an identification label to define a realm or control in the Internet, based on the Domain Name System (DNS). The domain name is what reserves your spot on the internet in the form of "something.com" You can register domain names from websites like [www.godaddy.com](http://www.godaddy.com) if the name is not already taken the average price is about 10 dollars per address.

## **Facebook**

Is a free-access social networking website. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves. A February 2009 Compete.com study has ranked Facebook as the most used social network by worldwide monthly active users, followed by MySpace.

## **Google**

An American public corporation, earning revenue from advertising related to its Internet search, e-mail, online mapping,

## **Google AdWords**

Is Google's flagship advertising product and main source of revenue (\$21 billion in 2008)<sup>[1]</sup>. AdWords offers pay-per-click (PPC) advertising, and site-targeted advertising for both text and banner ads. Ad words are bid on by advertisers for the right advertise their product using that word.

## **Google AdSense**

Is an advertisement application run by Google. Website owners can enroll in this program to enable text, image, and more recently, video advertisements on their websites. These advertisements are administered by Google and generate revenue on either a per-click or per-impression basis.

## **Google Analytics (GA)**

Is a free service offered by Google that generates detailed statistics about the visitors to a website. Its main highlight is that the product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew. GA can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

## **Google PageRank**

Is a link analysis algorithm, named after Larry Page, used by the Google Internet search engine that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of "measuring" its relative importance within the set. It also affects your price for advertising.

## **Google slap**

The Google Slap is used by companies that rely on AdWords accounts through Google to drum up business for their sites. AdWords for Google allows people to have their advertisements for their own businesses on pages with keywords or subjects that relate to their products. Normally people who hold AdWords accounts pay per each time someone clicks on their ad, usually at about \$.05-.10 US Dollars (USD) per click. However, if Google finds or determines that the page that potential customers visit when they click on the ad is not related, is poor in quality, or even loads too slowly, they may take punitive action in the form of a Google Slap. Basically, the Google Slap accomplishes several things at once. First, it drives up the price of your pay per click amount, sometimes asking as much as \$10USD per click, which most small vendors cannot afford to pay. Second, they may reduce your page ranking (PR), which will automatically mean you have to pay more to have your ads featured through AdWords.

## **Hosting**

Web hosts are companies that provide space on a server they own or lease for use by their clients as well as providing Internet connectivity, typically in a data center. In other words you may own the domain name, but if you want to your website to be available to people on the internet it can't just be on your computer. That is what a web host is, they hold all your data on their servers for you.

## **Internet Forum (Message Board)**

An online discussion site.<sup>[1]</sup> It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dialup bulletin board system.

Similar to an internet chat room. Web forums are a great place to meet people who may be interested in your website and also a great way to promote your content.

## **Linkback**

A method for Web authors to obtain notifications when other authors link to one of their documents. This enables authors to keep track of who is linking to, or referring to their articles. The three methods (Refbac, Trackback, and Pingback) differ in how they accomplish this task.

These are very important, whenever anyone puts a link to your website you will receive a notification. Linkbacks are also important in determining your pagerank.

## **Meta Data (Tag)**

HTML or XHTML elements used to provide structured metadata about a Web page. Such elements must be placed as tags in the head section of an HTML or XHTML document. Meta elements can be used to specify page description, keywords and any other metadata not provided through the other head elements and attributes.

Tags can keep track of the content of your entries.

## **Niche market**

Is the subset of the market on which a specific product is focusing on; Therefore the market niche defines the specific product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that is intended to impact. Every single product that is on sale can be defined by its niche market.

## **Publisher**

The party who is creating content

## **PayPal**

Is an e-commerce business allowing payments and money transfers to be made through the Internet. PayPal serves as an electronic alternative to traditional paper methods such as checks and money orders.

## **Pay per click (PPC)**

Is an Internet advertising model used on search engines, advertising networks, and content sites, such as blogs, in which advertisers pay their host only when their ad is clicked.

## **Quality score**

A variable used by Google, Yahoo!, and MSN that can influence both the rank and cost per click (CPC) of ads. Your Quality Score is important in determining your rank and pricing for ads that you purchase. Factors determining your Quality Score include your Click-Through Rate, Ad Copy Relevance, and Landing Page Quality.

## **Return on Investment (ROI)**

Ratio of money gained or lost (whether realized or unrealized) on an investment relative to the amount of money invested. This most commonly refers to the ratio between the amount of money spent in advertising (I.E. on Google Adwords) and the amount of sales generated.

## **Really Simple Syndication (RSS)**

This is a published feed that is a summary of your blog posts that readers may subscribe to using an RSS reader

## **Signature (Sig)**

A block of text automatically or image appended at the bottom of an e-mail message or forum post. Signatures are a good way to advertise your website when they are allowed.

## **Search engine optimization (SEO)**

Is the process of improving the volume or quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. Typically, the earlier a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, and industry-specific vertical search engines, as well as video search. This gives a web site web presence.

## **Social network**

Focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services. Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people.

## **Squidoo**

Is a community website that allows users to create pages (called *lenses*) for subjects of interest. Lenses are interactive, and can contain Flickr photos, Google maps, blogs, eBay auctions, YouTube videos, and other links. Squidoo is in the top 200 most visited sites in the world, and in the top 50 most viewed in the United States.<sup>[1]</sup> It has donated hundreds of millions of dollars to charity.

## **Twitter**

Is a free social networking and micro-blogging service that enables its users to send and read each others' updates, known as *tweets*. Tweets are text-based posts of up to 140 characters, displayed on the author's profile page and delivered to other users - known as followers - who have subscribed to them. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications.

## Viral Marketing and Viral Advertising

Refer to marketing techniques that use social networks to produce increases in brand awareness or to achieve other marketing objectives (such as sales) through self-replicating viral processes, similar to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet<sup>[1]</sup>. Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages. The basic form of viral marketing is not infinitely sustainable. The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) and create Viral Messages that appeal to this segment of the population and have a high probability of being passed along.

## Web 2.0

Commonly associated with web applications which facilitate interactive information sharing, interoperability, user-centered design and collaboration. I.E. Social websites

## Web Log (Blog)

A type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog. Many blogs provide commentary or news on a particular subject (Niche)

Types of Blogs:

- **Photoblog** - A blog using photographs and images.
- **Podcast** – The word podcast comes from the word iPod. Podcasters put out regular recorded broadcasts with audio or video that can be downloaded or streamed.
- **Vlogging** - Also **video blogging**. The blogger posts videos instead of text.
- **Moblogs**- A blog posted and maintained via mobile devices.

## **WordPress**

Is a free and open source blog publishing application and Content Management System.

WordPress has a templating system, which includes widgets that can be rearranged without editing PHP or HTML code, as well as themes that can be installed and switched between. The PHP and HTML code in themes can also be edited for more advanced customizations. WordPress also features integrated link management; a search engine-friendly, clean permalink structure; the ability to assign nested, multiple categories to articles; multiple author capability; and support for tagging of posts and articles. Automatic filters that provide for proper formatting and styling of text in articles (for example, converting regular quotes to smart quotes) are also included. Word Press.com will also host free blogs for users.

## **YouTube**

Is a video sharing website on which users can upload and share videos. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos.