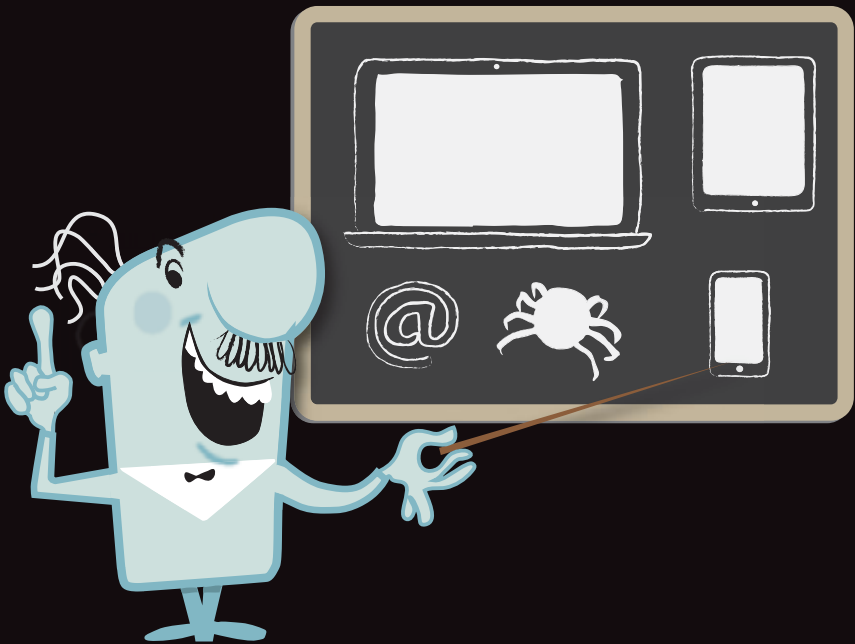
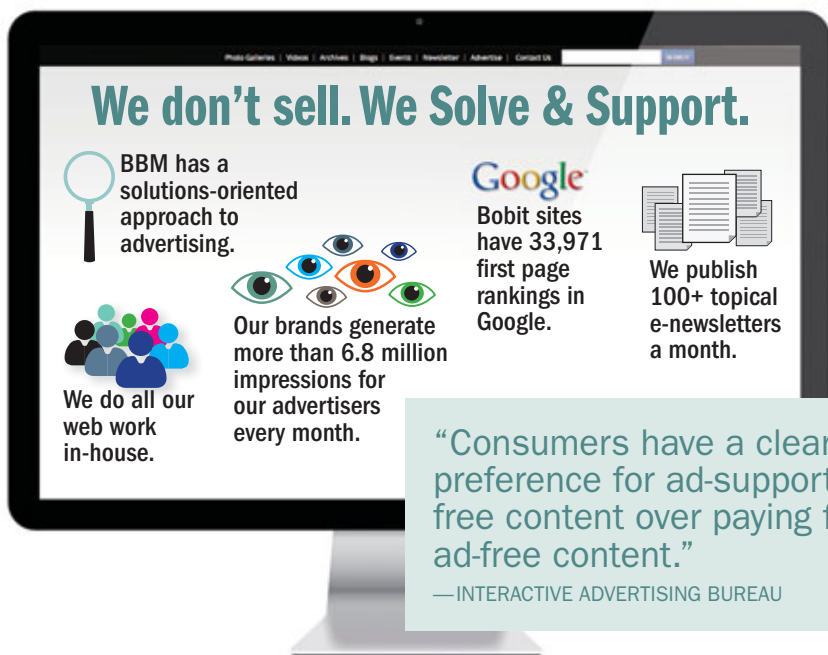


THE BOBIT BUSINESS MEDIA

guide to digital marketing



A primer on getting the **best return**
for your **online investment**



Getting Started

At this stage of the game, if you don't understand *how digital marketing works*, you may feel hopelessly out of sync. You know that online advertising is essential to your media mix, but perhaps you feel ill-equipped to make the decisions necessary from among the many online opportunities available to today's marketer.

Should you go with paid search? Should you hire a consultant? Should you try to create buzz on your own?

If you rely on the trade publications where you advertise in print, they are the most likely experts in online marketing in your field. But you should know what questions to ask. How does their site track impressions? What kind of reporting is provided? How will they ensure ROI? What should your campaign include: brand-building, lead generation, or interactivity? And, while we're at it, can someone please explain social networking?

This guide is designed to help you answer some of those questions for yourself. In our experience with thousands of clients, across every industry from beauty products to truck tires, we've seen a consistent pattern in the needs of our customers: You want to make an informed decision based on comparing apples to apples. You just might not know how to do that when it comes to online marketing.

You don't have to be Bill Gates or a 23-year-old computer geek to master this. All you need to know are a few simple terms, how to work a calculator, and you have to have a willingness to fail. The Internet is the greatest place for failure. You can test things out, fall on your face, and retool and start over again very quickly. You just need to understand a few technical details.

Integrating Online into a B2B Marketing Plan

An integrated marketing program creates brand awareness — which creates buzz and incites search activity — and drives web traffic, supports customer service, generates sales leads, and helps make sales.



Your **print campaign** sparks – and builds – brand awareness.

E-blasts, webinars, e-newsletters are PUSH marketing, driving visitors to your website.

SEO: Our sites get between 20% and 50% of their traffic from search, so you benefit from the SEO work we've invested in for our sites.

Social media drives traffic and engagement, and provides credibility through sharing. Our brands have strategic efforts to cultivate communities in the key social networks that our readers engage in.

Lead Generation tools help you capture information on prospective buyers and “qualify” them for your own sales team.

Tradeshows and events create face-to-face selling opportunities.

PR and direct mail pique interest and create brand identity.

Online advertising is extremely flexible, trackable, and effective.

What Should You Look for When Evaluating Online Advertising Options?

How many impressions does the site deliver?

The number of impressions – without spider traffic – is the number of times your ad is seen. If you advertise on, say, a site’s homepage, you receive one impression each time someone views the homepage. Impressions are a good measure of a site’s performance, but they’re not the only measure.

How many “unique visitors” does a site have?

Unique visitors are like magazine subscribers. These are the number of separate individuals visiting the website. A user may look at a site many times during the month, but that single site-visitor is counted just once, and is called a unique visitor.

How long do users spend on the site?

The longer a user spends on a site, the more “engaged” she likely is, just as a reader who spends a long time with a print magazine is engaged. If a website has lots of relevant, targeted content, a web visitor spends more time with it. Ask your sales representative how long users spend on websites you’re considering, how many pages each user visits, and how often users return to the site. All these metrics are measures of *user engagement*.

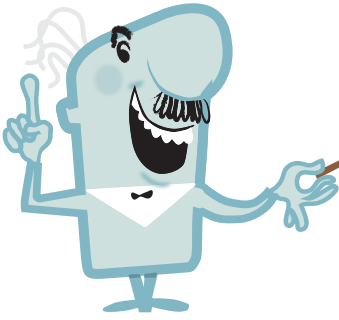
The more engaged a user is with a site – staying longer and returning frequently – the more successful your ad will likely be on that site.



Eeeeeeeeeek! A spider!

Spiders are a nuisance, whether they’re in your house or crawling your website. On the Internet, a spider (sometimes called “spider-bot” or “crawler”) is an automated search engine tool that goes from website to website gathering information (they’re mostly used to help Google and other search engines work their magic). Every time one visits a website it counts as a “site visitor,” and every page it visits gets counted as an impression.

If you advertise online, you want to know how many real HUMAN visitors a site has. Bobit Business Media uses Google Analytics to count – and verify – the traffic on our websites, and we do NOT count spider traffic. When you’re looking at a website’s performance, always ask, “Do these numbers exclude spider traffic?”

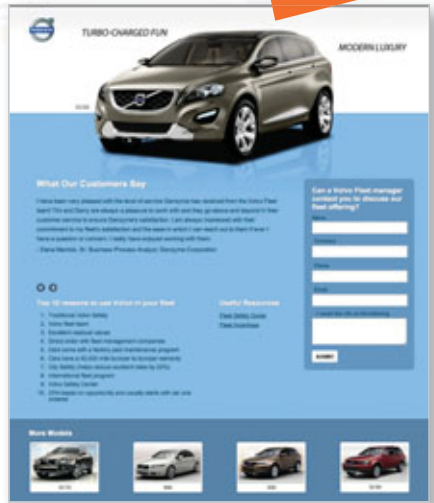


How a Web Ad Works

When a user clicks on an ad, it activates computer code that is tracked by an independent ad-tracking service. Bobit Business Media uses a company called 24/7 Open Ad Stream (OAS) to track all web advertisements, assuring advertisers of independent reporting of ad performance. You will receive reports from your sales representative showing how many impressions were delivered to your ad, as well as how many click-throughs it got. It's important to take both numbers into account, as you're looking for *exposure* to a particular market, as well as actions taken on your ad.

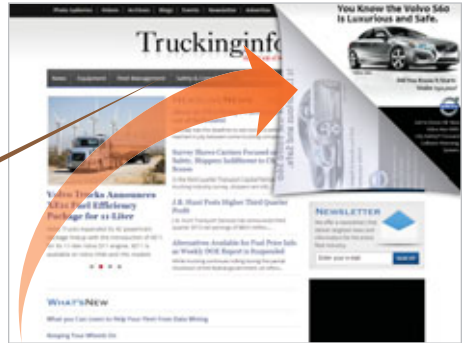
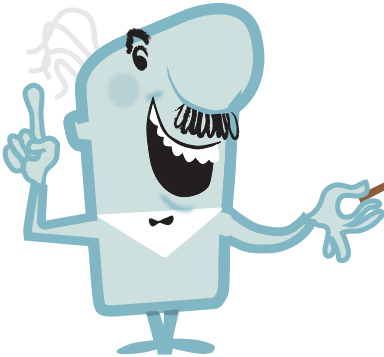
We recommend that you link your ad to a specific page on your website where the visitor will find exactly what he is looking for. Your homepage may not necessarily be the best place to link your ad.

Consider using a "landing page" with your ad campaigns to help drive potential clients to take a specific action on your site. You can use a landing page to collect useful information that will help you tailor your follow-up to these prospects. A landing page can also be useful if your own web site is not optimized for mobile viewing. See page 16 for more information on mobile-optimized landing pages.



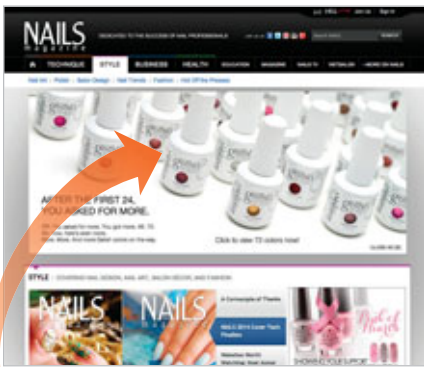
Advertising Opportunities

Attention-grabbing banner ads provide you with a cost-effective way to build brand awareness and provide additional impact to your print advertising program. Banners build brand awareness, drive traffic to your website, and can help you develop highly qualified leads. Rich media ads enable a user to interact and include expandable ads, site overlays, floating ads, takeovers, backgrounds, cursor ads, and audio ads. You'll find specs for all Bobit banner ads on www.bobitstudios.com.



PAGE PEELS

Starting as a 100x100 page curl in the upper corner of the home page, when moused over, the page peels down to present an 500x500 advertisement.



EXPANDABLE ADS

Expandable banners can expand up, down, or left, into the body of the site. Not every position allows an expandable. Other names for expandables are pushdown, push-up, floating leader, “catfish” (because it floats at the bottom of the page). This example is an expandable leaderboard.



PRESTITIALS

These 640x480 ads appear (“pop up”) before a website’s homepage. They are a great way to generate traffic and awareness as they have been found to drive more user clicks. These advertisements are typically “full page” (window) and are presented without competing ads in the window space.

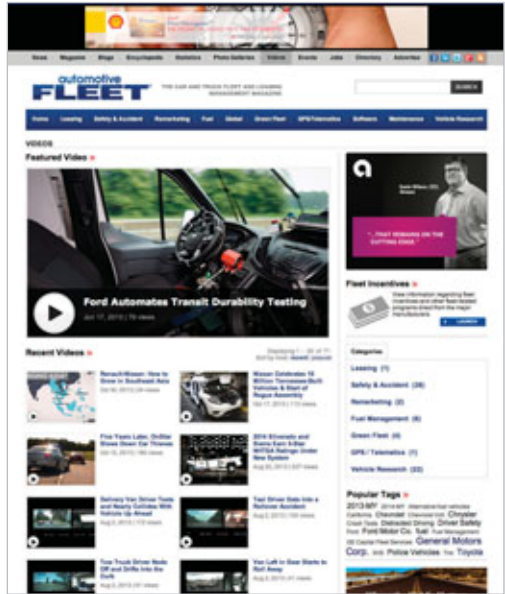
Using Video

Nothing better explains how a product works or gets the personality of a company across like a moving picture. But the thing about video is to know *when* to use it and *how* to use it.

Video can be incorporated into any banner ad (that is, your ad plays video within that banner frame). Video can also be used as a special ad unit, as a prestitial, for example (this means that the video pops up on the user's screen before the page appears and the user can either watch the video or click on "skip video").

We can provide pre-roll video on most of our sites, which means your video ad plays before editorial videos.

Video can be used to feature representatives from your company to discuss or demonstrate your products or provide visitors a more intimate view of your company.



Evaluating video advertising

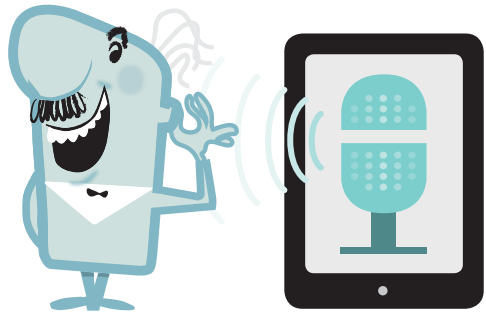
There are a few metrics to use in evaluating the success of video advertising, including the amount of a video that's viewed and number of times it's viewed. Ask your salesperson first what is available for your project.



“Video advertising is one of the fastest-growing opportunities online today, as well as one of the most promising online advertising formats. The emotional draw of the television experience, consumers’ adoption of broadband, and subsequent change in Internet content, capabilities, and consumption all contribute to driving this growth.” —INTERACTIVE ADVERTISING BUREAU

Listen! Don't Overlook Podcasts

A podcast is an audio program that can be downloaded from a website to a mobile device and listened to when convenient. It can also be listened to directly from a desktop computer. It can be a way of providing editorial content or advertising or both.



There are various formats for advertising with podcasts: You can sponsor an editorial podcast (such as an interview with an industry expert or an editor-led discussion group). Sponsorship usually includes a short audio commercial before each podcast begins.

You can create the audio commercial yourself or our team can provide “voice talent” for you. Podcast links are usually displayed or linked from the homepage of our websites featuring the sponsoring advertiser.

Bobit Business Media puts all its podcasts on iTunes so users can update their podcast every time they dock their iPod.

Directories

Most online directories are a dime a dozen, but Bobit takes directories very seriously. Because our online users are professionals — often looking to make major purchases — they need a level of detail not readily available elsewhere on the web.

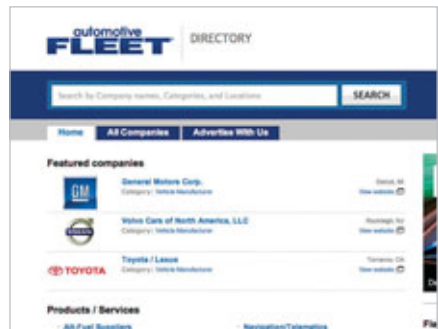
Our directories are searchable by company type, product category, and subcategory. Every listing is complete and we attempt to reach listed companies a few times a year to ensure the data is always current.

What to look for when deciding on a directory sponsorship is primarily, how does the brand drive traffic to the directory page and what efforts are made to ensure that your company’s listing will be seen when a buyer is in the stage of the buying cycle when he’s ready to make a decision.

Our directory options range from the simple – a highlighted listing with a color logo – to high end – exclusive category sponsorship with your company listed at the top of all product pages and ads on all those category pages.

The benefits to directory sponsorships are many:

- Increase brand awareness
- Be “top of mind” when users are looking to buy
- Stand out in a crowded product field
- Maximize a small marketing budget





Understanding E-Newsletter Performance

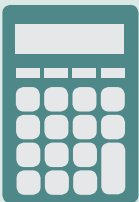
E-newsletters are pervasive and they work well because they cover news and features that are targeted to specific industries and niches within those industries. Most trade print publications have a varied suite of e-newsletters that go to segmented portions of their audiences. Advertising on e-newsletters is a great way to get directly to the customer who WANTS to read your message.

At BBM, we are very serious about our open rates and we focus on all the factors that affect them. We've researched extensively what time of day and which day works best to ensure our e-newsletters arrive when the highest percentage of readers will read them. We are constantly testing and consulting our experts so that we can provide expertise to our advertisers on improving the return on their online investment.

When deciding the best e-newsletter to advertise in, consider:

- Is the e-newsletter going to an audience that has been screened to receive the message?
- Has the user specifically asked to receive the e-newsletter? When readers “opt in” and agree to receive an e-newsletter, it's an assurance that the e-newsletter will be opened with higher frequency than if they haven't previously agreed to receive it.
- What is the e-newsletter's current open rate?

All respectable publications require that e-newsletters sent to their readers provide a way for a reader to “opt out” of receiving it. This allows a user to choose only those e-newsletters or promotions that interest him, and allows the publisher to best target promotional and editorial opportunities.



Email Math

How to calculate “open rate”:

Number of emails opened ÷ number of emails delivered
= open rate

For example, if a newsletter with 10,000 subscribers has a 20% open rate, that means the e-newsletter is seen by 2,000 people, so your ad on that e-newsletter receives 2,000 “impressions.”

Email Promotions

E-promotions (sometimes called “e-blasts”) are single-sponsor emails that are sent to our brands’ promotional lists. The names on these lists have been pre-screened and have agreed to receive “third party” emails. E-promotions can include material you have designed or we can help with e-promo design.

Any promotions emailed to our readers must include certain information that allows readers *to not receive* them (to “opt out”). Because of the strict nature of spam laws, as well as our sensitivity to not over-mailing to our lists, we are very careful about what we send to our readers and how often we send material. This caution assures that your ad message is seen in an environment of credibility and by people who actually want to receive it (and, thus, are more likely to open it).

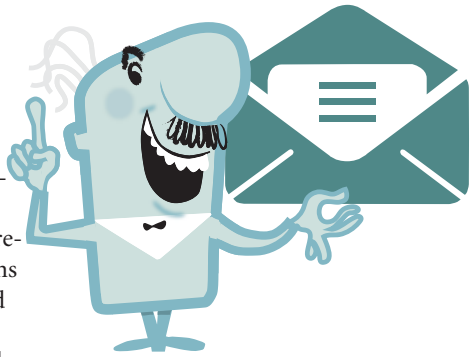
UNDERSTANDING SPAM

If you’re sending e-promos, be aware of factors that can cause your email not to be delivered or to be labeled as spam. An excellent guide on this is here www.exacttarget.com/blog.

IMPROVING OPEN RATES

Your subject line is the best determiner of whether your e-promo will be opened. Keep it to less than 80 characters, with the most important words first. There’s an excellent “subject line checker” online where you can test your subject line www.litmus.com/resources/subject-line-checker.

Follow our design guidelines on www.bobitstudios.com/email-marketing-guidelines so your e-promo has the highest chance to get through to your intended reader. We are also available to help you with subject lines.



REPORTING

We will provide a report on how your e-promo performed about 10 days after deployment. We also have a guide with definitions to show you how to read your reports and look for trends that will help improve your open rates and clickthrough rates.

TEST AND IMPROVE

You can test your e-promos to see if there are any improvements that can increase opens or clicks. We can do an “A/B Split” and send the same e-promo to our whole list, but using two different subject lines. We can do a similar test and send one design to one group and a different design to another.

TARGETING

We can help you target your e-promos. For instance, we can send one version of your material to our “regular email openers,” those who’ve opened an email from us in the last 90 days. You can send a different message to those names on our list who open less frequently. We can also send a second email to those who did not open your first email. Perhaps using a new subject line or new material to the group that did not open the first email will get them to open the second time.

Mobile Advertising and Mobile Optimization

All of Bobit's magazine websites have mobile sites. That means that we have a version of every site that is specifically designed to display on a mobile device (a smartphone). Our mobile versions view on any type of device, regardless of the type (even old phones, as long as they have internet accessibility).

Because a mobile site is actually a different version of a website, both the content and the ads display differently. If you advertise on a magazine's website, your ads do not necessarily show on the mobile website.

What options are available for mobile advertising?

We keep our mobile options simple because mobile users want their information easy and fast. We offer three ad units on most of our sites: two 320x50 inline banner ads and one 300x250 rectangle banner. These formats look good on all mobile device screens. Designing an ad for a mobile site is different than designing for desktop.

A few best practices:

- Limit copy to 10-15 characters on 320x50ads and 24 characters on 300x250 ads.
- Link only to another mobile-optimized site.
- Don't use Flash or animation.
- Use simple imagery.
- Make it clear what action you want a user to take when they see your ad.
- More guidelines available here: www.bobitstudios.com/mobile

According to a 2012 Compuware study, 57% of consumers will not recommend a business with a poorly designed mobile site.



Understanding SEO



IS IGNORING YOU!

75% of all internet users don't look past the top 6 results when searching for something.

SEO stands for Search Engine Optimization, and it essentially means using tools and techniques that help your website display higher in search results.

SEO efforts can improve organic listings (those that are not paid for), which web users tend to prefer over paid search (which are the listings that come up at the top of a search results page in a shaded box). Optimization works across all search engines – not just Google. Understanding SEO and what you need to do to attract buyers at the various stages of the buying cycle can be complex.

BBM has experts in SEO on staff, and

our sites are constantly reviewed for best practices to ensure high rankings on keywords that are important to our users and our advertisers.

Web viewers are impatient and 75% of searchers do not go past the first page of search results, so it's important to rank well for the keywords that are important to you. Nevertheless, if your company doesn't rank high for important keywords or you don't have the time or resources to build organic search yourself, you can be assured that your ad on our sites will be seen. BBM sites currently rank #1 for 1,423 keywords and are first-page for 33,971 more

As a site's optimization improves, it leads to better results for relevant keywords. That is to say, SEO is a cycle and the better you rank, the better Google likes you, the better you rank ...

White Papers Generate Sales Leads

Today's professionals want more than an ad message. They want real, actionable information. They are interested in LEARNING ... about new technologies, how things work, how other professionals manage similar work challenges.

You can reach these professionals directly by creating white papers (sometimes called How-To Guides or Cheatsheets) that dig deeply into a relevant topic. White papers are hosted and promoted on our sites. If you have a white paper or research document, you can provide the content. Or, we can offer sponsorship of white papers written by our editors and other industry experts.

We upload the white paper to our site, create search terms that make it easy for users to find, then promote it with ads and promotions (done at our expense) to our web users and print readers. As a sponsor, you receive the names and contact information of anyone who downloads the white paper.



Readers fill out a simple form to gain access to the downloadable file. Sponsor receives all registration information from downloads.



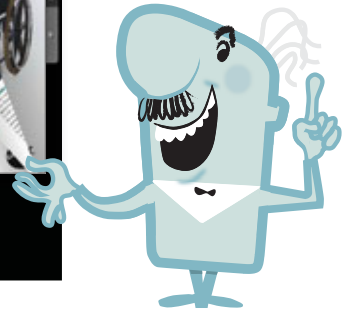
On the white paper page, sponsor's logo is embedded and is visible on the printable version.

Benefits of Hosting a White Paper

- You align your brand as an authority on a topic of importance to your company.
- You build a database of sales leads of people genuinely interested in your products and services.
- You receive name and logo recognition at various places in both the print edition of the magazine, on websites, and in our digital editions.
- We do all the promotions to drive traffic – and build credibility – for your white paper.

Digital Editions

(sometimes called flipbooks, e-books, tablet editions, or digital supplements)



A digital edition is a version of a magazine that is optimized for viewing on a computer screen or tablet. It often includes content that cannot be used in print, such as audio or video content. A digital edition does not require an app to view, although many magazines do provide an app to view their digital edition.

How can you make the best use of a digital edition?

- Provide content in the digital edition that is interactive.
- Don't simply link to your homepage from your ad (tell your salesperson where you want the digital edition to link when you submit your material).
- Ask for reporting from the publisher so you can see how users are interacting with your ad. Use this data to improve the experience and potential conversion rates for your ad.
- Use additional “pages” in the digital edition to expand on your message. Digital only pages are usually significantly discounted from print rates.
- Send a link to the digital edition (with your ad page “bookmarked”) to your own client list.
- Allow us to digitize and host your material, whether it's a catalog or brochure. We can digitize your material for distribution through our email list or for your own internal use.

Many magazines provide their digital edition at no cost to their print subscribers. Make sure that your key staffers and suppliers see your ads, even if they are not regular subscribers to the print magazine.

Webinars

A webinar is a web seminar, held online either live or recorded. Webinars are great tools for developing leads. Everyone who attends a webinar must register (even if the webinar is free) and that registration data is provided to the sponsor. Unlike people wandering a tradeshow floor, webinar attendees are signing up to learn about a specific topic.

Web seminars are interactive, allowing you to develop a subject in depth. Attendees can ask questions during and after the session, giving you the opportunity to make a sale by direct problem-solving.

A post-event survey is sent to

attendees for feedback and additional lead cultivation. Web seminars are also archived on our websites for future downloads and additional leads.

What kind of topics make good webinars? Product demos that require a visual presentation are great webinars. They should be under 15 minutes and focus on specific technical challenges rather than theoretical problems. Complex legislative issues or changes in industry guidelines make good webinar topics. Our magazine editors can develop content, assemble an expert panel, and moderate a discussion. OR, your company can develop the content from start to finish.

WEBCAST
ADVANCED LEARNING AT YOUR DESKTOP
[REGISTER TODAY](#)

FLEET **GOVERNMENT-FLEET** **WORK TRUCK** **BUSINESS FLEET** Fleet Financials **HDT**

Sponsored by: **Sprint**

Beyond the Basics: Telematics/GPS Solutions at the Next Level
January 9, 2013, 11AM Pacific / 2PM Eastern

The advertisement features a blue and white color scheme. At the top, the word 'WEBCAST' is in large, bold, blue letters. Below it, the text 'ADVANCED LEARNING AT YOUR DESKTOP' is in a smaller, bold, blue font. A blue button with white text says 'REGISTER TODAY'. To the right, there is a graphic of a computer monitor displaying a world map, with several blue silhouettes of people standing on the map. Below the main text, there is a row of logos for various fleet-related publications: 'FLEET', 'GOVERNMENT-FLEET', 'WORK TRUCK', 'BUSINESS FLEET', 'Fleet Financials', and 'HDT'. Below the logos, the text 'Sponsored by: Sprint' is displayed, with the Sprint logo in yellow and blue. At the bottom, the title 'Beyond the Basics: Telematics/GPS Solutions at the Next Level' is in bold blue text, followed by the date and time 'January 9, 2013, 11AM Pacific / 2PM Eastern' in a smaller, italicized font.

“Webinars have evolved into a key marketing tool. You invite prospects and customers from outside your company to learn about a new product, share in your subject matter expertise on something important to them, or just find out what makes you a good fit to work with them.”

—LESLIE SHIELDS, PRESIDENT, CHEVANNES GLOBAL SMALL BUSINESS CONSULTING

Landing Pages



What Is a Landing Page?

A landing page is, essentially, a web page that allows you to direct traffic to a very specific message. Using a landing page (as opposed to simply sending users to your website homepage) is ideal when:

- You want to collect names or user data.
- You need a fast web page for content that is not currently on your own site.
- You want a good lead-generation tool.
- You are using a QR code.
- Your own site is not mobile-optimized or is undergoing a redesign.

Use Responsive Design

Responsive web design is a way of making a single website that works effectively on both desktop browsers and the myriad mobile devices on the market. Responsive design gives the best quality browsing experience - whether on a smartphone, tablet, netbook or e-reader, and regardless of the operating system.

“Too many companies send their advertising, email, or social media traffic to their homepage. This is a huge missed opportunity. When you know a stream of targeted traffic will be coming to your website, you can increase the likelihood of converting that traffic into leads by using a targeted landing page.”

—CHRISTINA GALBORNETTI, DIRECTOR-CREATIVE SERVICES AT V12 GROUP, A MARKETING TECHNOLOGIES AND SERVICES COMPANY

Knowledge, Experience, Expertise

We have a full department of professionals in web design and development, SEO, and direct-response marketing.

- All of our design and development is done in house. We do not offshore development. Having an in-house shop allows us to collaborate and problem-solve in real time, and enables clear communication for maximum efficiency.
- Bobit sites have a combined monthly average 6.8 million pageviews and 1.2 million unique visitors.
- We've invested in search engine optimization on a global and site-specific scale.
- Our entire Audience Development team has earned Google Analytics individual qualification and Google Adwords Certification.
- We have built and now maintain 21 magazine sites and 13 event sites and dozens of other microsites for clients and associations.
- We publish over 100 different topical e-newsletters every month.
- We can create single ads or entire campaigns, including static ads or dynamic programs, sponsored content, custom e-newsletters, or entire sites.
- We abide by the standards set by the Interactive Advertising Bureau (IAB). We set standards on our sites so that our pages are optimized for user experience, site performance, and high impressions for our advertisers.



Glossary of Common Online Terms

analytics - Measurements of site performance, these usually include information on how many site visitors, how many pageviews, the amount of time users spend on the site. The primary provider of web analytics data is Google Analytics, which is the service Bobit Business Media uses.

Android - A mobile phone operating system developed by Android Inc, later purchased by Google.

bandwidth - A measure for the speed (amount of data) you can send through an Internet connection. The more bandwidth, the faster the connection.

blog (web log) - A type of website (most often maintained by an individual) with a log of comments (most often personal), meanings, descriptions of events, etc.

blacklist - An email sender who is specifically not allowed to send emails to users. The opposite of this is a white list, which is used to tell your email provider that you allow emails from certain senders.

bounceback - When an email is returned to sender. A bounceback sometimes happens because the recipients' email box is full, no longer exists, or the address is otherwise wrong. It can be a server error. After an email has bounced back three times, it's likely that there's a problem with the email address.

CAN SPAM - Legislation that governs the standards for email communications, designed mainly to limit the amount of unwanted and unsolicited email. Enforced by the Federal Trade Commission.

click - In web terms: A mouse click on a hyperlink element (such as text or picture) on a web page creates an event such as taking a visitor to another web page or another part of the same page.

clickthrough rate (CTR) - The number of times visitors click on a hyperlink (or advertisement) on a page, as a percentage of the number of times the page has been displayed.

cloud computing - Storing applications and data on the internet (instead of on the user's computer).

cookie - Information from a web server, stored on the computer by the web browser. The purpose of a cookie is to provide information about the visit to the website for use by the server during a later visit.

domain name - The name that identifies a web

site (www.bobitbusinessmedia.com)

Flash - A vector-based multimedia format developed by Adobe for use on the web.

GIF (Graphics Interchange Format) - A compressed format for storing images developed by CompuServe. One of the most common image formats on the Internet. Allows for simple animations with multiple frames. Renders text very sharp and file size for simple solid colored backgrounds is very low.

Google Analytics - Service provided by Google to track site performance, covering a wealth of data, including traffic sources, number of site visitors, geographical information, and search terms. Google provides coding that is placed on a website, which allows this data to be tracked.

hits - The number of times a web object (page or picture) has been viewed or downloaded.

home page - The top-level (main) page of a web site. The default page displayed when you visit a website.

HTML - The language of the web. HTML is a set of tags that are used to define the content, layout and the formatting of the web document. Web browsers use the HTML tags to define how to display the text.

HTML5 - A next-generation of HTML, which is a computer "markup language" that allows web designers to structure content on a website.

hyperlink - A pointer to another document. Most often a pointer to another web page. A hyperlink is a synonym for a hotlink or a link, and sometimes called a hypertext connection to another document or web page.

impression (or page impression) - A view of a web page. Each web page may have several ads on it, so while a single page can only receive a single pageview, each ad receives an impression when a page is viewed. This is why a site, with, say, 10 pages, can actually deliver 50 impressions.

iOS - Operating system used for Apple mobile devices

IP Address (Internet Protocol Address) - A unique number identifying every computer on the Internet (like 197.123.22.240)

ISP (Internet Service Provider) - Someone that provides access to the Internet and web hosting.

keyword - A word used by a search engine to search for relevant web information.

landing page (sometimes called splash page) - A generic term for the first page a person sees

when linking to a website. Sometimes a landing page is a “pop up” page designed specifically for users who click on a banner ad.

Leaderboard - A long rectangular web ad format (BBM uses the 728x90 leaderboard format on most of our sites)

link - The same as a hyperlink.

meta data - Data that describes other data. (See also meta tags)

meta search - The method of searching for meta data in documents.

meta tags - Tags inserted into documents to describe the document.

microsite - Think of a microsite as a single-sponsor section on a website or like an advertorial. A microsite is usually devoted to a single topical category.

multimedia - A presentation combining text with pictures, video, or sound

navigate - Same as “browse”

open rate - The number of users who open an email or e-newsletter. You determine the open rate by dividing the number of times an email was opened by the number of emails that were delivered. So, if 1000 emails are delivered and 200 are opened, your open rate is 20%.

opt-in/opt-in out - Someone is considered “opt in” when they actively agree to accept an email (by providing an email with their subscription, for example, or by signing up for a newsletter). Opting out is also an active exercise: Someone specifically asks NOT to receive emails.

OS (operating system) - The software that manages the basic operating of a computer.

page peel - A high impact advertisement format that has a “dog ear” (page peel) in the upper corner (almost always on the top right corner) on a website. See our sample and further details on page 6.

pageview - An instance of a single web page being seen by a user.

platform - The computer’s operating system like Windows, Linux, or OS X.

podcast - An audio program - audio content -- available to listen through a mobile device.

redirect - The action when a web page automatically forwards (redirects) the user to another web page.

responsive design - Web design technique that allows a website to display differently depending of the device being used.

rich media - Ad formats that, generally speaking, include movement or dynamic action (that is, not

a static ad). Can include video, expandable ads, site overlays, and page takeovers

RSS/RSS feeds - Short for “really Simple Syndication” these are primarily used by news sites and blogs. RSS is a tool that filters specific types of information and when a web user receives a feed, he receives an update every time new information that site is posted. In order to read RSS feeds, you must use a “feed reader,” which formats the code into an easily readable format.

Safari - The default web browser for Mac desktop systems and is designed by Apple. Safari is known for its sleek design.

search engine - An application that helps users find information on the internet by search web pages. Think of the search engines like a librarian: You ask for all the resources on a certain topic or with certain phrases and the librarian - or search engine - finds them for you.

SPAM - The action of sending multiple unwelcome messages to a newsgroup or mailing list.

spider (sometimes called crawler or bot) - A computer program that searches the Internet for web pages. Common web spiders are the ones used by search engines like Google to index the web.

spoofing - Addressing a web page or an e-mail with a false referrer. Like sending an e-mail from a false address.

streaming - A method of sending audio and video files over the Internet in such a way that the user can view the file while it is being transferred.

viral - Highly shared, either through email or social media.

visit - A visit to a website. Commonly used to describe the activity for one visitor of a website.

visitor - A visitor of a web site. Commonly used to describe a person visiting (viewing) a website.

web server - A server is a computer that delivers services or information to other computers. In web terms: A server that delivers web content to web browsers.

web server error - A message from a web server indicating an error. The most common web server error is “404 File Not Found.”

webinar - A web seminar. An online educational “event” where attendees and presenters engage via an online educational session. Usually, webinars provide the presenter with a way to connect directly with participants (via instant messaging questions), require registration, and can be archived on a website for a period of time.

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