

# YPO Website Glossary

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## Website Development Terms

### Optimisation Terms

- Pages with clean HTML markup that is easily indexable by search engines.
- Google Sitemaps – links a proper sitemap.xml, which enumerates every single URL on your site with proper priority for perfect indexing.
- Robots.txt – a correct robots.txt, link your sitemap.
- Website Tags improve search engine indexing.
- <ALT> Images contain proper
- <TITLE> Page Titles to create different title schemes for your homepage, item pages, and collection pages.
- <LINK> tags for RSS feeds are automatically generated. Image descriptions are properly converted to
- <ALT> tags.
- Canonical Tagging – rel="canonical" tags that ensure search engines are picking up the proper versions of your pages when content exists at more than one URL.
- Clean URLs – All primary pages on your Squarespace site contain clean URLs that are easily indexed and read.
- Automatic Redirects – Given multiple domains, Squarespace will redirect users and search engines to the right domain and use
- rel="canonical"
- to fix these references.
- Facebook Open Graph Support – Squarespace generates proper Facebook open graph tags to be used when your links are shared on social services.
- Google AuthorRank Support – This integration provides improved search listings for articles on Squarespace.
- Anti-Spam – Squarespace is a paid service that aggressively fights spam. If you are using a free service that is a target for spammers, you potentially run the risk of being falsely grouped with other spam sites.
- **Above the Fold** - Ironically enough, “above the fold” is a term taken from newspaper design. If elements of your website are “above the fold,” then people don’t have to scroll down to see them. Just like in newspaper design, most designers will put the most important information above the fold. This term has lost a lot of relevance in modern web design, though, because the “fold” is almost never in the same place because of different screen sizes and resolutions.
- **Analytics** - Analytics is a term that refers to numerical tracking of your website visitors. With analytics, you’ll be able to see how many people are visiting your website, which pages are most popular, where people visit from geographically, and much more. Analytics will tell you what is happening on your website, but not why.
- **Backend** - A website “backend” (pronounced “back end”) is a way to refer to a website’s content management system or server. This is where you log in and make changes to your website’s content or pages, write blogs, or review form entries. “Backend” code handles technical things like redirects for pages that are no longer on your website or your website’s templates.
- **Basecamp** - (see Project Management System)
- **Browser testing** - Once a designer turns a mockup into a template using code, the template has to be tested because there are literally hundreds of web browser combinations. You may not know that all of the combinations of operating systems and

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browser versions can render websites very differently. Test in different mobile devices and platforms, and, well, that's a lot of testing. Before your new website is made public, it has to be tested with different browsers to ensure it will show up properly.

- **Content Development** - Creating a graphic design for your website is only part of a website design project. Writing content is also a significant and often overlooked part of the website redesign process. Content development can refer to coming up with words and narratives for your website that communicate your unique selling proposition and your products' or services' benefits in a way that your target market will respond favorably to. It can also mean creating video content, infographics, or other forms of information that your visitors will want to consume.
- **Content Management System** - A content management system, or CMS, is a program that lives on a web server. Its function is essentially twofold. First, it allows you to log in and make changes to your website, usually with little or no code knowledge. Second, it stores that content in a database and combines it with web template files to create web pages that make up your website. We wrote a 2-article series on how to choose a content management system[4] that's right for you if you are considering a new content management system during your website redesign.
- **Content Process** - This covers the mapping and structure of the clinical and non-clinical content that meets the website owner's needs. After the content is mapped, the content creation, editing and inclusion of the content into the website is done. Content can be text, images, videos or special purpose elements like forms or maps.
- **Conversion Rate** - Conversion rate is an incredibly important metric to understand your website's effectiveness. It's the number of visitors divided by the number of leads or contacts you receive from the website. The higher your conversion rate, the fewer visitors you need to get the same number of leads.
- **CSS: Cascading Style Sheets** - A language that manages the design and presentation of web pages: color, look, feel, and so on. It works together with HTML (see HTML), which handles the content of web pages. "HTML is the skeleton of your web pages, while CSS is the clothing." With CSS you can create rules to tell your website how you want it to display information. And you can keep the commands for the style stuff - fonts, colors, and so on -- separate from the commands for the content. They're called "cascading" because you can have multiple style sheets, with one style sheet inheriting properties (or "cascading") from others.
- **CTA: Call-to-Action** - A text link, button, image, or some other type of web link that encourages a website visitor to take an action on that website, such as visiting a landing page to download a piece of content. The action you want people to take could be anything: Download an ebook, sign up for a webinar, get a coupon, attend an event, and so on. A CTA can be placed anywhere in your marketing -- on your website, in an ebook, in an email, or even at the end of a blog post.
- **Customer Personas** - Customer personas are detailed descriptions of your ideal customers. They are fictional representations, but represent a segment of your target market. Customer personas may contain information like demographics, goals, challenges, frustrations, key marketing messages, common quotes, what they read, where they work, where you can find these people, and much more. They are created to help designers and writers understand the key messages for your website redesign, and what things matter most to your target audiences.
- **Designers** - care about creating your website to "convert" as many visitors as possible into leads or sales. The process of optimizing your website for better conversion is called Conversion Rate Optimization (CRO).
- **Development Process** - This covers the coding of the website and the combination of the website's content and design
- **DNS: Domain Name Server - Domain Name** -

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- **DNS Lookup** – (Reverse DNS Lookup) The process of converting a numeric IP address into a text name, for example, 63.212.171.4 is converted to [www.yourwebsite.com.au](http://www.yourwebsite.com.au)
- **Domain** – A domain is a specific virtual area within the Internet, defined by the “top level” of the address or URL (Uniform Resource Locator).
- **Domain Name** - Domain name is your website address, most commonly ending in .com.au, .net or .org. We purchase domain names through a domain registrar, and these domain names point to web servers that contain your website. A domain name is essentially a memorable “shortcut” to your website, because without it, people would need to know a series of numbers (called an IP address) to visit it.
- **Domain Name System** – (DNS) A server that translates a web address into one or more IP addresses. (See IP Address.) An Internet addressing system that uses a group of names that are listed with dots (.) between them, working from the most specific to the most general group. In the United States , the top (most general) domains are network categories such as edu (education), com (commercial), and gov (government). In other countries, a two-letter abbreviation for the country is used, such as .au (Australia).
- **Download** – To retrieve a file or files from a remote machine to your local machine.
- **Flat Design** - Flat design is a type of website design characterized by the lack of shadows, bevels and gradients. Flat design is often minimal, clean and simple. These designs will not look 3-D or have shadows. The opposite of flat design is called “skeuomorphic” design, which is designing to make things look 3-dimensional with shadows, bevels and gradients of color.
- **Front End** - A website's front end is the part of the website that you'd see when you visit a website on a computer or mobile device. When a designer “creates the front end,” they are essentially creating graphic designs or coding those designs in HTML and CSS.
- **FTP** - Short for File Transfer Protocol, FTP is how a designer connects their computer to the web server to transfer files that will ultimately run your website.
- **Grid System** - A grid system is simply a structure of pages on your website, comprised of columns and rows. They are used to lay out and align web page content to make it more readable and manageable.
- **Hosting** - Hosting, or “web hosting,” is the method of making your website available to the public on a web server, a computer that's always hooked up to the Internet. You'll need web hosting to make your website available to the public, and you'll have the choice between “shared hosting,” “managed hosting,” or “dedicated hosting.”
- **HTML: Hyper Text Markup Language** - The language used to direct the architecture of your website, landing pages, and emails. HTML lays out the structure of your website, from the title and first header, to a bulleted list, to your footer. "HTML is the skeleton of your web pages, while CSS is the clothing." HTML is a simple web programming language that tells web browsers like Google Chrome how to render the words, pictures, audio and video on Hyper Text Markup Language is used to write documents for the World Wide Web and to specify hypertext links between related objects and documents.
- **HTTP** – Hyper Text Transfer Protocol is a standard method of transferring data between a web server and a web browser.
- **Images** - vision trumps (keywords in alt tags), visual elements/illustration, icons, diagrams, charts
- **Infinite Scrolling** - Infinite scrolling is a method of loading a web page on a visitor's screen whereby content will load as you scroll down the page. This technique can present more information on a page without requiring someone to click a “next” button. It can also speed up the time it takes pages to load since the web browser doesn't have to load the entire page of content at once.
- **Information Architecture** - Information architecture sounds complicated, but it's simply organizing and labeling your content. Information architects are people that take all of your website content and arrange it in a way that's easy to find. Included in that process are things like deciding what pages and sections will be called, how large or small sections

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should be, designing “paths” through your content to points where people would become leads, and deciding how pages should link together.

- **IP Address: Internet Protocol Address** - A numerical label assigned to each device participating in a computer network that uses the Internet Protocol for communication.
- **ISP: Internet Service Provider** - An organization (commercial, community-owned, nonprofit, or otherwise privately owned) that provides internet services.
- **Jquery** - Jquery is a JavaScript “library” that includes several commonly-used javascript functions. Jquery can be used for things like making sure your web forms are filled out properly or not left blank, creating complex animations, handling page transitions and much more.
- **Landing Page** - The term “landing page” can have different meanings to different people. Some people call your homepage a landing page because that’s where people visit first. Advertisers may call a page on your website that people visit first a landing page. From a marketing standpoint, a landing page is a lead-generating page -- a page that has a single purpose, which is to get someone to become a lead. People become leads by filling out forms, so a landing page will always have a form.
- **Lead Form** - Lead forms are forms that can be placed on any page of your website. People fill out these forms to download something or to request
- information.
- **Localization** - If you do business internationally, you’ll want to localize your website. More than just translating, localizing your website means that your designer will change messaging and photographs and cultural references to be more appropriate in the international markets you are targeting.
- **Meta Tags** - Meta tags can have many uses, but they are most commonly thought of in a search engine optimization context. The two types of meta tags that most people refer to are called “meta keywords” and “meta description” tags. Many think they influence your search engine rankings, but actually they don’t. A special HTML tag that provides information about a web page. Unlike normal HTML tags, meta tags do not affect how the page is displayed. Instead, they provide information such as who created the page, how often it is updated, what the page is about, and which keywords represent the page’s content. Many search engines use this information when building their indices.
- **Mobile First** - Mobile first is the mindset that you should design a website with the mobile experience in mind before you design for the screen. Here, a designer may first design a smartphone view of a website that contains just essential information, then a tablet view, then a screen view. The mobile first methodology is the opposite of the “subtraction method” which is where a designer starts with a design for a computer screen then removes, or subtracts, lower priority things as the screen gets smaller.
- **Mockup** - A mockup is a picture of how your website will look on a screen when it’s finished. It’s not a working version of what you’ll see, just a picture of what it will look like. Mockups can be “high fidelity” or “low fidelity.” High fidelity mockups will have exact wording, photographs and literally will be a picture of how your website will look when it’s finished. A low fidelity mock up may have words or photographs for placement purposes only to show where certain elements will be placed on the screen.
- **Navigation Bar** - is a common way of organising your website content also known as a menu bar
- **Page Title** - Single idea/topic, concise, clear, pose question, seen in browser <page title> (max 54 char) we help surgeons help more patients, being found online Description - we are targeting people who are interested in... meta tag for SEO (max 128 char)
- **Parallax Scrolling** - Parallax scrolling is where a background image moves slower than the foreground image or text, creating an illusion of depth as a visitor scrolls down a page.
- **Password** – A password is the word or code used to authenticate a user on the Google Analytics administration or reporting system, or any other protected system. It is advisable to use passwords that are difficult to guess, such as those containing numbers or symbols.

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- **Path** – A Path is defined as a series of clicks resulting in distinct pageviews. A Path cannot contain non-pages, such as image files. Each step in a path will have a name, such as “index.html”.
- **Photoshop** - Photoshop is a computer program made by Adobe that is the industry standard for creating website mockups and designs. This program allows designers to easily create the graphics and page layouts that make up your website.
- **PMS or Project Management System** - Basecamp manages the development and ongoing maintenance of your website project. It is used for planning, scheduling, control, resource allocation, collaboration and communication. It drives quality and maintains documentation and administration
- **Quality assurance, or QA**, involves more than just testing your website on web browsers. Different features of your website have to be tested to ensure they work as intended. Sometimes this involves a written test plan for a technically advanced website, but if you want your website visitors to be pleased during their visit, things need to be tested so they work as intended.
- **Refresh** - or Browser Refresh clear the cache memory of your browser. Refreshing your browser is different for each browser and even version. Understanding how to refresh your browser to view recent changes is important - learn how you refresh your browser [HERE](#)
- **Responsive Design (RWD)** - Responsive design is a design and coding technique that makes your website mobile friendly. It enables your website to “respond,” or reformat itself, to the screen size it is being viewed on. Responsive designs are a must for modern websites because they make your website readable and usable on smartphones and tablets. Without a responsive design, your website would appear miniature or compressed when viewed on a smartphone or a tablet, creating a less than optimal viewing experience for people on mobile devices.
- **SEO: Search Engine Optimization** - SEO is the practice of optimizing your website and overall web presence (including social media) so that your business can be found on Google, Bing and other search engines. They are the various techniques that help your website rank higher in organic search results, making your website more visible to people who are looking for your brand, product, or service via search engines like Google, Bing, and Yahoo. There are a ton of components to improving the SEO of your site pages. Search engines look for elements including title tags, keywords, image tags, internal link structure, and inbound links -- and that's just to name a few. Search engines also look at site structure and design, visitor behavior, and other external, off-site factors to determine how highly ranked your site should be in the search engine results pages.
- **Search Box** - Google's website add-in that enables website visitors to search the content on your website
- **Shared hosting** - is the least costly but requires sharing a server with other companies. Managed hosting means that a hosting company has server engineers available to manage your server for you. Dedicated hosting means that your website or websites are on their own server, which is more secure.
- **Sitemap** - A sitemap is an outline of how your website content will be organized. This can take the form of a Microsoft Word outline or an Excel document. It shows the high-level naming structure and hierarchy for your website and where each page will live under that structure. It also can show cross-linkages between related pages.
- **SVG** stands for Scalable Vector Graphics, which allows code to create high resolution artwork on your website without loading graphics files, which speeds up the performance of your website. SVG can be important to websites with responsive design because at any size or resolution, these graphics remain sharp and clear.
- **Template** - A template is code that tells your content management system how to render pages on your website. The website will probably be comprised of several templates since different pages may have different looks. The term “template” can also refer to a pre-designed website “theme.”

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- **UI: User Interface** - is a way to describe the page that visitors will see. It is a type of interface that allows users to control a software application or hardware device. A good user interface provides a user-friendly experience by allowing the user to interact with the software or hardware in an intuitive way. It includes a menu bar, toolbar, windows, buttons, and so on. In simpler terms, UI design is all about aesthetics and layout
- **URL: Uniform Resource Locator** - Also known as a web address, a URL is a specific character string that refers to a resource. It's displayed on the top of a web browser inside an "address" bar.
- **URL** – Uniform Resource Locator is a means of identifying an exact location on the Internet. For example, <http://www.googleanalytics.com/support/platforms.html> is the URL that defines the use of HTTP to access the web page platforms.html in the /support/ directory on the Google Analytics website. URLs typically have four parts: protocol type (HTTP), host domain name (www.googleanalytics.com), directory path (/support/), and filename (platforms.html).
- **URL Slug** - seen in search, match keyword questions
- **Username** – A Username is name used to gain access to a computer system. Usernames, and usually passwords, are required in multi-user systems. In most such systems, users can choose their own usernames and passwords.
- **UX Design** - UX design, or User Experience design, is a strategic way to look at web design. UX design considers your visitor's needs and abilities, the technology or device, as well as the ultimate goals that you want a visitor to take. UX design put simply is making the "desired path" more prominent and relevant so a visitor will do what you want them to do, whether that's navigating to several pages in succession, downloading something, or filling out a form.
- **UX: User Experience** - The overall experience a customer has with a particular business, from their discovery and awareness of the brand all the way through their interaction, purchase, use, and even advocacy of that brand. To deliver an excellent customer experience, you have to think like a customer, or better, think about being the customer.
- **Web Design Process** – This covers the stages and activities related to the creation of the look and feel of the website. It includes the structure of design elements, colours and user interface for both mobile and desktop views
- **Whitespace** - Whitespace is the amount of padding or margin around key pieces of content on a web page including paragraphs and images. A cluttered website is the opposite of the website with plenty of whitespace.
- **Wireframe** - Wireframes are early stage designs that don't include all the detail that a mockup would. Wireframes can be page layouts drawn on whiteboards like the ones shown here, or digital drawings with lines, boxes and words, but no photography or color.

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## General Website Terms

- **Admin Level** – Google Analytics has two basic levels of access – View Reports Only and Account Administrator. Users with View Reports Only access can view their Profiles' reports and view and edit their own language preferences. All Account Administrators have complete administrative control of the system.
- **Apache** – Apache is a free, open-source web server software system that is pervasive on UNIX, Linux, and similar operating system types. It is also available for Windows and other operating systems. Google Analytics' admin system is powered by a variant of Apache.
- **API: Application Programming Interface** - A computer programming term meaning a series of rules. APIs allow an application to extract information from a service and use that information in their own application, or sometimes for data analysis. It's kind of like a phone for applications to have conversations -- an API literally "calls" one application and gets information to bring to you to use in your software. APIs facilitate the data needed to provide solutions to customer problems. APIs can do to factor them into their marketing strategies.
- **Authentication** – Technique by which access to Internet or intranet resources requires the user to enter a username and password.
- **Average Page Depth** – The average number of pages on a site that visitors view during a single session.
- **Average Response Value** – The average revenue value of each click, calculated as total revenue divided by total clicks.
- **B2B: Business-to-Business** - Companies that sell to other businesses. Examples: Salesforce.com, Google.
- **B2C: Business-to-Consumer** - Companies that sell directly to consumers. Examples: Amazon, Apple, Nike.
- **Bandwidth** – The amount of data that can be transmitted along a communications channel in a fixed amount of time. For digital devices, the bandwidth is usually expressed in bits per second (bps) or bytes per second, where 1 byte = 8 bits.
- **Bounce Rate** – Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. Use this metric to measure visit quality – a high bounce rate generally indicates that site entrance pages aren't relevant to your visitors. The more compelling your landing pages, the more visitors will stay on your site and convert. You can minimize bounce rates by tailoring landing pages to each keyword and ad that you run. Landing pages should provide the information and services that were promised in the ad copy.
- **BR: Bounce Rate** - Website bounce rate: The percentage of people who land on a page on your website and then leave without clicking on anything else or navigating to any other pages on your site. A high bounce rate generally leads to poor conversion rates because no one is staying on your site long enough to read your content or convert on a landing page (or for any other conversion event).
- **Browsers** – A browser, or more accurately, user agent, is the software used to access a website. Examples of user agents are "Explorer" (for Microsoft Internet Explorer), "Netscape" (for Netscape Navigator), and "Googlebot" (an automated robot that scours the web for website content to include in its search engine).
- **Bytes** – A byte is a unit of information transferred over a network (or stored on a hard drive or in memory). Every web page, image, or other type of file is composed of some number of bytes. Large files, such as video clips, may be composed of millions of bytes ("megabytes"). Since website and server performance is heavily affected by the amount of bytes transferred, and web hosting providers often charge according to this measure, it is very important for site owners to be aware of and understand. One byte is equal to 8 bits where each bit is either a one or zero. Common terms incorporating the word "byte" are:

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- Kilobytes Kb = 1,024 bytes
- Megabyte Mb = 1,048,576 bytes
- Gigabyte Gb = 1,073,741,824 bytes
- **Cache** – A temporary storage area that a web browser or service provider uses to store common pages and graphics that have been recently opened. The cache enables the browser to quickly reload pages and images that were recently viewed.
- **CAC: Customer Acquisition Cost** - This is your total Sales and Marketing cost. To calculate, follow these steps for a given time period (month, quarter, or year):
  - Add up program or advertising spend + salaries + commissions + bonuses + overhead.
  - Divide by the number of new customers in that time period.
  - For example, if you spend \$500,000 on Sales and Marketing in a given month and added 50 customers that same month, then your CAC was \$10,000 that month.
- **CGI Script** – A CGI script is a program written in one of several popular languages such as Perl, PHP, Python, etc., that can take input from a web page, do something with the data, and produce a customized result (among many other possible uses). CGI scripts are widely used to add dynamic behavior to websites and to process
- **Click** – In Google Analytics, a click refers to the process of moving from one page in a site to the next via clicking the mouse button on a hyperlink (a slightly narrower definition than normally used). In the Click Through report, the term Clicks is used to describe the movement from the “previous” page to the page being analyzed, and from there to the “next” page.
- **Click Through Rate (CTR)** – The percentage of known impressions that result in
- **CMS: Content Management System** - A web application designed to make it easy for non-technical users to create, edit, and manage a website. Helps users with content editing and more “behind-the-scenes” work like making content searchable and indexable, automatically generating navigation elements, keeping track of users and permissions, and more.
- **Code** – Anything written in a language intended for computers to interpret.
- **Contact Name** – This is the real name (generally speaking) of the user to whom you have given access to a particular Google Analytics report. The contact name can have spaces in it, and it is not case-sensitive.
- **Content (A/B) Testing** – Testing the relative effectiveness of multiple versions of the same advertisement, or other content, in referring visitors to a site. Multiple versions of content can be uniquely identified by using a utm\_content variable in the URL tag.
- **Content (Campaign Tracking)** – Content is the label for each version of an advertisement. The UTM variable for content, utm\_content, indicates which version of a link the visitor clicked on to reach a web site – for example, utm\_content=graphic\_version1a. Content is one of the five dimensions of campaign tracking; the other four are source, medium, campaign, and term.
- **Content Development** - Creating a graphic design for your website is only part of a website design project. Writing content is also a significant and often overlooked part of the website redesign process. Content development can refer to coming up with words and narratives for your website that communicate your unique selling proposition and your products’ or services’ benefits in a way that your target market will respond favorably to. It can also mean creating video content, infographics, or other forms of information that your visitors will want to consume.
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management system[4] that's right for you if you are considering a new content management system during your website redesign.

- **Content-targeted advertising** – An advertising model in which the publisher displays related advertising and content together.
- **Conversion** – A conversion is said to occur when a visitor completes an activity that you have identified as important. This activity could be a purchase, an email list registration, a download, or viewing an online presentation. When you sign up for Google Analytics, you have the opportunity to specify your goal pages — pages that a visitor can only reach by completing a conversion activity. If you use Urchin Software, you set your goal pages within a profile.
- **Conversion Rate** - Conversion rate is an incredibly important metric to understand your website's effectiveness. It's the number of visitors divided by the number of leads or contacts you receive from the website. The higher your conversion rate, the fewer visitors you need to get the same number of leads.
- **Cookie** – A small amount of text data given to a web browser by a web server. The data is stored and returned to the specific web server each time the browser requests a page from that server. The main purpose of cookies is to pass a unique identifier to the website so that the website can keep track of the user as they step through a website. For example, a protected site may store a temporary identifier in a cookie after you successfully log in, indicating that you are an authorized user. The name cookie derives from UNIX objects called magic cookies. These are tokens that are attached to a user or program and change depending on the areas entered by the user or program. Cookies are also sometimes called persistent cookies because they typically stay in the browser for long periods of time.
- **Cost-per-click (CPC)** – An advertising model in which the advertiser (sponsor) pays the publisher a certain amount each time the sponsor's ad is clicked. Also sometimes referred to as PPC (pay-per-click).
- **Cost-per-Action** - An internet advertising model where the advertiser pays for each specified action someone takes, like an impression, click, form submit, or sale. You can decide if a given action is a lead or a sale. Marketers use it to figure out spending for the desired action they're driving people toward.
- **CPC: Cost-per-Click** (See PPC)
- **CPL: Cost-per-Lead** - The amount it costs for your marketing organization to acquire a lead. This factors heavily into CAC/CoCA, and is a metric marketers should keep a keen eye on.
- **CR: Conversion Rate** - The percentage of people who completed a desired action on a single web page, such as filling out a form. Pages with high conversion rates are performing well, while pages with low conversion rates are performing poorly.
- **CRM: Customer Relationship Management** - A set of software programs that let companies keep track of everything they do with their existing and potential customers. At the simplest level, CRM software lets you keep track of all the contact information for these customers. But CRM systems can do lots of other things, too, like tracking email, phone calls, faxes, and deals; sending personalized emails; scheduling appointments; and logging every instance of customer service and support. Some systems also incorporate feeds from social media such as Facebook, Twitter, LinkedIn, and others. The goal is to create a system in which Sales has lots of information at their fingertips and can quickly pull up everything about a prospect or existing customer.
- **CRO: Conversion Rate Optimization** - The process of improving your site conversion using design techniques, key optimization principles, and testing. It involves creating an experience for your website visitors that will convert them into customers. CRO is most often applied to web page or landing page optimization, but it can also be applied to social media, CTAs, and other parts of your marketing.

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- **Cron Job** – A “cron job” is a scheduled task under a UNIX-type operating system. “cron” is a daemon, or program that is always running. Its function is similar to the Windows Scheduler.
- **CSS** - stands for Cascading Style Sheet, which is a file that dictates how things will be displayed on your website. Contained in these files are information about font color, font size, page margins, backgrounds and much more. CSS files are “called” by HTML files to tell your web browser how things should be arranged on screen.
- **CTR: Clickthrough Rate** - The percentage of your audience that advances (or clicks through) from one part of your website to the next step of your marketing campaign. As a mathematical equation, it's the total number of clicks that your page or CTA receives divided by the number of opportunities that people had to click (ex: number of pageviews, emails sent, etc).
- **Customer Personas** - Customer personas are detailed descriptions of your ideal customers. They are fictional representations, but represent a segment of your target market. Customer personas may contain information like demographics, goals, challenges, frustrations, key marketing messages, common quotes, what they read, where they work, where you can find these people, and much more. They are created to help designers and writers understand the key messages for your website redesign, and what things matter most to your target audiences.
- **CX: Customer Experience** (See UX)
- **Daemon** – A daemon is any program under a UNIX-type operating system that runs at all times. Common daemons are servers (such as Apache or an FTP server) and schedulers (such as “cron”).
- **Date Range** – Google Analytic’s Date Range feature allows you to view report data by an arbitrary time frame, from one day up to more than a year. Most reports have the Date Range feature available.
- **Default Page** -The default page setting should be set to whatever the default (or index) page is in your site’s directories. Usually, this will be ‘index.html’, but on Windows IIS servers, it is often ‘Default.htm’ or ‘index.htm’. This information allows Google Analytics to reconcile log entries such as ‘http://www.example.com/’ and ‘http://www.example.com/index.html’, which are in fact the same page. Without the Default Page information entered correctly, these would be reported as two distinct pages. Only a single default page should be specified.
- **Designers** - care about creating your website to “convert” as many visitors as possible into leads or sales. The process of optimizing your website for better conversion is called Conversion Rate Optimization (CRO).
- **Directory** – A directory is a virtual container for holding computer files. It is not merely a list of items, as the name would imply, but rather a key building block of a computer’s storage architecture that actually contains files or other directories.
- **Domain** – A domain is a specific virtual area within the Internet, defined by the “top level” of the address or URL (Uniform Resource Locator). The top level is the end of the address; example: “whitehouse.gov”. In this example, the top-level part of the domain is “.gov”, indicating a US government entity. The “whitehouse” part is the second-level domain, indicating where within the “.gov” domain the information in question is to be found. Other common top-level domains include “.com”, “.net”, “.uk”,
- **Domain Name System** – (DNS) An Internet addressing system that uses a group of names that are listed with dots (.) between them, working from the most specific to the most general group. In the United States, the top (most general) domains are network categories such as edu (education), com (commercial), and gov (government). In other countries, a two-letter abbreviation for the country is used, such as ca ( Canada ) and au ( Australia ).
- **Download** – To retrieve a file or files from a remote machine to your local machine.

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- **E-commerce** – The buying and selling of goods and services, and the transfer of funds, through digital communications. Buying and selling over the internet, etc.
- **Email bounce rate**: The rate at which an email was unable to be delivered to a recipient's inbox. A high bounce rate generally means your lists are out-of-date or purchased, or they include many invalid email addresses. In email, not all bounces are bad, so it's important to distinguish between hard and soft bounces before taking an email address off your list.
- **Encryption** – The process of encoding information so that it is secure from other Internet users.
- **End User** – The final user of the computer software. The end user is the individual who uses the product after it has been fully developed and marketed.
- **Error** – Errors are defined as pages that visitors attempted to view, but that returned an error message instead. Often these errors occur because of broken links (links to pages that do not exist anymore) or when an unauthorized visitor attempts to access restricted pages (for example, if the visitor does not have a password to access the Error Code – Please see the definition of Status Code).
- **Exclude** – “Exclude” is a filter type available in the Google Analytics Filters configuration. If an Exclude filter is applied to a Profile, all log file lines (hits) that match the Exclude string will be discarded prior to the creation of the corresponding Google Analytics reports.
- **FB: Facebook** - That thing you're really addicted to.
- **FF: Follow Friday** - A popular hashtag on Twitter (#FF or #FollowFriday) in which, every Friday, you send a tweet to your followers recommending a Twitter handle you think is interesting that others might want to follow, too. You accompany these Tweets with the hashtag #FF or #FollowFriday.
- **File Type** - A File Type is a designation, usually in the form of an extension (such as .gif or .jpeg), given to a file to describe its function or the software that is required to act upon it. More generally, file types can be grouped into image file types (such as .gif, .png, .jpeg), text file types (such as .doc or .txt), and many others.
- **Filter** – A filter is a text string or regular expression that is used to either exclude certain hits or only include certain hits from a Google Analytics report. Filters are commonly used to filter out certain content, such as internal company traffic or javascript libraries, or to set up special reports for only certain types of content, like a subsection of a web site.
- **Filter Field** – A filter field is the number of the field on which to apply a filter. In a log file line, or hit, there are several distinct fields, each one holding a different piece of data. To apply a filter to a log file, you must first identify which field you wish to apply the filter to. This is the filter field.
- **Filter Name** - The Filter Name is intended to be a descriptive title for a filter. It is used only as an organizational aid, and may contain spaces.
- **Filter Pattern** – A Filter Pattern is the actual text string against which Google Analytics will attempt to match log file lines. If a match is found, the log line (or “hit”) will be either excluded or included, depending on the Filter Type. Patterns can be specific text to match or use wildcards as part of a “regular expression”. NOTE: Filter Patterns are case-sensitive, so to filter out the Googlebot spider, for instance, use “Googlebot”, not “googlebot” (do not use quotes).
- **Filter Type** – A filter must be of one of two filter types, either an Include (filter in), or Exclude (filter out). If an inclusive filter (Include) is used, only hits containing the filter string will be represented in the Google Analytics report. If an exclusive filter (Exclude) is used, no hits containing the filter string will be represented in the Google Analytics report.
- **Filter to Apply** – The filter to apply is the actual text string to be used to either filter in or filter out content. The Filter to Apply can be either a plain text string or a regular expression.
- **Firewall** – A security device placed on a LAN (local area network) to protect it from Internet intruders. This can be a special kind of hardware router, a piece of software,

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- **First Time Sessions** – The number of times unique visitors came to your website during a specified time period, not having visited before that period. These visitors are identified by cookies.
- **First Time Unique Visitor** – The number of Unique Visitors to your website that had not visited prior to the time frame being analyzed.
- **Form** – In the context of the web, a form is a data-entry mechanism generally created out of HTML in conjunction with a CGI script. A form is usually a static HTML page that presents the visitor with blanks, or fields . Upon entering data into the fields, the form is submitted and a script of some sort performs some type of action on the data, such as writing it to a file.
- **Front End** - A website's front end is the part of the website that you'd see when you visit a website on a computer or mobile device. When a designer "creates the front end," they are essentially creating graphic designs or coding those designs in HTML and CSS.
- **Frame** – A rectangular region within the browser window that displays a web page alongside other pages in other frames.
- **FTP** - Short for File Transfer Protocol, FTP is how a designer connects their computer to the web server to transfer files that will ultimately run your website.
- **FTP** – (File Transfer Protocol) The basic method for copying a file from one computer to another through the Internet.
- **GA: Google Analytics** - A service by Google that generates detailed statistics about a website's traffic and traffic sources, and measures conversions and sales. Marketers use it to get to know their audience, trace their customers' paths, and make a visual assessment of how visitors interact with their pages.
- **GET Method** – The GET method is a way of passing parameters of an HTTP request from the browser to the server. This method puts the parameters, usually separated by special characters such as ampersands ("&"), in the URL itself, which is viewable to the person using the browser. The other method is POST, which is used when the site does not want to pass the parameters in the URL. This is desirable when there is a large quantity of text to send to the server or the information is sensitive. Here is an example GET request:  
`http://www.google.com/support/urchin/bin/answer.py?answer=21318&query=UTM&topic=0&type=f`
- **GIF** – A graphics file type — Graphics Interchange Format — a compressed, bitmapped format often used on the web because of its good quality/compression ratio when used on certain image types, particularly those with large flat areas of
- **Goal Conversion Rate** – In the context of Campaign Tracking, the percentage of sessions on a site that result in a conversion goal being reached on that site.
- **Graphic User Interface** – (GUI) Pronounced "gooey". A method of controlling software using on-screen icons, menus, dialog boxes, and objects that can be moved or resized, usually with a pointing device such as a mouse.
- **Grid System** - A grid system is simply a structure of pages on your website, comprised of columns and rows. They are used to lay out and align web page content to make it more readable and manageable.
- **Hardware** – A computer and the associated physical equipment directly involved in the performance of data-processing or communication functions.
- **Hit** – A hit is simply any request to the web server for any type of file. This can be an HTML page, an image (jpeg, gif, png, etc.), a sound clip, a cgi script, and many other file types. An HTML page can account for several hits: the page itself, each image on the page, and any embedded sound or video clips. Therefore, the number of hits a website receives is not a valid popularity gauge, but rather is an indication of server use and loading.
- **Hosting** - Hosting, or "web hosting," is the method of making your website available to the public on a web server, a computer that's always hooked up to the Internet. You'll need web hosting to make your website available to the public, and you'll have the choice between "shared hosting," "managed hosting," or "dedicated hosting."

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- **IIS** – Microsoft Internet Information Server, or IIS as it's commonly called, is a popular web server software system for Windows operating systems. It is currently unavailable for other operating systems. For more information, see [Microsoft.com](https://www.microsoft.com).
- **IP Address** – An identifier for a computer or device on a TCP/IP network. Networks using the TCP/IP protocol route messages based on the IP address of the destination. The format of an IP address is a numeric address written as four numbers separated by periods. Each number ranges from 0 to 255. **ISP** – Internet Service Provider. A company which provides other companies or individuals with access to, or presence on, the Internet. Most ISPs are also Internet Access Providers — extra services include help with design, creation and administration of WWW sites, etc.
- **Impression** – A display, on a search engine or other source, of a referral link or advertisement.
- **Include** – “Include” is a filter type available in the Google Analytics Filters configuration. If an Include filter is applied to a Profile, only those log file lines (hits) that match the Include will be used in the creation of the corresponding Google Analytics reports.
- **Information Architecture** - Information architecture sounds complicated, but it's simply organizing and labeling your content. Information architects are people that take all of your website content and arrange it in a way that's easy to find. Included in that process are things like deciding what pages and sections will be called, how large or small sections should be, designing “paths” through your content to points where people would become leads, and deciding how pages should link together.
- **Initial Session** – This is the first Session conducted by a trackable Unique Visitor during the current Date Range . This value is equal to the total number of Unique Visitors during the same Date Range (each Unique Visitor has at least one session). This value is provided in contrast to Repeat Sessions.
- **Java** – An object-oriented programming language invented by Sun Microsystems. Java is designed to run on any type of computer hardware through an intermediary layer called a virtual machine, which translates Java instructions into native code for that particular computer.
- **JavaScript** – Small element of code embedded on web pages and executed by the browser when the page is viewed by a visitor.
- **Keyword** – A keyword is a database index entry that identifies a specific record or document. Keyword searching is the most common form of text search on the web. Most search engines do their text query and retrieval using keywords. Unless the author of the web document specifies the keywords for her document (this is possible by using meta tags), it's up to the search engine to determine them. Essentially, this means that search engines pull out and index words that are believed to be significant. Words that are mentioned towards the top of a document and words that are repeated several times throughout the document are more likely to be deemed
- **KPI: Key Performance Indicator** - A type of performance measurement companies use to evaluate an employee's or an activity's success. Marketers look at KPIs to track progress toward marketing goals, and successful marketers constantly evaluate their performance against industry standard metrics. Examples of KPIs include CAC (Customer Acquisition Cost), blog traffic sources, and homepage views. Choose KPIs that represent how your marketing and business are performing.
- **Last Run** – This is the time the task in question last ran, whether successfully or not. As soon as the same task is run again, this value will change to the new start time.
- **Lead Form** - Lead forms are forms that can be placed on any page of your website. People fill out these forms to download something or to request information.
- **Localization** - If you do business internationally, you'll want to localize your website. More than just translating, localizing your website means that your designer will change messaging and photographs and cultural references to be more appropriate in the international markets you are targeting.

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- **Log file** – A file created by a web or proxy server which contains all of the access information regarding the activity on that server. Each line in a log file generated by web server software is a hit, or request for a file. Therefore, the number of lines in a log file will be equal to the number of hits in the file, not counting any field definitions line(s) that may be present.
- **LTV: Lifetime Value** - A prediction of the net profit attributed to the entire future relationship with a customer. To calculate LTV, follow these steps for a given time period:
  - 1. Take the revenue the customer paid you in that time period.
  - 2. Subtract from that number the gross margin.
  - 3. Divide by the estimated churn rate
  - For example, if a customer pays you \$100,000 per year where your gross margin on the revenue is 70%, and that customer type is predicted to cancel at 16% per year, then the customer's LTV is \$437,500. (Learn more here [LTV:CAC: Ratio of Lifetime Value to Customer Acquisition Cost](#) The ratio of LTV to CAC. (See LTV and CAC.) Once you have the LTV and the CAC, compute the ratio of the two. If it costs you \$100,000 to acquire a customer with an LTV of \$437,500, then your LTV:CAC is 4.4 to 1.
- **Medium (Campaign Tracking)** – In the context of campaign tracking, medium indicates the means by which a visitor to a site received the link to that site. Examples of mediums are “organic” and “cost-per-click” in the case of search engine links, and “email” and “print” in the case of newsletters. The UTM variable for medium is utm\_medium. Medium is one of the five dimensions of campaign tracking; the other four dimensions are source, campaign, term, and content.
- **MoM: Month-over-Month** than QoQ or YoY and tend to reflect one-off events like holidays, website troubles, natural disasters, and stock market crashes. Compare the average of whatever you're measuring in Month X with Month Y to calculate the MoM change. To calculate percentage growth: Month X number minus Month Y number, all divided by Month X number, multiplied by 100.
- **MRR: Monthly Recurring Revenue** - The amount of revenue a subscription-based business receives per month. Includes MRR gained by new accounts (net new), MRR gained from upsells (net positive), MRR lost from downsells (net negative), and MRR lost from cancellations (net loss).
- **MTD: Month-to-Date** - A time period starting at the beginning of the current month and ending at the current date.
- **Multihome** – A multihome, or load balanced, network means distributing processing and communications activity evenly across a computer network so that no single device is overwhelmed. Load balancing is especially important for networks where it's difficult to predict the number of requests that will be issued to a server. Busy websites typically employ two or more web servers in a load balancing scheme. If one server starts to get swamped, requests are forwarded to another server with more capacity.
- **Navigation** – Describes the movement of a user through a website or other application interface. This term also indicates the system of available links and buttons that the user can use to navigate through the website.
- **NCSA** – NCSA stands for the National Center for Supercomputing Applications. The NCSA developed several important web protocols and software systems, including the standard logging type used by Apache — NCSA Extended Combined.
- **Network** – A set of computers connected so that they can communicate and share information. Most major networks are connected to the global network-of-networks, called the Internet.
- **No Referral** – The “(no referral)” entry appears in various Referrals reports in the cases when the visitor to the site got there by typing the URL directly into the browser window or

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using a bookmark/favorite. In other words, the visitor did not click on a link to get to the site, so there was no referral, technically speaking.

- **NPS: Net Promoter Score** - A customer satisfaction metric that measures, on a scale of 0-10, the degree to which people would recommend your company to others. The NPS is derived from a simple survey designed to help you determine how loyal your customers are to your business. To calculate NPS, subtract the percentage of customers who would not recommend you (detractors, or 0-6) from the percent of customers who would (promoters, or 9-10). Regularly determining your company's NPS allows you to identify ways to improve your products and services so you can increase the loyalty of your customers. Learn more about how to use NPS surveys for marketing here
- **Online** – A general term referring to anything connected to or conveyed through a communication network.
- **Organization** – The classification to which a Domain Name belongs. Typical Suffixes are: .com = Commercial, .org = Organization, .edu = Educational, .int = International, .gov = Government, .mil = Military, net = Network
- **OS** – (Operating System) Software designed to control the hardware of a specific data-processing system in order to allow users and application programs to employ it easily. (MacOS, Windows 95)
- **Page** – Also known as a web page, a page is defined as a single file delivered by a web server that contains HTML or similar content. Any file that is not specifically a GIF, JPEG, PING, JS (javascript), or CSS (style sheet) is considered a page.
- **Pageview** – A page is defined as any file or content delivered by a web server that would generally be considered a web document. This includes HTML pages (.html, .htm, .shtml), script-generated pages (.cgi, .asp, .cfm, etc.), and plain-text pages. It also includes sound files (.wav, .aiff, etc.), video files (.mov, etc.), and other non-document files. Only image files (.jpeg, .gif, .png), javascript (.js) and style sheets (.css) are excluded from this definition. Each time a file defined as a page is served, a pageview is registered by Google Analytics.
- **Pay-per-click** – An advertising model in which the sponsor (advertiser) pays a certain amount to the publisher each time the sponsor's ad is clicked. Also referred to as cost-per-click.
- **PDF** – Portable Document Format. File format developed by Adobe Systems to allow for display and printing of formatted documents across platforms and systems. PDF files can be read on any system equipped with the Acrobat Reader software, regardless of whether or not your computer has the software that the document was
- **Photoshop** - Photoshop is a computer program made by Adobe that is the industry standard for creating website mockups and designs. This program allows designers to easily create the graphics and page layouts that make up your website.
- **Platform** – A platform is a specific computer hardware and software operating system combination that represents a specific user's configuration and method of accessing the Internet. Common platforms include Windows NT/x86 (Microsoft Windows NT on a standard Intel-type PC), Mac PPC (Macintosh with Power PC processor), Red Hat Linux 6.1 x86 (Linux on a standard Intel-type PC).
- **Post** – There are two methods to send HTML form data to a server. GET, the default, will send the form input in an URL, whereas POST sends it in the body of the submission. The latter method means you can send larger amounts of data, and that the URL of the form results doesn't show the encoded form.
- **PPC: Pay-per-Click** - The amount of money spent to get a digital advertisement clicked. Also an internet advertising model where advertisers pay a publisher (usually a search engine, social media site, or website owner) a certain amount of money every time their ad is clicked. For search engines, PPC ads display an advertisement when someone searches for a keyword that matches the advertiser's keyword list, which they submit to the search engine ahead of time. PPC ads are used to direct traffic to the advertiser's website, and

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PPC is used to assess the cost effectiveness and profitability of your paid advertising campaigns. There are two ways to pay for PPC ads: 1) Flat rate, where the advertiser and publisher agree on a fixed amount that will be paid for each click. Typically this happens when publishers have a fixed rate for PPC in different areas on their website. 2) Bid-based, where the advertiser competes against other advertisers in an advertising network. In this case, each advertiser sets a maximum spend to pay for a given ad spot, so the ad will stop appearing on a given website once that amount of money is spent. It also means that the more people that click on your ad, the lower PPC you'll pay and vice versa.

- **Prior Unique Visitor** – A Prior Unique Visitor is defined as a unique visitor to the website that returned during the specified Date Range after previously visiting your site, as identified by tracking devices such as cookies.
- **Profile** – A Profile is a set of rules governing the production of a set of Google Analytics reports from log file data. Generally, there will be one Profile per domain/URL (e.g., [www.googleanalytics.com](http://www.googleanalytics.com)). However, there can be any number of Profiles for any one source, as each may have different rules for exclusion or inclusion of certain log data elements.
- **Protocol** – An established method of exchanging data over the Internet.
- **PV: Page View** - A request to load a single web page on the internet. Marketers use them to analyze their website and to see if any change on the web page results in more or fewer page views.
- **QoQ: Quarter-over-Quarter** - Changes in levels expressed with respect to the previous quarter. QoQ numbers tend to be more volatile than Month-over-Month. To calculate percentage growth: Quarter X number minus Quarter Y number, all divided by Quarter X number, multiplied by 100.
- **Quality assurance, or QA**, involves more than just testing your website on web browsers. Different features of your website have to be tested to ensure they work as intended. Sometimes this involves a written test plan for a technically advanced website, but if you want your website visitors to be pleased during their visit, things need to be tested so they work as intended.
- **Query Token** – A query token is a special character in URL that differentiates the main URL from the specific query. For example, in this URL: <http://www.google.com/search?q=analytics> the query token is the question mark.
- **QR Code: Quick Response Barcode** - Scannable barcodes used by marketers to bridge offline and online marketing. When people see them, they can take out their smartphone and scan the QR code using a QR barcode (installable on smartphones). The information encoded by QR codes can include text, a URL, or other data.
- **QTD: Quarter-to-Date** - A time period starting at the beginning of the current quarter and ending at the current date.
- **Referral Errors** – A referral error occurs whenever someone clicks on a link that points to your site but that contains a reference to a non-existent page or file. This action usually results in a “404 Not Found”-type error.
- **Referrals** – A referral occurs when any hyperlink is clicked on that takes a web surfer to any page or file in another website; it could be text, an image, or any other type of link. When a web surfer arrives at your site from another site, the server records the referral information in the hit log for every file requested by that surfer. If a search engine was used to obtain the link, the search engine name and any keywords used are recorded as well.
- **Referrer** – The URL of an HTML page that refers visitors to a site.
- **Regular Expressions** – Regular Expressions are tools defined by the POSIX specification used to match text strings based on rules invoked by special characters, such as asterisks (“\*”). Regular Expressions are powerful tools and should be fully understood before use. For more information, please see the IEEE site .

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- **Repeat Session** – This is a session for which the visitor could be tracked as unique and as having been to the site before this session during the current Date Range. Google Web Analytics Glossary
- **Report** – A report set is a distinct Google Analytics report about one particular web site, part of a web site, or content group. A report set will have all of Google Analytics' reporting features dedicated to the analysis of itself only. Generally, one report set is defined for each web site, though more than one can be configured.
- **Returning Sessions** – Returning Sessions represents the number of times unique visitors returned to your website during a specified time period.
- **Retweeting** - When you see "Please RT" in someone's tweet, it means they are requesting that their followers retweet that tweet to spread awareness.
- **Revenue** – In versions of Google Analytics that support e-commerce reporting, the term Revenue is used in place of whichever local currency is being used, since Google Analytics supports currencies other than the US dollar. Revenue tabs appear on several reports as a data display option when appropriate.
- **Reverse DNS** – Name resolution software that looks up an IP address to obtain a domain name. It performs the opposite function of the DNS server, which turns names into IP addresses.
- **ROI (Return on Investment)** –  $(\text{Revenue} - \text{Cost}) / \text{Cost}$ , expressed as a percentage.
- **ROI: Return On Investment** - A performance measure used to evaluate the efficiency and profitability of an investment, or to compare the efficiency and profitability of multiple investments. The formula result is expressed as a percentage or ratio. If ROI is negative, then that initiative is losing the company money. The calculation can vary depending on what you input for gains and costs. Today, marketers want to measure the ROI on every tactic and channel they use. Many facets of marketing have pretty straightforward ROI calculations (like PPC), but others are more difficult (like content marketing)
- **RSS: Rich Site Summary** - An RSS Feed is a web feed that publishes frequently updated information like blog posts and news stories. They let publishers syndicate data automatically, which is why they're sometimes known as "Really Simple Syndication." When you subscribe to a website's RSS, you no longer need to check their website for new content -- instead, your browser will automatically monitor the site and give you timely updates.
- **RT: Retweet** - A re-posting of a tweet posted by another user on Twitter. Retweets look like normal tweets except for the retweet icon. They can be done in two ways: 1) You can retweet an entire tweet by clicking the retweet button, indicated below. 2) You can post a new tweet that includes your own commentary in addition to the information you're retweeting. The formula is this: Your own commentary + RT + the original tweeter's Twitter handle + colon + the exact text from their original tweet. We prefer this method of because it allows you to add your own thoughts.
- **SaaS: Software-as-a-Service** - Any software that is hosted by another company, which stores your information in the cloud. Examples: HubSpot, Salesforce, IM clients, and project management applications.
- **Scalable** – Quality of an implementation that allows it to grow as the usage of the service increases.
- **Script** – A short computer program written in a simplified programming language, such as JavaScript, VBScript, or Perl.
- **Search Engine** – A Search Engine is a program that searches documents for specified keywords and returns a list of the documents where the keywords were found, ranked according to relevance (or at least that's the intent). Although a search engine is really a general class of programs, the term is often used to specifically describe systems like Google and AltaVista that enable users to search for documents on the World Wide Web.
- **Session** – A Session is a defined quantity of visitor interaction with a website. By default in Analytics, a session is defined as the period of time during which visitors are interacting

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with your site and there has been inactivity for less than 30 minutes. After 30 minutes of inactivity, any further page views will be treated as a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session. The 30 minute default timeout can be changed with an addition to the tracking code.

- **Shared hosting** - is the least costly but requires sharing a server with other companies. Managed hosting means that a hosting company has server engineers available to manage your server for you. Dedicated hosting means that your website or websites are on their own server, which is more secure.
- **Shell Archive** – A shell archive is a collection of files that can be unpacked by using the Unix Bourne shell command interpreter /bin/sh.
- **Site Domains** – Site Domains are all the valid domains (URLs) that point to a given websites. For example, the Site Domains for google.com are: www.google.com, and google.com.
- **SLA: Service Level Agreement** - For marketers, an SLA is an agreement between a company's sales and marketing teams that defines the expectations Sales has for Marketing and vice versa. The Marketing SLA defines expectations Sales has for Marketing with regards to lead quantity and lead quality, while the Sales SLA defines the expectations Marketing has for Sales on how deeply and frequently Sales will pursue each qualified lead. SLAs exist to align sales and marketing. If the two departments are managed as separate silos, the system fails. For companies to achieve growth and become leaders in their industries, it is critical that these two groups be properly integrated.
- **SMB: Small-to-Medium Business** - Usually defined as companies that have between 10 and 500 employees.
- **Software** – The programs, routines, and symbolic languages that control the functioning of the hardware and direct its operation. Written programs or procedures or rules and associated documentation pertaining to the operation of a computer system and that are stored in read/write memory.
- **Source** – Also know as source code. The actual text and commands stored in an HTML file (including tags, comments, and scripts) that may not be visible when the page is viewed with a web browser.
- **Source (Campaign Tracking)** - In the context of campaign tracking, a source is the origin of a referral. Examples of sources are the Google search engine, the AOL search engine, the name of a newsletter, or the name of a referring web site. The UTM variable for source is utm\_source. Source is one of the five dimensions of campaign tracking; the other four dimensions are campaign, medium, term, and content.
- **Status Code** – A status code, also known as an error code, is a 3-digit code number assigned to every request (hit) received by the server. Most valid hits will have a status code of 200 (“ok”). “Page not found” errors will generate a 404 error. Some commonly seen codes are in shown below in bold.
  - 100 Continue
  - 101 Switching Protocols
  - 201 Created
  - 202 Accepted
  - 203 Non-Authoritative Information
  - 204 No Content
  - 205 Reset Content
  - 206 Partial Content
  - 300 Multiple Choices
  - 301 Moved Permanently
  - 302 Moved Temporarily
  - 303 See Other
  - 304 Not Modified
  - 305 Use Proxy

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- 400 Bad Request
- 401 Authorization Required
- 402 Payment Required
- 403 Forbidden
- 404 Not Found
- 405 Method Not Allowed
- 406 Not Acceptable
- 407 Proxy Authentication Required
- 408 Request Time-Out
- 409 Conflict
- 411 Length Required
- 412 Precondition Failed
- 413 Request Entity Too Large
- 414 Request-URL Too Large
- 415 Unsupported Media Type
- 500 Server Error
- 501 Not Implemented
- 502 Bad Gateway
- 503 Out of Resources
- 504 Gateway Time-Out
- 505 HTTP Version not supported
- **SVG** stands for Scalable Vector Graphics, which allows code to create high resolution artwork on your website without loading graphics files, which speeds up the performance of your website. SVG can be important to websites with responsive design because at any size or resolution, these graphics remain sharp and clear.
- **Task** – A Task is a log-processing event of any type programmed into the Scheduler. Tasks can be set to execute at virtually any frequency desired, but are generally set to run at a daily interval.
- **Term (Campaign Tracking)** – In the context of campaign tracking, term refers to the keyword(s) that a visitor types into a search engine. The UTM variable for term is utm\_term. Term is one of the five campaign dimensions; the other four are source, medium, content, and campaign.
- **Top-Level Domain** – A Top-Level Domain (TLD) is the last part of a URL or domain name. For instance, the TLD of google.com is “.com”, and the TLD of google.co.uk is
- **Total Unique Visitor Sessions** – The total number of Sessions from identified Unique Visitors during the time period ( Date Range ) being analyzed.
- **Unique Visitors** – Unique Visitors represents the number of unduplicated (counted only once) visitors to your website over the course of a specified time period. A Unique Visitor is determined using cookies.
- **Unique Visitor Session** – A Unique Visitor Session is a quantity of visitor interaction with a website for which the visitor can be tracked and declared with a high degree of confidence as being unique for the time period being analyzed.
- **Untrackable Session** – A period of visitor interaction with a website for which the visitor cannot necessarily be distinguished as unique or not.
- **User** – As it pertains to Google Analytics, a user is defined as a person who has specific report set access, a username and password. To set up a user in Google Analytics’ administrative system, click on the Access Manager tab at the top of the screen. Then click “Add” in the Existing Access table on the right.
- **User Agent** – A user agent is a generic term for any program used for accessing a website. This includes browsers (such as Internet Explorer or Netscape), robots and spiders, and any other software program that acts as an “agent” for a someone or something seeking information from a website.

# YPO Website Glossary

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- **UV: Unique Visitor** - A person who visits a website more than once within a period of time. Marketers use this term in contrast with overall site visits to track the amount of traffic on their website. If only one person visits a webpage 30 times, then that web page has one UV and 30 total site visits.
- **View Total** – The View Total is the tally of items currently shown in the report. This total does not include items that are not shown. For example, if the report in question is showing 10 items out of 45, the View Total number represents the total for only the 10 items shown. Below the View Total listing is the Total, which represents the tally of all items in this report for this Date Range .
- **Visit** – See Session .
- **Visitor** – A Visitor is a construct designed to come as close as possible to defining the number of actual, distinct people who visited a website. There is of course no way to know if two people are sharing a computer from the website's perspective, but a good visitor-tracking system can come close to the actual number. The most accurate visitor-tracking systems generally employ cookies to maintain tallies of distinct visitors.
- **Visitor Session** – A Visitor Session is a defined period of interaction between a Visitor (both unique and untrackable visitor types) and a website. The definition of a Session varies depending on the type of visitor tracking employed.
- **Visitor Sessions** – Visitor Sessions represents the number of times individual users visited your website over the course of a specified time period. This is a sum of First-time, Returning, and Unknown Sessions.
- **Visitors Total** – Visitors is the number of Total Unique Visitors plus the number of un-trackable IP-based visitors, which represents all individual visitors to your website over the course of a specified time period.
- **W3C** – The W3C, or World Wide Web Consortium, is a standards body dedicated to ensuring interoperability between all the varied system and network types that comprise the World Wide Web part of the Internet. The W3C log format is commonly used by several web server software systems, such as Microsoft IIS. For more information, see the W3C website.
- **Web Server** – This is a vague term whose meaning must be determined by the context in which it's used. It will mean one of two things: The physical computer that acts as a server. This is a computer just like any other. It is called a server because its main function is to deliver web pages. Often there is nothing particularly special about a server's hardware, it's only a server because of the software.
- **WOM: Word-of-Mouth** - The passing of information from person to person. Technically, the term refers to oral communication, but today it refers to online communication, as well. WOM marketing is inexpensive, but it takes work and involves leveraging many components of inbound marketing like product marketing, content marketing, and social media marketing. YoY - Year-over-Year ] than MoM or QoQ, so it gives you a better long-term view. Changes in levels expressed with respect to the previous year. YoY incorporates more data To calculate percentage growth: Year X number minus Year Y number, all divided by Year X number, multiplied by 100.
- **YTD - Year-to-Date** - A time period starting at the beginning of the current year and ending at the current date.