

Marketing Terms Glossary

Purpose

Use this job aid to translate commonly used Marketing terms. Use the blank rows to add new terms to this list as needed. You can also supply descriptions as needed.

Term	Translation	Description
A		
Analytics		Analytics are web services that track and report website traffic in real time. Google Analytics can be integrated with Upnetic websites, and is free to use.
Architecture		Website architecture focuses on factors like fast load times, safe/secure connection, and mobile optimization. All of these can be scored for a website via the digital marketing analysis in Upnetic.
Algorithm		In digital marketing, this is a complex set of rules search engines and advertising platforms use to choose which ads a user sees first. Algorithms typically consider factors like keyword bidding, ad relevance, quality score from the landing page, and optimization on the website.
B		
Backlinks		An incoming hyperlink from one website to another. Having a large number of backlinks can improve your website's performance and searchability from a search engine.
Blog		Regularly updated web page that includes articles in reverse chronological order. Blog posts are often written in an informal or conversational style, and can be used to share news, expertise, and other information. Blog pages are available in the Upnetic website builder, and help with SEO
C		
Content		Data, verbiage, images, etc., within your website that will be analyzed by search engines. Upnetic can help guide you to create content that will elevate your SEO through keyword-enriched content.
Code		A set of programming instructions that make up a website or instruct a web page how to perform. Upnetic website templates are professionally coded for optimal performance.
CRM	"Customer Relationship Manager"	Contact management software that allows the user to store customer, prospect and lead data/contact information. Upnetic's CRM can integrate with an existing Mailchimp account for email marketing purposes.

Term	Translation	Description
D		
Domain		The address of your website that people type in the browser URL bar to visit your website. Domain names can be purchased through third-party providers and easily tied to an Upnetic site. (Ex.: "Yourwebsite.com")
Digital Presence		The sum of how your business appears online. Your web presence is made up of several different components and can be summed up as the impression your brand makes online through content, websites, search engines and other digital media platforms.
Digital Media Dashboard		Upnetic's Digital Media Dashboard allows the user to add widgets to track social media and online metrics all in one place, and in real-time.
E		
Email Marketing		A type of content marketing specifically sent through email. The Upnetic CRM integrates with new or existing Mailchimp accounts in order to easily set up audience lists for email marketing campaigns. This includes new client campaigns, monthly newsletters, and more.
F		
G		
Global CDN	"Content Delivery Network"	Highly distributed platform of servers that helps minimize delays in loading web page content by reducing the physical distance between the server and the user. Upnetic provides this for fast loading websites.
GMB	"Google My Business"	Google My Business is a free platform for businesses to post their information and profile within the Google Search and Maps venues. Upnetic will create & optimize GMB listings for clients.
H		
Host		Internet hosting services allow individuals and organizations to make their website accessible via the World Wide Web. Upnetic provides free hosting through the Website Builder application.
I		
J		

Term	Translation	Description
K		
Keywords		The words and phrases that searchers enter into search engines, also called "search queries." It is important that website & blog content contains relevant keywords.
L		
Lead		Contact type that gives information on a potential customer that a sales team can then convert into a sale. Leads can be sorted and tracked via the Upnetic CRM, and can be pulled from the website builder's contact form
Learning Lab		Upnetic's video and article library that includes tips and insights from experts and fellow business owners on sales & marketing and other business topics.
M		
Mailchimp		A third-party marketing automation platform and email marketing service that allows user to create template-based email blasts. Lists from a Mailchimp account can be tied directly to the Upnetic CRM.
Marketing Consultation		Advice on digital marketing efforts. HR Pro members can utilize the unlimited online consultation for marketing assistance, as well as the Google My Business optimization consultation feature. Toolkit members have access to Google My Business consultation, but instead of unlimited online consultation, they have an introductory 30 minute marketing consultation via Zoom with one of our experts.
N		
O		
Optimization		Processes to improve the overall quality and performance of websites, Google listings, social media channels, and other digital marketing efforts. Several optimization consultation options are available with the Upnetic benefits.
Organic Search		The query results that are calculated strictly algorithmically, and not affected by advertiser payments.
P		
Paid Search		A form of digital marketing where search engines (such as Google and Bing) allow advertisers to show ads on their search engine results pages (SERPs). Operates on a "pay-per-click" basis.
Page Speed		The amount of time your page takes to load on desktop or mobile. Can be improved with faster servers or better content.

Term	Translation	Description
Q		
Query		A query (specifically web search) is based on a search term that a user enters into a web search engine to satisfy their information needs. Web search queries are distinctive in that they are often plain text or hypertext with optional search-directives.
R		
Reviews		Business reviews appear next to your listing in Maps and Search, and provide valuable information about your business to both you and your customers. They can help your business stand out on Google. Upnetic will help you manage your Google reviews.
S		
SEO	Search Engine Optimization	The process of improving specific aspects of your website and online presence in order to rank higher among the unpaid results (organic listings) on various search engines.
SSL	Secure Sockets Layer	SSL protects a website from phishing scams, data breaches, and many other threats. Ultimately, it builds a secure environment for both visitors and site owners.
Subdomain		Domain that is a part of another domain. Upnetic provides a free subdomain with each membership. (Ex. www.yourwebsite.upneticsites.com)
Social Media		Websites and applications that enable users to create and share content or to participate in social networking. Upnetic content consultants can help with content ideas, and social accounts (LinkedIn, Twitter, Facebook, and Instagram) can be added as widgets to the Upnetic Digital Media Dashboard for users to see real-time notifications all in one place.
T		
Template		Sample templates or designs that have already been professionally codes and designed, but can easily be edited by an Upnetic user to fit their business's identity.
U		
URL	Uniform Resource Locator	Also called a web address, it is typically displayed in a browser's address bar and used to specify and identify a location on the World Wide Web. (Ex.: "Yourwebsite.com")
V		
Video		Upnetic users can add videos to their websites, which will increase the content that will be inspected by search engines.

Term	Translation	Description
W		
WordPress		Platform that Upnetic's website builder is built/based on. Features include a plugin architecture and a template system.
Widget		A widget is a component that can be added to a website or application as a stand-alone feature. This allows the user to work with an application within a larger application. Widgets within the Upnetic Digital Media Dashboard include social media, Google Analytics, and more.
X		
Y		
Z		