DIGITAL INDUSTRY JARGONS YOU NEED TO KNOW

When your colleague says, "Remove all the cookies" he didn't intend for you to find a plate full of cookies and remove them. "Cookies" is just one of many terms that mean differently in the digital industry.

If you're a newbie in the field, you're just in time to figure out what these jargons mean:

404
404 ERROR
Error message that appears when a page is not found.

301
301 REDIRECT
Permanent redirect from one URL to another.

302
302 REDIRECT
Temporary redirect from one URL to another.

ADWORDS
Advertising network ran by Google which allows advertisers to place ads.

ANCHOR TEXT
Clickable text of a link.

ALT TEXT
ALTERNATE TEXT
Description of an image or graphic that is not able to appear on the screen.

BACKLINK
Link in a page or website from another.

BLOG
Also called as "*online journal*", where a user publishes content regularly (e.g. reviews, testimonials, blog posts, and vlogs).

BOOKMARK
Link to a website saved for future use/ reference.

BLACK HAT
Aggressive form of SEO often used for unethical practices.

BOUNCE RATE
Number of users who enter a website and leave without viewing anything else.

BREADCRUMBS
Website navigation in the horizontal bar above of the main content.
HOME > WOM

CMS (CONTENT MANAGEMENT SYSTEM)
Used to separate most of ordinary webmaster tasks from content creation.

CONTENT
Text or copy that is intended to pique user's interest.

COOKIE
Text file used by web browsers to store data or to track an activity across the website.

DOORWAY
Web page designed exclusively to attract traffic from a search engine.

FEED
Content that is delivered to the user through special programs or websites.

GIZMO
Widget or small application used to provide specific functions on a webpage.

GUEST BLOG
Inviting someone to publish an article on another person's website.

HACKER
Computer criminal who gains unauthorized access to data of a website.

IMPRESSION
When a user views your website or page.

KEYWORD
Significant term a user desires to optimize a website for.

LINK BUILDING
Creation of backlinks to a website he/she owns.

<META>
META DESCRIPTION
Webpage description that appears in search engine result pages.

NICHE
A specific targeted market of a website.

ONLINE MARKETING
Use of internet by a business owner or affiliate to market and sell services, or products.

PANDA
Series of updates by Google to discourage users to create numerous mediocre content.

SPIDER
Program that browses and collects information of a website.

TRAFFIC
Visitors of a website or page.

WEBMASTER
Website owner.

Being introduced to different meanings of such terms might be really confusing at first. However, it is essential for a digital marketer working in an online marketing company to be knowledgeable of it in order to catch up, and be updated of the current trends in marketing.