Glossary terms from week 2

Terms and definitions from Course 6, Week 2

Alt text: A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

BOPIS: An acronym for "buy online, pick up in store"

Brand voice: The distinct personality a brand takes on in its communications

Contact page: A common webpage on websites that provides information for visitors to contact the organization or individual hosting the website

Digital shopping cart: The virtual equivalent of a physical shopping cart

Domain: The core part of a website's URL, or internet address

E-commerce store: A store that sells its products online

Footer: A navigation section at the bottom of a website

Google Merchant Center: A tool advertisers use to upload their store and product data to Google and make it available for Shopping ads and other Google services

Home page: The main page of a website

Meta description: Text that provides search engines with a summary of what the page is about

Multichannel e-commerce: The practice of listing a store's products on multiple channels

Navigation bar: A collection of links to other pages within a website

Open-source: Software that allows the user to access and edit the original source code

Payment service provider: A secure way to process transactions online

Privacy policy: A legal document that discloses some or all of the ways a business gathers, uses, discloses, and manages a customer's data

Product description: The text on the product detail page of an e-commerce store that provides details and information to customers about the product

Product detail page (PDP): A page on an e-commerce site that provides information about a specific product

Return policy: A document that describes, in detail, a business's process and requirements for accepting returns

Software-as-a-Service (SaaS): Web-based software available on a subscription basis

Stock keeping unit (SKU): A unique code that retailers use to identify a product

Terms of service: Legal agreements between a business and customers

Theme: A pre-built website template that creates the design and layout of an e-commerce store

Tone: How a brand's voice is applied

Web accessibility: The practice of designing and developing a website or mobile app so that people with disabilities can use it

Webpage title: An element that provides both users and search engines with a page's topic

Terms and their definitions from previous module(s)

B

Branding: To promote a product or service by identifying it with a particular brand

Brick-and-mortar: A traditional retail store with a specific location where customers can come to shop

C

Call to action: An instruction that tells the customer what to do next

Click-and-mortar: A type of retail store that sells online as well as in a brick-and-mortar store

Competition: The other sellers that exist already in the market

Conversion: The completion of an activity that contributes to the success of a business

Customer relationship management (CRM) system: Software that helps a business manage and monitor its interactions with existing and potential customers

D

Demand: How much consumers are willing and able to buy a certain product over a given period of time

Digital shopping cart: The virtual equivalent of a physical shopping cart

Domain: The core part of a website's URL, or internet address

Dropshipping: A fulfillment method in which products are shipped from the supplier directly to the customer

E

E-commerce: The buying and selling of goods or services using the internet

E-commerce platform: A software application that allows businesses to sell products or services online

E-commerce store: A store that sells its products online

E-commerce strategy: A working plan to promote an online store and increase its sales

F

Forecasting: The process of predicting the future demand for products

G

Google Trends: A free Google tool that lets people explore what citizens around the world are searching for on Google

L

Landing page: The first page a visitor encounters when they go to a website

M

Market research: The process of gathering information about consumers' needs and preferences

Market size: The total number of potential customers within a specific industry

N

Net profit: The amount of money left over after expenses are paid

Net profit margin: The percentage of revenue left over after expenses are paid

O

Open-source: Software that allows the user to access and edit the original source code

P

Pain point: A specific problem faced by current or prospective customers while interacting with a site

Payment service provider: A secure way to process transactions online

Primary research: Research obtained first-hand

Product sourcing: How a business acquires the products they sell to customers

Product viability: The sales potential for a specific product

R

Responsive website: A website that is designed to work on all types of devices, including computers, mobile phones, and tablets

S

Secondary research: Research done by others

Software-as-a-Service (SaaS): Web-based software available on a subscription basis

T

Target audience: The group of people most likely to purchase a company's products

Traffic: The number of visits that a website receives

Mark as completed