

Web Developer

HTML, CSS e Strumenti di Digital Marketing
(SEO, SEM, SEA)

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Digital Marketing

Glossary

Shadi Lahham - Web development

SEM - Search Engine Marketing

a form of internet marketing that involves promoting a website through both paid advertising, SEA, and optimizing its content and structure for search engines, SEO

example

a local restaurant uses SEM to create ads that appear at the top of Google search results when people search for "Italian food near me," SEA, and also optimizes their website with relevant keywords, high-quality images, and detailed descriptions to improve their organic search rankings, SEO

SEO - Search Engine Optimization

the process of optimizing a website to improve its search engine ranking

example

an e-commerce website optimizes its product pages with relevant keywords, high-quality images, and detailed descriptions to improve its ranking in search results for terms like "women's sneakers"

SEA - Search Engine Advertising

a subset of SEM that specifically refers to paid advertising on search engines

example

a new online course platform uses SEA to target students interested in learning data science. By bidding on relevant keywords like "data science courses online," they can quickly reach their target audience

SMM - Social Media Marketing

the use of social media platforms to promote a brand or product

example

a fashion brand uses Instagram to showcase their latest collections, engage with followers through contests and giveaways, and promote their online store

SERP - Search Engine Results Page

the page that appears when a user searches for something on a search engine

example

when a user searches for "best pizza in New York City," the SERP will display a list of restaurants that match the search query

On-Page SEO

optimizing a website's content and structure to improve its search engine visibility

example

optimizing a website's title tags, meta descriptions, and header tags with relevant keywords is an example of On-Page SEO

Off-Page SEO

activities undertaken outside of a website to improve its search engine ranking

example

building backlinks from other websites to a website is an example of Off-Page SEO

Backlinks

links that point to a website from other websites

Website gain high-quality backlinks by creating valuable and shareable content, reaching out to relevant websites and bloggers, building relationships within the industry and participating in online communities

example

a website with many high-quality backlinks is more likely to rank higher in search engine results

Anchor Text

the text that appears within a hyperlink

example

the anchor text for a link to a product page might be "Buy Now"

Domain Authority

a metric that measures a website's overall authority and relevance

example

a website with a high Domain Authority is considered to be more trustworthy and authoritative

XML sitemap

a file that provides a list of URLs on a website to search engines

example

a news website creates an XML sitemap that includes URLs for all of their articles, categories, and author pages. This helps search engines crawl and index their content more efficiently

Page speed

how quickly a website loads, which is a factor in search engine rankings

example

an e-commerce website prioritizes optimizing their product pages for fast loading times. By reducing image sizes, compressing code, and leveraging browser caching, they improve user experience and increase conversions

Mobile-friendliness

ensuring a website is optimized for viewing on mobile devices

example

a local restaurant ensures their website is mobile-friendly by using a responsive design that adapts to different screen sizes. This allows customers to easily access their menu, make reservations, and find directions from their smartphones. Google prioritizes mobile-friendly websites in search results

CPC - Cost Per Click

the amount an advertiser pays for each click on their advertisement

example

an advertiser pays \$1.50 every time someone clicks on their ad promoting a new smartphone

PPC - Pay Per Click

a model of internet marketing where advertisers pay a fee each time their ad is clicked

example

a company bids on keywords related to their product and pays \$2 whenever a user clicks on their sponsored ad

CPA - Cost Per Acquisition

the amount an advertiser pays for a specified action, such as a sale, lead, or conversion

example

a business pays \$50 for every customer who makes a purchase through their ad campaign

CTR - Click-Through Rate

the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement

example

if an ad receives 100 clicks after being displayed 1000 times, its CTR would be 10%

KPI - Key Performance Indicator

a measurable value that indicates how effectively a company is achieving its key business objectives

example

for an e-commerce website, a KPI could be the number of completed purchases within a specific time frame

Ad Rank

the position a paid ad occupies on a search engine results page (SERP)

example

a company with a high Ad Rank will have their ad displayed at the top of the SERP

Long-tail keywords

more specific keywords that have lower search volume but often convert better

example

instead of targeting "shoes," a long-tail keyword could be "women's red high heels size 8"

Keyword intent

understanding the user's intent behind a search query

example

a user searching for "best pizza in New York City" likely has the intent to find a restaurant

Ad extensions

additional elements that can be added to ads to provide more information and increase click-through rates

example

sitelink extensions can display additional links to specific pages on a website

Quality score

a metric used by search engines to determine the relevance and quality of an ad and its corresponding landing page

example

a travel agency optimizes their ad copy and landing page to improve their quality score for the keyword "cheap flights to Paris." This results in lower costs per click and better ad placement, leading to increased bookings

Bidding strategies

different methods for setting bids on keywords, such as manual bidding, automated bidding, and target CPA

example

an e-commerce store uses a target CPA bidding strategy to set bids based on their desired cost per acquisition. By optimizing bids to meet their profitability goals, they can efficiently allocate their advertising budget

A/B testing

comparing two versions of a webpage or ad to determine which performs better

example

a company could test two different headlines for an ad to see which one generates more clicks

Sale

a completed purchase on a website

example

a fashion retailer tracks the number of sales made through their website to measure the success of their marketing campaigns. By analyzing sales data, they can identify which products and promotions are driving the most revenue

Lead

a potential customer who has shown interest in a product or service, such as filling out a contact form

example

a software company collects leads by offering a free trial of their product. They nurture these leads through email marketing and personalized content to convert them into paying customers

Conversion

a specific action that a user takes on a website, such as making a purchase, signing up for a newsletter, or filling out a contact form

example

a fitness website defines a conversion as a user signing up for a gym membership. They track conversions to measure the effectiveness of their advertising efforts and make data-driven decisions to improve their marketing strategy

ROI - Return on Investment

a measure of how much profit a marketing campaign generates relative to its cost

example

if a marketing campaign costs \$1000 and generates \$2000 in revenue, the ROI would be 100%

Link equity

the value or authority passed from one page to another through hyperlinks, impacting search engine rankings

example

a high-authority website links to a blog, passing link equity and potentially improving the blog's search engine ranking

Bounce rates

the percentage of visitors who navigate away from a website after viewing only one page

example

if 200 out of 1000 visitors leave a website after viewing just the homepage, the bounce rate is 20%

References

[SEO glossary: 190+ terms and definitions](#)