

Internet Marketing Terms

SEO

SEO or Search Engine Optimization is a process through which rank of a website is improved in the natural search results of the search engines. Learn More at <http://www.searchengine-optimization-guru.com/seo-services.html>

SEM

SEM or search engine marketing is a way of promoting a website through the paid listing services of the search engines.

PPC

PPC or pay per click is a SEO model in which the client company pays the SEO agency on the basis of the hits that is originated for the SEO campaign. Learn More at <http://www.searchengine-optimization-guru.com/pay-per-click-solutions.html>

Blog

Web log that is widely known as blog is a user generated content on the internet. The subject of blog can range from personal diaries to music, video, business, in fact anything and everything.

Email Marketing

Email marketing is process of promoting a product or service or an idea by sending direct emails to the target audience.

Google Adwords

Google Adwords is an online advertising program run by Google. In this process certain keywords are targeted for a websites and advertisement campaigns are run for those keywords through Google search results. Learn More at <http://www.searchengine-optimization-guru.com/google-adwords-solutions.html>

Analytics

Google Analytics is an effective tool offered by Google to track the visitor information of a website.



Link Popularity

Link popularity is process in which links from other websites are earned in order to improve the importance of that website on the internet. Learn More at <http://www.searchengine-optimization-guru.com/link-popularity-solutions.html>

Page Rank

Page rank is a value that Google assigns to a web page based on the importance of the page on the internet that is determined by the number of incoming links to that web page and few other factors.

Search Engine Submission

Search Engine submission is a process in which a website is formally submitted to the search engine for enlisting.

Directory Submission

In directory submission a website is enlisted with an online directory.

Press Release Optimization

Press Release is a form of article through which a company announces about its new products, services, and events to the media.

Social Bookmarking

In social bookmarking websites, users create and store bookmarks of their choice. These bookmarks can be viewed by others and that let them know about new services and latest concepts which are making news in the online world. For example del.icio.us, Digg, Furl, My Web, Reddit are some of the most popular social bookmarking websites.

Anonymous User Marketing

In anonymous user marketing the user data is analyzed and on the basis of that, the content of the web pages are customized to make them more relevant to that specific user.



Affiliate Marketing

Affiliate marketing is an age-old tool to promote online businesses. In this process different websites are made the affiliate who refer user to the site and get share on the revenue.

Hubpages

Hubpages is a website, where registered users can post their content for free. Through this website anyone can promote his or her services and products.

Viral Marketing

Viral marketing is an online marketing technique in which the user is facilitated and encouraged to pass along a marketing message.

Podcasts

Podcast is a digital media file that is distributed over the Internet using syndication feeds for playback on portable media players and personal computers. In the recent time podcasts are created and distributed over the internet for promotional purposes.

Social Networking Websites

Social networking websites are websites where users can log in to create a profile for themselves and then interact with other members. Off late some social networking websites are also being used for online marketing by referring users to a particular site including Orkut, Hi5, MySpace etc.

RSS Feed

RSS that stands for 'Really Simple Syndication' is a family of web feed formats used to publish frequently updated content such as blogs, news, podcasts.