Internet Marketing Glossary

The following is a "glossary" of various features and components that can be included in websites. They add functionality and affect the user experience. For most we have offered a definition and an example.

Please note: not all of these features are appropriate for every site, and Creating Results' proprietary research has shown that active, 50+ adults do not like gizmos for gizmos' sake. It is important to define what you don't want, as well! When we conduct Internet Workshops with clients, we help them determine the most appropriate tools to connect with their specific target market.

COMPONENT	DEFINITION	URL REFERENCE
Analytics	Measurement and analysis of web traffic, including unique visitors, time on site, navigation path through site, traffic sources, popular keyphrases.	http://www.google.com/analytics/
Animation	An image that changes over time.	The Creating Results logo on this page: www.CreatingResults.com
Autoresponder	Application triggered when a user sends email to a specific address or submits a web-form. Provides an automated email response to inquiries from potential customers. Can be simple (standard form) or sophisticated (responses based on keywords in email/boxes checked, or even automated sales correspondence).	
Blog	Website or portion of a website with date-stamped entries (posts).	http://advertisingtobabyboomers.blogspot.com http://www.maturemarketingmatters.com
Breadcrumb	Breadcrumb navigation (also referred to as a 'breadcrumb trail'), locates the current webpage in the context of a navigation path. Reference to the Hansel & Gretel story; designed to make it easy for visitors to understand where they are and how to get back out.	http://www.rwu.edu/about/maps/interactive/performingartscenter.htm Note the navigation information in the white box above the headline "interactive map" http://www.thewoodsatnewtown.com/floorplans-finchtree.asp Note the arrows that indicate location within the site. http://www.traditionsofamerica.com/silverspring/silverspring_ext_feat.html Note the colored tab and the bold sub-navigation.
Comments	Responses to a blog entry by site visitors. Can require registration or not; can require approval by a moderator or not. Typically at the bottom of a post.	http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=99478
Content Management Solution/System (CMS)	System designed to simplify the creation of and publication of content to web sites; allows content creators to submit without knowing HTML or programming.	http://www.insuranceservices.com/ Not in the same target market but utilizing CMS capabilities www.willowvalleyretirement.com, www.willowvalleyretirementemployment.com "Sister sites" managed by a single CMS

Cookies	These small text files are sent to your web browser by web page servers. They cannot take personal information from your computer. Cookies cannot be used to send a virus to your computer or to run a program on it. What cookies do is make future visits to that website more convenient, saving user time, remembering preferences and simplifying data entry. Individual browsers allow users to disable the cookie option.	
Drop down menu	A menu of options that appears below the item (button, tab, etc.) when a user clicks on it.	http://www.hanover.com/thg/news/index.htm Click on Corporate Governance
Dynamic community site plan	A community plan/map that includes interactive features. Allows online visitor to navigate through a large campus, drill down on specific products/neighborhoods or amenities of interest to them.	http://www.theridgeonlakemartin.com/lifestyle/masterplan.html Mouse over the various yellow circles www.grandharbor.com – check out master site plan under COMMUNITY; drill down to THE FALLS/SITE PLAN for a specific neighborhood http://www.willowvalleyretirement.com/map/index.html
Dynamic map	Database driven maps that allow a visitor to make the information relevant to them. They typically can zoom in/zoom out, locate items relative to their own position, get driving directions, etc.	
Flash	Plug-in technology supported by most browsers, that allows animation to look the same to all visitors and is supposed to minimize file sizes. A Flash file can include animation, sound and interaction. Note: currently, a Flash animation cannot be seen on Apple mobile products (iPhone, iPad).	http://www.arteryhomes.com/
Font-size tool	Allows visitors to make font size smaller or larger.	www.ircdc.org www.colonieseniors.org
GUI	Stands for "Graphical User Interface" and is pronounced "goooey." This is what allows us to interact with a computer without having to enter code/program it. GUI uses a combination of input devices (typically the mouse) and icons that represent tasks or spaces in the physical world. Think of how you work with files on your computer, with the small folder image standing in for a real-world folder of information.	
Interactive floor plan	Allows visitors to customize floor plans with pre-set community options or to otherwise interact/personalize plans, for example by trying furniture placements.	http://www.khov.com/Home/MD/ART/ModelsAvailable/AA2/InteractiveFloorPlan.htm http://www.parkplacetowercondos.com/floorplans/16.html
Intranet	A private computer network created with web protocols.	

	Allows you to share internal information.	
Landing page	One page devoted to a single and specific promotion, campaign, offer. Can also cater to a specific audience. Studies have shown that building targeted online landing pages can improve a campaign's conversion rate by upwards of 50 percent.	www.CreatingResults.com/PhotoFinish Free white paper on landing pages: http://www.slideshare.net/CreatingResults/landing-pageshelpmarketingtakeoff
Live chat	A way to respond to the questions or visitors with real-time internet chat tools. Instant messages come directly through the web browser.	Live Chat Software: http://www.activalive.com/live-chat
Message board/ Forum	A system where users can read, reply, post public messages. Typically organized by topic or discussion categories, involve a moderator.	www.eons.com
Microsite	Mini web site; focused on one specific promotion, campaign, event or service – one and only one very specific topic, several pages deep. Can also cater to a specific audience.	www.allstategarage.com www.manassasbullrun.com
Navigation	The system a visitor uses to "get around" your site and the visual representation of the system (tabs, buttons, etc.).	
Online brochure	Also referred to as electronic or e-brochures. Instant, full-color digital brochure delivered via email. Can be simple (PDF) or sophisticated (allowing for customized information based on user visit, selections or preferences).	http://www.concordhilton.com/ebrochure/leisure/smerf.htm
Online press room/media center	A section of a website devoted to meeting the needs of the press (traditional media and online, including bloggers). Media contact information is easy to find. Includes press releases, fact sheets, images, logos, story ideas, etc. to make it easy for the media to incorporate your organization in their stories.	www.nyredcross.org http://www.nyredcross.org/?nd=media www.visitrhodeisland.com/press-room/
Page-turning brochure	Simulates printed magazines and collaterals by allowing you to "flip" a digital page.	http://www.ennumagazine.nl/
Photo sharing	Allows users to upload photos to a website; the images are then stored o the site's server and others are allowed to view. The option exists to have users upload their own photos of your community and share those via your site.	www.flickr.com
Pop-up window	A new browser window that is created/launched when user clicks on a link.	An alternative to pop ups is the "Lightbox" functionality. http://centralparke.com/vf/clubhouse.html Click to enlarge clubhouse/activate Lightbox
Portal	Referring to personal web portals, providing a pathway to distributed applications, content. Able to meet more complex collaboration needs than intranets.	
Primary, Secondary	Primary: displayed on every screen, typically top or top left. Secondary: gives access to relevant but less critical parts of	

navigation	the site.	
PURL	Stands for "Persistent Uniform Record Locator." Points an online visitor to a personalized web page; typically used as part of a direct marketing campaign. For example, if you had 1000 people on a mailing list, the system would generate 1000 pages, each customized for the individual recipient. Typically includes a personalized sales offer, as well.	http://www.personalizedsuite.com/samples
Rich media	Online creative that takes advantage of enhanced features like animation, audio, or video and provide interactive options.	www.centralparke.com
Roll-over menu	A menu of option that appears when a user rolls-over the item (button, tab, etc.)	www.CreatingResults.com
RSS	Stands for "Really Simple Syndication," and is an application that allows content from one site to be published on another. Also used to deliver content directly to subscribers.	http://seniorhousingnews.com/2009/04/28/marketing-executive-selected-to-design-nahb-course-on-marketing-to-active-adults/?goback=%2Ehom
Search Engine Marketing	Use of paid search to improve web traffic. Includes pay-per-click (ppc) ads.	
Search Engine Optimization	Process of improving the quantity and quality of traffic coming from natural/organic search results. (These are the results that appear below paid/sponsored search listings.)	
Share with a Friend	Small application that makes it easy for visitors to share content from your site with those they know. Can include ability to post to social networking sites.	Simple: http://www.willowvalleyretirement.com/f68/Willow-Valley-Retirees-Compete-in-2009-National-Senior-Olympics.htm (only 3 options - FB, Twitter or email) Sophisticated: http://www.pewinternet.org/Infographics/2010/Generations-2010-Summary.aspx (click on Share)
Social Networking	Online interaction between people who share a common interest or who want to explore interests/activities.	www.LinkedIn.com www.Facebook.com www.boomj.com, www.eons.com
Stickiness	A website that offers information or services of long-term (sometimes personal) value to users is often described as 'sticky.' Imagine low-tech flypaper. A sticky website encourages repeat visits from the user— typically with the long-term aim of developing a community or moving prospects through the purchase funnel. Examples of service or content that can make a website sticky include, web-based email accounts, forums and bulletin boards and search services.	
Streaming video	Video played over a network, constantly transmitted to and received by a visitor.	http://www.cnn.com/video/ http://icaa.tv/ICAAvideo.asp?channel_id=7&iid=128&ChannelName=&Categories=m

		anagement&Title=&Search=Search&SubmitDate=
User Generated Content (UGC)	Refers to material on website created/authored by users. Can include text (articles, posts), video, etc.	www.wikipedia.com
Video sharing	Allows users to upload video clips to a website; the video is then stored on the site's server and others are allowed to view.	www.youtube.com
Virtual tour	A computer-simulated tour in which the visitor feels like they're actually walking through the space, thanks to a series of images (often panoramic).	
Visitor quizzes/polls	Interactive quizzes placed on your site, typically on the home page or to get a pulse from readers of topical content	www.arteryhomes.com Commonly found on news sites, such as this vote on the Wall Street Journal:

These definitions were based on The Motive Web Design Glossary as it reflects generally-held standards of functionality of features/components.

HAVE MORE QUESTIONS?

If you have additional questions or wonder what tools make sense for your organization, give us a call. Creating Results has developed over 100 websites during the last 17 years and has conducted extensive proprietary research to understand how mature consumers use the Internet. We can help you use the Internet to engage and motivate mature consumers more effectively and efficiently than anyone else.

Creating Results, LLC – Strategic Marketing
everything mature consumers experience

branding | marketing | web | pr | displays | advertising
WEB: www.CreatingResults.com
BLOG: www.MatureMarketingMatters.com

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