



Proudly Presents



To all the internet marketers who wish to achieve their dreams and make a difference.....



Lama Kalla

<http://www.LamaKalla.com>

<http://www.StopInternetMarketing.com>

<http://www.WomenInSmallBusiness.com>

<http://www.StopInternetMarketing.com>
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A message from the author

Dear internet marketers

How would you feel moving into a new country when you can't speak its official language?

How can you communicate well....express your views... set up and promote your business...or even feel confident dealing with it's people?

Starting an online business requires a good understanding of the internet marketing jargon. This will help you develop a feel of belonging to the exiting world of the cyberspace.

I have put together for you this glossary to help you understand the internet marketing jargon and show you how to decipher this jargon and translate it into a language you can understand.

You will also notice there are some information about names of other internet marketers, these marketers have supported me in my journey online and in providing valuable information for me to include in new **ebook "Intimate Confessions Of Internet Marketers – The Shocking Truth About Making Money Online"** which is set to be released in June 2006 and including their names here is a way of saying thank you to them.

You will find also "Lama Recommends" links next to some definitions, these are my affiliate links, which means if you purchase a product that I recommend I will get a commission from the sale and that's how I will be making money from this ebook. However, you are not obliged to buy anything unless you really need it.

All links are active at the time of releasing this ebook, however, I sincerely apologize if any of these links didn't work on a later date as I do not have any control of my affiliates products.

I hope you will enjoy your copy of the internet marketing glossary and please pass it on to your friends and every new internet marketer you meet to help everyone understand the language of the cyberspace.

I wish you all the best with your online journey

Lama Kalla

A handwritten signature in black ink, appearing to read 'Lama Kalla', with a stylized flourish at the end.

The cyberspace Invader

<http://www.LamaKalla.com>

<http://www.StopInternetMarketing.com>

<http://www.WomenInSmallBusiness.com>

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A

ActiveX

ActiveX is a model for writing programs. ActiveX technology is used to make interactive web pages that look and behave like computer programs, rather than static pages. With ActiveX, users can ask or answer questions, use push buttons, and interact in other ways with the web page. It was created by Microsoft and can be used to deliver Trojan and viruses to your computer. Always be careful when installing ActiveX controls and ensure they are from a trusted site.

ADSL

Asymmetric Digital Subscriber Line or more commonly Broadband. A technology to carry high speed data over ordinary phone lines. It is many times faster than a modem, and can be used concurrently with voice over the same line. It is now available to many homes. It is called "asymmetric" because download speeds to the subscriber are faster than upload speeds from the subscriber

Ad space

A space on a Web page used for advertisements.

Ad Tracking

A way to track the results of your advertising campaigns so you know which adverts are bringing in revenue and which aren't. This will help you to determine where to spend your advertising budget for the best results. This is typically a software program installed on your web sites. [Lama Recommends](#)

Adware

Any software which serves banner ads or pop-up ads to you while in use. It is sometimes installed in freeware or shareware which you download from the nets, and provides one more channel for advertisers to reach you. Some adware will also track your files, net usage, and software and report it back to advertisers to help them channel relevant ads to you. It is not something you want to have on your computer and you need to remove it as it can compromise the security of your computer.

Affiliate

An affiliate is an individual advertiser or website owner who has a business relationship with a merchant to promote the merchant's product or service. The affiliate earns a commission from the merchant for each referral that results in a sale; the merchant handles payment and fulfillment. [Lama Recommends](#)

Affiliate directory

A categorized listing of affiliate programs.

Affiliate marketing

Revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model. [Lama Recommends](#)

Affiliate Manager

The person who owns the product that their affiliate sell. They will handle taking payments, delivering the product, and paying the affiliates. [Lama Recommends](#)

Affiliate Network

A value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates.

Affiliate Software

Software that is used by an affiliate manager to run the affiliate program. It will usually track and report sales, registrations, clicks and more from the affiliate links. [Lama Recommends](#)

ALT text

A HTML tag used in web pages for search engine operation and to display text if the pictures cannot be displayed.

Anchor Text

Text that provides a link to a web site, e.g. the Lama Recommends links in the book. Behind the text is a hyperlink to a website. The text itself is your keywords. This is particularly useful in article resource boxes and in reciprocal linking as it helps the search engines to realize the relevance of your site to those keywords.

Animated GIF

A graphics file consisting of multiple images displayed one after another to give the illusion of movement. Used in websites for their small size. However, probably best avoided in professional sites as they can look amateurish. [Lama Recommends](#)

Anonymous ftp

A traditional form of login to a public FTP (File Transfer Protocol) site where the username is given as 'anonymous' and the password is your e-mail address, for example 'walthowe@delphiforums.com'.

Application Service Provider (ASP)

A company that provides an application across the Internet. Clients use the application across the Internet rather than hosting it on their own servers. This is very popular with small companies to gain access to expensive applications they would not otherwise be able to afford.

Archive

1. A storage repository for software, data, or other materials to be saved and preserved.
2. A technique of combining multiple files into a single file to enable easier backup, handling or transmission. Some of the software programs used to archive files are PKZIP, WinZip, Stuffit, and tar. Files with the following extensions are likely to be archived: sea, tar, taz, taZ, tgz, and zip.

Article

An article is a short document, typically less than a thousand words on a particular subject. These are used by Internet marketers and submitted to article directories to get one way back links to their site.

You can write your articles yourself, or you can pay a ghostwriter to write them for you. Always check any articles you get written for originality and content as some ghostwriters may be unscrupulous.

Article Directory

An article directory is collection or articles on a web site. These may be on a particular topic, or they may be more general. These are used to provide information for people and to put adsense, and other adverts on as a revenue model.

Article Submission

The act of submitting an article to an article directory. This can be done manually or through an automated submission service, which can be software installed on your computer, or a web based solution.

Auto Responder

A software program that allows for a sequence of emails to be sent automatically to a subscriber. A must for any Internet Marketer. [Lama Recommends](#)

Arvind Gawade

Arvind is a young entrepreneur and a professional web developer with over four years of experience working with businesses from various industries to give them a strong presence on the Internet.

He specializes in putting together websites for his clients and their businesses to increase their profits and targets the emotions of their customers very effectively. This makes his websites' sales process absolutely effortless!! They become an automatic salesman on their own. <http://www.netbookonline.com>

B

B2B

Business to Business. A mode of conducting business between two or more companies over the Internet, rather than more traditional modes such as telephone, mail, and face to face.

B2C

Business to Consumer. Another business model over the Internet, where business sells to customers rather than other businesses.

B2R

Back to Reality!

Backbone

A high speed central network connecting other slower networks together. This can either be for voice or data traffic. Every country has a high speed Internet / Voice backbone which ISPs and companies connect into to access each other.

Back links

Links to your site from other sites. These are particularly of use as an Internet marketer as it will help to increase the search engine ranking of your website. The best type of links to have are one way back links, where a website links to your site, but you do not return the link. These indicate to the search engines that your web site is popular and relevant.

Bandwidth

The amount of data bits which can be sent through a connection in a specified time, measured in bits-per-second (bps.) English text converts to about 16,000 bits and dial-up modems push up to 57,000 bits through per second.

As in Internet marketer, your web host will give you a bandwidth limit for your web sites. If you exceed this limit then you will either be charged more or your site will be down until the bandwidth limit is reset. Always make sure you have enough bandwidth to cope with demand before any product launch or big marketing campaign.

Banner ad

A graphical web advertising unit, typically measuring 468 pixels wide and 60 pixels tall (i.e. 468x60). [Lama Recommends](#)

BBS

Bulletin Board System. A dial-up service offering messages, files, and other services over a modem. BBS were very popular in the 1980s and early 1990s, but have been largely replaced by forums on the Internet.

Blacklist

A list developed or maintained by people or companies accepting email that will reject said email based on domains or IP address. You are placed on a blacklist when your email is no longer welcome based on previous email sent. You can be placed on a blacklist if your email address is hijacked by spammers.

Typically though if you have suitable proof you can get yourself removed from blacklists.

Blog

WEB LOG. A diary or journal on an Internet site. The focus may range from the blogger's life to any subject which they are interested in. Blogs require regular updating to continue to hold the interest of visitors. Since the explosive growth in blogging and consequent interest from companies interested in promoting their products and services to people that maintain or visit blogs, many companies have started their own blogs. The content of many blogs are syndicated to other blogs and sites as RSS.

[Lama Recommends](#)

Blogger

One who blogs. A person who owns and updates a blog.

Bookmark/Favorites

Way in browsers to store in your computer direct links to sites you wish to return to. Netscape, Mozilla, and Firefox use the term Bookmarks. The equivalent in Internet Explorer (IE) is called a "Favorite." To create a bookmark, click on BOOKMARKS or FAVORITES, then ADD. Or left-click on and drag the little bookmark icon to the place you want a new bookmark filed. To visit a bookmarked site, click on BOOKMARKS and select the site from the list.

You can download a bookmark file to a cd or disk and install it on another computer. In most browsers now, you can do this with an

Import... and Export... set of commands which can be found under FILE or in the Manage Bookmarks window's FILE.

Branding

A name, logo and all other visual information connected with your product or service.

BRB

Chat shorthand for "be right back".

Broadband

Internet connections which allow transfers at much higher rates than through dial-up modems by accessing more bandwidth. They include DSL and Cable-TV connections. Also known as ADSL.

Broadcast

Is a way to send a message to all or parts of your list of subscribers without interrupting a message sequence that might already be going out. Typically a broadcast is used to deliver newsletters, ezines and anything else that should only go out one time based on when the sender decides it is appropriate.

Browser

Short for Web Browser; it's the tool (program) that allows you to surf the web. You probably used your Web Browser to locate this page. The most popular Web Browsers right now are Netscape Navigator and Internet Explorer.

BTW

(By The Way) A shorthand appended to a comment written in an online forum

C

Cache

Browsers such as Mozilla and Microsoft Internet Explorer hold copies of recently visited web files, both HTML and binary files, in disk memory. This disk space is called the cache. It offers the advantage of much quicker loading when files are stored on disk than when they must be transferred from the web. The disadvantage is that it will sometimes show you an old version of a file from your disk when a newer one is available on the web. Some large Internet service providers also cache frequently visited sites and feed them to you from their own cache when you try to visit them.

You can set the size of the cache to meet the needs of your own system and the speed of your connection. You can also set how often your system will check back to see if there is a newer version. There is a definite trade-off between faster load times and the risk of seeing outdated material.

Usually, you can check for a newer version by using the Refresh or Reload selections in your browser. If something looks out of date, always try the Refresh or Reload before trying other things.

Sometimes files in cache can become corrupted and cause problems for your browser. When you have problems diagnosing freeze-ups where they didn't occur before, one of the easy solutions to try is to delete your cache and see if it solves the problems.

Cached Link

In search results from Google, Yahoo! Search, and some other search engines, there is usually a Cached link which allows you to view the version of a page that the search engine has stored in its database. The live page on the web might differ from this cached copy, because the cached copy dates from whenever the search engine's spider last visited the page and detected modified content. Use the cached link to see when a page was last crawled and, in Google, where your terms are and why you got a page when all of your search terms are not in it.

Cascading Style Sheets (CSS)

Cascading Style Sheets is a technique that supports styles for pages. For example, you can set up styles for fonts and page layouts that will apply automatically to pages developed under a particular style you develop. This technique is useful, but the present version browsers from Netscape and Microsoft are quite different in their implementation, and what works with one is not likely to work for the other. For compatibility, care has to be taken to use common elements. [Lama Recommends](#)

Case Sensitive

This is where an application is sensitive to the case of the text used in it – i.e. whether it is upper or lower case. Passwords are typically case sensitive, as are file names on non-Windows web servers. For example, a file called MyFile is different from Myfile which is different from myfile and different again from MYFILE.

CGI

"Common Gateway Interface," a common way for Web programs to interact dynamically with users. Many search boxes and other applications that result in a page with content tailored to the user's search terms rely on CGI to process the data once it's submitted, to pass it to a background program in JAVA, JAVASCRIPT, or another programming language, and then to integrate the response into a display using HTML.

Chat

A form of real-time electronic communications where participants type what they want to say and it is repeated on the screens of all other participants in the same chat. Internet Relay Chat or IRC is an Internet protocol for chat, and there are many other chat systems in services like ICQ, MSN Messenger and Yahoo Messenger.

Click

A click (sometimes called a click through) occurs when a user sees your ad and clicks on your ad, taking them to your website.

ClickBank

Directory of electronic products, where anyone can buy, sell and promote products. [ClickBank](http://www.ClickBank.com)

Click-through

The process of clicking through an online advertisement to the advertiser's destination.

Click-through rate (CTR)

The average number of click-throughs per hundred ad impressions, expressed as a percentage.

Compression

Compression is a technique to make a file or a data stream smaller for faster transmission or to take up less storage space. There a number of programs that will compress files, such as PKZIP, WinZip, Stuffit, gnu zip, and many more. Files with the following extensions are almost always compressed files: arc, arj, gz, lha, lhz, taZ, taz, tgz, Z, zip, and zoo.

Confidence

The belief in yourself and in what you are doing - vital for any Internet Marketer in order to succeed. [Lama Recommends](#)

Confirmed Opt-In

Also known as "Verified Opt-in". The recipient has verifiably confirmed permission for the address to be included on the specific mailing list, by confirming (responding to) the list subscription request verification. This is the standard practice for all Internet mailing lists; it ensures users are properly subscribed from a working address and with the address owner's consent.

This is sometimes incorrectly referred to as "Double Opt-in". Example scenario: A visitor to your website types their email address in an opt-in form. The visitor is sent an email with a unique unguessable token, often in the form of a website link. The visitor must click on the unique link in that email message to verify their subscription request before being sent any marketing material. This verifies the owner of the email address attempting to be subscribed is indeed the person that typed it into the website form. [Lama Recommends](#)

Content

Generally, the information provided on a web page, as opposed to its design and layout. Content can take the form of text, graphics, audio, video, or a searchable database.

Control Panel

This is typically a password protected Internet based central hub used to control and maintain your account through an ASP type solution.

Conversion rate

The percentage of visitors who take a desired action e.g. buy a product, sign up to a newsletter, etc.

Copyright

The legal protection against copying and the specific rights allowing copying given to original works, which may be in printed or photographically or electronically stored words, music, visual arts, and performing arts. The purpose of copyright is not just to

protect the rights, but to establish the rules under which copies or portions may be made to make a work more widely available. Copyright extends to electronic representations of these forms, too, although the laws governing new electronic copies in such forms as search engine indexes and browser caches needs better definition. Copyright exists on all original works from the moment they are published, whether formally registered or not and whether or not copyright markings appear on the works. Copyrights probably apply to public postings in e-mail, message bases, and newsgroups, but the law is not well tested in these areas. Copyrights are observed by most countries in the world.

Cost-per-click

The cost-per-click (CPC) is the amount you pay each time a user clicks on an ad. Google AdWords has a CPC pricing system, as do Yahoo, MSN, and others.

CPM

This stands for cost-per-thousand impressions. A CPM pricing model means advertisers pay for impressions received.

Cracker

A person who attempts to break into a network or computer system, often with the intent to steal material or perform malicious destruction of files--or just to show it can be done. Crackers try to exploit weaknesses in system security or in some cases, the weaknesses of its users who can be tricked into revealing passwords.

CRM

"Customer Relationship Management" Refers to the actual software and technology used to track and control this relationship.

D

Dave Gammage

Founder of TheHomeBusinessLink.com and AffiliateManagerPro software, Dave Gammage has been around the block a few times in the internet marketing arena and has lived to tell about it.

Always chasing the proverbial pot of gold, Dave has performed web design, programming, written articles, created and marketed a successful software package, and wasted lots of time in internet marketing forums. His weblog can be found at

<http://www.internetsuccessworkshop.com>, and his software, AffiliateManagerPro, can be found at <http://www.manageyouraffiliates.com>.

Domain Name

A domain name is the name of your website that is typed into the address bar of your browser, e.g. www.mywebsite.com. Domain names are valuable virtual real estate as they represent your business. Domain names are made up of three parts

1) www – the front of the domain name stands for world wide web. This doesn't have to be www and can be the name of a sub-domain.

2) mywebsite – the name of your domain, ideally you want to have your keywords in here to make your site even more relevant to the search engines.

3) .com – the top level identifier. As an Internet marketer, you want .com addresses as they are seen as being the domain of serious businesses. .Biz, .Org, and .Net are other options, but are generally seen as less valid and more suspicious by the

buying market. You can also get country specific domains such as .co.uk (United Kingdom), .co.jp (Japan) and so on. If you are targeting specific countries then using the country specific domain may give you an advantage as you will feel more like a local supplier.

[Lama Recommends](#)

Domain Name System (DNS)

DNS stands for Domain Name System. It is a system that resolves user friendly addresses such as www.mywebpage.com into IP Addresses which are computer friendly, e.g. 205.44.64.84. DNS servers are located across the Internet to resolve the routing of e-mail and Internet connections. There are thirteen major, top-level DNS servers, which are updated daily, and these in turn feed the updated DNS information to smaller subordinate DNS servers, which hold more detailed information on their specific areas of coverage. No single DNS server has all the address information of the Internet and successful routing may require routing through several levels of servers. When you register a domain name, it may take up to 48 hours for the new domain name to propagate through the DNS system and become usable.

Double Opt-In

This is another name for Confirmed Opt-In, where a user has deliberately clicked on a web link to confirm their desire to receive your email. As an Internet marketer, you MUST be using this for your own protection.

Download

The transfer of files from a computer on the Internet to your computer. Every time you instruct your computer system to retrieve your mail, you are downloading your mail to your computer. You may also download programs to your computer. However, be careful about downloading files or programs from a site with which you are not familiar. You could download a virus and never know it until it's too late. Always ensure your anti-virus software is up to date to protect yourself from malicious downloads and if in doubt about a download – just say No!

E

E-book

An electronic version of a book that is either read on screen or printed out to be read. There are two main forms, an Adobe Acrobat PDF file or an .EXE executable. The former will run on any platform, whereas the latter will only run on Windows computers.

Some people do not like to run .EXE files due to the risk of virus or Trojan infection, and so you may well lose readership if you only provide your book in this format. You can, of course, offer your book in both formats to cater for all people.

The big advantage of an e-book is you can instantly deliver the product to the purchaser. Unlike traditional mail order products where you have to wait days or even weeks for delivery, the purchaser can instantly receive their product. This is extremely appealing to people due to the instant gratification nature of society these days.

E-book cover

A graphic representation of a book that is distributed electronically to its readers. An E-book Cover gives the reader the knowledge that they are getting a tangible product via a visual representation. It is used to grab the reader's attention and to give them an idea of what is in the book. An e-book cover

is a vital part of any sales package and needs to look as professional as possible in order to convince potential buyers that the book is valuable and that you are an expert able to help them.

Poorly designed e-book covers can serious damage your sales as people will think you are cheap, the e-book is rubbish and you are not a legitimate business man. This is one part of an e-book that should not be skimped on. [Lama Recommends](#)

Email filter

A tool used to sort or block email from being delivered to the recipients Inbox. Filters can be set up to sort based on IP address, sender or the increasingly popular content. Typically a filter can be controlled by the end user but filters are also in place at the server level as well.

Filters, particularly spam filters are the bane of an Internet marketer's life. If your domain is caught by the spam filters then your email risks not being seen by the user. You can get around this by using a service such as Aweber which is trusted by many email companies.

If you are blocked by a spam filter, you can usually appeal and get the block removed providing you can prove opt in to your email list – hence the importance of double opt in.

Emoticon

(n) A symbolic figure "drawn" with letters and punctuation marks and used to indicate an emotional state. Typically, they're best

viewed sideways. For example, :-) is used to represent a smiling face. A winking bald guy with a big nose and goatee might be rendered as: (;?0.> Just in case you ever need it.

Extension or File Extension

In Windows, DOS and some other operating systems, one or more letters at the end of a filename. Filename extensions usually follow a period (dot) and indicate the type of file. For example, *this.txt* denotes a plain text file, *that.htm* or *that.html* denotes an HTML file. Some common image extensions are *picture.jpg* or *picture.jpeg* or *picture.bmp* or *picture.gif*. You can look up file extensions and the programs that open them at <http://filext.com/>

Ezine

An electronic magazine, whether delivered via a Web site or an email newsletter. Every Internet marketer should have at least one ezine, if not more. You should have one per niche or subject you are involved in.

How regularly you send your ezine will depend on your list, topic and purpose. Some people will send them weekly, some monthly, some daily. Find the best one for your list.

Also make sure you send valuable information to your list – do not just bombard them with offers hoping they will buy. A good ratio is 3-4 informative ezines with no hard sell in to 1 ezine selling a product. By all means include reviews of products with an affiliate link (if appropriate) but make sure they are relevant

and not too salesy. If you do not provide value, then you will lose subscribers.

Ideally, if you want to really automate your business, your ezine will be on your autoresponder so you do not have to write and send one out each month. Remember, you are in business to make your life easier, not work yourself to death.

[Lama Recommends](#)

Ezine directory

Directory of electronic magazines, typically of the email variety.

[Lama Recommends](#)

F

Fantastico

A neat software script installed on many web hosts that will allow you to install a wide variety of software to your website with no technical knowledge and just a few mouse clicks. You can install forums, blogs, shopping carts and much more very, very easily. For many Internet marketers, this is a must have in their chosen web hosting solution.

Firewall

A firewall is a device that protects your computer or network from unauthorized access. Every computer user should be protected by a firewall in order to keep their personal data secure and to prevent their computers being used by hackers for spamming and other illegal activities. You should either have one installed on your computer or on the network between you and the Internet.

Flame, Flaming

To write angry or insulting words about a person, usually on a forum or newsgroup. As a professional Internet marketer you will not be engaging in flaming as you do not wish to harm your reputation.

Flame War

When two or more people exchange insults in a public forum. It is sometimes done deliberately to disrupt the normal flow of messages.

Follow-up Email

An email that is sent automatically by your auto-responder after an initial email is sent. Usually you will have an entire sequence of follow up messages to send delivered at specified intervals. Tests by other marketers have proved you normally need to email someone a minimum of seven times to make them buy. Sending follow up emails automatically reduces your workload, leaving you more time to focus on other business opportunities.

Forum

Section of a web site where people can discuss topics related to the subject which the site is focused on. Some Forums have paid and restricted Membership areas. Even the free Forums usually require you to register with a confirmed email address to minimize flames and other problems. If you have the email addresses of your forum visitors, you can also market offers to them – though not too often otherwise they will leave your forum.

As an Internet marketer, forums are a good thing to have. You can establish yourself as an expert and give people who are interested in your niche an area to discuss it. A busy forum will also get listed by the search engines, and can attract a lot of potential buyers to see your site.

Always ensure your forum is well moderated to ensure spam and flaming does not get out of control. Set out rules for access and use that all members abide by.

One of the most popular forum software packages is phpBB which is available for a free download. If you have Fantastico installed on your web host then you can install it with a simple click of a button.

Frames

Frames are a technique used in web pages to divide the page into multiple windows, where each window is called a frame and can contain its own separate page. The advantage of frames is that one window can be scrolled or changed while other windows remain fixed for such purposes as keeping a menu in view all the time. The disadvantage is that it is not supported by all browsers.

Once frames were very popular, but nowadays they have fallen out of favor, mainly for reasons of search engine ranking.

FTP

File Transfer Protocol. A program to move files over the Internet between your computer and a web site, uploading to the site and downloading from the site to your computer. You may well use an FTP program to transfer your websites from your computer to your web server.

G

<g>

Chat shorthand for "grin". Used either to show that you are amused or to say, "Don't take what I said too seriously." As written communication is devoid of emotion, abbreviations like this help to add emotion to the text and avoid misunderstandings.

GA

Chat shorthand for "go ahead", frequently used to signify that the person is through typing.

Ghostwriter

Someone who writes content on behalf of another person. This can be articles, web pages, or even ebooks. You can find ghostwriters at various websites, including rentacoder and elance.

GIF

Stands for Graphical Interchange Format. A bitmap graphical format originally developed for CompuServe that is widely used in WWW pages. It is particularly good for text art, cartoon art, poster art, and line drawings- -all types with solid colors and distinct lines or borders between different colors. GIF files use a .gif extension.

Gmail

Google's web based email service. Gmail delivers text-based Google AdWords ads that are relevant to the content of users'

email messages. It provides you with a lot of disk space for storing your messages and has proven very popular for people with multiple email addresses to centralize reading their email.

GMT

Greenwich Mean Time, often used as a standard time zone. In e-mail headers, you will often see references to the hours offset from GMT. For example, Eastern Standard Time is GMT minus 5 hours because of the 5 hour difference between Greenwich, England and the Eastern US. You can convert between times at <http://www.timezoneconverter.com/>

GMTA

Chat shorthand for "great minds think alike".

Goal Setting

Defining what it is you want to achieve. This is vital in order to set direction and create the life you desire. If you don't know what you want, how will you know when you have got there? Everyone, including Internet Marketers require goals in order to plan and grow their business. [Lama Recommends](#)

Google Account

A Google Account functions as a master Google login, made up of a single email address and password. You can create a Google Account to sign in to your Google services that support it, such as Google Groups, Gmail, and Froogle.

Google AdWords

Google's advertising program based on cost-per-click pricing. Very popular with Internet marketers as it allows you to very quickly drive traffic to your website in order to test a sales letter or response to your site. [Lama Recommends](#)

Google AdSense

Google AdSense delivers text-based Google AdWords ads that are relevant to the content of website pages - and Google pays web publishers for it. Google AdSense is for web publishers who want to make more revenue from advertising on their site while maintaining editorial quality. [Lama Recommends](#)

Gopher

A friendly menu system for exploring the Internet developed at the University of Minnesota. With the rise of HTML and the advancement of browsers, Gopher is rarely used these days.

GPF

General Protection Fault. The curse of Windows!

Grep

A unix search command that will search for matching text or a "regular expression" ([regexp](#)) in a file. It derives from the initial characters of Global Regular Expression Print.

H

Hacker

Originally, a hacker was a term of respect among computer designers, programmers, and engineers for those among them who created truly original and ingenious programs, devices, or sometimes very clever practical jokes.

Unfortunately, the current popular meaning of the term is to describe those who break into systems, destroy data, steal copyrighted software, and perform other destructive or illegal acts with computers and networks. [Lama Recommends](#)

Headers

Internet routing information located at the beginning of an email. This contains the senders name and email, the recipients name and email, IP address of both the sender and recipient and all additional routing information. [Lama Recommends](#)

Helen Farmer

Helen Farmer, Co-founder of Researchowl.com - Researchers who go out on a mission to find out the information you need. <http://www.researchowl.com>

Hit

In search terminology, every listing a search engine returns from a search is called a hit.

The term hit is also used to refer to calls on a web server, and it is much misunderstood. Technically, if a web page is called by a remote browser, and it includes three graphics, there are four hits on that server, one for the page, and one for each graphic. Many people and most 'hit counters' use the term hit to mean hits on the web page only, not the calls to graphics or other supporting files that come with the page. When someone quotes figures on hits, be aware that definitions and uses vary, and try to find out what definition was used in producing the figures.

Hoax

There are many hoaxes continually popping up on the nets. False viruses are the most common of these with names like "Join the Crew" or "PenPal Greetings", but there are many more themes that keep recurring. Appeals to charity or greed are common themes for a hoax, sometimes partially based in fact.

Home page

The web page which your browser shows when you first open it. Also refers to the main page of a web site which is reached by typing in the site's domain name, typically named index.html, index.htm, or index.php

Host

The computer where the files which make up one (or many) web sites are physically located. [Lama Recommends](#)

HTML

Hypertext Mark-up Language. HTML is not a programming language, but a way to format text by placing marks around the text so they can be used as web pages. For example HTML allows you to make a word bold by word etc. Early word processing programs used similar marks for the same reason - to show how the text should be displayed. [Lama Recommends](#)

HTML Format

A format used to create web pages also works to create rich text emails. Use this format to spice up your text with different fonts, sizes and colors. You'll also use this format to insert pictures and graphics into your email.

HTTP

HyperText Transfer Protocol. It is the main protocol used on the World Wide Web that enables linking to other web sites. Addressing to other web pages begins with "http://" and is followed by the domain name or IP address. See URL.

Hypertext

Text on a web page that links the user to another web page. The hypertext, or links will usually be a different color than the other text on the page and also usually underlined.

Hub

A device that connects the cables from computers and other devices such as printers in an ethernet local area network.

Traditionally, hubs are used for star topology networks, but they are often used with other configurations to make it easy to add and remove computers without bringing down the network. Smart hubs or switching hubs are often used to improve performance by managing traffic.

IM

Internet Marketing or Information Marketing. A way to make money (and potentially a LOT of money) from selling information. The human race have entered the information era, and people are willing to pay good money for information rather than spending time trying to find it themselves. There are a lot of people marketing information on the Internet, most of whom are doing it badly. There are a core group of experts who are consistently making seven figure incomes from selling nothing but information.

IMHO

Internet shorthand for In My Humble Opinion. Often used in chat and messages by people whose opinion is anything but humble. Sometimes more accurately rendered as IMNSHO (In My Not So Humble Opinion).

Impression

A single instance of an online advertisement being displayed.

Inbox

The container in your email program that your email is delivered to. You want to get your email into your subscribers inbox so that it is read – to do this you must avoid the spam filters!

IP Address

Every computer connected to the Internet is assigned a unique number known as an Internet Protocol (IP) address. Since these numbers are usually assigned in country-based blocks, an IP address can often be used to identify the country from which a computer is connecting to the Internet. This is how some websites appear to know where you live! However, they are usually going on the IP address of your ISP, which may not necessarily be the same.

ISP

Internet Service Provider. This is your connection to the Internet. You use an ISP to connect onto the Internet every time you log on.

J

Jason E Johns

Jason E. Johns is a successful Internet Marketer, Speaker, and Therapist running a thriving practice in Milton Keynes, England.

Through hypnosis, NLP and ancient wisdoms he works one on one with clients to help them transform their lives. Whether they want to lose weight, [stop smoking](#) or clear up psychological blocks stopping them from success, he will help them realise their dreams. Recently, after demand from his subscribers, he has started an [Internet coaching service](#) to help more people overcome their personal challenges and create their dream lives. He also offers a variety of free courses, books and [audio CD's](#), all of which can be found at <http://www.stateofhypnosis.com>.

Jason runs popular self development seminars including [Unlimited Confidence](#), [Success For Goal Setting](#), [Diet Free Diet](#) and many more. To find out more about his forthcoming seminars and to book your place, visit <http://www.thesanjoacademy.com>.

As well as his off-line activities, Jason has expanded his business on-line after demand from his subscribers and clients. He is passionate about success and helping people achieve their dream lives. To help with this, he has also created a number of Internet Marketing products including the [Info Product Success Guide](#), teaching you how to create your own information products

quickly and easily, and the [Success For Affiliate Managers](#) program showing you how to run your own affiliate program. To learn more about his unique approach to Internet Marketing, join his newsletter by sending an email to 10steps@stateofhypnosis.com and receive a FREE book telling you how to build your websites page rank.

Java

A programming language, developed by Sun Microsystems, used for small programs (applets) that are embedded in Web pages and that run when a user accesses the page or clicks on a certain area. If you have visited sites that play sounds, have animated figures trotting across the screen, or display scrolling text, you may have already seen Java. Due to a disagreement between Sun and Microsoft over licensing, Java code may not work properly on Internet Explorer.

Java script

JavaScript is a programming language used to add interactive features to web pages. The user's browser must accept the javascript. Some people turn this feature off in their browsers because of security concerns. JavaScript, Cascading Style Sheets(CSS) and versions of HTML from 4.0 upward are combined to make DHTML.

Joint Venture (JV)

A task a marketer undertakes with other business owners, to achieve a goal that's beneficial to both parties. In a JV you

approach someone with a large email list and they send your offer to their list in return for a commission for each sale.

If you are launching a new product then you want to get as many JV partners as you can in order to get your product launch in front of as many people as possible. [Lama Recommends](#)

John Taylor

John Taylor is a writer, a publisher and a marketing consultant. John's career has embraced a broad range of job functions across a number of industries. His early career focused on engineering and production and he later moved into general management. Although UK based, John has spent time working in North America, Europe, Africa and the Far East.

Over the past two years his work has become much more online focused and he has set up a number of internet based businesses.

John's first best selling product was "Testing & Tracking" (<http://www.Test-and-Track.com>) a special guide that provides insight into which parts of your sales process should be tested including precise details on how to test over twenty individual variables.

John is also the author of "Blog Traffic Secrets" (<http://www.Blog-Traffic-Secrets.com>) the definitive guide to driving traffic to a blog. John's latest release: "Hot Niche Topics Uncovered"

(<http://www.NicheEssentials.com>) outlines how to find in-demand niche markets in which to build a profitable publishing empire.

John Williams

John Williams is an Australian professional magician who wrote his first ebook, "Ezy Magic" about 4 years ago. He's written and edited quite a few on several subjects since then.

John says that almost anyone can amaze their friends and themselves doing Magic.

He also believes that everyone has at least one book in them and it's easier to successfully publish it themselves (if that's what they want to do) than ever, thanks to the Internet!

He calls 2006, The Year to Publish YOUR Book!".

Get more details at <http://www.ezyebook.com/> and <http://www.ezymagic.com/>

JPEG

Joint Photographic Experts Group. JPEG is a good format for image files with fine details (like photographs).

K

Karen Adams

Notable Internet Marketing newbie making a name for herself as a Master NLP, Hypnotherapy and Neurological Re-Patterning therapist. Her unique newly developed "Accelerated Integration" techniques are available both online and offline. Karen specializes in Performance and Results Coaching for top level athletes, business people, speakers and others who want to maximize their potential. Her websites are designed to provide information and resources for you to create alignment and bring incredible achievement to all aspects of your life. Karen is also a Protégé of Robert G Allen and Mark Victor Hansen's Enlightened Millionaire program.

www.FastForwardToOnlineProfits.com

Keyword

A word you might use to search for a Web site. For example, searching the Web for the keyword "Dictionary" or "Terms" might help you find this site.

As an Internet marketer, keywords are extremely important as you want targeted traffic to your site. Before creating any site you need to determine which keywords you want people to find your site with, and optimize your site for these keywords.

A good tool to find keywords is <http://www.goodkeywords.com/>

Keyword density

Keywords as a percentage of indexable text words.

[Lama Recommends](#)

Keyword research

The search for keywords related to your Web site, and the analysis of which ones yield the highest return on investment (ROI). This is vital for you because you need to know which keywords will bring you the most traffic and money.

If you have a Google AdSense site then keywords are very important to ensure you have the right adverts displayed and you make the most possible from each click.

L

Lama Kalla

Lama Kalla is a fearlessly curious woman who successfully owns and runs a small business in kitchen, bathroom and laundry renovations in Adelaide, Australia <http://www.kbl.com.au>

Lama is currently working towards obtaining her building supervisor's license, while at the same time studying for her marketing degree by correspondence.

In 2004, Lama started her internet journey part-time as she was fascinated by the concept of making money online.

Her first e-book "Women In Small Business – Setting Up Your Business Right The First Time", written specifically to help women successfully start, manage and grow their small business was released in late 2005

<http://www.WomenInSmallBusiness.com>

Frustrated by the way the internet marketing business is promoted online Lama wrote her second e-book "Intimate Confessions Of Internet Marketers – The Shocking Real Truth About Making Money Online", which is set to release in June 2006. "[Intimate Confessions Of Internet Marketers](#)" is based on case studies, extensive research and analysis that she has personally conducted.

Facts that have been given to her by those who are living the experience from fresh newbies, to internet experts who are profitably making money online, to top marketing gurus who are making millions are all revealed.

Lama has discovered and documented what every internet marketer **must know to achieve success online** while saving money, time and agony. <http://www.StopInternetMarketing.com>

Landing Page

A Web page often geared specifically for an offer from a marketing campaign. When the subscriber clicks to visit the page they don't have to read your entire site to find your offer, the landing page contains all the information they need and gives them a method to take action.

Link Checker

Tool used to check for broken hyperlinks.

Link popularity

A measure of the quantity and quality of sites that link to your site.

List (known by some as Campaign)

The list in your account is the storage of a particular sequence of messages along with a set database of subscribers that receive that sequence. Typically the list will also include its own broadcast feature so you can send messages to this list separate from all others. [Lama Recommends](#)

LOL

Acronym for Laughing Out Loud.

Lurk

To listen in to a mailing list, message base, chat room, or newsgroup without participating. Newcomers are encouraged to lurk for a while as they get the feel of things. The term "lurker" is sometimes used negatively to refer to people who take from discussions, but never give.

Lynx

A text-only web browser that was an early workhorse before the web gained its graphical face. It is still used extensively today by the visually impaired, people with limited systems, and those with slow connections who don't want to take the time to load graphics.

M

Mailing list

An e-mail address that is an alias for many e-mail addresses. Some mailing lists simply redirect mail sent to them to the list of recipients. Others are filtered by humans or programs of varying degrees of sophistication. Lists filtered by humans are said to be 'moderated'. It is often shortened in context to "list." This is also the people who receive your e-mail when you send it to such an address.

Manual Submission

Adding a URL to the search engines individually by hand.

Master Resale Rights

Allows one to sell resell rights of a product to other people as well as the basic resell rights itself of the product. These customers can in turn resell the same book to their customers.

[Lama Recommends.](#)

Meta tag

A type of HTML tag that contains information about the page content and the person/organization which owns it for the benefit of search engine spiders, not other (human) users. Whereas once these used to be highly relevant to your search engine ranking, nowadays they are not due to people employing spamming techniques for them. They are still noticed by the search engines, but do not contribute greatly to your ranking.

Meta tag generator

Tool that will output META tags based on input page information.

Moderator

At a forum, someone entrusted by the administrator to help discussions stay productive and within the guidelines. A moderator will monitor the discussion, remove spam and inappropriate posts and generally police the forum.

N

Navigation

A term used to describe the process of moving between web pages; to navigate – to move between web pages.

Netiquette

A contraction of the term Internet Etiquette. Netiquette refers to the conventions of politeness and interaction with other people on the Internet. For example, spamming forums, flaming, etc.

Newbie

[orig. from British public-school and military slang variant 'new boy']

Newbie is a word applied to someone who is new to the Internet, to a forum, or to a group. It generally implies that they have a lack of knowledge and are looking to learn. A person can be a respected regular in one forum, yet considered a newbie in another because they have just joined.

Newsgroups

A huge collection of topic groups or forums. Newsgroups can be unmoderated (anyone can post) or moderated (submissions are automatically directed to a moderator, who edits or filters and then posts the results). Some newsgroups have parallel mailing lists for Internet people with no Usenet access, with messages to the forum automatically propagated to the list and vice versa.

Newsletter

Another term for ezine, an electronic newsletter delivered by email to confirmed (opted in) subscribers. Every Internet marketer should have at least one newsletter (or ezine). For many ezine sounds a little amateurish, so they prefer to refer to their ezine as a newsletter because it sounds more professional. However, they are essentially the same thing.

O

Open Content

Information or other data which is made freely available by the copyright owner under the terms of a license which defines the allowed uses and distribution of the material.

Open Rate

When sending an HTML email it's possible to track the number of times the email has been opened, known as open rate. Open rate can not be tracked when sending plain text emails. This can be useful so you know how many people are actually reading your ezines.

Open Source Software

Software where the developer makes the original source code freely available to anyone that might want to read, use, enhance or change it. Open Source Software is subject to license terms specified by the developer which require that any software based on it must also be made freely available and carry an acknowledgement of the original developer and their license terms.

Opt-in email

Email that is explicitly requested by the recipient.

Outbound link

A link to another web site outside of your own.

P

Pacific Time

Pacific time is the U.S. time zone in which the Google headquarters in California, U.S., is located. AdWords campaign statistics, reports are based on Pacific Time. Dates and times listed in your account will refer to Pacific Standard Time (PST) or Pacific Daylight Time (PDT), depending on the time of year. PST and PDT are one hour apart

Page

1. (verb) To call somebody electronically. With telephone service, when you page someone, that person's pager activates and sounds an alarm. With the Internet, a page is usually a call to chat, and will pop up a window on the recipient's desktop.

2. (noun) A document displayed on the web. A page may consist of a single screen or multiple screens reached by scrolling down or to the right.

Page view

Request to load a single HTML page.

Password

A secret string of characters which identify an authorized user when they try to log into a system or web location.

[Lama Recommends](#)

Pay-per-click (PPC)

The pricing structure used by some online services to charge an advertiser each time a user clicks on the advertiser's ad. The amount is usually set by the advertiser, not by the channel. Also called cost-per-click (CPC).

PDF

Portable Document Format. A file format developed by the Adobe Corporation and based on their Postscript document-description language which allows consistent viewing and printing of digital documents with the fonts, images and layout on any computer system. [Lama Recommends](#)

Personalization

Sending an email that contains the recipient's personal information making it look the email was sent to only them. The most common personalization is by using the recipients name to open the email however; far more personalization variables are available.

Personalizing the email makes the recipient feel that you are writing to them personally, which increases your click through rate, open rate and conversation rate. Whenever you capture email addresses, always, if possible, capture their first name too for this very purpose.

Pixel

One dot on a computer or TV screen. Today's least expensive monitors typically are 640 pixels wide and 480 pixels high. Larger and more expensive monitors range up to 1600 x 1200 pixels and special purpose monitors may go much higher than that.

Plain Text Format

An email written in only text with no formatting of any kind. Often the best format to send for highest email inbox deliverability.

Pod-casting

A form of audio broadcasting using the Internet, podcasting takes its name from a combination of "iPod" and broadcasting. iPod is the immensely popular digital audio player made by Apple computer, but podcasting does not actually require the use of an iPod.

Podcasting involves making one or more audio files available as "enclosures" in an *RSS* feed. A pod-caster creates a list of music, and/or other sound files (such as recorded poetry, or "talk radio" material) and makes that list available in the *RSS* 2.0 format. The list can then be obtained by other people using various podcast "retriever" software which read the feed and makes the audio files available to digital audio devices (including, but not limited to iPods) where users may then listen to them at their convenience.

POP

"Post Office Protocol" a protocol used to get email from a remote server to a local email client over a TCP/IP connection.

Pop-under ad

An ad that displays in a new browser window behind the current browser window.

Pop-up ad

An ad that displays in a new browser window.

Both pop up and pop under ads are losing their popularity since they were hijacked by spam sites. There are a plethora of toolbars and utilities available to block pop up/under ads now, which have made them less useful. Google Adwords will not allow any pages with pop up or pop under adverts to be advertised.

You can now find software that makes pop up windows through javascript that are part of the webpage rather than a separate window. These are not blocked by pop up blockers and are now favored by Internet marketers.

Postmaster

The administrator of a mail server. Any domain that supports SMTP protocol is required to have a valid postmaster email address, postmaster@example.com.

Posting

A message which is submitted or 'posted' to an online forum or other discussion medium. (distinguished from e-mail in that it is not sent from one person directly to another).

Private Label Rights

Private label rights allow you to make another author's work yours by changing its content.

That can vary from writing an introduction paragraph or editing the title to completely modifying it any way you want and add your name to it as the creator (with or without the condition that you HAVE to modify the content).

Anything allowing you to change the content (except branding an affiliate link) is called Private Label Rights.

Q

Query

Asking a question of a database. You query a database when you send it a request for information. It returns the information from the database that matches your query criteria.

Queue

A backup of packets or messages waiting for processing.

A line at the post office or bank that is only ever there when you are in a hurry.

R

Reg Charie

I have been a lot of things in past lives, in a few different countries, some as "sidelines" to my regular job, some as full time income sources.

In 1994, at the tender age of 53, I had to make a difficult choice. Health issues were rearing their ugly heads and I knew I could not continue to operate my marine repair business. I had to find something that would replace it, and as I had been a computer user since about 1984, I chose to explore that avenue as a full time venture.

RBC did a bit of everything. In home service, computer repair, web design, networking, if it was computer related, I did it. Part of this process was [web design](#) and I invested in professional software to help in my efforts.

To support my web design services, and given the problems one can encounter with service providers, I set up a hosting service by leasing a server and subdividing it for clients.

After 2 of these smaller servers, we have grown to a fully managed, co-located which we offer under our [Zero Grief Hosting](#) brand.

You probably noticed that I switched from "I" to "we".

This is because DotCom-Productions went from being a sole proprietorship to taking on some [Joint Venture partners](#).

Making a living online is not just developing your primary business but is also developing a stream of residual incomes.

What I do is similar to what you see in affiliate programs but more intensive as the products are usually found outside the normal affiliate sales community.

I also offer sales of affiliate products and services that have proved useful to me in my quest.

Reciprocal links

Links between two sites, often based on an agreement by the site owners to exchange links. There are a number of companies and websites helping people to trade reciprocal links. Search on your favourite search engine for “link exchange” and you will find these services.

You can also create link exchanges by searching for “YOUR KEYWORD add url” or “YOUR KEYWORD add link” where you replace YOUR KEYWORD with the major keyword of your web site. Through this you will find link directories where you can swap links.

Reciprocal links are useful to an Internet marketer because it allows you to build up your search engine ranking. Search engines see these links and assume your site is popular. You want as many links to your site as possible, ideally from sites that are related to your own site topic.

Reprint rights

Reprint rights are the rights to re-distribute a work of another author that already has been published.

Resell Rights

Resell rights allow one to resell another author's product and keep 100% of the profits, without paying any royalties. This is a useful way to get yourself started in business online without spending the time and money in creating your own product.

Robot

(Or "crawler", "spider"). A program that automatically explores the Internet by retrieving a web page and then retrieving some or all the documents to which it links, and then repeating the process on each new page it finds.

ROFL, ROTFL, ROTFLMAO, ROTFLMAOSTC

Chat shorthand for Rolling On the Floor Laughing. Commonly used in chat or messages to signify mirth in response to another's comment. Often expanded to ROTFLMAO (...Laughing My Aft Off). The latest expansion (STC) is ...Scaring The Cat. There are many variants.

ROI (Return On Investment)

The amount of gain or loss on a particular investment. If you invest \$100 to make a \$1000 you have a positive ROI.

RSS

Rich Site Summary or RDF Site Summary or Real Simple Syndication. A standard protocol for sharing of content such as news articles and very popular with bloggers. RSS "feeds" are sources of information in RSS format and RSS "readers" are programs or scripts which read RSS feeds and display their content.

S

Script

A script is a type of programming language that can be used to fetch and display Web pages. There are many kinds and uses of scripts on the Web. They can be used to create all or part of a page, and communicate with searchable databases. Forms (boxes) and many interactive links, which respond differently depending on what you enter, all require some kind of script language. When you find a question mark (?) in the URL of a page, some kind of script command was used in generating and/or delivering that page. Most search engine spiders are instructed not to crawl pages from scripts, although it is usually technically possible for them to do so.

Scroll (DOWN, UP, LEFT, RIGHT)

Moving up or down within a document in your screen. Use scroll bar at right. Click on arrow down or arrow up. Drag the scroll button down or up. Or click on the page up or page down icons at the bottom of the bar. If you need to scroll left or right, use the scroll bar at the bottom.

Search Engine

A publicly accessible site where people can browse information on any topic or question they like gathered by the Search Engine provider who uses special 'bots' to roam the Internet collecting the information.

Some search engines gather their results directly from the Internet and some also get some of their information from other search engines and directories. Some use human inspectors to manually approve material for their database while others mostly use proprietary software.

Think of the Search Engines as Internet “phone books”. They are directories listing websites. Ideally, you want to be listed in the first couple of pages of any search engine for your chosen keywords so that people will find you and spend money on your products.

As an Internet marketer, you really only want to concern yourself with Google, Yahoo, MSN and DMOZ, as most of the smaller search engines get their results from here.

Search Engine Submission

The act of supplying a URL to a search engine in an attempt to make a search engine aware of a site or page.

Many search engines provide a manual submission form, though the wise Internet marketer will not use these. It is much better for your website to be found organically through links from other sites.

A good way of doing this is to get a link to your website from another site with a high pager rank (at least a PR5). This will get you listed very quickly in the search engines.

SEO

Search Engine Optimization. Designing web pages with the goal of attaining high ranking listings in your results from search engine queries by potential customers.

This is a complex and involved subject that can cost you a lot of money to hire a professional to do for you. You can do it yourself if you choose to though, but be prepared to do the work.

Good SEO is a combination of keywords, fresh content and backlinks. [Lama Recommends](#)

Server, Web server

A computer running that software, assigned an IP address, and connected to the Internet so that it can provide documents via the Internet. Also called a host computer. Web servers are the closest equivalent to what in the print world is called the "publisher" of a print document. An important difference is that most print publishers carefully edit the content and quality of their publications in an effort to market them and future publications. This convention is not required in the Web world, where anyone can be a publisher; careful evaluation of Web pages is therefore mandatory. Also called a "Host".

[Lama Recommends](#)

Shareware

Software that is offered for free download in hopes that the user will decide to keep it and pay a fee for it after trying it out.

Sig File

Signature File - A short block of text at the end of a message identifying the sender and providing additional information about them. This will usually contain a link back to the author's website.

Site

A place on the Internet. Every web page has a specific location which is its site with an address usually beginning with "http://"

Site Search

Search functionality specific to one site.

Shopping Cart

Software used to make a site's product catalogue available for online ordering, whereby visitors may select, view, add/delete, and purchase merchandise.

Spam

Although this term is used in general to mean any message that nobody wants, it applies specifically to commercial messages posted across a large number of newsgroups. The label 'spam' applies especially when the post contains nothing of specific interest to the newsgroup participants.

An increasing number of people also receive spam via e-mail. This electronic form of direct mail advertising is more insidious than the traditional (snail mail) form because there is virtually no cost to the advertiser. For some people, being buried under

hundreds of spam messages each day has become all-too-real and problematic. [Lama Recommends](#)

Spiders

Computer robot programs, referred to sometimes as "crawlers" or "knowledge-bots" or "knowbots" that are used by search engines to roam the World Wide Web via the Internet, visit sites and databases, and keep the search engine database of web pages up to date. They obtain new pages, update known pages, and delete obsolete ones. Their findings are then integrated into the "home" database.

Most large search engines operate several robots all the time. Even so, the Web is so enormous that it can take months for spiders to cover it, resulting in a certain degree of "out-of-datedness" (link rot) in all the search engines.

Sponsor (of a Web page or site)

Many Web pages have organizations, businesses, institutions like universities or nonprofit foundations, or other interests which "sponsor" the page. Frequently you can find a link titled "Sponsors" or an "About us" link explaining who or what (if anyone) is sponsoring the page. Sometimes the advertisers on the page (banner ads, links, buttons to sites that sell or promote something) are "sponsors."

WHY is this important? Sponsors and the funding they provide may, or may not, influence what can be said on the page or site - can bias what you find, by excluding some opposing viewpoint

or causing some other imbalanced information. The site is not bad because of sponsors, but you they should alert you to the need to evaluate a page or site very carefully.

Spyware

Software planted on your system to capture and reveal information to someone outside your system. It can do such things as capture your keystrokes while typing passwords, read and track your e-mail, record what sites you visit, pass along credit card numbers and so on. It can be planted by Trojan horses or viruses, installed as part of freeware or shareware programs you download and run, installed by an employer to track your computer usage, or even planted by advertising agencies to assist in feeding you targeted ads.

[Lama Recommends](#)

Stemming

In keyword searching, word endings are automatically removed (*lines* becomes *line*); searches are performed on the stem + common endings (*line* or *lines* retrieves *line*, *lines*, *line's*, *lines'*, *lining*, *lined*). Not very common as a practice, and not always disclosed. Can usually be avoided by placing a term in " ".

Streaming Audio/Streaming Video

Technologies which permit listening and watching continuously as the signal is transferred to your system from a remote web site. It requires a high degree of compression to transfer audio or video (or both) at 28.8 Kbps or 14.4 Kbps speeds and still retain quality music and non-jerky video. If stereo sound is desired,

there is a trade-off in the sound quality. These technologies are continually improving and the sound and video sampling and compression techniques are getting better. Faster connection speeds are needed to improve quality substantially, and the speed must be maintained over the entire path between the transmitting and receiving systems. The systems generally use a few seconds buffering, but signal slowdowns or interruptions longer than that break the flow. [Lama Recommends](#)

Sub-searching

Ability to search only within the results of a previous search. Enables you to refine search results, in effect making the computer "read" the search results for you selecting documents with terms you sub-search on.

T

TCP/IP

(Transmission Control Protocol/Internet Protocol) -- This is the suite of protocols that defines the Internet. Originally designed for the UNIX operating system, TCP/IP software is now available for every major kind of computer operating system. Every computer connected to the Internet as an IP Address.

An IP Address is a physical address of a computer compared to a web address (URL) that is a pointer to a physical address. You can connect to a website via both an IP Address and a URL.

Telnet

Internet service allowing one computer to log onto another to perform administration tasks. As an Internet marketer you are not likely to use Telnet unless you are directly connecting to Unix computers. This gives you a command line interface which you will not generally have to use.

Text Ad

Concise, action-oriented copy that links to your website. Also known as a sponsored link.

Title (of a document)

The official title of a document from the "meta" field called title. The text of this meta title field may or may not also occur in the visible body of the document. It is what appears in the top bar of

the window when you display the document and it is the title that appears in search engine results. The "meta" field called title is not mandatory in HTML coding. Sometimes you retrieve a document with "No Title" as its supposed title; this is caused when the meta-title field is left blank.

Thank-you page

The redirect page a person is taken to after they submit their information to your form. Typically this page thanks the subscriber and tells them what to do next.

Thesaurus

In some search tools, the terms you choose to search on can lead you to other terms you may not have thought of. Different search tools have different ways of presenting this information, sometimes with suggested words you may choose among and sometimes automatically. The terms are based on the terms in the results of your search, not on some dictionary-like thesaurus.

Thread

Common abbreviation of `topic thread', a more or less continuous chain of messages on a single topic. To `follow a thread' is to read a series of forum messages sharing a common subject or (more correctly) which are connected by reference headers

A thread also refers to an instance of processing within your CPU, i.e. multi-threading applications.

Title Tag

HTML tag used to define the text in the top line of a Web browser, also used by many search engines as the title of search listings.

Two Tier Affiliate Program

Affiliate program structure whereby affiliates earn commissions on their sales as well as sales of people they refer to the affiliate program.

U

Unique visitors

Individuals who have visited a web site at least once in or during a fixed time frame.

This is useful for you to know so you can understand how many different visitors you are having to your web site

Upload

The process of transferring information from your computer to another computer or a web site through the Internet.

Typically FTP is used to do this, though you can often use a HTTP based uploader such as the file manager within CPANEL on your webhost.

URI

Universal Resource Identifier. A standardized method of identifying and locating resources which includes Uniform Resource Names (URN) and Uniform Resource Locators (URL). The system is only partly implemented today, but when fully implemented, when a URN is requested, it will be systematically matched with a set of URLs for the resource to find the best available route to the resource.

URL

Uniform Resource Locator. It's the address of each web site. It usually begins with "http://"

URN

Uniform Resource Name. A standardized name for a persistent, location-independent, resource identifier. As conceived, when the system is implemented, you will be able to link to a resource by URN without specifying its location.

USENET

A world-wide system of discussion groups, with comments passed among hundreds of thousands of machines. Not all USENET machines are on the *Internet*. USENET is completely decentralized, with over 10,000 discussion areas, called *newsgroups*.

User ID

This is the unique identifier (like your logon name) that you use to identify yourself on a computer. You probably typed your User ID (and password) when you logged onto the Internet today.

V

Viral Marketing

Any strategy that works to encourage other people to pass along a marketing message to others with potential for explosive growth in the reach, exposure and influence of the message.

As an Internet marketer, you want to use viral marketing to popularize your website and drive traffic to it. Viral marketing tools include ebooks, software programs and videos. You can either create them yourself or get someone else to do so.

Virtual Private Network (VPN)

A private network within a public network, usually on the Internet. Privacy for the virtual network is achieved through encryption and provides a less expensive option than using dedicated lines.

Virtual Reality

A computer simulation of a real 3-dimensional world, often supplemented by sound effects. One early example allowed you to drive through a city, turn at any street intersection, and see what you would see out of a car window. Another let you learn a ship's layout by moving throughout all of its decks. Modern games let you fly an airplane or spaceship in combat or explore a dungeon and kill its monsters. Educational applications let you learn through experience for many types of simulated tasks or interact with professors and class members at a distance.

Virus

A destructive program that has the ability to reproduce itself and infect other programs or disks. Typically a virus will not show itself immediately, but will add itself to programs and disks to spread itself widely on many computers before it is triggered into its destructive phase. The best defense is to run anti-virus software and use it on all new software and disks introduced to your system. Anti-virus software should be updated monthly.

[Lama Recommends](#)

W

WAN

Wide Area Network. A network that covers a wide area, typically used by companies to connect sites together.

WAP

Wireless Application Protocol. A protocol used with small handheld devices with small file sizes, such as PDA's and mobile phones.

Web Browser

A software application that allows for the browsing of the World Wide Web such as Opera, Internet Explorer or Mozilla.

Web Design

The selection and coordination of available components to create the layout and structure of a Web page. [Lama Recommends](#)

Web Directory

Organized, categorized listings of Web sites, such as Google, MSN, Yahoo and many more.

Web Form

A form located on a web page making it possible for someone to fill it out and begin the opt-in subscription process.

Web hosting

The business of providing the storage, connectivity, and services necessary to serve files for a website. [Lama Recommends](#)

Web ring

A means for navigating a group of related sites primarily by going forward and backward.

Web site

The web pages and multimedia files etc are located at a domain.

Web site traffic

The amount of visitors and visits a Web site receives.

Will Edwards

Born in Liverpool, England. Will went to school in Bootle; and was a member of The Church Youth Group called Spectrum. This was the after-church meeting for young people on Sunday evenings.

When he got to the age of twenty, Will thought he might be a pop-star and become a Blue-Coat at Pontins, where he met his first wife.

The marriage eventually fell apart and for a period of about ten years, Will had to raise his kids, Fay and Mark

It was during that time that he met his wife Ellie who is the light of his life.

After pursuing his first career in IT for over thirty years, Will decided upon a complete change of direction; and feels this change of career is his true calling. Will believes that doing this work is what will bring me the greatest satisfaction in life.

In addition to founding White Dove Books, he is busy with a small number of other internet projects including The Rich Jerk's Apprentice Blog, teaching and developing Professional Development training courses & run Personal Development Workshops.

White Dove Books <http://www.whitedovebooks.co.uk>

The Rich Jerk's Apprentice

<http://richjerk-apprentice.blogspot.com/>

Word Wrap

The process of hitting a "return" or "enter" at the end of your typed sentences. This helps to keep your paragraphs in line and will also keep your emails formatted appropriately for easy reading by recipients

World Wide Web (WWW)

The World Wide Web is an Internet protocol that makes use of the HTML, hypertext, and hypermedia to create pages with links to other pages. WWW pages can include graphics, audio, and video as well as text.

Worm

A self-replicating program that reproduces itself over a network. The most famous worm is the one created by Robert Morris at Cornell that shut down many unix computers on the Internet in 1988. Currently making the rounds is a Windows worm named happy99.exe (or Trojan-Happy99 or I-Worm.Happy) that masquerades as a fireworks show, replaces your wsock32.dll file, and sends copies of itself along with e-mail or news messages you post.

WYSIWYG

Acronym for "What You See Is What You Get". The term applies to word processors and web page development software where you manipulate text and images directly without writing codes (such as HTML or dot codes) for each attribute.

[Lama Recommends](#)

X

XHTML

A variant of HTML stands for Extensible Hypertext Markup Language is a hybrid between HTML and XML that is more universally acceptable in Web pages and search engines than XML.

XML

Extensible Markup Language, a dilution for Web page use of SGML (Standard General Markup Language), which is not readily viewable in ordinary browsers and is difficult to apply to Web pages. XML is very useful (among other things) for pages emerging from databases and other applications where parts of the page are standardized and must reappear many times.

Z

Zip

A method of file compression originally used with MSDOS and a file extension for files which are zip compressed.

I hope you have enjoyed your free copy of “The Internet Marketing Glossary”. If you have any comments, suggestions or recommendations, please send an email to lama@womeninsmallbusiness.com

Thank you again for your time.

Warmest Regards,



Lama Kalla

<http://www.LamaKalla.com>

<http://www.WomenInSmallBusiness.com>

<http://www.StopInternetMarketing.com>

