Digital Marketing Encyclopedia

All the most important digital marketing terms

We created this digital marketing encyclopedia as a resource for our clients, potential clients, partners, and anyone else who cares about digital marketing topics. Our focus is on search engine marketing, PPC, SEO, and other areas of digital marketing, and we hope you find it useful.

- 301 Redirect
- 404 Error Message
- +1 Button
- Accelerated Ad Delivery
- AdWords
- Ad Network
- Ad Impression
- Ad Rank
- Attribution Model
- A/B Test
- Backlink
- Behavior Flow Report
- Bing Ads Accredited Professional
- Bounce Rate
- Branded Keywords
- Branding
- CAN-Spam Act
- Click-Through-Rate
- Contextual Targeting

- Conversion
- Conversion Optimizer
- Conversion Rate Optimization
- Cost Per Impression
- Customer Buying Cycle
- Custom Report
- Digital Public Relations
- Dynamic Search Ads
- Enhanced Campaigns
- Enhanced CPC
- Facebook Edge Rank
- First-Click Attribution
- Flexible Bid Strategies
- Flexible Conversion Counting
- Frequency Capping
- Google AdWords Certified Partner
- Google AdWords Individual Qualification
- Google Analytics
- Google Analytics Individual Qualification
- Google Display Network
- Google Keyword Planner
- Google Trends
- Google Trusted Photographer

- Google Panda
- Google Penguin
- Google+
- Google+ Local
- Graceful Degradation
- Impression Share Report
- Key Performance Indicator (KPI)
- Keywords
- Keyword Match Type
- Keyword Research
- Knowledge Graph
- Landing Page
- Last-Click Attribution
- Link Bait
- Link Building

- Link Schemes
- Negative Keywords
- Off-site SEO
- On-site SEO
- Organic Traffic
- Paid Traffic
- Pay-for-Performance SEM
- Product Listing Ad
- Pay-Per-Click PPC
- Quality Score
- Reciprocal Linking
- Remarketing
- Report Filters
- Search Engine Marketing
- Search Engine Optimization
- Search Engine Results Page (SERP)
- Search Lost IS (Budget)
- Search Lost IS (Rank)
- Search Query
- Semantic Targeting
- Session
- Sitewides
- Snippet
- Syntactic Targeting
- Tailored Audiences
- Time Shifting
- Traffic Sources
- TrueView Ads
- View-through Conversions

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