



## Web Glossary for Industrial Marketers

At Market Pipeline we do a lot of presentations and Executive Briefings for business owners, VPs of Marketing, etc. Market Pipeline's challenge has always been to disseminate critical information about web marketing and this newest channel to market for industrial marketers...the World Wide Web.

We all know that the web is constantly changing. New opportunities to promote just about anything, including industrial products and services, pop up daily on the web. We do our very best to communicate these opportunities during our presentations and seminars. Many of the terms that we might use during these briefings we attempt to explain, but it is always a challenge in the interest of time.

Therefore we publish and update this brief glossary to supplement our briefings and hopefully make many of these new media marketing concepts more understandable for industrial marketers.

Enjoy!

- **Open source software vs. proprietary software:** Open source software is public domain software provided free to users under an open source license, which does carry a variety of restrictions. Proprietary software is like Microsoft's Office or Vista where users pay for licenses. Much of the Web has been built using open source software.
- **Platform:** Market Pipeline strives to develop a "platform" that allows your company to easily harness the amazing power of the Web to manage your sales and marketing cycles.

We attempt to keep your Web site simple to manage. We attempt to give you a "platform" that is easy to manage and update.

Market Pipeline also provides a "platform" that helps extend your companies' online brand and manage new technologies ...so you do not have to worry about your Web presence or the next "big thing" that may disrupt your Web based marketing message.

We like Seth Godin's comments about "platform", "A platform you can use to build your own audience, one that you can nurture, educate and ultimately convert. You'll take care of this audience differently, measure them differently and have a different sales cycle. This isn't natural, but it works."

Market Pipeline also extends this "platform" that may include a Web-based customer resource management (CRM) application that we can "bolt-on" to your new, lead-generating, business tool...your Web site.

- **CRM: Customer Relationship Management.** Most medium to large companies have back office accounting systems (sometime call ERP or enterprise resource planning) and many have CRM modules to help customer service, sales and marketing track interactions with customers. For the most part, these modules have been less than exciting and useful. Many times companies that

implement robust ERP systems do not use the CRM modules because they tend not to be used by sales and marketing and often considered “clunky”.

Web-based CRM systems are changing the perception of less than perfect CRM modules. These newer CRM applications are much easier to implement, many times lower the lifetime costs of a robust CRM, have much better implementation rates and easily “bolt on” to Web sites to manage new found leads. Web based CRM systems such as Salesforce.com, Microsoft Dynamics, etc. are changing the market place and making it much easier for smaller companies to garner massive ROIs on implementation.

- **Online brand:** Building a quality Web site that is highly visible to the search engines for your specific products and services with a concise and consistent message that is easy to “get.” (“I get it, I like it, I will buy it, or I will contact them”!) and easy to act on. THEN...extending that brand or message throughout the Web in as many Web venues as possible.

New venues to promote your product or service pop up daily on the Web. Market Pipeline has staff that scourer the Web constantly, keeping new venues such as Twitter and Facebook on their radar screens. Market Pipeline will determine if these Web-based venues might prove valuable to extend your companies’ online brand.

- **Content Management System (CMS):** Sometimes called Web content management system (WCMS). Software used to create and manage content on your Web site with relative ease of use. Market Pipeline has developed our own Content Management System from open source code and we have modified each module and update each of your modules on a yearly basis to stay current with programming languages and also to provide the latest enhancements and features.

Have an easy to use Content Management System gives your marketing department control over critical Web-based content that needs to stay current, improving visibility with the search engines.

- **Web-based press releases:** Software that provides news monitoring, press release distribution, media lists and analytics to help PR pros communicate with the media and the public. A Web-based press release goes directly to a Web user interested in a specific topic and not through traditional media outlets such newspapers, trade journals, etc.

Market Pipeline recommends industrial marketers take advantage of this inexpensive and valuable channel to prospects interested in your products or services. Market Pipeline uses such “online news release distribution” services as [www.prweb.com](http://www.prweb.com) or [www.businesswire.com](http://www.businesswire.com).

- **Meta tags:** Elements of HTML, the programming language that makes your browser display the pages you see on the Web. Meta elements can be used to specify page description and important keywords relevant to your Web pages subject matter. Google used to weight meta tags for page rank on the search engine return page. Recently, however, Google tends to weight the actual content of your Web page more than the meta tags. The description meta tag can be important as this is the text or content that will show up in the search engine return page when your page is returned. For example, if you type in “kalamazoo Web development”, Google will return the following impression based on the description meta tag (which we inserted into the HTML code), “Market Pipeline is a professional Kalamazoo Web design company that specializes in...” This is the description that we want to share with the world as opposed to Google randomly displaying content that does not communicate the proper marketing message.
- **RSS feeds:** Real Simple Syndication or Rich Site Summary. A family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.

For example, a pipes, valves and fittings (PVF) distributor can easily insert “feeds” into his Web site from industry related Web sites (i.e. trade journals) or from metal commodity Web sites, enhancing thematic content for improved visibility with the search engines.

- **Social Media:** Is online content created by people using highly accessible and scalable publishing technologies. Social media is a shift in how people discover, read and share news, information and content; it supports the human need for social interaction with technology, transforming broadcast media monologues (one to many) into social media dialogues (many to many). Market Pipeline believes many of these Web based social venues can be valuable for our own customers to extend their online marketing brand/message.
- **LinkedIn.com:** Is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. As of July 2009, it had more than 43 million registered users, spanning 170 industries. At Market Pipeline we refer to LinkedIn as an “online Rotary Club.”
- **Squidoo.com:** Squidoo is a community Web site based in New York that allows users to create pages (called *lenses*) for subjects of interest. Lenses are interactive, and can contain Flickr photos, Google maps, blogs, eBay auctions, YouTube videos, and other links. Squidoo is in the top 500 most visited sites in the world, and in the top 200 most viewed in the United States. It has donated hundreds of millions of dollars to charity and was started by well know marketing guru, Seth Godin.

For example, let us say that your company is a leading fluid power distributor in a specific region. However, one of your specialties is developing custom manifolds to improve the efficiency of your customers’ fluid power applications. This capability is an important difference between your company and other fluid power distributors in the region. You need to develop content for your own Web site that will feature “custom designed manifolds for fluid power applications” for the search engines. At the same time extend your online brand by developing the same content on a “lenses” page at Squidoo.com.

- **Twitter:** Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter Web site, Short Message Service (SMS) or external applications. While the service itself costs nothing to use, accessing it through SMS may incur phone service provider fees.

Google announced in December of 2009 that *tweets* from social networking sites such as Twitter and others will be presented in Google search engine return results. This is a big development for B2B marketers. This reminds us, at Market Pipeline, of the 90s when B2B companies were forced by Google to build their Web pages to be search engine friendly.

- **Web 2.0:** Refers to the second generation of Web development and Web design. It is characterized as facilitating communication, information sharing, interoperability, user-centered design and collaboration on the World Wide Web. It has led to the development and evolution of Web-based communities, hosted services, and Web applications. Examples include social-networking sites, video-sharing sites, wikis, blogs, etc.
- **W3C compliant:** The World Wide Web Consortium (W3C) is the main international standards organization for the World Wide Web. W3C was created to ensure compatibility and agreement among industry members in the adoption of new standards. Market Pipeline builds all of their sites to W3C standards so that handicapped Web users can access the content using software

designed to read W3C content. Market Pipeline also builds to W3C standards to improve visibility for the search engines. W3C compliance forces all the information on the page to be accessible, favoring your content on the search engine return pages. (SERP)

- **SEO/Website Analysis Report:** A sophisticated Web-based service Market Pipeline uses to test accessibility, SEO visibility, spelling, quality of code, W3C compliance and over 30 other tests. A quality built Web site is the basic foundation of a successful Web strategy. This report is designed so that both the non-technical and technical staff can easily identify issues that are hindering your Web site from performing better with the search engines.
- **Organic search:** Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to paid advertising. In contrast, non-organic search results may include pay per click (PPC) advertising.
- **Pay per Click:** Pay per click (PPC) is an Internet advertising model used on Web sites, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Google's AdWords is the most popular PPC click model where advertisers bid on the top positions in hopes of gaining "click-throughs" to their Web sites.
- **Click-through Rate (CTR):** Click-through rate is a way of measuring the success of an online advertising campaign. A CTR is obtained by dividing the number of users who clicked on an ad on a Web page by the number of times the ad was delivered (impressions). For example, if a banner ad was delivered 100 times (impressions delivered) and one person clicked on it (clicks recorded), then the resulting CTR would be 1 percent.
- **Google Analytics:** Google Analytics (GA) is a free service offered by Google that generates detailed statistics about the visitors to a Web site. Its main highlight is that the product is aimed at marketers as opposed to Webmasters and technologists from which the industry of Web analytics originally grew. Used effectively, it is a marketer's "dream" as it delivers valuable information about your customer's habits, location, demographics, etc.
- **Bounce rate:** Bounce rate is a term used in Web site traffic analysis. It essentially represents the percentage of initial visitors to a site who "bounce" away to a different site, rather than continue on to other pages within the same site. This is one of the metrics that Google Analytics measures on your Web site. A high bounce rate indicates that there is something negative on a specific Web page that forces a Web user to move on quickly.
- **Universal Search:** In May 2007 Google introduced "Universal Search" where Google's crawlers would blend listings from its news, images, video, book search, local listings and then present the most relevant information to the Web user in the search engine return page. (SERP). This is a major engineering feat as Google previously housed all their data in disparate databases resulting in slower searches. This is also significant for a marketer who can easily demonstrate a clear differentiator using video. Google will index or catalog your video for placement in the search engine return page IF you place the proper keyword phrase in the file name of that video.
- **Landing page:** A specific page on your Web site that is optimized to feature specific keywords or phrases for indexing by search engines. This allows your Web site's pages to be highly visible for your specific products and services.
- **Mobile Web site:** A separate Web site designed specifically for a cell phone, PDA or smart phone. The total number of mobile Web users grew past the total number of PC based internet users for the first time in 2008 (source: Tomi Ahonen Almanac 2009).

- **Ezine:** An online magazine that shares some features with a blog and with online newspapers. Industry related ezines are a great way to generate inbound traffic to your Web site.

*Many of these definitions come from [www.wikipedia.com](http://www.wikipedia.com) , an online encyclopedia that anyone can edit and provides a valuable, open source, reference tool.*

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