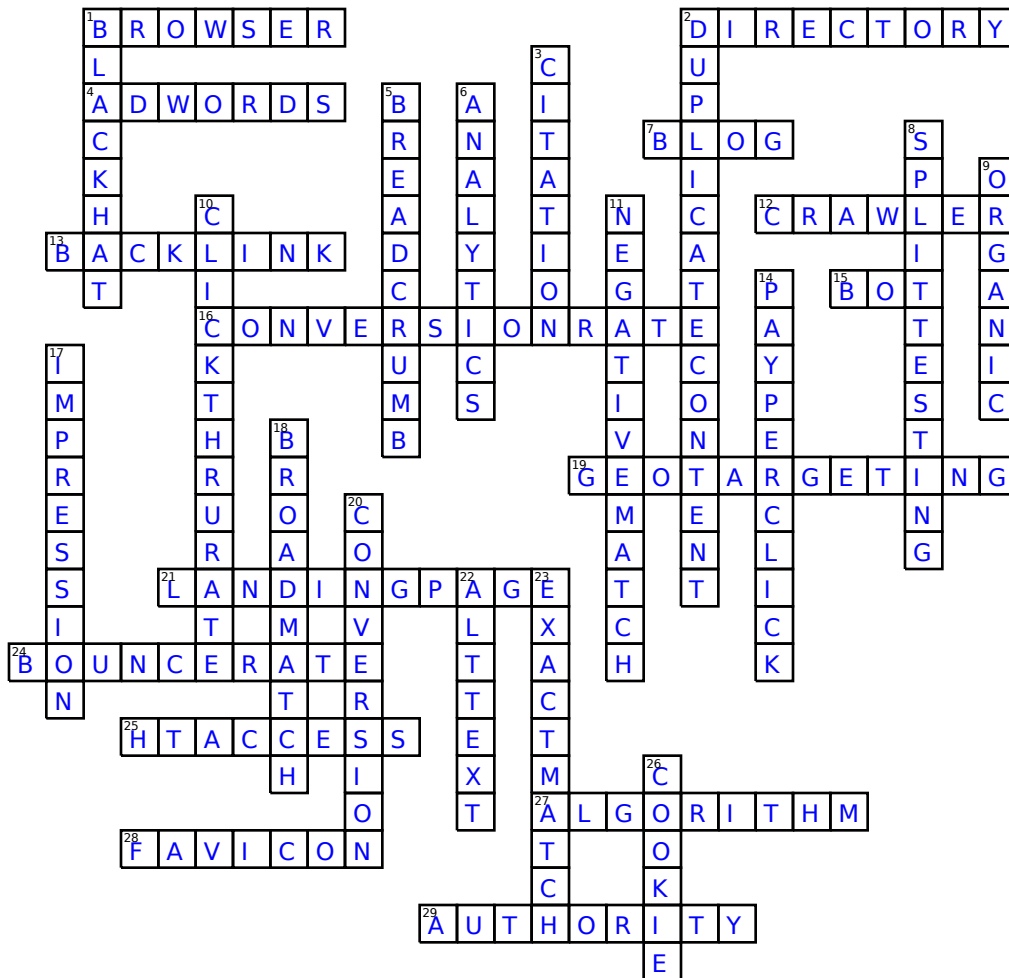


Search Marketing Buzzwords

WebRanking



Across

- 1 another word for Chrome, IE, Firefox and Safari
- 2 Yahoo was originally this type of website
- 4 Google's ppc advertisement program
- 7 presents content in a chronological order
- 12 another name for a web bot or spider
- 13 any link to a page or site from another site or page
- 15 a web robot that crawls website content
- 16 percentage of visitors who take a specific action on your website
- 19 targeting ads to a particular geographic region
- 21 the page in which the visitor lands on after clicking on an ad
- 24 single page visits to your website
- 25 type of config file in Apache that allows you to manipulate and redirect urls
- 27 formula used by search engines to determine what page to show for a search query
- 28 file which places a tiny logo next to the url in your browser
- 29 amount of trust a site has

Down

- 1 tactics that counter that of best practices
- 2 content that is similar, identical or exactly the same as another website
- 3 any mention of your NAP on the web with or without a link back to your site
- 5 website navigation in a horizontal bar
- 6 program to gather and analyze website data
- 8 another name for A/B testing
- 9 non paid search results in Google
- 10 percentage of people seeing an ad that click on it
- 11 form of keyword matching in which ads are never matched for searches with specified keywords
- 14 advertising campaign in which the advertiser pays each time someone clicks on their ad
- 17 placement of an ad on a webpage or in the serps
- 18 keyword matching method in which an ad is matched with searches that are similar to specific keywords
- 20 achievement of a quantifiable goal on a website
- 22 description of an image or graphic
- 23 keyword matching method where the ad is matched with searches that include exact phrases
- 26 text file which is used on a websites to store user's information