Glossary & Terms & acronyms (1/05)

– Courtesy by https://marketingterms.com

AOL – America Online

ASP – Application Service Provider

B2B – Business to Business

B2C – Business to Consumer

BOFU – Bottom of the Funnel

CMS – Content Management System

CPA – Cost Per Action

CPC – Cost Per Click

CPL – Cost Per Lead

CPM – Cost Per Impression (Thousand)

CPS – Cost Per Sale

CPV – Cost Per View

Glossary & Terms & acronyms (2/05)

– Courtesy by https://marketingterms.com

CR – Conversion Rate

CRM – Customer Relationship Management

CRO – Conversion Rate Optimization

CSS – Cascading Style Sheets

CTA – Call to Action

CTR – Click-Through Rate

DA – Domain Authority (MOZ)

DNS – Domain Name System

EPC – Earnings per Click

FB – Facebook

FFA – Free-For-All (Link List)

FTP – File Transfer Protocol

GA – Google Analytics

IBL – Inbound Link

Glossary & Terms & acronyms (3/05)

– Courtesy by https://marketingterms.com

IM – Instant Messaging

KPI – Key Performance Indicator

LPO – Landing Page Optimization

MAU – Monthly Active Users

MOFU – Middle of the Funnel

MSN – Microsoft Network

NSI – Network Solutions

OBL – Outbound Link

PA – Page Authority (MOZ)

PFI – Pay for Inclusion

PDF – Pay for Performance

PPC – Pay per Click

PPL – Pay per Lead

PPS – Pay per Sale

Glossary & Terms & acronyms (4/05)

— Courtesy by https://marketingterms.com

PR – PageRank

PV – Page View

QS – Quality Score

RFP – Request for Proposal

ROAS – Return on Ad Spend

ROI – Return on Investment

RON – Run Of Network

ROS – Run Of Site

RSS – Really Simple Syndication

RT – Retweet

SEM – Search Engine Marketing

SEO – Search Engine Optimization

SERP – Search Engine Results Page

SMM – Social Media Marketing

Glossary & Terms & acronyms (5/05)

TLD – Top Level Domain

TOFU – Top of the Funnel

UGC – User Generated Content

UI – User Interface

URL – Universal Resource Locator

USP – Unique Selling Proposition

UV – Unique Visitor

WMT – Webmaster Tools

WOM – Word of Mouth

WP – WordPress

WWW – World Wide Web

Y! – Yahoo!

(Source: Marketing terms.com)