



## EPSILON CONCEPTS

BE REMARKABLE

**Alt tag** - the HTML markup tag that describes an image on a web page.

**AdWords** – A keyword-based advertising network that enables you to advertise directly on relevant search results pages and on other content pages through the web through the AdSense network.

**Click-through rate (CTR)** – the percentage of people who click on a link out of the total number who see the link. In advertising terms, CTR measures how well the advertisement is targeted: A high CTR is more desirable.

**Conversion rate** – the relationship between the people who visit a page or site and those that engage in a desired behavior. Typically this measures purchasers versus visitors, and a high conversion rate is more desirable.

**Cost per click (CPC)** – in advertising terms, cost per click is the amount of money that the advertiser agrees to pay each time someone clicks on their advertisement and goes to their website.

**Cost per thousand (CPM)** – the “M” comes from the Latin mil, thousand, just as a millimeter is a thousandth of a meter, not a millionth. Here’s how Google explains it: “CPM is a useful way to compare revenue across different channels and advertising programs. It is calculated by dividing total earnings by the number of impressions in thousands. For example, if a publisher earned \$180 from 45,000 impressions, the CPM would equal  $\$180/45$ , or \$4.00.

**Crawler / Spider / Robot** – a software application that extracts links from web pages and then visits those pages, extracting both content information and links.

**Google dance** – the Google dance is a sporadic adjustment to the Google relevance formula that results in your pages being ranked higher or lower for specific keyword searches.

**Heuristics** – the set of evaluatory formulas that Google applies when it analyzes a web page to figure out the main subject or theme of the page.

**Meta tag** – One of a class of special HTML markup tags that weren't included in the original language definition. They all start with the word "meta," hence the name.

**PageRank** – All web pages in the Google database are assigned a "PageRank," a measure of their relevance and relative importance