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<u>eCommere Glossary of Terms</u>

Acquirer - Financial institution that maintains the merchant card processing services and receives transactions to be distributed to the card issuers for a merchant.

Above the Fold - Top section of a Web page that is viewable without the user having to scroll down, or sideways**.**

Add URL / site / page - Refers to getting your site indexed by search engines and Web site directories, so that people can find your site. Same as search engine submissions.

Adjustment - Debit or credit to a credit card holder or merchant account to correct a transaction error.

Affiliate/associate program - Marketing concept whereby a web site sells its products and services with the help of affiliates, usually other web sites.

Affiliate directories - are categorized indexes of affiliate programs.

Affiliate marketing - Use of affiliates to help market a Web site's products and services in return for a payment for each sale, lead, action, or visitor generated.

Affiliate merchants - Advertisers in an affiliate marketing relationship.

Affiliate networks - Online advertising agencies that sells ad space on behalf of its network of affiliate sites. Affiliates are paid on a per click, lead, registration, or sale basis.

affiliate software - Software programs used by affiliate managers to track and report activity (clicks, leads, registration, sales) generated by its affiliates.

Ah-Ha – A popular pay per click search engine used by 10,000 advertisers and processes some 120 million searches a month.

AllTheWeb - AllTheWeb is the testing domain for the FAST search engine, which was recently acquired by Overture, the leading pay per click search engine.

Alphanumeric rankings - Alphanumeric rankings are used by Web site directories to rank its listings. The listings are displayed in the order of the ASCII character set

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(punctuation marks, mathematical and other conventional symbols, numbers, then letters).

Alternate text - Alternative text description of an image for users who disable image downloading in their browser. Also appears as a pop-up text message when a user moves their mouse over an image.

Anonymizers - Anonymizers are intermediaries which prevent Web sites from seeing a user's IP (Internet Protocol) address. Every computer connected to the Internet has an IP address.

Anonymous FTP (File Transfer Protocol) - A way of accessing another computer to upload or download files. Generally used to upload files to Web servers or for downloading applications.

Antialiasing - Smoothing of text, or an image, to remove rough sharp edges.

Applets - Small programs embedded in a Web page that gives special functionality, usually written in Java.

ArchitextSpider - The name given to the Excite search engine spider, when it used to crawl the Web indexing Web pages.

ASP (Application Service Provider) - Company that offers individuals or enterprises access over the Internet to software applications and related services that would otherwise have to be located on their own personal or enterprise computers.

Ask an expert - Ask an expert web sites have experts in different fields offering answers to posted questions. While some ask an expert sites are free, others charge on a per question e-mailed, or per minute of advice given basis.

Associations - Organization which administers and promotes different types of credit cards that are licensing and regulatory agencies for bankcard activities.

Authorization - Approval of a credit card transaction by a card-issuing bank or approved service provider for a specific sum of money. The authorization indicates that the credit card holder has enough credit to be able to make the purchase.

Autoresponders - Computer programs that automatically return a pre-written e-mail message to anyone who sends e-mail to a particular Internet address.

AVS (Address Verification Service) - Service in which a merchant can verify a credit card holder's address with the Issuing Bank. Required by VISA for credit card processing over the Web.

B2B/BtoB (Business-to-Business) - Trade between businesses rather than between businesses and consumers.

B2C/BtoC (Business-to-Consumers) - Trade between businesses and consumers.

B2G/BtoG (Business-to-Government) - Trade between businesses and government.

Back-end/backend - Application or program that serves indirectly in support of the front-end services. For example, a CGI search script is a back-end application that processes and returns results for a search form submission.

Bandwidth - Refers to the speed, in bits per second (bps), of data on Internet connections.

Bank cards - Debit or credit cards issued by a bank or financial institution.

Batch - A full day's worth of transactions collected together ready to be processed by a credit card processor.

Bay9 - Formerly known as Rocketlinks, now known as Xuppa, is a popular pay per click search engine processing some 125 million page views a month.

Beta/pre-release test - Phase of testing in which a sampling of the intended audience tries the product out, before it is launched.

Bounce - When email cannot be delivered and is returned to the sending mail server.

Brand marketing - Concept of marketing a product, service, or company to identify its distinctive benefits and qualities

Cache/caching - A place to store something temporarily for quicker access at a later date. Typically, Web pages are stored in a browser's cache directory on a hard disk, or on a local proxy server.

Card Issuing Bank - The bank that issued a credit or debit card (bankcard) to an individual or company.

Cardholders - Individuals who have been issued a credit or debit card (bankcard).

CGI (Common Gateway Interface) - CGI (Common Gateway Interface) is a standard way for a Web server to pass a Web user's request to an application program and to receive data back to forward to the user. CGI is commonly used to process online forms.

CGI scripts - CGI scripts are commonly used to handle forms, database search queries on Web pages, and to produce dynamic Web page content. The CGI Resource Index is a popular directory offering thousands of CGI / Perl scripts.

Chargebacks - Transactions debited to a merchant's account usually as a result of a cardholder dispute.

Clearing - The process of managing the details between an acquirer and an issuer to allow posting of a cardholder's account and reconciliation of a merchant's settlement position.

Click through/click - When a Web user clicks on an advertising banner or text ad and lands on the sponsor's Web page. 'Click through' is the more popular term.

CMS (Content Management System) – A system used to manage the content of a Web site. Typically, a CMS consists of two elements; the content management application (CMA) and the content delivery application (CDA).

Conversion Rate - The percentage of people who take a desired action (click, register, subscribe, buy, etc.).

CPA (Cost-Per-Action) - Cost to an advertiser for each visitor that takes some specifically defined action in response to an ad beyond, such as subscribing to a newsletter.

CPC (Cost-Per-Click) - Cost to an advertiser for each click through of an ad generated by a site visitor.

CPO (Cost-Per-Order) - Cost of advertising based on the number of orders received.

CPS (Cost-Per-Sale) - Cost, in terms of a commission payment, to an advertiser for each sale generated by an affiliate.

CPT (Cost-Per-Transaction) - Cost of advertising based on the number of transactions received.

CSS (Cascading Style Sheets) - Defines how to display HTML elements in a Web page.

CTR (Click Through Rate / Ratio) - Percentage of ad impressions that resulted in click throughs.

Customer Acquisition Cost - The cost of acquiring a new customer.

DHTML (dynamic HTML) - An avanced version of HTML that contains more features, such as animation.

Digital Certificate / Signature - Electronic "credit card" that establishes your credentials when doing business or other transactions on the Web.

Dmoz / Open Directory Project - The largest human-edited Web directory with over 3.8 million web sites, reviewed by a global community of over 57,000 volunteer editors. The Open Directory was founded in the spirit of the Open Source movement, and is the only major directory that is 100% free. There is not, nor will there ever be, a cost to submit a site to the directory, and/or to use the directory's data. The Open Directory data is made available for free to anyone who agrees to comply with its free use license. The Open Directory powers the core directory services for many of the Web's largest and most popular search engines and portals, including Netscape Search, AOL Search, Google, and hundreds of others.

DNS (Domain Name Server) - DNS (Domain Name Server) is a machine which translates Internet domain names, such as www.google.com to IP (Internet Protocol) addresses such as 216.239.51.100 (one of Google's IP address).

Direct Hit - A search engine that used to provide search results by analyzing the activity of millions of previous Internet searchers. Since Teoma, another search engine, acquired the technology behind Direct Hit, the search interface is no longer publicly accessible.

Doorway Pages - Informational pages created for the sole purpose of ranking high in search engines for a particular keyword phrase, or specific search engine. Doorway pages are also known as bridge, entry, gateway, and information pages.

DSL (Digital Subscriber Line) - DSL (Digital Subscriber Line) is a technology that transmits high-bandwidth information over ordinary copper telephone lines. Individual connections will typically provide 512 Kbps to 1.544 Mbps downstream and 128 Kbps upstream transfer rates. A DSL line can carry both data and voice signals and the data part of the line is continuously connected.

Dynamically Generated Pages - Database driven Web pages created "on the fly" (in real-time) depending on the user's interest or request.

e-commerce / ecommerce (electronic commerce) - E-commerce / ecommerce (electronic commerce) is the buying and selling of goods and services over the Internet.

Extranet - Private network that uses the Internet and the public telecommunication system to securely connect a business with its customers, suppliers and business partners.

FFA (Free For All) - Links page where anyone can add a link. Do not bother with submitting your site to FFA pages, as it will only generate lots of spam emails for you, and very little traffic, if any at all.

Flash - A popular authoring software developed by <u>Macromedia</u>. It's used to design and deliver low-bandwidth animations, presentations, applications, and Web sites. To view a Flash file, users have to install the <u>Macromedia Flash player</u>.

Frames - Allows you to present Web pages in multiple, independent windows or subwindows, where certain information can be kept visible, while content in the other windows are scrolled or replaced.

Front-end - Application that Web users interact with directly. For example, a search form is the front-end of a search engine.

FTP (File Transfer Protocol) - FTP (File Transfer Protocol) is a method of transferring files, such as Web pages, over the Internet. Typically used to upload Web pages and images to a host server. The server then serves the pages to users requesting it over the Internet.

FTP servers - Computers on the Internet that store files for transmission by FTP.

Gateway - Computer that connects one network with another. Often used in commerce to act as a gateway between a merchant and a bank.

GIF (Graphics Interchange Format) / GIF89a - One of the two most common file formats for graphic images on the World Wide Web. The other is JPEG.

Google - Google is the most widely used search engine in the World. It claims to be the World's most comprehensive search engine having indexed over 3 billion Web pages.

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Home page / Homepage - Main entry page of a Web site. For example, here is the home page of this Web site

HTML (Hypertext Markup Language) - HTML (Hypertext Markup Language) is the most popular language used to write Web pages on the Web. HTML Web pages usually have the extension .htm, .html, or .shtml.

HTTP (Hypertext Transfer Protocol) - HTTP (Hypertext Transfer Protocol) is the protocol used by Web servers to deliver and receive information. Used to exchange text, graphic images, sound, video, and other multimedia files on the Web. All Web page addresses start with "http", although its use is often optional.

HTTPS (Secure Hypertext Transfer Protocol) - HTTPS (Secure Hypertext Transfer Protocol) is a secure extension of HTTP. This extension securely encrypts and decrypts Web page requests. Whenever you pay for goods using a credit card on the Internet, HTTPS will be used to ensure your credit card details are secure.

Hybrid Pricing - Pricing model based on a combination of a CPM (cost per impressions) pricing model and a performance based pricing model.

Hypertext - System of organizing information that enables the text to be linked in different ways. The World Wide Web is hypertext, since it is nothing more than an enormous amount of information content connected by an enormous number of hypertext links.

IAB (Interactive Advertising Bureau) - An organization that fosters the growth of advertising on the Internet and recommends a set of standard size banner ads for Web pages.

ICANN (Internet Corporation for Assigned Names and Numbers) - A private non-profit corporation responsible for issuing IP address space allocation, domain name system management (.com, .net and .org).

ICQ (I Seek You) - ICQ is an popular instant messaging system that lets users exchange instant messages. It is generally recognized as being the first major instant messaging program available and is used by millions of users.

Incentivized Traffic / Clicks - Internet marketing concept whereby site visitors are paid to visit a Web site.

Inktomi - Used to provide search results to many of the major search engine portals and Web sites on the Internet.   It has been acquired by Yahoo!.

Interchange - Fee that an acquirer pays to an association (or credit card company) to compensate the issuer for risks associated with accepting and funding the cardholder's account. This fee comes out of the discount rate charged to the merchant.

Interstitials - Web pages, usually the form of a pop-up window, that are inserted in between Web pages for the purpose of advertising or brand reinforcement, while you wait for a Web page to load.

Intranet - A private network that is contained within an enterprise (corporations, small businesses, non-profit institutions, or government bodies). An intranet is used to share information and computing resources among employees, to facilitate working in groups and for teleconferences.

IO (Insertion Order) - Formal printed order to run an ad campaign. Typically, an ad space seller will send the advertiser an insertion order for them to sign and send back.

Ixquick - A metasearch engine that clusters its search results and ranks listings by the number of different search engines a listing achieves a top ten ranking, and the actual ranking it has received.

Java - A programming language used to create complete applications or small application modules or applets for use as part of a Web page.

JavaScript - a popular programming language used to do such things as automatically change a formatted date on a Web page, or cause a page to appear in a pop-up window.

JPEG / JPG (Joint Photographic Experts Group) - One of the two most common file formats for graphic images on the Web. The other is the GIF. JPEGs are typically photographic images. Files in this format end in ".jpg".

Kanoodle - A pay per click search engine Kanoodle supplying results for a network of 10,000 affiliated web sites including CNET, Galaxy, and Hotbar.com

Keyword prominence - The importance of a keyword as determined by its position on a Web page. It's generally accepted that the closer your important keywords are to the top of the Web page, the better.

Keyword stuffing - Repeating of keywords and keyword phrases in meta tags and elsewhere on a HTML page. Strictly not recommended as a legitimate search engine optimization technique

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Keyword tag - An HTML meta tag used to help define the important keywords of a page

LAN (Local Area Network) - A group of computers that share a common communications line and resources of a server within a small geographic area.

Link / hyperlink - Clickable connection from one word, picture, or information object to another.

Link rot - Links to pages that used to work, but no longer work, because the page has moved or been deleted altogether.

List server - A program that manages email mailing lists and distributes new messages, newsletters, or other postings from the list's members to the entire list of subscribers.

Log files - Records of all the requests for individual files that have been requested from Web site.

Long domain names - Domain names that contain more than 26 characters. A limit of 67 characters, including the extension (.com, .net, etc.), is allowed.

LookSmart - A web directory that only accepts commercial web sites. Web sites are charged on a pay per click basis of 15 cents per click through.

Lycos - A search portal that is part of the Terra Lycos Network.

Mail server - A computer on the Internet that provides email services.

Mamma - A metasearch engine that provides metasearch results and advertising solutions, including a pay-per-click, text links, email strategies, banners and contextual based advertising.

Manual submission - Submitting a site to the search engines by hand, as opposed to automated software.

m-commerce / mcommerce (mobile commerce) - M-commerce / mcommerce is business transactions conducted via a mobile device, such as a WAP enabled phone.

Merchant account - An account associated with a merchant. This account holds the money obtained through credit card sales until you transfer it to a different account. A merchant account is necessary for you to process credit cards.

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Merchants - Retailers who agree to accept credit cards, and have signed an agreement obliging them to meet requirements to do so.

Meta refresh - Coding on a Web page that automatically redirects a visitor to a new page after a specified number of seconds.

Meta tags - HTML tags in a Web page that describes some aspect of the contents of the Web page.

Meta tag generators - Software or online services that create meta tags based on input information.

MetaCrawler - A popular metasearch engine and one of the few that returns results from the Google search engine.

Metasearch engines - Search engines that search a number of other search engines simultaneously, compile the results, and display them, either by search engine employed, or by clustering them together and eliminating duplicates.

metaspy search engines - Search engines that give you a glimpse of what other people are searching for, in real-time.

MID (Merchant ID Number) - Merchant ID/Identification Number. Unique number that identifies a merchant for reference and billing purposes.

MIME (Multi-Purpose Internet Mail Extensions) - System which allows a user to send audio, video, images, application programs, and other non-text information via email.

Mirror site - Exact copy of the original site on another Web server in order to reduce network traffic. It is usually updated frequently to ensure that it reflects the content of the original site.

Moore's Law - Refers to the observation made by Gordon Moore - co-founder of Intel - in 1965 that the number of transistors per square inch on integrated circuits doubled every year. More recently, the doubling period slowed to 18 months.

MOTO (Mail Order/Telephone Order) - A card transaction where a merchant cannot see the card, for example, by telephone, by mail or on the Web. This is also known as a 'card not present' scenario.

Mousetrapping - The use of browser tricks in an effort to keep a visitor captive at a site, often by disabling the "Back" button or repeated popup windows

MySQL - mySQL is a free Relational Database Management System (RDBMS) that uses Structured Query Language (SQL), the most popular language for adding, accessing and processing data in a database.

NDX (Net Delivery Exposure) - The time between when a credit cardholder is charged and when their order is successfully fulfilled.

Netiquette (net etiquette) - Etiquette practiced or advocated on the Internet and in emails.

News servers - Computers that receive, store, and serve Usenet newsgroup messages.

Newsletters / ezines - Electronic magazines delivered via email, or published on the Web.

OM – Software program called Order Manager

Open Directory Project / Dmoz - The largest human-edited Web directory with over 3.8 million web sites, reviewed by a global community of over 57,000 volunteer editors. The Open Directory was founded in the spirit of the Open Source movement, and is the only major directory that is 100% free. There is not, nor will there ever be, a cost to submit a site to the directory, and/or to use the directory's data. The Open Directory data is made available for free to anyone who agrees to comply with its free use license. The Open Directory powers the core directory services for many of the Web's largest and most popular search engines and portals, including Netscape Search, AOL Search, Google, and hundreds of others.

Opt-in / optin email - Email that recipients have previously requested by subscribing at a Web site or via email.

Opt-out / optout email - Opt-out email is similar to opt-in email, except that the email recipient is automatically added to a mailing list, unless they chose not to subscribe.

OS (Operating System) - OS is a program that provides the basic functionality of a computer. For example, Windows, MacOS and Linux are all operating systems.

Out of the box - Synonym for "off the shelf," meaning a ready-made software, hardware, or combination packages.

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Outgoing links - Links leading out of a site to another site.

Overture - Formerly known as GoTo.com, is the most widely used pay per click search engine. It supplies results for some of the most popular search engines and search portals, including Yahoo!, AltaVista, and MSN Search. Overture was recently acquired by Yahoo!

P2P (Peer-to-Peer) - P2P is a process whereby computers can trade information between each other without having to pass the information through a centrally controlled server as with email or Instant Messenging programs.

PDF (Portable Document Format) - Adobe PDF is a file format that captures all the elements of a printed document as an electronic image that you can view, navigate, print, or send. To view PDF files you need the free Acrobat Reader browser plugin. Once you've downloaded the Reader, it will start automatically whenever you want to download a PDF file. To create PDF files you need the Adobe Acrobat software program.

Page jacking / pagejacking - Page jacking / pagejacking is the theft of original content from a site for republication at another site.

Page views / impressions / pageviews - A measure of the number of web pages visited by users

Paid Inclusion - Guaranteed indexing of one or more Web pages by search engines or Web directories, in exchange for a fee.

Payment threshold - The minimum accumulated commission an affiliate must earn to trigger payment from an affiliate program.

Pay Per Click advertising (PPC) - A form of online advertising whereby advertisers pay for each visitor sent. Also known as Bid For Location, Bid For Position, Cost Per Click (CPC), Pay For Performance, Pay Per Performance, Pay For Placement, Pay Per Placement, Pay For Position, Pay Per Position, Pay For Ranking, Pay Per Ranking and Pay For Result advertising.

Pass-along rate - The number or percentage of people who pass on a message or file, which is typically a measure of the effectiveness of word-of-mouth, also known as viral, marketing.

Perl (Practical Extraction and Reporting Language) - Perl is a popular programming language used for developing CGI (Common Gateway Interface) scripts and applications.

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Permission marketing - Marketing concept of selling goods and services to prospects who have explicitly agreed in advance to receive marketing information.

Persistent cookies - Cookies which do not have an expiration date, therefore remaining on the user's hard drive until the user deletes it.

PGP (Pretty Good Privacy) - PGP is a program used to encrypt and decrypt email over the Internet. It is also used to send an encrypted digital signature that lets the receiver verify the sender's identity and know that the message was not changed en route.

PICS (Platform for Internet Content Selection) - The PICS specification enables labels to be associated with Internet content. It was originally designed to help parents and teachers control what children access on the Internet, but it also facilitates other uses for labels, including code signing and privacy.

PING (Packet Internet or Inter-Network Groper) - PING is a asic Internet program that lets you verify that a particular IP address exists and can accept requests.

POP (Post Office Protocol) - System whereby email is received and held for you by your Internet server. Any mail stored in your mail-box on the server can be downloaded onto an email client (program).

Portals - Web sites designed to be a starting point for users to surf the Web. General portals, such as Yahoo.com and Netscape.com try to offer everything. Specialized or niche portals, such as CNBC.com (for investors), and Women.com (for you know who), cater to a particular audience or interest.

PPA (Pay-Per-Action) - Commission paid by an advertiser, or affiliate program/network, for a specific action generated by an affiliate.

PPC (Pay-Per-Click) - Commission paid by an advertiser, or affiliate program/network, for each click through generated by an affiliate.

PPCSE (Pay Per Click Search Engine) - PPCSE is a search engine that charges advertisers a fee for each click through the advertiser receives. Rankings are typically based on an auction system, whereby the higher your bid, the higher your ranking.

PPL (Pay-Per-Lead) - Commission paid by an advertiser, or affiliate program/network, for each lead generated by an affiliate.

PPP (Point-to-Point Protocol) - Protocol for communication between two computers, typically connected by phone line to a server.

PPS (Pay-Per-Sale) - Commission paid by an advertiser, or affiliate program/network, for each sale generated by an affiliate.

Privacy seal programs - Privacy seal programs are programs that certify a site owner complies with the site's proposed privacy policy.

Profiling - The building of a profile on consumers' interests by monitoring and analyzing the Web pages, types of content, and paths users take while visiting one or more Web sites.

Protocol - A special set of rules that computers rely on to communicate.

Proxy servers - Servers are servers that cache Web content in order to provide quicker access for users, when new requests are made for the same content.

Query - Request for information, usually from a search engine.

QuickTime - A multimedia and video file format from Apple Computer. QuickTime files combine sound, text, animation, and video in a single file.

Rate card - Pricing information of various advertising options.

RDBMS (Relational Database Management System) - RDBMS is a program that lets you create, update, and administer a relational database - a collection of data stored inside tables.

RealNames - RealNames used to offer keywords as an alternate site address system. Anyone typing in the name of a company, product or brand in the Internet Explorer address bar was automatically redirected to the official Web site. This is usually because the company owning the brand name has registered their brand name as a keyword with RealNames. The service was shut down at the end of June, 2002.

Reciprocal links - Reciprocal links is the exchange of links between web sites.

Rectangle ads - New Interactive Marketing Unit ad formats introduced by the Interactive Advertising Bureau (IAB) designed to enable marketers greater interactivity and creativity. Dimensions include large rectangle (336 x 280), medium rectangle (300 x 250 pixels), vertical rectangle (240 x 400), rectangle (180 x 150) and square pop-up (250 x 250).

Referrer - The URL or site address from which a site visitor came from.

Relationship manager - Bank representative assigned to your account once you've started to process large volumes of transactions. This person is your direct link to the bank.

Rich media ads - Internet advertisements that contain interactive elements such as video, sound, music, request forms, and games.

Robots meta tag - Robots meta tag allows you to instruct search engine robots whether or not they can index or archive a page, or crawl the links found.

Robots.txt file - Allows you to instruct search engine robots not to crawl or index certain pages, directories, or files on your server.

ROI (Return On Investment) - The bottom line on how successful a marketing campaign was in terms of returns for the money invested.

RON (Run Of Network) - Ads that are run on some or all ad space across a network of sites.

ROS (Run Of Site) - Ads that are run on most or all ad space across a single Web site.

Router - A device or software in a computer that routes packets of data from one network to another.

Satisficing - Satisficing is a cross between "satisfying" and "sufficing." It refers to the fact that when human beings are presented with numerous choices, we usually select the first reasonable option, rather than the best option available.

Scalability - The ability of a computer application or product (hardware or software) to continue to function well as it (or its context) is changed in size or volume in order to meet a user need.

Scooter - The name of AltaVista's search engine spider.

Search engine rankings - A measure of a Web site's visibility in the search engines.

Search engine submissions / registration - The act of registering a site with the search engines, so that it is searchable by search engine users.

Search engines - Search engines are a set of programs that includes:

1. a spider (crawler, bot or robot) that crawls the Internet retrieving Web documents that want to be searchable, then follows hypertext links to retrieve other Web documents.
2. a program that creates an index from the documents retrieved by the spider.
3. a program that receives your search request, compares it to the entries in the index, and returns results to you.

Search term / phrase - Word or phrase that people enter into search engine and Web directory search forms.

Section 508 - Section 508 is a federal mandate requiring that information technology be made accessible to people with disabilities. Much of Section 508 compliance concerns making Web sites, intranets, and web-enabled applications accessible.

Secure servers - Web servers that use encryption technology to prevent non-authorized users from intercepting and reading sensitive messages sent via the Internet.

Sell through rate - Percentage of ad inventory sold, excluding traded or bartered inventory.

SEO (Search Engine Optimization) - SEO is an Internet marketing concept whereby you improve your Web site's design and content to achieve higher rankings in search engines. Search engine optimization is also known as search engine positioning and search engine placement

SERP (Search Engine Results Page) - The list of search results returned by a search engine or web directory in response to a search query.

Server - A computer program that provides services to other computer programs in the same or other computers. For example, email, FTP, Usenet, and HTTP connections.

Settlement - Process by which a merchant and a cardholder exchange financial data resulting from a transaction.

SFA (Sales Force Automation) - SFA is a means of increasing your sales team's efficiency and effectiveness using technology to help automate, organize and track the sales process.

Shopping cart - An interactive online catalog where a user can view, add and remove items to and from a cart.

Signature / sig file - A short block of text at the end of emails, often used as virtual business cards.

Signed volume - Projected annual volume in sales for a new merchant. This figure is used to track the risk of a merchant account.

Site map / sitemap - A visual model of a Web site's content that allows the users to navigate through the site to find the information they are looking for. Typically, site maps are organized hierarchically, breaking down the Web site's information into increasingly specific subject areas.

Site popularity - Refers to click through popularity, and how long visitors remain at the site after getting there.

Skyscraper ads - Tall online banner ads, usually displayed at the side of a page. Dimensions include skyscraper (120 x 600 pixels) and wide skyscraper (160 x 600 pixels).

SLA (Service Level Agreement) - The objectives committed to a merchant by the merchant account provider for delivery of services.

SLD (Second-Level Domain) - The portion of an Internet address that identifies the specific and unique administrative owner associated with an IP address. The second-level domain name includes the TLD (top-level domain) name. For example, in ecommerce-dictionary.com, "ecommerce-dictionary" is a second-level domain. "ecommerce-dictionary.com" is a second-level domain name (and includes the top-level domain name of "com").

Slotting fee - Fee charged by sites to advertisers for premium ad positions on their site.

Slurp - The name of the Inktomi search engine spider.

SMTP (Simple Mail Transfer Protocol) - SMTP is a method by which computers use to send and receive email

Sniffer – A software program that detects user's browser capabilities, such as bandwidth, JavaScript, plugins and screen resolution.

SOHO (Small Office Home Office) - A term used for the small office or home office environment

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Spiders / robots / crawlers / bots - Programs that crawl the Internet retrieving Web documents that want to be searchable, then follows links found within the document to retrieve other Web documents.

Splash page - The first page, usually the home page, of a site used to capture the visitors attention for a short time as a promotion or lead-in to the proper home page.

SPM (Sales Process Management) - SPM is the front-end evaluation and assessment of a company's sales process. Innovative diagnostics benchmark current processes, identify areas of improvement, and codify best sales practices. Through SPM, effective sales processes are put into place that enhance productivity and help generate and increase revenue.

Sponsored Feature Listings - Paid text ads that are usually displayed at the top of a Web page, before the search results, in search engines.

Sprinks - A pay per click advertising system, similar to pay per click search engines, such as Overture.

SQL (Structured Query Language) - SQL is a standard interactive and programming language for getting information from and updating a database.

SSI (Server-Side Include) - SSI is a variable value that a server can include in an HTML file before it sends it to the browser.

SSL (Secure Socket Layer) - SSL is a commonly-used protocol for managing the security of a message transmitted via the Internet.

Stealth script - CGI script that switches page content depending on who or what is accessing the page.

Stickiness - A measure of a user's loyalty to a site, measured in the amount of time spent over a given time period.

Stop words - Common words and characters (a, an, and, but, he, her, his, i, in, it, of, on, or, she, the, etc.) ignored by some search engines to enhance the speed and relevancy of their search results.

Super Affiliates - Top earning affiliates, who are capable of generating a significant percentage of an affiliate program's sales.

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Superstitials - Rich media ad format developed by Unicast that combines Flash or other animation technology with Java programming to deliver video-like Web commercials.

Surround session - A concept whereby ads follow readers as they link from page to page, deploying ads from only one advertiser during the entire visit.

Targeting - Purchasing ad space that matches audience and campaign objective requirements.

T1 / T-1 - A digital line with a potential bandwidth of 1.544 million bits per second.

T3 / T-3 - Digital line that can provide 44.736 million bits per second of bandwidth.

Target audience - An audience group being targeted by an advertiser, usually in terms of demographics, interests, product purchase behavior, product usage or media usage.

TCP/IP (Transmission Control Protocol/Internet Protocol) - The basic communication language or protocol of the Internet.

Telnet – A software program that lets you access a remotely hosted computer, such as a web server, assuming you have permission to access it.

Thread - Sequence of responding messages to an initial message posted in Usenet newsgroups and similar forums.

Thumbnail - A term used by graphic designers and photographers for a small image representation of a larger image.

Title tag - HTML tag used to define the title of a page. The title is displayed at the top of a Web browser and also used by many search engines as the title of a search result listing.

TLD (Top-Level Domain) - Identifies the most general part of the domain name in an Internet address. A TLD is either a generic top-level domain (gTLD), such as "com" for "commercial," "net" for "network," etc., or a country code top-level domain (ccTLD), such as "uk" for the United Kingdom.

Trick banners - Banner ads that attempt to trick people into clicking the banner, with graphics that look like actual links or buttons, or an operating system error message.

Two tier / 2-tier affiliate programs - Affiliate programs that pay affiliates on two levels. The first level pays commission for referrals by the affiliate. The second level usually pays a percentage of the business generated by sub-affiliates that the affiliate referred to the program.

UCD (User-Centered Design) - A method for designing ease-of-use into the total user experience with products.

Uniques / unique visitors - The number of individual visitors with a unique IP address that visits a Web site during a specified period of time.

Unix - A popular server operating system.

Uptime - The time during which a Web site or server is accessible.

URL (Uniform Resource Locator) - An address of a file accessible on the Internet.

URL forwarding / redirection - The process of automatically forwarding or redirecting a user to a different file or web address, without the user's intervention.

Usability - The user-friendliness and ease-of-use of a product to achieve specified goals.

User session - Each time a site visitor with a unique IP address enters a Web site during a specified period of time; usually 20-30 minutes, is counted as one user session. If the visitor exits the site and reenters within the specified period of time, it does not count as another user session.

Viral marketing - A marketing concept that induces Internet users to pass on a marketing message to other users, thereby creating a potentially exponential growth in the message's visibility and effect. Viral marketing is basically the Internet's equivalent of mouth-of-mouth advertising.

Virtual domains - Domains hosted on a virtual server.

Virtual hosting - The provision of Web server hosting service so that an individual or company doesn't have to purchase and maintain its own Web server and connections to the Internet.

Virtual server - A server at someone else's location that is shared by multiple Web site owners, so that each owner can use and administer it as though they had complete control of the server.

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Vortals (vertical industry portals) - Web sites that provide a gateway, or portal, to information related to a particular industry, such as automobile, health care, insurance, etc.

WAP (Wireless Application Protocol) - An open international standard for applications that use wireless communication. For example, e.g. Email and Internet access from a mobile phone.

WASP (Wireless Applications Service Provider) - An organization that provides content and applications for wireless devices.

Web browsers - Software programs that lets you view Web pages on the World Wide Web. Popular Web browsers are Microsoft's Internet Explorer and Netscape's Navigator.

Web design - The design and development of a Web site.

Web directories - Searchable subject guides, typically organized by major topics and subtopics. The best-known directories are Yahoo!, the Open Directory Project (Dmoz.org) and LookSmart.

Web rings - Groups of related sites all interlinked together. Navigation is usually by going forward and backward along the "ring" of Web sites.

Web servers - Programs that serve the files, that form Web pages, to Internet users.

Web traffic - The number of visitors to a Web site over a given period of time.

Web usability - The user-friendliness and ease-of-use of a Web site to achieve specified goals.

WebCrawler - A metasearch engine powered by InfoSpace.

Weblogs / blogs - Web pages usually made up of short, frequently updated posts (links, commentary, news, diaries, project updates, etc.) that are arranged chronologically.

Whois - An online service that provides publicly accessible information on the registered owner of a particular second-level ".com", ".net", and ".org" domain name.

Windows CE - An operating system based on the Microsoft Windows operating system designed for mobile computers and devices.

Word stemming - Concept used by some search engines to return search results that include keywords that extend beyond what you searched for.

WWW (World Wide Web) - A global network of computers on the Internet that provide pages of information in HTML.

WYSIWYG (What You See Is What You Get) - WYSIWYG is a web site editor or software program in which the screen displays what the end result will look like, while the document is being created or modified.

XML (Extensible Markup Language) - A relatively new language which provides more efficient data delivery over the web. XML is similar to HTML and both are used to describe the contents of a Web page or file.

Xuppa - A pay per click search engine and was formerly known as Bay9, and Rocketlinks before that.

Yahoo! - Yahoo! is a very popular Web portal offering all kinds of Web services. Contrary to popular belief, Yahoo! offers a searchable Web directory, as opposed to a traditional search engine.

ZIP files - Compressed files. You need a file unzipping program, such as CuteFTP or WinZip to decompress ZIP files.

404 File Not Found - Error message displayed when a browser can't find the page requested. Caused by mistyping a site address in the browser window or clicking a broken link.

7Search - A popular pay per click search engine used by 10,000 advertisers and processes some 90 million searches a month.

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