

**The No Nonsense**

# **Marketing & Web Design Jargon Buster**

# SEO Terms



## **SEO (Search Engine Optimisation)**

Getting your website to show up higher on Google without paying for ads.

## **SERP (Search Engine Results Page)**

The page you see after you Google something.

## **KW (Keyword)**

The word or phrase people type into Google.

## **LSI Keywords**

Related terms Google expects to see around your main keyword.

## **On-Page SEO**

Stuff you do on your website (headings, content, images).

## **Off-Page SEO**

Stuff done outside your website (backlinks, mentions, reviews).

## **Backlink**

A link from another website pointing to yours (like a vote of trust).

## **Domain Authority (DA)**

A score showing how strong your website is compared to others.

## **CTR (Click Through Rate)**

How many people click your result vs how many see it.

## **Meta Title & Description**

The title and snippet you see on Google before clicking

# Paid Ads



## **PPC (Pay Per Click)**

You pay each time someone clicks your ad.

## **CPC (Cost Per Click)**

How much you're charged for each click.

## **CPM (Cost Per 1000 Impressions)**

How much it costs for your ad to be shown 1,000 times.

## **Conversion**

When someone takes an action like filling a form, calling, or buying.

## **Landing Page**

A page built specifically to turn visitors into leads or customers.

## **ROAS (Return On Ad Spend)**

How much money you make back compared to what you spent on ads.

# Web Design / Dev



## **UI (User Interface)**

What your website/app looks like.

## **UX (User Experience)**

How easy and enjoyable your website/product is to use.

## **CMS (Content Management System)**

The system you use to edit your website, like WordPress or Squarespace.

## **HTML (Hypertext Markup Language)**

The basic code structure used to build your website pages.

## **CSS (Cascading Style Sheet)**

Controls how your website looks, like colours and layout.

## **Javascript (JS)**

Adds interactivity like buttons, sliders, and animations.

## **Responsive Design**

A website that works properly on mobile, tablet, and desktop.

## **Hosting**

Where your website is stored so people can access it online.

## **Domain**

Your website address, like [www.northsidedigital.ie](http://www.northsidedigital.ie).

# Marketing Terms



## **B2B (Business to Business)**

Selling products or services to other businesses.

## **B2C (Business to Consumer)**

Selling directly to customers.

## **Lead**

Someone who has shown interest in your business.

## **Funnel**

The journey from someone finding you to becoming a customer.

## **TOFU (Top Of Funnel)**

The early stage where people are just becoming aware of a problem or looking for general information.

## **MOFU (Middle Of Funnel)**

The in-between stage where they're comparing options.

## **BOFU (Bottom Of Funnel)**

The final stage where someone is ready to take action, like buying, booking, or getting a quote.

## **CTA (Call To Action)**

A prompt telling someone what to do next, like "Book Now" or "Get a Quote".

## **Branding**

How your business looks, sounds, and feels to customers e.g. your logo, font & colour palette etc.

## **Engagement**

How people interact with your content, like likes, comments, and shares.

# AI Terms



## **AI (Artificial Intelligence)**

Technology that can create content, answer questions, and automate tasks.

## **AIO (AI Optimisation)**

Making your content more likely to show up in AI tools like ChatGPT or Google's AI answers.

## **GEO (Generative Engine Optimisation)**

Optimising your content so it shows up in AI-generated answers, not just traditional Google search results.

## **LLM (Large Language Model)**

The technology behind AI tools that understand and generate text.

## **Automation**

Using tools to handle tasks automatically instead of doing them manually.

# Analytics



## **GA4 (Google Analytics 4)**

A tool that shows how people use your website.

## **GSC (Google Search Console)**

Shows how your website performs in Google search.

## **Impressions**

How many times your website or ad is shown.

## **Clicks**

How many times people actually click on your site or ad.

## **Bounce Rate**

People who land on your website and leave without doing anything.

## **Session**

One visit to your website.

# Local SEO



## **GBP (Google Business Profile)**

Your business listing on Google Maps and local search.

## **NAP (Name, Address, Phone Number)**

Your business details. These need to be consistent everywhere online.

## **Citations**

Listings of your business on directories and websites.

## **Reviews**

Customer feedback that helps build trust and improve rankings.

# Add Your Own

