blog

A blog is an online journal that's updated on a regular basis with entries that appear in reverse chronological order. Blogs can be about any subject. They typically contain comments by other readers, links to other sites and permalinks.

campaign

A campaign is a set of coordinated marketing messages, delivered at intervals, with a specific goal, such as raising awareness for a brand or candidate and/or increasing sales of a product.

crowdsourcing

Crowdsourcing refers to harnessing the skills and ideas of multiple people to a coordinated effort for developing content. Question and Answer blog posts and ebooks where the chapters are written by different authors around a common theme are examples of crowdsourced content.

Digg

Digg is a popular social news site that lets people discover and share content from anywhere on the Web. Users submit links and stories and the community votes them up or down and comments on them. Users can "digg" stories they like or "bury" others they don't.

ebook

An ebook (or e-book) is an electronic version of a traditional printed book that can be downloaded from the Internet and read on your computer or handheld device. Something as simple as a PDF document can be considered an ebook — and anyone can create one.

embedding

The act of adding code to a website so that a video or photo can be displayed while it's being hosed at another site. Many users now watch embedded YouTube videos or see Flickr photos on blogs rather than on the original site.

Facebook

Facebook is the most popular social networking site in the world, with more than 900 million members including individuals, businesses of all sizes and charitable causes. Members' home page streams can now be seen in a wide range of applications and mobile devices.

feed

A Web feed or RSS feed is a format that provides users with frequently updated content. Content distributors syndicate a Web feed, enabling users to subscribe to a site's latest content. By using a news reader to subscribe to a feed, you can read the latest posts or watch the newest videos on your computer or portable device on your own schedule.

Flickr

Founded by two entrepreneurs and purchased by Yahoo! in 2005, Flickr is the world's premier photo sharing and hosting site. Its members have uploaded more than 5 billion photos

geotagging

Geotagging is the process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on location.

hashtag

A hashtag (or hash tag) is a community-driven convention for adding additional context and metadata to your tweets. Similar to tags on Flickr, you add them in-line to your Twitter posts by prefixing a word with a hash symbol (or number sign). Twitter users often use a hashtag like #FF (follow Friday) or #B2B to aggregate, organize and discover relevant posts.

hosting

A blog, video or podcast needs a hosting service before it can appear online. Companies sometimes host their blogs on their own servers, but a better choice for video or audio is to use a host such as YouTube, Vimeo or Magnify.net for video and a host such as Libsyn for podcasts.

inbound marketing

Developing content and visibility through online presence that is not meant to be specifically promoted out but rather lives on your website as a means to draw customers through search and proactive research to your site.

integrated marketing

Coordinating your online and offline marketing campaigns to ensure continuity. Can be as simple as adding your website to your print ads or developing specific landing pages to drive off line consumers to your website with a special promotion.

lifestreaming

Lifestreaming is the practice of collecting an online user's disjointed online presence in one central location or site. Lifestreaming services bring photos, videos, bookmarks, microblog posts and blog posts from a single user into one place using RSS. Friendfeed and Tumblr are examples of lifestreaming services.

metadata

Metadata refers to information — including titles, descriptions, tags and captions — that describes a media item such as a video, photo or blog post. Some kinds of metadata — such as geotagging, date/time— can be captured automatically from the device without needing a human to enter the data.

microblogging

Microblogging is the act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters. Probably a more apt term for this activity is "microlinking" since most of the content actually contains a link to more verbose blog posts / content.

news reader

A news reader (sometimes called a feed reader, RSS reader or news aggregator) gathers the news from multiple blogs or news sites via RSS feeds selected by the user, allowing her to access all her news from a single site or program. Popular examples include Google Reader, Netvibes and Bloglines (all accessed through a Web browser) and FeedDemon or NetNewsWire (applications that runs on one machine). For a directory of news readers, see NewsReaders.com.

nurture process

A way to identify probable customers who are in a "not yet" or "not no but not now" stage in the buying cycle and keep their interest on your product or service with educational and relevant content.

OpenID

OpenID is a single sign-on system that allows Internet users to log on to many different sites using a single digital identity, eliminating the need for a different user name and password for each site. Some users with privacy concerns are opposed to the OpenID concept but Facebook and Google single sign on are becoming more and more prevalent to avoid having to remember unique user names and passwords for various social sites.

paid search marketing

Paid search marketing is the placement of paid ads for a business or service on a search engine results page. An advertiser pays the search engine if the visitor clicks on the ad (pay-per-click or PPC).

permalink

A permalink is the direct link to a blog entry. A blog contains multiple posts, and if you cite an entry you'll want to link directly to that post.

podcast

A podcast is a digital file (usually audio but sometimes video) made available for download to a portable device or personal computer for later playback. A podcast also refers to the show that comprises several

episodes. A podcast uses a feed that lets you subscribe to it so that when a new audio clip is published online, it arrives on your digital doorstep right away.

prosumer

A prosumer is a person who proactively seeks information online before acting, and/or is more likely to offer User Generated Content (UGC) - a superuser.

RSS

RSS (Really Simple Syndication) — sometimes called web feeds — is a Web standard for the delivery of content — blog entries, news stories, headlines, images, video — enabling readers to stay current with favorite publications or producers without having to browse from site to site. blogs and news content using a news reader. All blogs, podcasts and videoblogs contain an RSS feed, which lets users subscribe to content automatically and read or listen to the material on a computer or a portable device. Most people use an RSS reader, or news aggregator, to monitor updates.

search engine marketing

Search engine marketing (SEM) is a series of online tactics that, when combined with SEO, helps to attract customers, generate brand awareness and build trust. SEM (sometimes called search marketing) seeks to increase websites' visibility chiefly through the purchase of pay-per-click ads and paid inclusion.

search engine optimization

Search engine optimization (SEO) is the process of arranging your website to give it the best chance of appearing near the top of search engine rankings. As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content, identifying high-traffic keywords and improving the site's layout and design.

SMS

SMS stands for Short Message Service, a system that allows the exchange of short text-based messages between mobile devices.

social bookmarking

Social bookmarking is a method by which users locate, store, organize, share and manage bookmarks of Web pages without being tied to a particular machine. Users store lists of personally interesting Internet resources and usually make these lists publicly accessible. Delicious is the best-known social bookmark site.

social media

Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki or video hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online.

social media optimization

Social Media Optimization (SMO) is a set of practices for generating publicity through social media, online communities and social networks. The focus is on driving traffic from sources other than search engines, though improved search ranking is also a benefit of successful SMO.

social networking

Social networking is the act of socializing in an online community. A typical social network such as Facebook, LinkedIn, Twitter and MySpace allows you to create a profile, add friends, communicate with other members and add your own media.

splogs

Splogs is short for spam blogs — blogs not providing their own or real content. Unscrupulous publishers use automated tools to create fake blogs full of links or scraped content from other sites in order to boost search engine results.

streaming media

Unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to online but not stored permanently. Streamed audio is often called Webcasting. Traditional media companies like to stream their programs so that they can't be distributed freely onto file-sharing networks.

tag cloud

A tag cloud is a visual representation of the popularity of the tags or descriptions that people are using on a blog or website. Popular tags are often shown in a large type and less popular tags in smaller type

tags

Tags are keywords added to a blog post, photo or video to help users find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines.

troll

In Internet slang, a troll is someone who posts controversial, inflammatory, irrelevant or off-topic messages in an online community, such as an online discussion forum or chat room, with the primary intent of provoking other users into an emotional response or to generally disrupt normal on-topic discussion

tweet

A post on Twitter, a real-time social messaging system. While all agree on usage of tweet as a noun, people disagree on whether you "tweet" or "twitter" as a verb. RT stands for retweet: Users add RT in a tweet if they are reposting something from another person's tweet.

Twitter

Twitter is a popular social network that lets members post updates of no more than 140 characters. With 500 million registered users and 200 million active users (logging in at least once a month) Twitter is growing in popularity among younger social media users (those who have come of age with texting) and certain industries and hobby enthusiasts. People have begun using Twitter in interesting ways to point to news stories, to raise funds for charity, and other unexpected uses.

UGC

UGC stands for user-generated content, an industry term that refers to all forms of user-created materials such as blog posts, reviews, podcasts, videos, comments and more.

videoblog

A videoblog, or vlog, is simply a blog that contains video entries. Some people call it video podcasting, vodcasting or vlogging.

Web 2.0

Web 2.0 refers to the second generation of the Web, which enables people with no specialized technical knowledge to create their own websites to self-publish, create and upload audio and video files, share photos and information and complete a variety of other tasks. In this new world, the Internet becomes a platform for self-expression, education and advocacy that "regular people" can use on their own without having to go to an expert to do it for them in contrast to the less interactive publishing sites of Web 1.0. Some of the best-known Web 2.0 websites include Wikipedia, MySpace, Digg, Flickr and YouTube.

web analytics

Web analytics is the measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your visitors are and optimizing your website.

web conferencing

Web conferencing is used to conduct live meetings or presentations over the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the Internet. This can be either a downloaded application on each of the attendees computers or a web-based application where the attendees will simply enter a URL (website address) to enter the conference.

webinar

Short for Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web. In general, participants register in advance and access the presentation in real time over the Internet and listen to the presenter either through computer speakers or a telephone

connection. Webinars are generally one-way and can involve chat or polls. There are a large number of companies that offer webinar services.

widget

A widget, sometimes called a gadget, badge or applet, is a small block of content, typically displayed in a small box, with a specific purpose, such as providing weather forecasts or news, that is constantly updating itself (typically via RSS). Widgets make it easy to add dynamic content to your site or blog.

wiki

A wiki is a collaborative website that can be directly edited by anyone with access to it. Small teams often find that they can accomplish a task easier by creating a collaborative online workspace using wiki software such as pbworks, Socialtext or mediawiki.

word-of-mouth marketing

Word-of-mouth marketing, sometimes called grassroots marketing or conversational marketing, is an umbrella term for dozens of techniques that can be used to engage and energize customers. By building relationships with influencers through WOM, marketers can get people to become so enthusiastic about a cause, product or service that they drive sales through conversations.

YouTube

YouTube is the world's most popular video hosting site, making up 10 percent of all bits that travel across the entire Internet.