

# Glossary of key digital marketing terms

**Ahrefs:** An SEO software suite that contains tools for link building, keyword research, competitor analysis, rank tracking and site audits. Most of the features inside of Ahrefs are designed for marketing professionals. In short: Ahrefs is a popular SEO tool that people use to get higher Google rankings.<sup>1</sup>

**A/B Testing:** An effective way to test and optimize your marketing content, also known as split testing. You compare the performances of two variations of the same web page, email, or any other content piece.

For A/B testing to be effective, only the element you're testing should vary in version B from version A. This is the only way you can be sure which specific element caused your audience to respond differently.<sup>2</sup>

**BOTF / Bottom of the Funnel:** where your prospects have already benefited somewhat from the content you have provided and are looking to make a decision on which vendor or supplier they want to go with to completely solve their problem.<sup>3</sup>

**Content Marketing:** Content marketing is a digital marketing strategy based on creating and distributing content that is valuable and relevant to a specifically-defined target audience. The idea is to provide a consistent flow of information to attract and retain your audience and drive profitable customer action rather than pitching a product or service.<sup>4</sup>

**Content Pillars:** A content pillar is a comprehensive article or series of articles that is used as the foundation for other smaller, more digestible pieces of content. Content pillars may also be referred to as content cornerstones.<sup>5</sup>

**CPC / Cost Per Click:** A term used in paid advertising. The amount you pay for each click on your PPC ad is referred to as Cost Per Click.

When you set up a paid search campaign on one of the ad platforms such as Google Ads, Bing Ads, or social media, you determine the maximum cost per click you are willing to pay. This is your bid on a specific keyword, which enters an auction each time someone types it in the search field.<sup>6</sup>

**CTA / Calls to Action:** A Call to Action (CTA) is typically a clickable button. It receives its name from the text on the button, which calls the user to carry out a specific action, i.e., "Click Here" or "Subscribe Now". The CTA links to a landing page, a sign-up form, or any other page. It can also initiate a download, activate a coupon code, and so on.<sup>7</sup>

**Geo Specific Keyword Research:** A Call to Action (CTA) is typically a clickable button. It receives its name from the text on the button, which calls the user to carry out a specific action, i.e., “Click Here” or “Subscribe Now”. The CTA links to a landing page, a sign-up form, or any other page. It can also initiate a download, activate a coupon code, and so on.<sup>8</sup>

**Google Business Profile :** Google Business Profile (formerly known as Google Places) is a service that complements Google’s maps feature and search functions. It is a kind of digital yellow pages where local businesses can create a company profile and enter various information about their enterprise.<sup>9</sup>

**Google Review:** Review written by users or clients on Google with comments and negative or positive assessments of their experience with the brand. These reviews are public, which means that anyone can see what users have written, and they appear alongside the search results.<sup>10</sup>

**High Intent Keywords:** Keywords refer to search terms consumers use that indicate a higher likelihood to take a particular business action — typically one resulting in a transaction.<sup>11</sup>

**Individual and Brand Testimonials:** The term testimonial is used to describe an advertising method in which a person offers positive comments about a product or brand. The aim of a testimonial is to create trust and strengthen brand credibility.<sup>12</sup>

**Keyword Research:** The process of finding the terms people type into the search engine to get a specific result. Keyword research is critical to optimizing your content for search engines. The goal is to understand which terms searchers use to find your brand or products and then optimize your content for these keywords.<sup>13</sup>

**Landing Pages:** The page someone lands on after clicking on your PPC ad. Landing pages are also useful in email campaigns or other digital marketing campaigns. The sole purpose of this advertising asset is to persuade the visitor to click. A landing page includes marketing copy, a visual element such as image, video, infographic, animation, and a CTA.<sup>14</sup>

**Lead Generation Strategy:** Lead generation encompasses everything you do to stimulate interest and curiosity in your product or service with the goal to create and enhance your sales pipeline. Lead generation also includes the measuring and tracking of the number of leads you produce. After all, you want to show success.<sup>15</sup>

**Long Form Content:** Long-form content is content that offers a lot of information and/or great depth of information on a given topic. Minimum length should range anywhere between 700 and 2,000 words. The upper limit is variable depending on several factors, including focus topic, scope, intended aims, and audience.<sup>16</sup>

**Marketing Funnel:** A marketing funnel is a model that shows the way a potential customer goes from becoming aware of your brand to purchasing a good or service. This model involves several stages of customer engagement with a brand. Companies use marketing funnels to understand their customers’ needs in each stage, optimize their marketing efforts, and generate more sales.<sup>17</sup>

**Material Misrepresentation:** “Material misrepresentation” is a legal term of art referring to a lie or omission that concerns an important or substantive matter. The “misrepresentation” is the lie—meaning some falsehood or omission, typically in a contract, business negotiation, application, or other legal forms.<sup>18</sup>

**On Page SEO:** On-page optimization (AKA on-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings. Examples of this include measures to optimize the content or improve the meta description and title tags.<sup>19</sup>

**Optimization Strategy:** The process of improving the marketing efforts of an organization in an effort to maximize the desired business outcomes. Marketing optimization is performed on each individual marketing tactic employed, as well as optimizing the fit of those tactics into the marketing strategy as a whole.<sup>20</sup>

**Organic Search Engine Optimization:** The methods used to obtain a high placement (or ranking) on a search engine results page in unpaid, algorithm-driven results on a given search engine.<sup>21</sup>

**Paid Ads:** A marketing method where companies pay a publisher (like a search engine or website owner) each time someone clicks or views their ads in a search result, on a website, on social media, or on a miscellaneous digital platform.<sup>22</sup>

**Paid Media Marketing:** External marketing efforts that involve a paid placement, such as pay-per-click advertising, branded content and display ads.<sup>23</sup>

**Paid Search:** Paid search marketing affords businesses the opportunity to advertise within the sponsored listings of a search engine or a partner site by paying either each time their ad is clicked (pay per click) or less commonly, when their ad is displayed (CPM or cost per thousand) or when a phone contact is generated.<sup>24</sup>

**Paid Social:** The practice of displaying sponsored advertising content on third-party social networking platforms with the goal of targeting specific customers. Marketing leaders often use paid social to increase marketing efficiency and capture new subsets of customers.<sup>25</sup>

**PPC / Pay Per Click:** A type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically.<sup>26</sup>

**Search Intent Keywords:** Keyword intent represents the user's purpose for the search. It's what the user is likely to do when searching for a particular phrase.<sup>27</sup>

**SEMRush:** SemRush is one of the most widely used SEO tools by digital marketers. It allows you to perform SEO and SEM audits of a web page and those of its competition through different tools. It is mainly used to monitor organic positioning, although it also has functions to optimize PPC campaigns, content and management of social networks, as well as the link building strategy.<sup>28</sup>

**SEO Audit:** An SEO audit looks at the technical infrastructure of your website, the on-page elements and off-page essentials to optimize Search Engine visibility, usability and conversion. An SEO audit needs to be performed regularly in order for long-term success of your website's performance.<sup>29</sup>

**SEO / Search Engine Optimization:** The practice of increasing the quantity and quality of traffic to your website through organic search engine results. A higher ranking when someone searches a term in your industry increases your brand's visibility online. This, in turn, gives you more opportunities to convert qualified prospects into customers.<sup>30</sup>

**SERPs / Search Engine Results Placements:** The page that a search engine returns after a user submits a search query. In addition to organic search results, search engine results pages (SERPs) usually include paid search and pay-per-click (PPC) ads.<sup>31</sup>

**Social Ads:** the process of creating and deploying clickable ads to reach target audiences. You can reach them through social media platforms, messaging apps, news feeds, and even outside apps and websites.<sup>33</sup>

**Social Proofing:** When people shop, they look for reviews, recommendations and ways that others have used a product before making their decision.<sup>34</sup>

**TOTF / Top of the Funnel:** A strategy that aligns with the earliest “awareness” stage of the buyer’s journey. Marketing activities early in the funnel build brand awareness and trust over time through educational content that helps early-stage buyers understand their problem that needs to be solved.<sup>35</sup>

**Webinar Marketing:** An inexpensive way to engage an interested audience in your product or service online in real time. As people interact with the landing page used to promote the webinar, they then become part of your marketing automation and CRM platforms.<sup>36</sup>

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