

Defining ecommerce terms: Feedback

Instead of defining the terms for you I am going to show you a selection of the answers you provided and let you make up your own minds.

Please note that **some of the answers are wrong** but not many of them. Also be aware that some of the definitions provide only part of the answer.

As you read through the answers ask yourself whether the student has understood what they have written or merely copied it from somewhere else.

Ask yourself what you would do with the answers - what the implications are for you as a digital professional? If the term is a "metric" then how do you achieve improved results? If the term refers to a technology or process then how do you work with that technology or process?

click through rates

1. Measures the number of clicks on an advert it gets divided by the number of times it was shown. For example: If the ad was clicked twice and it was shown 100 times then click through rate is 2%
2. The number of times a web page ad is clicked on as a percentage of the number of times the web page ad is displayed.
3. The number of times a web page ad is clicked on as a percentage of the number of times the web page ad is displayed.
4. This is a way of measuring the success of the online advertisement campaign
5. The CTR measures what percentage of people clicked on the ad to arrive at the destination site, it is also seen as a measure of the immediate response to an ad
6. Click-through rate or (CTR) is a way of measuring the success of an online advertising campaign
7. The percentage of viewers clicking on a webpage that has appeared as an ad on a different website
8. Denotes the percentage of people who have clicked on an advertisement link through to a website.
9. The average number of times a visitor clicks on a link
10. way of measuring the success of an online advertising campaign. CTR = number of users who clicked on an advertisement on a web page / the number of times the ad was delivered. e.g. if an ad is displayed 100 times and 1 person clicks it the CTR = 1%
11. Click through rate (also known as CTR) is the percentage of people viewing a web page, who have clicked on a certain ad- banner that has appeared on the website. Most banners consist of a charge, which is based on the number of viewing impressions (cost-per-impression), while some have a charge per click (cost-per-click). According to Investopedia, CTR have been on a decline over time. Apparently since the early days of e-commerce. CTR is a method of measuring the success rate of an online advert. It is calculated by dividing the number of users who have clicked on an ad-banner, by the number of times the ad was delivered. In most cases CTR is defined as number of clicks divided by number of impressions (number of deliverances).
12. refers to the proportion of users viewing an advertisement who click on it.
13. A term used to give the frequency that users will click on an advertisement when it is displayed (EG, if an ad is displayed 50 times and clicked on once, it has a click through rate of 2%)
14. The percent of individuals viewing a Web page who click on a specific banner ad appearing on the page.
15. CTR is number of times a user clicks on an advertised link to a specific website. The CTR then calculates the percentage of users who have done this.
16. The percentage of those clicking on a link out of the total number who view the link or text ad. example: if a banner was clicked 10 times after being displayed 1000 times, the banner would have a click through rate of $(10 \div 1000 = .01)$ 1.0%.

17. Click-through rate or CTR is a way of measuring the success of an online advertising campaign. A CTR is obtained by dividing the "number of users who clicked on an ad" on a web page by the "number of times the ad was delivered". For example, if a banner ad was delivered 100 times and one person clicked on it, then the resulting CTR would be 1 percent.
18. Click-through rate is a way of measuring the success of an online advertising campaign. A Click-Through rate is gained by dividing the number of users who clicked on an ad.
19. Click through rates the number of clicks that your ad receives divided by the number of times that your ad is displayed (impressions) via Google search only.
20. Your ad and keyword each have their own CTRs, unique to your own campaign performance.
21. Click-through rate is a way of measuring the success of an online advertising campaign.
22. CTR is the rate at which people click on a link. Expressed as a percentage. The number of times a link is clicked on divided by the number of impressions.
23. The percentage of individuals viewing a Web page who click on a specific ad's appearing on the page.
24. Click through rates is how online advertising is measured
25. This is the number of users who have actually clicked on an advertisement compared to the times it was displayed or delivered to the browser.
26. Companies use CTR to measure online advertising campaign. CTR is calculated by dividing the number of users who clicked on a ad by the number of times the ad was delivered. So for an example if an ad was located on the banner of a site and was displayed 100 times but only one person clicked on it the CTR percentage will be 1%
27. click through rate is obtained by dividing the "number of users who clicked on an ad" on a web page by the "number of times the ad was delivered".
28. A click through rate is a method to measure the success of an online advertising campaign, the result is obtained by dividing the numbers of users who clicked on the ad on a webpage by the number of times the ad was delivered on a webpage
29. A way of measuring the effectiveness of an online advertising campaign by dividing the number of times an ad is displayed by the number of times it is shown and displaying the result as a percentage.
30. Proportion of visitors to a website who click a banner advertisement
31. Click through rate is a technique used to determine the success rate of an internet/online advertisement.
32. The amount of people who click on a ad on the webpage their are viewing.
33. It is a way of measuring the success of an online ad. It is calculated by the number of times a person clicked on an ad divided by the number of times the ad was delivered.
34. the amount of people that click onto your sites form other site such as search engines or other websites. or simply from entering your url in their web browser
35. CTR measures the number of people who click the ad; it measure in percentage.
36. The proportion of visitors to a web site who clicked on a banner advertisement.
37. A click through rate CTR is a percentage given that shows how many times an ad is clicked by the amount of times the ad is shown.

site conversion rates

1. Measures the number of people who spent money on the website divided by the number of people who visited the website. For example: 100 people visited the website but only 10 have spent money on it. Therefore conversion rate is 10%
2. The percentage of visitors who take a desired action. For a shop this would mean the % of customers who actually make a purchase.
3. It is the way of measuring the number of customers that go to the site and buy a given products.
4. is number of visitors who make a purchase directly from the website as a percentage of total visitors.
5. is a percentage, which i the ration of visiting customers to a site versus the number who became customers
6. Site Conversion Rates are like the different payment systems for converting currency so that the customer can pay in different currencies.

7. Percentage of users who visit a website and become a customer
8. The percentage of people who visit the site compared to the number who purchase from the site and become customers.
9. Number of visitors that become customers
10. the percentage of visitors who become customers. (or the ratio of visitors who convert website views into desired actions based on subtle or direct requests from marketers or advertisers. conversion rate = number of goal achievements divided by visits.
11. An indication of the capability of a site in converting visitors to defined outcomes such as registration
12. The conversion rate relates to the frequency of users that are 'converted' into being customers after arriving on the site. (EG, if 100 users land on the site, and 1 makes a purchase, the site has a conversion rate of 1%)
13. The number of visitors who purchase from the online store.
14. Is a measurement or calculation of the percentage of visitors to who complete a desired action. It is considered to be one of the most important measurements and is measured in metric terms. Taking a measurement, enables one to tell how good or how bad one's website is doing. Conversion rates vary and till date, there are no fixed or proper means of measurements that has been finalised.
15. Site conversion rates in Retail or E-Commerce websites are measured by the number of people (visitors) who buy directly from a website, as a percentage of visitors.
16. In e Commerce terms is measuring the number of visitors who actually buy something. A visitor who is guided through your navigation to make a purchase is a successful measurement.
17. The percentage of visitors that make a purchase.
18. The percentage of visitors who take a desired action on your web site. Examples include sales of products, membership registrations, newsletter subscriptions, software downloads, or just about any activity beyond simple page browsing.
19. The conversion rate is a percentage which is a ratio of the number of visitors who come to a site versus the number who become customers.
20. conversion rate = number of goals achieved / visits
21. There are visitors who convert into customers or website visits into required actions based on understated or direct requests from marketers, advertisers, and content creators. The Conversion rate is defined as follows:
22. conversion Rate= number of Goal achievements/ Visits
23. In internet marketing, conversion rate is the ratio of visitors who convert casual content views or website visits into desired actions based on subtle or direct requests from marketers, advertisers, and content creators.
24. In terms of E-commerce the conversion measurement should be the number of visitors who make a purchase directly from the website as a percentage of total visitors.
25. A successful convert is the visitor who is guided by your website to buy one of your products.
26. The percentage (ratio) of the number of visitors to a site versus who become customers
27. This is the rate of which a website converts visitors into leads or customers.
28. These are rates of measurements about people who visit a website.
29. This is simply the ability to turn users into customers, or engage them.
30. Conversion Rates is most probably the most important metric of a site you can measure. By measuring you can find out the percentage of visitors that convert from users to customers you can see how well or badly your site is doing.
31. Conversion rate is the ratio of visitors who convert casual content views or website visits into desired actions based on subtle or direct requests from marketers, advertisers, and content creators.
32. The ratio of visitors who convert casual content views or visits into desired actions on requests made by marketers, advertisers, and content creators. For example conversion rate = sales/visits , conversion rate =member registration/ visits
33. The number people who take a desired action, usually making a purchase, on a site in a percentage against the total visitors to the site.
34. The percentage of visitors who take a desired action on a site eg: membership registration
35. Conversion rate is the percentage of visitors who perform the desired action/goal (e.g. purchase an item, sign-up for a newsletter) on a site.
36. Site Conversion Rates are the number of people who visit the website and the amount of people that are converted into customers.

37. It is the percentage of visitors to a web page that end up making a purchase.
38. the rate of which people who visitors to your site turn into customers on your site and actually spend money.
39. SCR is the percentage of visitors who does what site owners wanted them to do for example buy product; from visitor to customer
40. the percentage of visitors who take a desired action eg membership registration
41. Conversion rates are a percentage that shows how many visitors buy something out of the total visitors the website gets.

page impressions

1. A number of times a user visits a page displaying Google ads For example: if you have a page displaying 'n' number of ads and it is viewed twice, you will generate two page impressions.
2. A measure of how many pages were viewed by a user. 1 advert on a page will gain 1 impression whilst the user is viewing that page.
3. it is the number of times a user has visited or used a specific website.
4. is generated every time a user views a page displaying Google ads, if you have a page displaying three ad units and it is viewed twice, you will generate two page impressions.
5. measures how many times a page has been viewed by one user . 1 advert on a page will gain one impression while the user is viewing that page
6. Page impressions is like what pages are most visited on your website.
7. •The number of times a web page is accessed
8. The number of people who have viewed that web page.
9. Number of times a page is accessed
10. the percentage of visitors who become customers. (or the ratio of visitors who convert website views into desired actions based on subtle or direct requests from marketers or advertisers. $\text{conversion rate} = \text{number of goal achievements} \div \text{visits}$.)
11. one page impression occurs when a visitor views a web page.
12. A page impression is the instance of a page of the site being loaded/viewed.
13. Measures how many pages were viewed by a user.
14. Is the actual number of times a specific website has been visited by a user. It acts as a counter for web pages, informing website owners, how many times their website was visited or viewed. Page impressions is also known as hits.
15. Page impressions also known as 'Hits' is the exact number of times a user has accessed and viewed your website. Page impressions are essentially counters used by site owners to inform them of visitors.
16. A request to is generated page every time a user views a page displaying Google ads
17. measure how many pages were viewed by a user. example:1 advert on a page will gain 1 impression whilst the user is viewing that page.
18. The exact number of times a specific Web site has been accessed or viewed by a user. A page impression acts as a counter for Web pages, informing site owners how many times their sites were visited. Page impressions are also referred to as hits.
19. there are all about landing page; how it look? are there feel happy to use the landing page? are there attract to the Visitors?
20. some important things you must have to have the landing page: Guided Product Navigation Internal Search Customer Reassurance
21. etc
22. Page impressions are generated every time a user views a page displaying Google ads. We will count one page impression regardless of the number of ads displayed on that page.
23. Measures how many pages were viewed by a user. For example, 1 advert on a page will gain 1 impression whilst the user is viewing that page.
24. How many pages were viewed by a user. eg an advert on a page will get 1 impression whilst a user is viewing that page.
25. This measures how many pages were viewed by a user.
26. This is a request of webpages on a website
27. A page impression is when a user's browser displays an advertisement on a specific web page, this is then logged as a statistic called a page impression.

28. Page impression can only be generated if a site has and is displaying google ads. For example, if you have a page displaying a couple of ad units say three, and its viewed twice. it will then generate two page impression and six ad unit impression.
29. the term page impression and lists other pages on the Web where you can find additional information.
30. A request to load a single page on a website.
31. The exact number of time a website has been visited by a user.
32. The Number of times a specific website has been accessed or viewed by a user.
33. The Number of times a specific website has been accessed or viewed by a user.
34. A page impression describes the number of times a specific page on a website is visited.
35. Page Impression are the number of people who visit a webpage. If one person visit a webpage that will be 1 impression.
36. This is the number of times a page has been viewed by a user. For example: 1 advert on a page will gain 1 impression whilst the user is viewing that page.
37. the amount of times a page has been viewed. sort of like a counter for a page counting the amount of hits
38. Page impressions is the number of times a website page is viewed by a user.
39. Page impressions are the number of views a page gets.

pay per click

1. The amount of money an advertiser spends when people land on their website by clicking on one of his ads displayed on the right hand side of Google Search. Pay per click price depends on the other competitors bid for the same keyword as well as popularity.
2. A type of advertising price structure where the advertiser pays depending on the number of times the published ad is clicked on.
3. It is an online advertising model used on websites in which advertisers pay their hosts only when their ad is clicked.
4. The earning from pay per click by placing ad sense keywords in your website as an advert depending on keyword you use in your site
5. PPc each click on a link or banner generates a commission for the webmaster
6. Pay per click is a type of advertising that one has to pay to advertise on certain website such as google, yahoo bing etc.
7. Pay per click allows you to display your webpage through a search engine the main elements to Pay per click are header, body and the url address the better these elements are the more the chance of your website being displayed on the first five pages of a search engine.
8. The amount a user will pay per click that a customer makes to access their site
9. PPC is an online advertising model, whereby the advertiser pays for each click of the advertisement link through to their website. The advertiser competes with other advertisers for the position of their advertisement by bidding on the keywords included in the advertisement. The highest bidder will win the top spot in the sponsored links section of the search engine results.
10. An advertising campaign where advertisers pay every time an ad is clicked
11. internet advertising model used on websites in which advertisers pay their host only when their ad is clicked. can be carried out using keywords/adwords that the advertisers bid for.
12. refers to when a company pays for text ads to be displayed on the search engine results pages when a specific key phrase is entered by the search users.
13. A method of advertising in which the site will only pay when a user actually clicks on the ad. These ads will appear when certain keywords are entered into search-engines.
14. The advertiser pays te host for every user who clicks on the advertisement.
15. It is a scheme used for Internet Advertising, where advertisers pay their host, only when their advertisement is clicked. Pay per click provides opportunities for product purchasing wherever people are browsing. This is also known as affiliate model, where the affiliates provide a purchase point (clickable ad) to the merchant.
16. There are two types of pay per clicks, one is Flat-rate PPCs and the other is Bid-based PPCS. Flat-rate PPCs is when the publisher and the advertiser negotiate a fixed cost, that will be paid per click. It is commonly utilised in comparison shopping engines.

17. Bid-based PPCs, is when the advertiser signs a contract, that enables them to compete against other advertisers. This is carried out in a private auction, which is run by the publisher(s) or advertising network.
18. PPC is a formula used to calculate a personal rate in which the site owner pays the search engine the agreed rate per click per person.
19. Online advertising format that allows you to buy your way to the top of search results pages for search phrases relevant to your business.
20. When a user searches for a particular search term, the search engine returns a list of natural search results, along with a list of targeted pay-per-click (PPC) ads.
21. Pay Per Click is paying a web site vendor for a visitor's click on an ad that sends them to your web site. Most of the vendors, largest being Google and Yahoo, do not charge you until the visitor actually clicks to your site.
22. Pay per click use to advertisers pays their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. There are the amount of money an advertiser pays search engines and other Internet publishers for a single click on its advertisement that brings one visitor to its website.
23. Websites that use PPC ads will display an advertisement when a keyword query matches an advertiser's keyword list, or when a content site displays relevant content.
24. Pay per click (PPC), as opposed to Free per click (FreePC) is an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked.
25. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Content sites commonly charge a fixed price per click rather than use a bidding system.
26. Pay per click, also known as PPC is an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked. For example, With search engines, advertisers typically bid on keyword phrases relevant to their target market.
27. Advertising price structure - advertiser pays depending on number of times the ad is clicked on.
28. Pay per click (PPC) is an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked.
29. This is when advertisers pay their host after clicking on the Ad
30. A bidding system where ad space is auctioned on Google for its sponsored link section.
31. PPC is where advertisers pay their host only when their ad is clicked on. To advertise on a search engine you need to bid on a key word or phrase relevant to the target market. Search engine such as google will push up your ad depending on hw its doing.
32. Pay per click (PPC) is an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked.
33. A web based advertising model, where advertisers pay their host every time their ad is clicked. Normally there is a fixed price for each click.
34. The advertising model where advertisers only pay the host of the advert when the advert is clicked on.
35. on-line advertisement model in which payment is based on clicks
36. Pay per click is an advertising model where the advertiser pays only when someone clicks on the online advertisement.
37. Pay Per Click is an Internet Advertising Program that is used on search engines and website such as blogs.
38. An advertiser placing an ad on Google (or any other host) would pay only when people click on their ad.
39. adverts or keywords that you pay a certain amount for when someone clicks on the advert.
40. PPC is an ad method where advertisers pay when their ad is clicked.
41. on-line advertisement model in which payment is based on clicks
42. This is a service where hosts charge advertisers for each click of there ads. for example each click of an ad could cost 10p.

fulfillment

1. A way to increase operational capacity. For example: Automatic Order Fulfillment - When your business gets to a point where you get too many orders build a warehouse and

- connect the stock system with your web-based on-line order system to fulfill customer orders.
2. To carry out the processing of an order including picking, packing, and shipping of product.
 3. this is the activity performed once an order has been received including pick and pack, product fulfillment and distribution, pack-out, assembly, order management, inventory management, shipping and logistics.
 4. fulfilling a customer order, including things such as packaging, picking and shipping
 5. The process of fulfilling a customers order including, sale management, picking, packaging and shipping
 6. Process of carrying out an order including packing, picking up, and delivering
 7. to carry out the processing of an order including picking, packing and shipping of product.
 8. Fulfillment refers to the options that are available to the customer in order to complete their order. Once an order it made, some sites will offer various methods to the user to collect their process (EG, delivery, collection from company, delivery to a third party etc)
 9. The tasks involved in shipping customer deliveries. e.i shipping.
 10. Is a process that follows through a transaction of ordering through delivery. Different fulfillment processes are present, which depend on customers requesting products or services. 1) Product Fulfillment: product is manufactured, involving warehousing, assembling, quality control and product delivery to its customers. The finished product does not go back to the creators. 2) Service Fulfillment: Process of making designated services available to the members who are signed up for it. It involves setting up customer profiles, stored in database systems, quality control and service deliverance to their clients/ customers.
 11. Is used to describe the complete process in which a customer has done, from buying the product to receiving the product delivered to their door.
 12. The act of delivering and supporting products purchased online. Includes such skills as logistics, inventory management, parcel management and customer service.
 13. Sequence of steps involved in processing an order to the satisfaction of the customer and making the necessary changes in the inventory records. It may also include processing of returns and re-adjustment of the records.
 14. there are company fulfills their responsibility to send a person, a product that the person has ordered, purchased, or requested from the organisation.
 15. A feeling of satisfaction at having achieved your desires
 16. A feeling of satisfaction at having achieved your desires. Also known as an accomplishment
 17. To carry out the process of an order including picking, packing and shipping of products
 18. The state or quality of being fulfilled; completion; realization; accomplishment.
 19. This is a act of completing customer orders
 20. This is the ability to fulfill an order for a customer and deliver it to them successfully.
 21. N/A
 22. Fulfillment, also known as order fulfillment or product fulfillment, is the process where by a person or company fulfills their obligations to send a person an item or product that the person has ordered, purchased, or requested from the organisation
 23. The process of the point of sale to a customer, to the delivery of the product to the customer. Engineer to Order is when the product is designed and built for customer specification, normally for unique products. Build to Order is a product based on standard design but the manufacturing of the product is linked to customer specifications e.g. luxury cars. Assemble to Order a product is built to customer specification from a stock of existing components e.g. Dell. Make to Stock product built against sales forecast and sold to customer as finished good e.g. retail. Digital copy product that is sold as a digital asset, as one master copy and can be copied on demand.
 24. Living up to the promises your site makes about its services.
 25. the process of delivering goods and services ordered by a customer.
 26. This describes how the entire backend operations of one's online business are handled e.g. packaging and shipping, which in turn allows one to focus more on enhancing other areas of the business, like attracting more traffic to the site.
 27. Fulfillment is when a order is taken and the next step is to supply the order according the customer's request.
 28. The process of fulfilling an order from point of sale to delivery of goods. known as order fulfillment
 29. This is the steps activities and time it will take for an order to be received by the customer.
 30. the process of delivering goods and services ordered by a consumer

31. This is the complete process a company would use at the start of the sale to the end delivery.

in-bound links

1. Measures the number of websites that have a link to your website. For example: If you want higher Page Ranking then you will need to get popular websites with high rank to put a link to your website on their page.
2. These are links from pages on external sites linking back to your site.
3. These are links from a site outside your own.
4. Some engines simply counted the number of links coming into a page, the idea is call PageRank
5. a hyperlink which points to a site form sites other than itself
6. Links on an external web page redirecting towards a web page
7. Hyperlinks that point to a website but exist outside of the target website. I.e a blog, social networking site, online news article.
8. A link that is pointing from one website to another
9. incoming links to a web page. significance lies in search engine optimization. number of inbound links indicates the popularity or importance of that website.
10. hyperlinks that point to a site from another site other than itself
11. This term refers to instances of the site being linked to by other, external sites. In-bound links are used to draw in users from other web-sites, such as blogs, articles, comments etc.
12. Links that are on other peoples site but are linked to your site.
13. Is a link from a site that is outside of your site. In-bound links direct visitors to your website, also helping to improve your site's PageRank.
14. In bound links are links on other peoples websites linking to your own. IBL's are also known as back links.
15. Links from other pages that refer back to your page. The quantity of backlinks can be taken into account as an off-page factor in ranking a website's natural search results for a particular search term. The quality of the backlink - that is, the referring page's own ranking - is also taken into account, as is the relevancy of the referring page.
16. Links that point to your site from sites other than your own. Inbound links are an important asset that will improve your site's PageRank (PR).
17. I don't know about in bound link, i haven't hear that, i hear broken link
18. Inbound links are links from pages on external sites linking back to your site. Inbound links can bring new users to your site, and when the links are merit-based and freely-volunteered as an editorial choice, they're also one of the positive signals to Google about your site's importance.
19. Links from other pages that refer back to your page.
20. Links on a site that link to other pages within the same website.
21. Inbound links Hyperlinks that point to a site from sites other than itself.
22. This is the number of links coming into a webpage
23. These are links that have been clicked on from various different webpages, including different search engines that lead to the desired web page.
24. Inbound Links typically shows the amount of sites that link to yours. This improves search engine ranking.
25. Define inbound links, aka backlinks, and their importance SEO, search engine optimization back links.
26. incoming links to a website, these links are used for navigation, the basic definition is a link from webpage to another.
27. The number of incoming links from another web node (web pager, directory, top level domain).
28. Hyperlinks transiting domains; links from sites outside one's site, to their site
29. In-Bounds Links are links that point to a website other than itself.
30. Hyperlinks that point to a site from sites other than itself i.e a hypertext link to a particular page from elsewhere, bringing traffic to that page.
31. A link from a site outside your site, it sends visitors to your site which is good thing for your site.
32. Links from external sites to your site.

33. This is a link which redirects on a web page.
34. a link from a site outside your website. the more links you have the popular your site will become.
35. These are links from other sites that refer to your site.

average order value

1. Average Order Value = Sum of Revenue Generated / Number of Orders Taken For
example: IF this month I have 8 orders of each £40, £35, £37, £56, £40, £45, £29, £39 Add all orders and divide them by 8 => average £40.1
2. This is the average amount spent for each customer order. For e.g average order value for Nov 09 = £57.80
3. This is the method used to increase traffic to your site and the conversion rate. You could do this by Cross Selling of Similar Products and many more tactics
4. is the average amount spent for a single checkout purchase on a retail site for a particular customer segment or group
5. Average Order value is the average price of the products on your web site.
6. the sum of the total order values divided by the total number of orders
7. The total sales of all orders divided by the total number of orders, to provide the average amount customers spend.
8. Average spent for a single purchase
9. key performance indicator. $AOV = \text{sum of revenue generated} / \text{no. orders taken}$
10. is the average amount spent for a single checkout on a retail site for a particular customer segment
11. The average amount of money (usually excluding postage cost) that is spent by customers. An 'order' may consist of any number of items that a user has purchased at a single time.
12. The average amount spent for a single checkout purchase
13. A vital performance indication method, that is calculated by; $\text{Sum of Revenue Generated} \div \text{Number of Orders Taken}$. This calculates the average amount spent for a single checkout purchase for a retail site, focused particularly on a segment or group of customers (e.g. first time buyers).
14. Average order value is the average amount spent by a single user for a particular group, i.e. Mens, Womens, children
15. $\text{Sum of Revenue Generated} / \text{Number of Orders Taken} = \text{Average Order Value}$ source: <http://blog.webanalyticsdemystified.com/weblog/2005/07/average-order-value.html>
16. is the average amount spent for a single checkout purchase on a retail site for a particular customer segment or group, e.g. first time purchasers.
17. The basic calculation is: $\text{Sum of Revenue Generated} / \text{Number of Orders Taken} = \text{Average Order Value}$
18. In the ongoing effort to optimize the online business there are two major Key Performance Indicator describing the site's ability to generate revenue: average order value and order conversion rate. Smart business owners work diligently to improve both but segmenting visitors and marketing campaigns into high, medium and low AOV groups can help identify where the "best" (e.g., high AOV) customers are coming from.
19. For retailers, average order value is considered a "key" key performance indicator by many, when combined with revenue per visitor or visit and order conversion rate, is essentially the pulse of the web site.
20. $\text{aov} = \text{total Revenue} / \text{total number of order}$ for example: i have e-commerce store with £1,000 revenue and total order is 10 so my average is £100.
21. For retailers, average order value is considered a "key" key performance indicator by many, when combined with revenue per visitor or visit and order conversion rate, is essentially the pulse of the web site.
22. It is the average amount spent for a single checkout purchase on a retail site for a particular customer segment or group, e.g. first time purchasers.
23. For a site the average amount received per order made on the site. Eg $\text{Total revenue over a period of time} / \text{Number of orders over a period of time}$
24. It is the amount of time spent for a single checkout purchase on a retail site for a specific customer segment.
25. average order value is the amount spent on a checkout of an online business or retail site

26. This is the average value the customer is spending. An average is worked out by the number of orders processed and the average value they have spent.
27. To calculate = $\text{Sum of Revenue Generated} / \text{Number of Orders Taken} = \text{Average Order Value}$
28. The average conversion rate for an e-commerce website (i.e., for people making a website purchase) is around 2%, but I've seen some sites achieve double-digit conversions through split and multivariate testing.
29. Is a key performance indicator that evaluates how a website is performing the equation is $\text{sum of revenue generated/number of orders taken} = \text{average order value}$. This equation shows you the ideal amount of products you should order.
30. A key performance indicator that evaluates how a website is performing $\text{sum of revenue generated/ number of orders taken} = \text{average order value}$
31. The average amount spent by each customer of the site.
32. Average Order Value is based on how much each customer spends when they buy goods from a website.
33. A key performance indicator, when combined with revenue per visitor and order conversion rate.
34. calculation is: $\text{Sum of Revenue Generated} / \text{Number of Orders Taken} = \text{Average Order Value}$
35. this is simply the average value of orders placed on our site by customers.
36. This is the amount spent on one checkout for a particular customer.
37. a key performance indicator that looks at revenue per visitor and order conversion rate
38. This is the average money spent on a single order for a selected group. This selected group can be for first time buyers etc.

payment integration

1. A gateway payment service which allow processing order payment For example: PayPal is electronic payment gateway
2. When you integrate payment gateways such as PayPal and Sage Pay into your website. This will allow you to take orders of products from the site as the customer can pay via their credit/debit card.
3. This is a remotely hosted software application that enables merchants to accept credit card and electronic check payments directly from their website, where the payment information submitted on the site is captured and securely transmits the transaction data to an appropriate financial institution to process and deposit funds into your merchant account
4. managing payment process for multiple type of transaction by transforming payment from one form to another.
5. Payment Integration is when you integrate different payment systems and methods of paying for a product on your website this can be credit card or through paypal.
6. having some form of way for the customer to be able to pay the supplier on a website, examples include forms, paypal etc
7. Is when a commerce site uses a separate service/company to handle payments
8. an e-commerce service that authorises payments for e-businesses & online retailers. In a way, it represents a physical POS (Point-of-sale) terminal located at most retail outlets. Payment gateways encrypt sensitive information, such as credit card numbers, to ensure that information passes securely between the customer and the merchant.
9. is a facility allowing payment of products on an ecommerce website
10. This term refers to the methods that a customer may use in order to make purchases from the site. Various different methods of payment integration should be used by a site to ensure that a customer can pay in a method that they feel comfortable with (EG, paypal, worldpay etc)
11. Payment methods for example paypal.
12. A payment gateway such as PayPal or Sage pay that has been incorporated into a website. Customers transact with the chosen gateway in order to pay for the goods and services the website has provided, completing the online sale process.
13. Is an E-Commerce application service provider (ASP) to authorize payments. The service is used for e-businesses and online retailers. It protects vital information, such as credit card details. In addition, it encrypts any sensitive data (i.e. credit card numbers, bank account

numbers etc). It ensures a safe and secure passing of information between the customer, the seller and the payment processor. It is also known as a Payment Gateway Integration service.

14. This is a piece of code which is added to a websites shopping cart to improve customers needs, safety and efficiency.
15. Providing secure payment transaction by using such site like paypal
16. An Agile and Secure Solution for Managing Banking Payment Flows Synchrony Payment Integration helps banks better respond to customer needs and grow payment revenue. Leading banks are now automating payment management systems to gain a global, strategic advantage and reduce operational costs.
17. there are all about how to receive a payment, so some web site are using Google Cart system and some are using paypal, google have too many restriction.
18. The spirit behind FormSmarts Payment Integration is to make it very easy to request a payment as part of a form submission.
19. integrating a type of payment to a website. for example to integrate google checkout with your website, therefore giving customers the opportunity to use Google checkout to pay.
20. A way for customers to safely (hopefully) pay for products on line using their Debit/credit cards. Usually through a website and a company they have an relationship with. Eg EBay and Paypal.
21. This is when you integrate a type of payment to a website. eg; allowing a customer to pay through using google checkout.
22. this allows you to use different payment options
23. This is the ability to add payment options within the actual web page. For example, adding forms to input card details within a ticket booking site.
24. N/A
25. The PayPoint XML API payment module allows a full integration with your ... Define payment and shipping options for each group or individual customers
26. Payment integration is a gateway that makes credit card and debit card payments possible along with with other payment options, an online payment button can be placed next to each product. Price, currency, product description and product reference number can be included in payment integration.
27. gateway which allows several types of payments
28. An integrated payment system on the website rather than a payment gateway such as paypal.
29. The payment integration allows accepting online payments from the customers using any of the popular payment gateways (allowing processing of credit cards).
30. Payment Intergration is when a website or eCommerce site adds a payment system to enable users to buy good easily and securely.
31. Helps banks respond to customer needs better and grow payment revenue. Leading banks are now automating payment management systems to gain a global, strategic advantage and reduce operational costs.
32. using a third party to handle the payment from customers. e.g paypal
33. This is a payment gateway where payment is received before shipping the product.
34. helps banks respond to customers needs better
35. This is a service that allows web companies to use external payment options like paypal to take care of the customer payments.

A/B testing

1. Different ways of changing bits and piece of your website in order to attract more visitors and there increase your conversion rate. For example:
2. - Changing the look and feel of your web page - Make PPC campaign by liking key business words relative to your landing pages - Improve website content information
3. Using two versions of an ad or landing page within the same campaign in order to compare the effectiveness of each to the other.
4. This is a method of marketing and testing by which a baseline control sample is compared to a variety of single-variable test samples in order to improve response rates
5. it provides real-world, data-driven, unbiased answers to a hypothesis by choosing between A or B as an alternative fashion as the best choice.

6. Comparing the effectiveness of two different landing pages within same campaign
7. A testing method where 2 or more versions of the same product is created and tested
8. unleashing two different versions of a website (or keyword, advertisement etc) and see which performs best, i.e. which gets the most click through to next page, or page conversion etc
9. is the testing of two different versions of a page or elements of a page.
10. A method of testing wherein a site will simultaneously use two (or more) separate versions to different groups of users. Comparing the results/statistics generated from users for each version will allow the better one to be identified.
11. Method of marketing that improves response rates.
12. A way to compare the effectiveness of a landing page or advertisement by monitoring two alternative versions to see which one works best.
13. It is a method used for testing advertisements and marketing, where a baseline control sample is compared to a variety of single variable test samples. This process is carried out to improve response rates. It is used by many companies to help them make marketing decisions. Major companies such as Amazon, Google and Microsoft use this method. A/B testing is also known as Split Testing and Bucket Testing.
14. A B Testing is when a web owner creates two or three versions of a website, usually one or two pages will be different. This test will help improve the website by analyzing how users like or prefer things on their site.
15. is a method of marketing testing by which a baseline control sample is compared to a variety of single-variable test samples in order to improve response rates.
16. A/B testing, split testing, or bucket testing is a method of marketing testing by which a baseline control sample is compared to a variety of single-variable test samples in order to improve response rates.
17. there is good way to explore something new, for example; some web site use A/B testing, those web site are dividing their visitors into two parts, one is 60 and the other one is 40, administrator are send the new page to 40% and take it feedback, if they like the new page very much then it will explore the new page.
18. AB testing refers to testing two different versions of a page or a page element such as a heading, image or button
19. A/B Testing lets you compare several alternate versions of the same web page simultaneously and see which produces the best outcome, e.g., increased click-through, engagement, or any other metric of your choice.
20. Can test different ads/keywords/landing pages at the same time. Usually 2 different versions. Eg Some users access "A" ad and others access "B" ad.
21. A/B testing is a method of marketing testing by which a baseline control sample is compared to a variety of single-variable test samples in order to improve response rates.
22. this is a way of market testing that helps improve response rates for example when a baseline control sample is compared to a simple test sample
23. Gives the developer an opportunity to test two versions of a web page that have included an ad, to test which version of the website is gaining more of a user response.
24. A/B testing allows you to compare entire pages against each other. However, there are situations in which the A/B testing interface won't allow you to make desired customizations.
25. marketing testing a base sample is compared to numerous single variable samples to improve sponsor rates
26. marketing testing that a base sample is compared to numerous single variable samples to improve response rates. Tests may reveal which single variable sample is the most effective, and if a difference between tactics are noticeable.
27. Where specific parts of the site have two different versions and one may displayed to one user and one version is to another to see which is more likely to lead the user to a purchase.
28. It is a simple concept that is used to compare one change with the other on a site so as to determine their performances vis-a-vis customers. In other words, splitting the audience.
- 29.
30. A/B testing is a form of testing to see how customers are interacting with the site. For instance if the a customer is going to buy something, they will search the product, add to basket, complete payment and then confirm order. This means that an order has been made. Some customers will add an item to the basket and got to the payment section to see how much its costs, then leave the site. With A/B testing its will help webmasters to get more customers to fully complete the process that they have started.

31. In internet marketing A/B testing is a method of testing for an advertising campaign that involves two different versions of a web page to see which is more effective.
32. this is where you set up 2 or more sites/pages and direct different users to each of the sites/pages to test which one is the most popular/ makes the most money
33. This is a testing of advertising methods where you compare different marketing methods such as emails or landing pages.
34. In internet marketing this is used on advertisement campaigns that involves two different versions.
35. This is where you have two types of the same webpage/advert/keyword etc to find out which one performs better.

Customer journeys

1. Customer journeys are meant to maximise conversion rate. For example:
2. - Put an effective effective PPC advertisement linked to landing pages. - SEO for an effective organic search
3. The journey a customer takes upon entering your site, to browsing your products to eventually deciding to make a purchase or not.
4. This is a process which tracks what users are doing on a website and through analysis can reveal how to optimise the site as way of identifying who your site visitors, how they use it and whether they are successful
5. Mapping a typical journey that your customers follow when interacting with your touch points, A set of wireframes will illustrate the steps in the customer journey for a particular persona
6. Customer Journeys are the journeys customers take to access your site this may be a search engine query, they may access it through the home page or by keeping a bookmark of the site.
7. •The customer experience in a specific retail environment
8. Sequence of web pages that a user goes through
9. customer experience in a specific retail environment. the journey by which a customer takes to identify their needs, and use the internet to try to solve this problem. e.g. young woman searching for a dress for a birthday party, so looks at various online shops and finds the perfect dress.
10. a description of modern multi channel buyer behaviour as consumers use different media to select suppliers, make purchases and gain customer support
11. This term refers to the process (or 'journey') through which a customer must go through when using the site. Customers may or may not actually make purchases from the site, but all have an individual journey. A journey consists of a starting point (Eg, search engine), how they arrive on the site (landing page), and their actions whilst using it.
12. The customers experience when using a website. The steps they will take to complete a task.
13. The customers experience searching for a product within a retail environment. This might start from a search engine query through to a landing page of the specified product. Alternatively this might start from a set of categories listed on a site that help guide the customer to the right product.
14. Is a description of the behaviours of different consumers that use different means of selecting suppliers. It also projects how consumers purchase goods and gain support of other consumers.
15. Customer Journeys is whats known as what route a customer takes to get to their desired destination. Companies tend to create different personae to analyze which journey their made up persona would take. By understanding a customer journey we can help in improve the journeys of many potential future customers.
16. this is how the customer reaches the website and the landing page that the customer see first.
17. A description of modern multi-channel buyer behaviour as consumers use different media to select suppliers, make purchases and gain customer support
18. customer journey are about the way how to change the visitor into customer. engaging the Visitor, attract the Visitor and converting into customer and customer relationship with management

19. Customer Journeys are the customers access the site and what journey they make on the site.
20. consideration of the sequence of steps a customer may take on your website to find a product they want
21. This is a description of multi-channel buyer behaviors consumers use different media to select suppliers and gain customer support.
22. This is the journey the end-user takes that eventually takes them to your website's landing page, or the journey to achieve a certain goal.
23. N/A
24. A "customer journey" is a way of viewing a client brand through the eyes of the target customer. The journey can be literal, from first point of contact
25. The customer experience in a specific retail environment, or a sequence of actions from a consumer within a given space that inform people on how consumers would buy their products.
26. The journey the customer is faced with to achieve their goal for exapmle buying a pair of shoes
27. The behaviour of a user on a particular site as they complete a specific objective.
28. Customer Journeys are what the customer does on a website. The journey start from the homepage until the customer's exit the website altogether. But sometimes depending on the customer, their journey may start from a search engine or from another site.
29. The cycle of relationship/ buying interaction between the customer and the organisation.
30. A customer journey is the journey a customer makes through your site to reach there intended goal. this includes how they get onto your site/ where they start their journey to the pages they may visit when trying to reach their goal and finally where they leave your site after it has served their purpose
31. This is the behaviour of visitors in a website by checking their landing page, buying product and so on.
32. the cycle of relationship/ buying interaction between the customer and the organisation
33. This is the journey a customer takes within a retail website. for example the first page they landed on and the last one.
34. how customers can access goods on a webpage

customer relationships

1. Meant to attract and keep customers by making them feel their special and well treated. An effective method of keeping an existing customers and therefore generate a revenue. For example:
2. - Express your care about the customer - Offer limited promotions - Offer products cheaper than the competitors price - Conduct surveys for customer satisfaction - Customer service call centre
3. A process that manages the interactions between a company and its customers.
4. These are methods that website owners use to interact with customers for example e-mails, forms to take details e.t.c
5. methods that companies use to interact with customers in order to improve and gain relationship to continue having the same customer
6. Customer relationships is a part of E-commerce which focuses on how to get the customer to interact with your website and to try and convince the customer to always visit your website.
7. The relationship made between customer and service provider
8. methods that companies use to interact with customers. help to build loyalty and trust between customer and business. involves good communication between company and customer as well as applying the business to the companies needs.
9. Understanding the customer and creating trust.
10. a marketing led approach to building and sustaining long term business with customers
11. This refers to the means in which the organisation uses in order to communicate with the customer (communication methods, encouraging new customers, returning customers).
12. Interaction with customers i.e e-mail.
13. Building on the relationship between the web company and the consumer. This might include a newsletter whereby the company provides regular news updates to consumers

who signed up from the site. It may also include a recommendation system whereby the website recommends items based on what items the customer previously looked at or bought. Increasing customer relationships ensures that the customer is likely to purchase from the site again.

14. It is the process of how organizations and companies manage and maintain their relationships with customer/clients. It is an approach to gain and retain customers, keeping them in the center of most, if not all of the processes and activities.
15. This is how people who afloat the business or company are well or bad treated
16. Customer Relationships is self explanatory, It is the relationship between the website company and the user. By establishing a relationship through newsletters discounts and events, the owner can potentially make many more users through different means as well as maintain this first time visitors and convert them into loyal customers. Such as word of mouth, a very powerful form of advertisement.
17. are methods that companies use to interact with customers so that the customers buys they product.
18. Customer relationship is about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost.
19. Customer relationship are methods that companies use to interact with customers. There is an importance on handling incoming customer phone calls and email, although the information collected by promotion their customer, and surveys such as those polling customer satisfaction.
20. A marketing-led approach to building and sustaining long-term business with customers.
21. Customer relationships are at the heart of every business: how the people who keep your company afloat are treated.
22. Interaction with the customer. Making the customer trust your site. Building good customer relationships is important as most customers are existing ones.
23. This is an approach to build and sustain long-term business with customers.
24. This is important to a business, it is about making sure customers are satisfied with the business, and that this potentially converts them into returning customers.
25. Customer relationships are at the heart of every business. CRM are methods that companies use to interact with customers. The methods include employee training and special purpose CRM software.
26. Customer relationship management (CRM) are methods that companies use to interact with customers. The methods include employee training and special purpose CRM software
27. How a company interacts with a customer, they can do so through a number of ways. Operational- customer history provides employees with direct contact with previous customers. Analytical - data mining can be used to gather information about customers, customers can also interact with companies with feedback surveys and e-mails.
28. the type of relationship that a customer has with a company for example sainsburys nectar card it is a reward scheme
29. The way companies deal and communicate with existing customers, can be though emails recommending new products in the same category as some the have recently purchased or viewed.
30. These are breadth and depth of interactions.
31. Customer Relationships are when you get to know your customer's needs and encourage them to keep buying goods from you regularly. So if you are a regular customer of Tesco and you shop online 3 times a week, every time you go back to the website they will know what you will buy. By knowing this information they can do things like customised the homepage for you so can order the items you always buy straight away.
32. The relationship that a business has with its customers and the way in which it treats them.
33. self explanatory. the relationship that you have with a customer. this can be looked at as loyalty or the way a customer uses your site. this describes a certain amount of trust that has been built up between your site/company and the customer. it is also important to try and maintain this relationship as keeping existing relationships is easier and cheaper than making new ones.
34. This is a method used by online businesses to keep their current customers by having a good customer relationship.
35. This is the process companies use to interact with customers.

search engine ranking

1. Index for a position of a website in a search engine. The higher the ranking the better the position, therefore the more traffic is redirected to that website. For example: If a web page has a higher page rank, it would be displayed closer towards the front page of a search engine when a natural search query is performed. There this website will receive more visitors.
2. The position of a site on a particular search engine. Typically search engine users visit only high ranking sites, so a high position is important
3. This is the process of improving the volume or quality of traffic to a web site from search engines via natural or un-paid search results. It is the strategy used by search engines such as google to reward some sites based on their performance
4. is process of improving the volume of traffic to a web site from the search engine via natural ways like paid or unpaid ways
5. Search engine ranking is how your web site is ranked through search engines.
6. The position of a website in a search result
7. the position of a site on a particular search engine
8. Position of a site within a search engine
9. The position of a site in a particular search engine
10. The ranking that a search engine allocates to a particular page will determine how often/ high up in a list of results it will be. Ranking will depend on a number of factors, including in-bound links, popularity/hits, and keywords.
11. The position of a site on a particular search engine.
12. The position of a site on a particular search engine. The higher the position of the site when a search query is entered, the more likely people will click through to it.
13. This is the position that a certain website appears in the results of a search engine query. A website has a high ranking when it appears near or at the top of the results generated.
14. search engine ranking is how websites are positioned on a search engine.
15. Search engine ranking is how well your website is ranked by a search engine. The more page views and the more popular your website, the higher it will appear on search results.
16. The position of a site on a particular search engine. Typically search engine users visit only high ranking sites, so a high position is important.
17. Search engine ranking refers to the position at which a particular site appears in the results of a search engine query. A site is said to have a high ranking when it appears at or near the top of the list of results.
18. maybe search engine ranking are when someone do some research then a website has as one of the most important factors for determining that website's search engine ranking
19. The search engine ranking checker helps you find the position of your web pages on search engines, the better you use the keywords and phares the more higher the ranking of the page.
20. The position of a site on a particular search engine. For example, on Googles ranking the website could be 2nd
21. the position of a website on a search engine
22. This is the position of a site on a particular search engine. Typically search engine users visit only high ranking sites, so a high position is important.
23. Is how a webpage ranks in a search engine's results page. For example, Google determines a ranking depending on a web pages quality score, and the quality of its landing page.
24. its a process of improving the volume ir quality of traffic to your site.
25. Each search engine has its own method for calculating relevance, usually based on an analysis of the content of the destination webpage, including: meta title (visible at the top of the web browser window); metadata; number of incoming links, (commonly referred to as the page's 'popularity'). Popularity-based ranking assumes that the more incoming links a webpage has, the more likely it is to be a subject 'authority'; incoming link text: a search engine may make assumptions about the content of a website based on how other people have described it through the text they have used to link to a site; use of appropriate semantic markup, for example, use of heading elements; and page text.
26. The ranking in which results are displayed i.e relevance to the search
27. A list of results that are provided from search term and are listed by a category such as relevance, most popular etc.

28. The position that a particular site appears in a search result.
29. This determines how high a website / page is displayed in the natural listings for a particular phrase.
30. Search Engine ranking is the volume of traffic going a website from search engines.
31. the process of improving the volume or quality of traffic to a website .
32. this is a number that is given to your site by a search engine based on certain credentials, such as click through rates and the effectiveness and quality of customer journeys on you site.
33. This is the position a website will appear when is searched in a search engine. The better ranking a site is the more it will appear on the top.
34. the process of improving the volume or quality of traffic to a website
35. This shows how well your website ranks with a search engine. It is usually based on content and keywords.

PageRank

1. A numerical value assign to a website according to number of inbound links Example: Web page with rank 6 would have much more other websites linked (link with wank 6) this website than a web page with rank 5 Inbound links with rank 6 cost more than inbound links with rank 5,
2. A Google patented method for measuring page importance or relevance; ranges from 0 to 10, 10 being the best
3. PageRank is a link analysis algorithm, used by the Google search engine that assigns a numerical weighting to each element of a hyperlinked set. or PageRank is one of the methods Google uses to determine a page's relevance or importance
4. is how important a page is and how better its linked to other page that the search engine can detect every easily
5. PageRank is how your web site is ranked by people worldwide.
6. Page rank is a value that Google assigns to a web page based on the importance of the page on the internet that is determined by the number of incoming links to that web page
7. link analysis algorithm used by Google. Assigns a numerical weighting to each element of a hyperlinked set of documents, such as the WWW with the purpose of measuring its relative importance within the set
8. Google assigns a number to a page based on importance and quality
9. a scale between 0 to 10 used by google to assess the importance of websites according to a number of inbound links
10. A method used by Google wherein an algorithm is used to determine how 'important' particular webpages are. PageRank is a factor in determining how high up the list Google's search results the page will be.
11. Page rank is a value that Google assigns to a web page based on the importance of the page on the internet.
12. An algorithm devised by google that measures the quality of a website, through looking at the number of links that point back to it and also the quality of the content within the pages.
13. Is a site analysis tool, used by google search that measures the importance of webpages. It is a trademark of Google, displaying the results of webpages on the World Wide Web, based on how important they are.
14. This is when a business can rank pages on on a website. this normaly determines how important a page is on a website.
15. Page Rank by google is used to measure the popularity a page in your website. The higher the popularity, the more users visits a page the higher the rank.
16. One of Google's methods to measure the importance of a web page according to its popularity and links to other websites.
17. Page Rank is a quantity defined by Google that provides a rough estimate of the overall importance of a web page. Many factors influence Page Rank, thus it is a poor indicator of how well a page ranks for particular keywords.
18. Google takes a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the total volume of votes, or links a page receives; it also analyzes the page that casts the vote. A hyperlink to a page counts as a vote of support. The PageRank

- of a page is defined depends on the number and PageRank metric of all pages that link to it. A page that is linked to by many pages with high PageRank receives a high rank itself.
19. A scale between 0 to 10 used by Google to assess the importance of web sites according to the number of inbound links or backlinks.
 20. A scale between 0 to 10 used by Google to assess the importance of web sites according to the number of inbound links or backlinks.
 21. PageRank is a numeric value that represents how important a page is on the web.
 22. Google assigns a numerical weighting to a page. One of the factors determining the visibility of a web pages
 23. A Google patented method for measuring page importance or relevance; ranges from 0 to 10, 10 being the best.
 24. Is a technique used by Google to determine whether a webpage is of importance by measuring how many hyperlinks link to the designated page.
 25. PageRank is a link analysis this algorithm was named after Larry Page. it is used by the Google Internet search engine that assigns a numerical weighting to each element .
 26. PageRank is a link analysis algorithm, named after Larry Page,[1] used by the Google Internet search engine that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of "measuring" its relative importance within the set.
 27. Used by Google search engine assigns a numerical weighting to each element of a hyperlinked set of documents measures the importance of each set.
 28. used by google search and it ranks hyperlink documents
 29. An algorithm used by the google search engine the aim of measuring the relative importance of the pages contents and assigning it a rank based on a series of values.
 30. PageRank is what Google use ot measure the website's link popularity.
 31. Measures not only how many links point to a website, but the "quality" of the sites providing the links. The more web pages that link to your web pages give your web pages a higher page rank.
 32. a rank given to a web page based on its relevance to a specific search.
 33. A pagerank is used in the search engine to give rank in a website pages; the more important to least important.

click and collect

1. Customers can use the internet to buy their products, reserving them instore so that they can collect when convenient. For example: Buy a product in the morning while at work. In the evening when going back home collect the purchase from the store.
2. This is where a customer can place an order online, and pick up from their local shop at their convenience
3. It is a different way to shop online where website include Click and collect and features on stores to help support the user
4. is the act of reserving an item in the store and collect it yourself from the local stores by paying either online or paying at the counter.
5. where customer can order online and collect in store
6. when a customer orders a product online to be delivered to a store, at a location of their choice for collection
7. Customers order online but pick up the product in store.
8. is a facility on a retail website that allows visitors to reserve the products that they want and then visit the store to collect it
9. The name given to a system wherein customers can reserve or pay items online, and then collect them in-person from the store. This is useful for customers who require the item the same day, or live locally to the store (to save on potential delivery costs).
10. Place order online and collect instore.
11. The process of ordering an item online, but collecting it from a designated retail store. This ensures availability of the product and eliminates delivery costs.
12. This is an online service, allowing buyers to click and order/reserve an item online. The buyers then physically come to the store and collect their item. Stores such as Argos have this service, where buyers select their preferred collection time & date. The items are

- reserved for a certain period of time, allowing the buyer to come to the store pay for the good(s) and collect their purchased item.
13. click and collect is when a website offers a service whereby the user finds the product they want and pays for it online, this item will then be essentially taken off the shelf, reserved and ready to be collected from a preferred store. If of course talking of bigger companies like Argos.
 14. click and collect is a service allows users to place orders over the website and collect their items from their local shop
 15. This is when customer selects what items they would like and their order are available after a few days. The customers are then required to collect what they have ordered.
 16. some companies are giving this option, someone want something and they just want to click and those item is reserve for those person and they have to collect those item.
 17. Click and Collect. Place your order online, and pick up from your local shop at your convenience.
 18. The 'Click & Collect' feature allows you to collect your order from any of our Click & Collect branches, depending on availability.
 19. Reserve product online and then collect in store .
 20. This is when a customer orders something online and then goes to a store to collect it.
 21. This is the process of reserving an item online then collecting it physically by the customer themselves.
 22. N/A
 23. Spyware programs can collect various types of personal information, under which a single click can be taken as consent to the entire text
 24. click and reserve i.e choosing an item reserving for in store collection
 25. An order process that consists of a user purchases a product after checking the availability and the store reserving the product for the user to collect at a later date.
 26. The act of being able to order an item online and then collect it from a specific high street store.
 27. Confused as to whether it is the same thing as click bank.
 28. Click and Collect is when you can order an item online and then pay and collect from the store. Argos & PC World have this method of purchase. Sometimes it can be cheaper because when you go to collect the item, they will charge you the price that is stated online instead of the price in-store.
 29. a service that a company can offer, instead of sending products out to customers which can be quite costly a company with a "bricks and mortar" side to their business can offer the customer to buy their product online and then go into the shop to collect it, which can be beneficial to both the customer and the company.
 30. This is a way of reserving an item online and collecting it from the store.

real time inventory availability

1. Increases engagement, user satisfaction, and converts users into customers For example: Imagine browsing a blog talking about the latest game console, with an accompanying ad from Best Buy, displaying the availability of that console, in the nearest store to the user. Maybe even highlight that there are only 3 of them left!
2. The customer will be able to see exactly how much of an item is currently in stock.
3. Real time availability is an online based system technology that makes it simple to stream offers that are already on your website, into ads that your creative team already knows how to build. In other words – if your users can browse to an offer on your website, we can take that offer on the road – show it wherever an ad can show,
4. to provide shoppers with accurate inventory of items that will update in real-time when an order is submitted
5. Real time figures of a company's volume of stocks on sale
6. web site shows up to date information about whether a product is in stock and its price
7. Number of items remaining and is updated live
8. is the ability of a retail website to let customers know how many products are available for order at that particular moment
9. Refers to the site's ability to adjust their inventory based on purchases made. Many sites have systems that enable their availability of inventory to be adjusted depending on both

online and in-store sales. This can be used in order to communicate to the customer how many items are available (to encourage fast sales in the event that the number is low), or also to disallow purchases for out-of-stock items.

10. Amount of stock showing on website.
11. When the customer adds products to the basket, the website will provide continual behind the scenes checks with the stock management system. The site checks that the item is still available and has not sold out during whilst the customer continues to browse the site.
12. A new technology allowing consumers and businesses to help them know what they've got in store. It also helps them know where it is and what is required more of. It is a inventory control system that operates in real-time. This enables the company or organization to know exactly what items/products they have, every day and every hour. This service allows effective management of inventories and increased traceability of a product. This is a measure that prevents the risk of theft within the organization as items are counted frequently.
13. Real time inventory availability is a system used to display actual stock counts on a webpage. This means that the entire stock will be linked with this system to be able to show the stock count online, like amazon.
14. the amount of current goods or products that are available to customers
15. Real-Time Inventory availability - An inventory control system that operates in real-time. for example if customer wants to book a flight they can see what seats are available.
16. You can set up real-time inventory for your store to provide shoppers with accurate inventory of items that will update in real-time when an order is submitted. administrator must request that Customer Care activate the Real-time link to have this link appear in the Store Manager.
17. You can set up real-time inventory for your store to provide shoppers with accurate inventory of items that will update in real-time when an order is submitted.
18. Stock availability is up to date in "real time" .
19. This shows you the stock availability in real time
20. Allows you to see how much stock is available in real time
21. the time
22. This allows the customer to check whether a product is in stock at a store's particular warehouse, live.
23. N/A
24. Free real time inventory control Download at WareSeeker.com - Multibizlink Inventory Control V1a is ... User Define Display Area.
25. Stock that is updated and altered all the time and the availability is updated immediately.
26. Keeping track of currently available stock on the site at any given moment that is updated immediately by purchases.
27. The process of assuring customers that a product they see on the screen is available.
28. Real Time Inventory availability is when the website shows the amount of stock available live. So as stock goes down, the level count will change straight away.
29. the ability to check and maintain a companys inventory in real time. for example if your company shows a certain amount of stock and a chunk of this stock gets purchased at the same time, you site should be able to show how much stock is available after these purchases have been completed.
30. This is to provide users an accurate inventory and also update in real time.
31. Able to provide shoppers with accurate inventory of items that will update in real-time when an order is submitted
32. This is a feature that shows accurate inventory availability. It will update in real time when a order is made.

revenue

1. Revenue is the money coming in from sales. For example: Sold a ten cars each for £10000 there revenue is £100000.
2. The entire amount of income before any deductions are made.
3. This is the total amount of money received by the company for goods sold or services provided during a certain time period.

4. is an income generated from a sale of a product or the collection of tax revenue by the hm revenue and customer can also be revenue.
5. The amount of income
6. This is the amount of money a business or company receives for the goods sold or its services.
7. income a company receives from its normal business activities.
8. Income received through business
9. the entire amount of income before any deductions are made
10. the entire amount of income before any deductions are made
11. The total amount of income that the store has received from sales, prior to any deductions that are made (tax, product cost, running cost etc).
12. Revenue is income that a company receives from its normal business activities.
13. The total amount of income acquired before any deductions are made.
14. Is the income in total, including cash and non cash, that is given by a business, This is given before any expenses are paid. Revenue is not the same as earnings, as revenue is the total before taxes are paid; whereas expenses are after taxes are paid.
15. Revenue is the actual income of a company before any kind of expense is paid.
16. revenue is income that a company receives from its normal business activities, usually from the sale of goods
17. Revenue is income that a company receives from its normal business activities, usually from the sale of goods and services to customers.
18. Revenue is income that a company receives from its normal business activities, usually from the sale of goods and services to customers.
19. total amount of money you are taking that business
20. In business, revenue or revenues is income that a company receives from its normal business activities, usually from the sale of goods and services to customers.
21. Total amount of income before any deductions are made.
22. The total income, both cash and non cash, received from an enterprise or business, before any expenses are paid
23. This is the money taken in from the sale of a specific item or a service by a business.
24. revenue is the income that the company makes from day to day business activities, usually from selling goods and services to customers. Revenue sometimes may refer to business income in general.as in "Last year, Company X had revenue of \$32 million."
25. To work out revenue = amount and cost of items, take away the price from the amount of items which you have
26. revenue - definition of revenue - For a company, this is the total amount of money received by the company for goods sold or services provided during a certain time period. ... unearned revenue
27. income that a company receives from business activities
28. income that a company receives from their business activities, the main form is usually sales to customers, revenue can come in the form of interest and dividends.
29. The total income a site generates before any costs are considered.

profit

1. Profit is revenue minus expenses. For example: Bought a car for £600. Advertise the car for £500 and sold it for £2000 Profit is £900
2. Total income or minus expenditures.
3. Profit is the total earnings minus the cost.
4. is the amount of money accrued from the sales of the product minus the cost which is profit = sales - cost
5. The revenue less costs
6. profit is the difference between a company income and expenses
7. total revenue - opportunity costs
8. revenue minus costs
9. total income minus expenditure
10. The total amount of income that the store has received after all deductions are made.
11. Money gained when a product is sold.

12. The total amount of money left over from the revenue once all expenses have been deducted.
13. If the total amount of income or cash flow without any expenditures. It is the difference between revenue and cost. It is the total amount remaining after all expenses are deducted from the initial income.
14. Is the total income minus expenses, actual money made.
15. The amount of money left after expenses have been subtracted from income.
16. Profit is the difference between revenue and cost.
17. there is small formula: profit = order sold by - expenditure. for example: order is 1000 and expenditure is 500 so my profit is 500
18. Profit is the difference between the income of the business and all its costs/expenses. It is normally measured over a period of time.
19. Revenue - Costs = Profits
20. total revenue less total expenses for a period of time calculated in accordance with generally accepted accounting principles.
21. Profit generally is the gain in business activity for the benefit of the owners of the business.
22. Is the capital left over after direct and indirect costs have been deducted from the revenue earned from sales.
23. Profit is the difference between the income of the business and all its costs/expenses. It is normally measured over a period of time. They are four main types of profit = Gross profit, Net profit, Net profit after interest and taxation, and Retained profit.
24. profit - definition of profit - The positive gain from an investment or business operation after subtracting for all expenses. opposite of loss
25. a gain in business activities for the benefit of the owners
26. Is a gain in business activity for the benefit of the owners of the business.
27. Income minus any costs of running the business.
28. A financial benefit that is realized when the amount of revenue gained from a business activity exceeds the expenses, costs and taxes needed to sustain the activity.
29. OR Profit = Total Revenue - Total Expenses
30. Profit is the amount of money you make.

profit margin

1. It calculates the net profit as a percentage of the revenue. For example: Net profit (profit after tax) divided by revenue times by 100%.
2. What remains from sales after a company pays out the cost of goods sold.
3. Profit margin is simply profit divided by sales
4. is the income divided by revenue or net profit divided by sales.
5. the ratio gross profits divided by net sales
6. profit margin is the ratio of profit a company gets to keep in earnings out of every sale.
7. net profit margin = net profit (after taxes) / revenue x 100%
8. the price that is raised from the cost to make a gross profit
9. the ratio of net income to net sales of a company expressed as a percentage
10. the ratio of net income to net sales of a company expressed as a percentage
11. The profit margin is a measure that is used in order to determine the profitability of the store. It involves defining what percentage of the overall revenue is taken as profit. (EG, The store makes £1000 in revenue, of which £100 is left as profit after all necessary deductions. This means that the profit margin of the store is 10%).
12. Equals profit divided by sales.
13. The percentage of money made off the sales. For example, if a company made £1 million in sales and £600,000 in total costs, the profit margin would be 40%.
14. Is a process of measuring trading success and is the ratio of net income to the net sales of a company. It is expressed as a percentage.
15. Is gross profits divided by net sales.
16. The ratio of net income to net sales of a company expressed as a percentage.
17. the difference between cost (including or excluding operating overheads) and selling price of a product or service. Percentage margin is generally deemed to be the difference between cost and selling price, divided by the selling price ex tax (eg something that costs

- \$1 and is sold for \$2 plus tax produces a 50% margin - gross margin that is - net margin is after overheads are deducted).
18. it is a formula to describing the profit margin: $\text{net profit margin} = \frac{\text{net profit}}{\text{revenue}} \times 100\%$
for example: a company sell thing for £10 it cost the company £6+ £2 tax. that makes the Company net income £2 (£10-£8)
 19. Profit margin is a ratio of profitability calculated as net income divided by revenues, or net profits divided by sales. It measures how much out of every dollar of sales a company actually keeps in earnings.
 20. gross profit/ net sales
 21. Net profit after taxes divided by sales for a given 12-month period, expressed as a percentage.
 22. This is the net profit (after taxes) / revenue * 100.
 23. How to work out profit margin = ratio of profitability calculated as net income divided by revenues, or net profits divided by sales. It measures how much out of every pound of sales a company actually keeps in earnings.
 24. Definition of profit margin is operating profit margin, Gross profit margin ratio definition, Net profit margin ratio definition
 25. margin of profit the ratio gross profits divided by net sales
 26. Profit margin is a formula that evaluates the profitability of a company $\text{net profit margin} = \frac{\text{net profit (after taxes)}}{\text{revenue}} \times 100\%$
 27. the percentage of profit compared to ration found by dividing profit by revenue and multiplying by 100.
 28. A ratio of profitability calculated as net income divided by revenues.
 29. The Profit Margin is the gross ratio profits divided by net sales.

unique visitors

1. Measures unit of traffic - the number of users with a different IP address that has visited a particular website For example: Marketquarter.com has 1800 unique visitors each month.
2. The number of visitors who access a website within a specific time period (usually 24 hours) from unique IP addresses.
3. A unique visitor is a statistic explaining volume of traffic to a Web site, putting into consideration each visitor only once in the time frame of the report.
4. individual who visit a website at least once in affixed time frame within a period of 30 come just once.
5. Unique visitors are visiotrns that normally visit your website.
6. number of unique individuals who have visited
7. This refers to someone who visits a website once in a specified period of time
8. describes unit of traffic to a web site. measures sites true audience size.
9. Number of visitors during a specific time frame
10. number of individual visitors to a site measured through cookies and IP addresses on an individual computer
11. The amount of individual users who have arrived on the site. This excludes those who are returning.
12. Visitors that have not previosly visited the site.
13. The total number of unique visitors to a website or web page, not taking into account the same user revisiting the site/page.
14. This is when the amount of traffic is tracked on a particular Web Site, as it specifically monitors a person who returns to view the same website. They are observed using the IP addresses of the visitors. The IP address dsiplays information of the number of times a person/user logged on to the same Web Site. However, single IP addresses do not define a unique visitor, as some ISPs use various IPs, for each file requested. This makes it seem like there are many users.
15. Are visitors who have accessed a website in a certain length of time, usually measured using I.P addresses.
16. individuals who have visited a Web site (or network) at least once in a fixed time frame, typically a 30 day period.
17. When tracking the amount of traffic on a Web site, it refers to a person who visits a Web site more than once within a specified period of time. Software that tracks and counts Web site

traffic can distinguish between visitors who only visit the site once and unique visitors who return to the site.

18. they are based purely on a cookie, length from 30 mins up to one week. Basically the first time someone visits your website they are considered a unique visitor. Then a tiny cookie with no personally identifiable information (just your project id and a simple variable) is created.
19. A user who visits a Web site during a given time period. Unique visitors are unduplicated, counted only once regardless of the number of times they visit the site.
20. Unique visitors is a critical metric especially in the advertising industry. Google Analytics defines a unique visitor as a cookie. Every time a visitor visits a site GA checks for the cookie. If the cookie exists then GA knows the visitor has been to the site before.
21. number of individuals who visit a site within a fixed period
22. Total number of unique visitors to your website or web page.
23. Unique visitors are users who have only been counted once in the statistics of a website. For example, different IP addresses would usually mean different visitors. However, cookies can also be placed into a user's temporary internet files to log a unique visitor.
24. unique visitor is a statistic describing a unit of traffic to a Web site, counting each visitor only once in the time frame of the report.
25. unique visitor is a statistic describing a unit of traffic to a Web site, counting each visitor only once in the time frame of the report
26. statistics describing the traffic to a website

organic search results

1. Search results on the left hand side of a search engine. A list of websites appear based on how well they have been optimised for searching particular key words. For example: Good SEO websites would appear on the first page of Google's organic search.
2. These are search results provided by a search engine, collected through algorithms
3. These are listings on search engine results pages that appear on the left hand because of their relevance to the search phrases, as opposed to their being adverts.
4. organic search results are the opposite of pay per click advertising
5. It is about ways to integrate and improve Search Engine Optimization and website usability by using web analytics and create a interaction that will improve the conversion rates of websites.
6. the unpaid or natural search results from the keywords you have entered into a search engine.
7. these are accurate results from any customer will get when searching for a particular phrase generated by the popularity and common usage.
8. search results that appear because of their relevance to the search terms, as opposed to their being adverts. i.e. search results that are not made using pay per click keywords. they are not sponsored.
9. results based on users parameters
10. the results displayed after a search engine query that are not paid for by the listed site's owner
11. The organic search results refers to the results generated by the search engines that are not influenced by any advertising. This means that all 'organic results' are determined only by their relevance to the query entered by the user.
12. Listings on search engine results pages that appear because of their relevance to the search terms.
13. Refers to the area of the search engine results that appear because of their relevance to the search query as opposed to PPC advertising results.
14. Are a list of Web Sites that the search engine suggests are most appropriate to a searcher's keyword. It is also known as Natural Listings or Search Engine Listings. the results generated in an organic search are not paid advertisements.
15. Are listings on search engines that are displayed in a search because of its relevance to the search criteria.
16. results which you get by using the main search engines which consist of unpaid listings and paid ads. The unpaid listings are called the organic search results and they are organized

by relevancy, which is based on a page's content, historical domain, linkage data, usage data and trust related data.

17. In search engines a organic search is one where results are returned based on the natural indexing of the Web site, as opposed to those that are returned based on paid advertising and editorial changes made by the search engine itself.
18. none
19. An organic search is a search that generates results that were not paid advertisements.
20. Organic search results are the search engine results listings on the left side under the sponsored listings.
21. Free listings. Results from a search in a search engine. "Natural results".
22. Organic search is a search that generates results that were not paid advertisements. This is the opposite of ppc.
23. These are results that are generated from the actual search term and are relevant to these terms itself. They are not affected by PPC advertising.
24. N/A
25. Organic search results are listings on search engine results pages that ... In contrast, non-organic search results may include pay per click advertising