

# Marketing Jargon Buster

PROVIDED BY CHARLENE GRANT MARKETING

**Pay per click (PPC):** An advertising system where advertisers only pay when someone clicks on their ad.

**Click through rate (CTR):** How many people click through on your ad or content.

**XML sitemap:** A list of your website pages that helps search engines understand what your website is about.

**Search Engine Optimisation (SEO):** When changes are made to web pages and content to encourage visibility in unpaid search engine results.

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SERP: Search Engine Results Page

SEM: Search Engine Marketing

CPC: Cost Per Click

KPI: Key Performance Indicator

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UX/CX: User experience/customer experience

Backlink: A page on your website has been linked by another website, free promotion for you!

Bounce Rate: A measure of how many visitors land on your website and leave without looking at any other page or clicking on any content.

Keyword: Any word or phrase that a person types into a search engine to help them find what they are looking for.