

FREE Workshop

List Building & Monetization

GLOSSARY

These are terms that you will hear on the workshop. These are commonly used terms in the internet marketing space and we advise that you have a good understanding of the definitions. Feel free to Google them for more info. When it comes to learning new stuff Google is your friend.

Landing Page - sometimes referred to as a "lead capture page" or a "squeeze page" is the FIRST page of a marketing funnel that a visitor lands on. Typically this page is used to "capture" the visitors name and email address before directing them to the next step in the funnel.

Marketing Funnel - sometimes referred to as a "lead funnel" or a "sales funnel" this is an array of web pages that guide the prospect through a purchase decision while building trust

Bridge Page - This is a page that is occasionally use to bridge the knowledge/trust gap between an traffic source and a funnel.

Download Page - is a page that your customer/leads can go to in order to access/download a digital item that you promised them.

Conversion - the act of turning a prospect into an action taker, a visitor into a lead, a shopper into a buyer etc. In affiliate terms "conversion" refers to sales made in comparison to unique visits.

Email Sequence - sometimes referred to as "A/R sequence" is a series of SEQUENTIAL emails scheduled and queued to go out at certain times in a specific order for the purpose of educating, building trust, overcoming objections, and persuading a subscriber to take action.

Autoresponder - the online service used to collect and store leads and manage email sequences.

Opt In - the act of "subscribing" to a marketers email list by entering an email address into a form on a squeeze page

Double Optin - occurs when a user signs up for an email marketing list, and then an email is sent out to the user which includes a link to click and confirm the subscription. This double confirmation method protects both the marketer and the subscriber from unwanted spam.

Two-Step Optin - this is an optin method utilizing TWO button clicks. The first button opens a lightbox which contains the optin form and the subscribe button. This method has proven to increase optin rates by over 30%

Traffic - this typically refers to “hits” on your website or a flow of website visitors that may or may not be unique, human or organic in nature.

Visitors - this typically refers to the humans that actually landed on a website and view its content.

Unique Visitors - this is the number of visitors excluding REPEAT visits. People that have visited the same page more than once or refreshed the page in their web browser.

Clicks - this is the count of times that a LINK has been pressed “clicked” by a person with intention of visiting a website. The amount of clicks that a link gets can (and usually) is different than the count of visits that the target website gets.

Cold Traffic - this refers to web traffic that is unaware, unsuspecting or otherwise unknowing of the information being presented to them on a particular website they are visiting. Cold traffic has not been pre-marketed to and has a very low propensity to buy in comparison to targeted traffic.

Click-Through - click-through is the process of a visitor clicking on an email and going to the marketer’s website.

Can Spam - a law was put into place to set standards for commercial emailing, called "spam." According to the law, every email must identify the sender and offer a clear method for unsubscribing.

GDPR - a European Commission regulation for the protection of data in the European Union. This regulation also regulates the flow of personal data outside the EU. Its main objective is to protect the privacy of citizens of the EU and unify the data regulation rules of the EU’s member nations.

Email Bounce Rate - Email bounce rate refers to the percentage of email addresses in your subscriber list that did not receive your message because it was returned by a recipient's mail server. This includes hard bounces and soft bounces

Lead Magnet - this is typically a digital product like a PDF or MP4 that is offered as a gift (more like an ethical bribe) in exchange for a visitors contact information (opt-in)

5-5-5 - this is Omar & Melinda’s method for quickly creating lead magnet content that you can later record transcribe and turn into ebooks, audio books and videos.

VSC - Visitors Sales Conversions or VSC are the key metrics to look at when determining the sales performance of a product on JVZoo.