

## **GCOM360 - Glossary of Terms-4**

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### **SEO**

Search Engine Optimization. Various techniques can be built into websites to cause search engines to list and rank a website. SEO techniques typically include content production and management, keywords and link juice.

### **B2B**

B2B Describes a marketing model which seeks a Business to Business relationship. Business may seek business from other business entities, hence use of the term Business to Business.

### **ROI**

Return On Investment. Religion Of Interest. Release Of Information. Risk Of Infection. Rate Of Interest. Ring Of Illusion. Report Of Investigation. Reactive Oxygen Intermediate. Registration of Interest. RAM Optical Instrumentation. Rules of Interaction. Rock of Israel. Risk of Incarceration. Record of Invention. Realm of Influence. Report On Investigation. Realm of Insanity. Remote Operator Interface. Read Only Information. Replacement of Obsolete Items. Radiological Operating Instructions. Range Operating Instruction. Rhythm Optimized Integration. Route of Ingress.

### **CPC (Cost Per Click)**

Cost Per Click is the amount paid by an advertiser to a search engine or other Internet publishers when an advertisement viewer makes a click on a link in an advertisement. PPC and CPC are often used synonymously although PPC usually refers to the amount paid, hence "Pay Per Click".

### **Inbound Marketing**

Seeking to gain sales and recognition through audience perception management typically deployed as targeted ad campaigns, branding, slogans, social media posting and related marketing strategies.

## **Google Trends**

Like Facebook, Google is a corporatocracy funded and founded by the the CIA's tax-funded institution in Silicon Valley going by the name of In-Q-Tel. As with all corporate monopolies funded by government covert operations in collusion with social engineering programs hatched by the think tanks of the world's super rich, world corporate empire takes a step closer to world domination through trends established and precedents set by such megalithic corporate structures as Google, hence the designation, corporatocracy.

## **Web Analytics**

Web Analytics is JavaScript code embedded in a website which activates data harvesting at the website level. The harvested data is sent to the database of code specification and user behavior of the website visitor can be analyzed to assist in developing marketing strategies. In addition, where Google Analytics is embedded, harvested data will be also be used to further the interests of think tank policy formation, government social engineering programs, corporate empire strategy and AI machine learning programs such as Google's "Deep Mind" bot.

## **Bounce Rate**

A marketing term used in web analytics used to measure, asses and develop strategy based on the measure of users who arrive and leave a website without clicking.

## **Visitor Conversion**

A conversion is any action taken on a website by a visitor that is deemed of value to the owner. This could be any number of online behaviors such as an inquiry by online contact form, an email newsletter or other signup, a product purchase or download of some kind.

## **AdWords**

A word created by Google, this is an online advertising platform whereby advertisers pay to display on-page advertisements from Google, and where website owners will receive revenue when an ad is clicked by a website visitor. When not Google, and is Click Bank for example, this is known as PPC (pay per click).