

9.2: Key terms and concepts

Table 9.2.1

Term	Definition
Above the fold	The content that appears on a screen without a user having to scroll.
Active verb	A word that conveys action or behaviour, and in a call to action, tells a reader what to do.
Audience	The group of people at which a marketing communication is targeted.
Benefit	The positive outcome for a user that a feature provides.
Call to Action (CTA)	A phrase written to motivate the reader to take action such as sign up for our newsletter or book car hire today
Dynamic keyword insertion	In paid search advertising, this allows keywords used in searches to be inserted automatically into advert copy.
Feature	A prominent aspect of a product that is beneficial to users.
HyperText Markup Language (HTML)	Code used to structure the information and features within a web page.
Keyword stuffing	The process of intentionally putting too many keywords into the metadata of the website or using many irrelevant keywords. Search engines can penalise websites using this practice.
Mass customisation	Tailoring content for many individuals. Metadata information that can be entered about a web page and the elements on it in order to provide context and relevant information to search engines.
Persona	A character created to define a group of readers in order to speak to them as though they were a unique reader, creating the feeling of a one-on-one conversation.
Paid search advertising	Usually refers to advertising on search engines, sometimes called PPC advertising. The advertiser pays only for each click of the advert.
Sender alias	The name that is chosen to appear in the sender or 'from' field of an email.
Search engine optimisation (SEO)	The process of improving website rankings on search engine results pages.
Search engine results page (SERP)	The actual results returned to the user based on their search query.
Tone of voice	The register, formality and personality that comes through in the text.
Unique selling point (USP)	The aspect that makes your offering different from your competitors'.

This page titled [9.2: Key terms and concepts](#) is shared under a [CC BY-NC-SA 3.0](#) license and was authored, remixed, and/or curated by [Rob Stokes](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.