

Digital Terms & Acronyms



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Digital Terms & Acronyms

We have put together a glossary to help you understand key terms.

However, you can also use Google as a glossary: simply key in "define:your search term" (without the quotes and no space after the colon) in Google.

For example, if you would like to know what a website is, Google: define:website

Absolute unique visitors:

The number of unique individuals who came to your site in a given time period.

If John comes to your site 20 times in a week, he still only counts as a single unique visitor.

This statistic is important because it tells you your reach, or the total size of the audience coming to your site.

301 redirect:

Search engine friendly manner to redirect a website address (URL) to another one.

Accessibility:

Accessibility encompasses the recommendations and best practices to ensure the web is accessible to all, including people with disabilities.

Add on sales:

Products or services that complement a sale. This includes meeting and conference rooms, restaurant, packed meals, gift vouchers, and visitor sightseeing tours.

Affiliated online booking networks:

An online network of operator websites coming together through a central coordinating website (e.g. for accommodation in a district or tourism region).

Alt tag:

Symbol used in HTML to describe what an image is about. Alt tags are essentials and help with search engine optimisation.

Analytics:

See Website analytics and tracking.

ATDW:

See Australian Tourism Data Warehouse.

Australian Tourism Data Warehouse (ATDW):

The ATDW is the only government recognised nation-wide distribution facility for Australian tourism content www.atdw.com.au.

Back office:

Includes functions such as accounting, finance, and housekeeping.

Backlink:

See Inbound link.

Backup:	Saving your website's and computer's content in order to be able to recover it.
Banner Ad	<p>A web banner or banner ad is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking them to the web site of the advertiser. The advertisement is constructed from an image (GIF, JPEG, PNG), JavaScript program or multimedia object employing technologies such as Java, Shockwave or Flash, often employing animation or sound to maximize presence.</p> <p>Images are usually in a high-aspect ratio shape (i.e. either wide and short, or tall and narrow) hence the reference to banners. Common banner ad sizes include: leaderboard, skyscraper and island</p>
Blog:	Website built in the format of an online diary. Blogs are very popular and are used by many businesses as a form of online marketing.
Bots:	<i>See Robots.</i>
Cascading style sheets:	A programming language used to define the style (such as font, size, colour, spacing, etc.) of web documents. It is recommended by the WC3 (World Wide Web Consortium).
Channel / distribution channel:	<p>A means for operators to distribute their product to a wide customer base (e.g. through an affiliated online booking network).</p> <p><i>See also Channel manager.</i></p>
Channel manager:	A web-based system used when an operator is linked to a number of distribution channels (such as last minute booking sites). The channel manager software automatically updates room inventory or tour numbers to ensure there is no overbooking.
Click through	The action of clicking an ad element and causing a redirect to another web page
CMS:	<i>See Content management system.</i>
Code:	The background code that runs a website. As well as HTML and XHTML, this can include, CSS, JavaScript, ASP, PHP, JSP, Coldfusion, and more.

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Content management system:	System that allows a website owner to edit their content without requiring any knowledge of web programming. Also known as CMS.
Conversion	A defined action in response to your ad's call to action. Depending on the goal of your activity, examples of a conversion could include a sale, a enquiry, a download, registration for a newsletter, entry into a competition.
Conversion Rate	<p>The number of visitors who respond to your ad's call to action, divided by the number of impressions, multiplied by 100 & expressed as a percentage.</p> <p>For example, your conversion rate is 1% if 100 people are shown your ad, five people click through to your site and one person makes a purchase.</p>
CTR (Click through Rate)	Describes the proportion of web visitors that click through an ad linking to a third party. For example, your CTR is 1% if 100 people are shown your ad and one person clicks through to your site. CTR's typically range from 0.5% for banner ads to 3% for text links. Also known as click through ratio
CPC (Cost per Click)	Pricing based on the number of clicks your ad receives. Prices typically range from 10c to \$2 per click, depending on the outcome of the bidding competition for the keywords used.
CPM (Cost per 1000 impressions)	Pricing based on a number of impressions served over a period of time. For example, a \$50 CPM means you pay \$50 for every 1000 times your ad appears (or is served).
Crawler:	<i>See Robots.</i>
Creative commons licence:	Flexible media licencing designed to facilitate and encourage more versatility and flexibility in copyright.
CSS:	<i>See Cascading style sheets.</i>
Data import / export:	The ability to input or output a file of data to or from another system (e.g. from an online booking system to Excel).
Database:	Structured collection of records or data that is stored in a computer or on a server. Content management systems save website's content in a database.
Description tag:	The description META tag is used to write a short description that is should be unique to each webpage.

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Directory:	Directories are websites built from submissions made by website owners, and generally arrange site listings hierarchically.
Distribution channel:	<i>See Channel / distribution channel.</i>
DMOZ:	<i>See Open directory project.</i>
Domain name:	A domain name (like mytrendyhotel.com.au) is the address used to find you on the Internet. Domains are hierarchical, and lower-level domains often refer to particular websites within a top-level domain. The most significant part of the address comes at the end - typical top-level domains are .com, .com.au , .net, .edu, .gov, .org.
E-marketing:	Activities that can be used to promote your business online.
Eyeballs:	A count of the number of people who read a web page. To increase the eyeballs on your site is to increase the number of people who visit it.
Facebook:	Extremely well known social networking site www.facebook.com .
Flash:	Technology used on websites that allows for image animation. Not search engine friendly.
Flickr:	Well known online photo management and sharing application www.flickr.com .
Forum:	Online discussion spaces in which anyone can participate.
Frames:	An old and non-search engine friendly manner of programming a website in HTML. Some sites have pages that are made up of multiple HTML pages. Typically the navigation will be on one page and the content on another.
Frequency:	The number of times an ad is delivered to the same browser in a single session or time period.
FTP:	Stands for "File Transfer Protocol". A protocol, or program, used to transfer files from your computer to your server on the Internet.
GIF:	A standard file format for images that is used to display graphics and illustrations on the Internet. It allows transparent backgrounds.

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Google:	The most used and popular Internet search engine www.google.com.au .
Google AdSense	Contextual advertising by Google. Website publishers earn a portion of the advertising revenue for placing Google sponsored links (ads) on their site http://adsense.google.com .
Google AdWords:	The Pay Per Click advertising program offered by Google http://adwords.google.com .
Google Alerts:	Handy tool offered by Google that allows the user to subscribe to any keyword or keyphrase and receive a daily email listing all web pages on which the keyword (keyphrases) was (were) mentioned www.google.com/alerts .
Google Analytics:	Tool by Google that provides statistics about the visitation to a user's website http://analytics.google.com . <i>See also Website tracking and analytics.</i>
Google Maps:	Interactive maps http://maps.google.com .
Hard drive:	Component of a computer that stores all the files and data. External hard drives are used to backup the contents of the computer's built in hard drive.
Headings:	A symbol used in HTML to inform browsers that the text displayed is a heading and not plain text. The look and feel of the text in the headings can be set using CSS.
Hoax:	An attempt to trick an audience into believing that something false is real. Hoaxes are generally sent via email.
Homepage:	The main page of a website. Generally called index.html.
Host:	A third-party company that provides a server (customised computer that is on 24/7) to host your website and its files.
HTML:	Stands for "Hypertext Markup Language". The coding language that all websites use to exist on the Internet.
Hyperlinks:	Hyperlinks are links assigned to words and therefore make these words clickable and will direct the user to another document.
Impression:	Relates to Pay Per Click. A single display of an online advertisement.

Inbound link:	Links that direct users to another website. When a user arrives on a site from another site, the hyperlink they clicked on is an inbound link to your website. You need a reasonable amount of great quality inbound links to increase your search engine rankings.
Internet:	The Internet is a network of computer networks, which anyone can access and participate in using a web-enabled computer.
Interstitial:	A rich media act or demonstration that loads and interrupts a visitor's traffic pattern. An interstitial can be requested, or it can surprise the visitor, depending on its purpose and programming. Usually interstitials take the form of a webpage with advertising, and is replaced after a few seconds with the requested webpage.
Inventory:	Details of rooms, vehicles, tour places or venues stored in by the database in an online booking system. Details will include, for each date, total places available, number of places sold etc. Inventory will be kept up to date automatically and inventory reports can be requested at any time.
JPG:	A standard file format for images that is extremely well suited to display photographic images on the Internet.
Keyphrase:	A combination of keywords used to find pages when conducting a search.
Keyword:	A word used to find pages when conducting a search.
Keyword META tag:	Keywords META tags were used to tell search engines what each web page was about. They are not used anymore as search engines can now read the content of websites.
Keyword research / analysis:	Researching the most relevant and popular keywords for a given site so that the website has better chances of ranking on search engines.
Keyword spamming:	Deliberate repetition of keywords in a page by using invisible or tiny text to increase keyword density. Search engines ban this practice.

Link farms:	Websites that are created and maintained solely for the purpose of constructing links between member sites. You should avoid listing your website on these sites as it could result in your website being banned by search engines.
Link popularity:	Search engines often use link popularity as part of their ranking criterion. Link popularity is the measurement of the number of other websites that include a link to your website on theirs. Each search engine, depending on their specific algorithms, determines it differently.
Links analysis:	Measure of the relevance of the set of links pointing to a given site.
Local business centre (Google tool):	Tool developed by Google to allow business owners to list their business and make them appear on Google maps.
Markup:	<i>See Code.</i>
META tag:	An HTML symbol located in the header section of a web page which offers information to search engines. There are 3 types of META tags: title tag (very important to search engines), Description tag and Keyword tag.
MSN:	Microsoft's search engine. In Australia the address is www.ninemsn.com.au .
MySQL:	Type of database that is open source and free to use.
Newsletter:	Type of email marketing that consists of sending a newsletter to contacts via email. Also known as Electronic Direct Marketing (e-DM)
Run of Site:	The scheduling of ads across the entire site, often at a lower cost than the purchase of specific pages or sub sections of the site. A run of site ad campaign is rotated on all general, non-featured ad spaces on a site.
OBS:	<i>See Online booking system.</i>
ODP:	<i>See Open directory project.</i>
Online booking system:	A web-based booking system (i.e. connected to the Internet or on your website) which performs booking functions in one of two ways using the operator's website or a 3rd party website.

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Online marketing:	<i>See e-marketing.</i>
Open directory project:	The largest human edited directory on the Internet. The Open directory provides listings for free but only for qualified sites and because editors are volunteers, wait times can be lengthy www.dmoz.org .
Open source:	Refers to computer programs whose source code is freely available for use or modification.
Optimisation:	<i>See Search engine optimisation.</i>
Outbound link:	A link to a site outside of your own.
Page rank:	A numerical rating of a site developed by Google as part of its algorithms for determining search engine listings.
Page views:	<p>A website statistics measure that lets you know you how many pages of your site are viewed in a given period.</p> <p>If John comes to your site 20 times in a week, viewing 3 pages each time, John's visits count as 60 page views.</p> <p>Page views are an indication of just how interested people are in your site. A high ratio of page views to visits likely means an interested audience.</p>
Pay Per Click:	A form of e-marketing in which the advertiser has typically a small textual ad on a search engine site and pays only if a user clicks on the link in the ad.
Phishing:	Attempts (generally conducted via email) to fraudulently acquire sensitive information such as logins, passwords, and credit card details.
Photobucket:	A well known photo sharing site www.photobucket.com .
PHP:	A freely available programming language used to create dynamic webpages (used by content management systems).
Picasa web albums:	A well known photo sharing site http://picasaweb.google.com .
Pixel:	Single point of a graphic image. Pixel stands for picture element.
PNG:	A relatively new standard file format that is suited to display photos, graphics and illustrations on a website.

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Podcast:	Digital recording of a radio broadcast or similar (such as interview) made available online.
Point of sale:	Refers to the hardware and software used to allow a monetary transaction to occur.
POS:	<i>See Point of sale.</i>
PPC:	<i>See Pay Per Click.</i>
Real-time booking:	An online booking that is performed immediately (e.g. payment and confirmation occur while you wait).
Reciprocal link:	An exchange of links between two sites. This technique is used to improve your search engine rankings but you have to be careful to only exchange links with websites that are relevant to your audience otherwise both websites risk being penalised by search engines.
Remote hosting:	Having your online booking system and other software systems running on the vendor's server at the vendor's location.
Resolution:	A measurement of the quality of an image based on the number of pixels that make up the image. For web images, a resolution of 72 PPI (pixels per inch square also called DPI for dots per inch square) is the norm.
Robots:	Software programs used by search engines to crawl websites, store their addresses, and index the keywords and text of pages. Also referred to as spiders or crawlers.
Search engine:	A search engine is a database system designed to index and categorise Internet addresses, otherwise known as URLs (for example, www.mybeachholiday.com).
Search engine marketing:	A form of marketing that allows promoting products or services on the Internet through management of information presented by search engines and directories. Example: Pay Per Click.
Search engine optimisation:	Techniques used to improve a webpage's results in a search. You do not need to pay the search engines for this.

Secure payment page:	Credit card details are entered by the customer on a secure payment page. A secure page receives and sends information to the bank in encrypted form (so it cannot be read by 3rd parties). The credit card information is never sent to the operator's computer.
Secure socket layer:	See <i>SSL</i> .
SEM:	See <i>Search engine marketing</i> .
SEO:	See <i>Search engine optimisation</i> .
SERP:	Stands for "Search Engine Results Page", the page of site listings that a search engine returns in response to a user's entry of a search query.
Server:	Customised computers that process requests for data, e-mail, file transfers, and other network services from other computers.
Share of Voice (SOV)	A relative portion of inventory available to a single advertiser within a defined market sector over a specified time period.
Social media:	The various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.
Social networking:	Form of communication that users do using social medias.
Spam:	Unsolicited e-mail or content on the Internet.
Spiders:	See <i>Robots</i> .
SSL:	An SSL certificate is an electronic key that will ensure an online transaction is secure.
Streaming Media	Streaming media is media that can be viewed while it is still being transmitted, usually over the Internet whilst it is still being delivered by the provider. The name refers to the delivery method of the medium rather than to the medium itself. The most common forms of streaming media currently are audio and video (for online radio and tv stations).
Tag:	Symbol used in HTML to identify the type, structure, and format of a webpage's element.

Third (3rd) party online booking networks:	<i>See Affiliated online booking networks.</i>
Title tag:	Symbol used in HTML to identify the title of a webpage.
Tourism Exchange Australia:	The TXA is Australia's inclusive booking platform.
Traffic Analysis	The process of tracking the actions of visitors to a website. Recorded statistics may include CTR, unique visitors, time spent on site, time of day activity occurred and post-click activity.
TripAdvisor:	Website that allows users to review and comment about tourism-related experiences www.tripadvisor.com .
TXA:	<i>See Tourism Exchange Australia</i>
TXA enabled:	Tourism Exchange Australia – an online network allowing customers to search and display the inventory and prices of linked operators via the TXA's website.
URL:	Stands for "Uniform Resource Locator". This suite of letters (e.g. http://www.mysite.com) is used to specify the address of websites and web pages.
Usability:	Refers to the elegance and clarity with which the interaction with a website is designed.
Vendor:	The seller or distributor of an online booking system or other software system.
Visits:	The number of times people open your site in their browser. <i>If John comes to your site 20 times in a week, he counts as 20 visits.</i> A high ratio of visits to visitors means you've got a loyal audience.
W3C:	<i>See World Wide Web consortium.</i>
Waiting list management:	A booking system can record customers who have requested a booking after all places have been taken. The system will then alert the operator when a suitable place becomes available.

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Web 2.0:	Web 2.0 describes a growing trend online towards content made by web users, rather than traditional publishers. It is an umbrella term used to describe online technologies that facilitate interaction and exchange of information online.
Web developer:	Person who knows how to program websites using HTML, CSS and programming languages such as PHP and ASP.
Web form:	A form displayed on a webpage on which customers can enter their details.
Web graphic designer:	A graphic designer who specialises in designing web-friendly illustrations and website layouts. A web graphic designer is not the same profession as a print graphic designer as web and print graphics have different requirements.
Web host:	<i>See Host.</i>
Web page:	A web page is a single page of a website. A website is made of many web pages.
Website:	Online profile of a company that consists of interrelated web pages.
Website analytics and tracking:	The use of 3rd party software on a website to track web pages visited, time spent and functions performed by customers while visiting the website. This is invaluable to understanding what customers are interested in, and how your website can be improved.
Website developer:	<i>See Web developer.</i>
World Wide Web consortium:	The group that is steering standards development for the World Wide Web www.w3c.org .
XHTML:	A reworking of HTML 4.0.
Yahoo!:	A popular search engine www.yahoo7.com.au .
YouTube:	A very popular video sharing, social networking site www.youtube.com .