1. **A/B Testing:** Comparing two versions of a webpage or ad to see which one performs better.

2. **Affiliate Link:** A special tracking link that gives the affiliate (promoter) a commission for every sale made through that link.

3. **Affiliate Marketing:** Promoting other people's products and earning a commission for every sale made through your referral.

4. **Alt Text (Alternative Text):** Descriptive text added to images on a website so screen readers and search engines can understand what the image shows.

5. **Analytics:** Tools that tell you how people are using your website or app.

6. **Anchor Text:** The clickable text in a hyperlink. It's often blue and underlined.

7. **Backlink:** When another website links to your site. It's like a vote of confidence, and it can help improve your website's trust and rank on search engines.

8. **Bounce Rate:** The percentage of people who visit your website and leave without clicking on anything.

9. **Breadcrumbs:** A small navigation tool that shows users their path from the homepage to the page they're currently viewing.

10. **CTA (Call to Action):** A prompt on a website that tells the user to take some action, like "Click Here," "Sign Up," or "Buy Now."

11. **Chatbots:** Automated chat systems on websites or apps that can answer questions or guide users, without a human being involved.

12. **CMS (Content Management System):** A tool that lets you add, edit, or remove content on your website without needing to know how to code.

13. **Conversion Rate Optimization (CRO):** Making changes to your website or app to get more people to do something specific, like sign up or make a purchase.

14. **CRM (Customer Relationship Management):** Software that helps you manage and understand your customers' interactions with your business.

15. **DA (Domain Authority):** A score (from 1-100) predicting how well a website will rank on search engines. Higher is better.

16. **Drip Campaign:** A series of automated emails sent out at specific times or based on specific actions, like signing up for a newsletter or abandoning a shopping cart.

17. **Email Marketing:** Sending promotional emails to a list of people.

18. **Engagement Rate:** The percentage of people who interact with your content (like, share, comment) compared to the total number who see it.

19. **Funnel:** The journey a customer takes from first learning about your brand to making a purchase. It's often described in stages like awareness, consideration, and decision.

20. **Geotargeting:** Delivering ads to people based on their location.

21. **Growth Hacking:** Creative and low-cost strategies aimed at quickly growing a business or user base. It's about thinking outside the box to get more customers.

22. **Hashtag:** A word or phrase with the "#" symbol in front, used on social media to group messages on the same topic.

23. **Influencer Marketing:** Collaborating with someone famous or influential online to promote your product or brand.

24. **Inbound Marketing:** Attracting customers by creating valuable content and experiences tailored to their needs, instead of pushing products on them.

25. **KPI (Key Performance Indicator):** A measurement to evaluate how well a specific action or campaign is doing.

26. **Keyword:** Words or phrases that people type into search engines. Knowing the right keywords helps you make your online content more discoverable.

27. **Landing Page:** A specific web page designed for a particular goal, like getting visitors to sign up for a newsletter.

28. **Lead Generation:** The process of attracting and converting strangers into someone who has shown interest in your product or service.

29. **Lookalike Audience:** An audience created in ad platforms (like Facebook) that's similar to your existing customers or followers. This helps you target potential new customers.

30. **Meta Tags:** Bits of text in a website's code that describe its content. They help search engines understand what a webpage is about.

31. **Native Advertising:** Ads that look and feel like the content of the platform they're on, but they're labeled as "sponsored" or "promoted".

32. **Organic Traffic:** People who find your website through search engines (like Google) without clicking on an ad.

33. **PPC (Pay-Per-Click):** Online ads where you pay each time someone clicks on your ad.

34. **Pixel (or Tracking Pixel):** A tiny piece of code placed on a website that collects data about visitors, such as what they click on or if they make a purchase. It helps in retargeting ads to those visitors later.

35. **Podcast:** A digital audio or video show that's available for streaming or download.

36. **Programmatic Advertising:** Using automated systems and data to decide which ads to buy and how much to pay for them, instead of manual negotiations.

37. **Remarketing/Retargeting:** Showing ads to people who have previously visited your website or app, reminding them of your products or services.

38. **Responsive Design:** A website design that adjusts and looks good on any device, whether it's a desktop, tablet, or mobile phone.

39. **ROI (Return on Investment):** Measures the profit made from an ad or campaign compared to its cost. It helps you understand if your effort was worth the money.

40. **Schema Markup (or Structured Data):** A type of code added to a website to help search engines better understand its content. For instance, it can specify if the site mentions a book, an event, a product, and more. This can enhance the way a page appears in search results.

41. **SEO (Search Engine Optimization):** Making your website appear at the top of search engine results (like Google) when people search for certain words.

42. **SERP (Search Engine Results Page):** The list of results that search engines display when you search for something.

43. **Social Media Marketing:** Using platforms like Facebook, Twitter, and Instagram to promote a product or brand.

44. **User Experience (UX):** How a person feels when they use a website or app. A good UX means it's easy and pleasant to use.

45. **User Generated Content (UGC):** Content like photos, videos, reviews, and comments created by users, not the brand. For example, a customer posting a photo of themselves wearing a product and tagging the brand.

46. **User Interface (UI):** The design and layout of a website or app – how it looks and where buttons, images, and other elements are placed.

47. **Viral Marketing:** Creating content that becomes extremely popular very quickly, often through social media sharing.

48. **Webinar:** An online seminar or workshop.