

# A BEGINNER'S DICTIONARY

<b>Adlinks</b>	<b>After you have done a search, to the top and right of the page are sponsored links. These links are people that have bid for the keywords that you just entered into the search field.</b>
<b>Adsense</b>	<b>By Google. Ads are placed on your site. You are paid per click</b>
<b>Affiliate</b>	<b>Not a JV partner. This person advertises your product through the different mediums. If a sale is made, they get a \$ of the price</b>
<b>AR</b>	<b>Autoresponder</b>
<b>ASP</b>	<b>Application Service Provider</b>
<b>AW</b>	<b>Adwords</b>
<b>Aweber</b>	<b>An autoresponder – similar to GetResponse</b>
<b>B2B</b>	<b>Business to Business</b>
<b>B2C</b>	<b>Business to Consumer</b>
<b>BIN</b>	<b>Buy It Now</b>
<b>BOGOF</b>	<b>Buy One Get One Free</b>
<b>Buy A Beer</b>	<b>Receive or send funds to a forum member (such as Warrior Forum) via PayPal</b>

<b>CAD</b>	<b>Canadian Dollar</b>
<b>CB</b>	<b>ClickBank</b>
<b>CGI</b>	<b>Common Gateway Interface</b>
<b>CJ</b>	<b>Commission Junction</b>
<b>Clickthrough</b>	<b>Going from an affiliate ad to your site</b>
<b>Contact php</b>	<b>A form that appears on a page in the website for customers to fill in. They cannot see your email address. They just submit a form.</b>
<b>Conversion Rates</b>	<b>Usually expressed in %. Number of people who visit your website before a sale is made, i.e. 100 visitors, 2 sales = 2%</b>
<b>CPA</b>	<b>Cost Per Action</b>
<b>CPC</b>	<b>Cost Per Click</b>
<b>CPL</b>	<b>Cost Per Lead</b>
<b>CPM</b>	<b>Cost Per Thousand</b>
<b>CPS</b>	<b>Cost Per Sale</b>
<b>CR</b>	<b>Conversion Rate / Ratio</b>
<b>CRM</b>	<b>Customer Relationship Management</b>

<b>CSS</b>	<b>Cascading Style Sheets</b>
<b>CTR</b>	<b>Click Through Rate / Ratio</b>
<b>CW</b>	<b>Copywriting</b>
<b>DH</b>	<b>Direct Hit</b>
<b>Digital Delivery Software</b>	<b>Software that allows you to set up a system for your books to be delivered automatically.</b>
<b>DL</b>	<b>Download</b>
<b>DLGuard</b>	<b>Digital Delivery Software</b>
<b>Domain Name</b>	<b>Simply your website's address. It is what you type into your browser to find your website.</b>
<b>EW Portal</b>	<b>Digital Delivery Software</b>
<b>FAQ</b>	<b>Frequently Asked Questions</b>
<b>FFA</b>	<b>Free-For-All Link List</b>
<b>FOREX</b>	<b>Foreign Exchange</b>
<b>FTP</b>	<b>File Transfer Protocol – Allows transfer of files across the internet usually to server</b>
<b>FTP Client</b>	<b>Software to upload and download using the FTP</b>
<b>FX</b>	<b>Foreign Exchange</b>

<b>H4P</b>	<b>Host for Profit</b>
<b>Hits</b>	<b>Number of times your website, blog, etc. is clicked or visited.</b>
<b>Host (Website)</b>	<b>Company which keeps your websites on their servers for public access. Allowing you to share your sites with everyone on the internet</b>
<b>HTH</b>	<b>Hope That Helps</b>
<b>IM</b>	<b>Internet marketingInstant Messaging</b>
<b>IMHO</b>	<b>In My Humble Opinion</b>
<b>IP</b>	<b>Internet Protocol – The communications protocol underlying the Internet. IP allows large, geographically diverse networks of computers to communicate with each other over a variety of physical links.</b>
<b>ISP</b>	<b>A company which provides access to the Internet to organizations and/or individuals.Access services provided by ISPs may include web hosting, email, VoIP (voice over FP) and support for many other applications</b>
<b>Joint Venture</b>	<b>Two or more people working together on a project</b>
<b>JV</b>	<b>Online usually don't work jointly on project. Just on the promotion. One person (the seller) makes an agreement with a person (JV partner that has a mailing list) to split the profit when the JV partner makes a sale.</b>

<b>Keyword</b>	<b>What you type in the search box in a search engine (i.e. Google)</b>
<b>Landing Page</b>	<b>See Squeeze page</b>
<b>LMAO</b>	<b>Laughing My A\$\$ Off</b>
<b>LOA</b>	<b>Law of Attraction</b>
<b>LOL</b>	<b>Laugh Out Loud</b>
<b>LSI</b>	<b>Latent Semantic Indexing</b>
<b>Master Resale Rights</b>	<b>A license that allows you to sell a product and sell the rights to resell. Can contain other rights such as can give away free copies, can distribute on membership sites, etc.</b>
<b>MFA</b>	<b>Made for Adsense</b>
<b>MOD</b>	<b>Forum Moderators</b>
<b>MRR</b>	<b>Master Resale Rights</b>
<b>MyDD</b>	<b>My Digital Dispatch – Digital Delivery Software</b>
<b>OTO</b>	<b>One Time Offer</b>
<b>PDC</b>	<b>PayDotCom.com – similar to ClickBank, but not as popular</b>
<b>PDF</b>	<b>Portable Document Format – a common method to format ebooks</b>

<b>PFI</b>	<b>Pay for Inclusion</b>
<b>PFP</b>	<b>Pay for Performance</b>
<b>Phishing</b>	<b>The use of both engineering and technical subterfuge to steal consumers' identity data and financial account credentials.</b>
<b>PLR</b>	<b>Private Label Rights</b>
<b>PM</b>	<b>Private Message</b>
<b>PPC</b>	<b>Pay Per Click</b>
<b>PPCSE</b>	<b>Pay Per Click Search Engine</b>
<b>PPL</b>	<b>Pay Per Lead</b>
<b>PPS</b>	<b>Pay Per Sale</b>
<b>Private Label Rights</b>	<b>Buyers have the right to change, edit or modify the product. They can put their name in the by-line and resell it, use it for content, break it into articles, etc.</b>
<b>PUO</b>	<b>Personal Use Only</b>
<b>PV</b>	<b>Page View</b>
<b>PWD/PW</b>	<b>Password</b>
<b>Rebrandable</b>	<b>A license that allows you to change certain links in a book to your own.</b>

<b>Registrar</b>	<b>A company that registers domain names. The registrar will then keep records of the contact information and submits the information to a central directory known as the "registry". It provides other computers on the Internet the information necessary to send you e-mail or to find your web site.</b>
<b>Resale Rights</b>	<b>A license that allows you to sell a product.</b>
<b>Residual Revenues</b>	<b>Passive income that gets sent to you without you actually doing anything</b>
<b>RON</b>	<b>Run Of Network</b>
<b>ROS</b>	<b>Run of Site</b>
<b>ROTFLMAO</b>	<b>Rolling on the floor laughing my a\$\$ off</b>
<b>ROTFLMBO</b>	<b>Rolling on the floor laughing my butt off</b>
<b>RR</b>	<b>Resale Rights</b>
<b>RSS</b>	<b>Really Simple Syndication</b>
<b>SE</b>	<b>Search Engine</b>
<b>SEO</b>	<b>Search Engine Optimization – Actions taken to get you to the top of the search engines</b>
<b>SEP</b>	<b>Search Engine Positioning</b>

<b>SERP</b>	<b>Search Engine Results Page</b>
<b>Smart DD</b>	<b>Smart Digital Delivery – Digital Delivery Software</b>
<b>Squeeze Page</b>	<b>A page posted for the purpose of obtaining a opt-in signature</b>
<b>SSI</b>	<b>Server Side Include</b>
<b>TE</b>	<b>Traffic Exchange</b>
<b>THNX</b>	<b>Thanks (also thx)</b>
<b>TLA</b>	<b>Three Letter Acronyms</b>
<b>TLD</b>	<b>Top-level Domain – The names at the top of the DNS naming hierarchy. They appear in domain names as the string of letters following the last (right end) "." such as "net, com, etc."</b>
<b>TOS</b>	<b>Terms of Sale</b>
<b>Traffic</b>	<b>People coming to your website</b>
<b>UP</b>	<b>Upload</b>
<b>USD</b>	<b>United States Dollar</b>
<b>USP</b>	<b>Unique Selling Proposition</b>
<b>UV</b>	<b>Unique Visitor</b>

<b>VEO</b>	<b>Visitor Enhanced Optimization</b>
<b>WebPage Editor</b>	<b>Software that allows you to build or edit a web page</b>
<b>WP</b>	<b>Word Press</b>
<b>WSO</b>	<b>Warrior Special Offer on the Warrior Forum</b>
<b>WYSIWYG</b>	<b>What You See Is What You Get – In terms of a web page editor, it shows a page while editing that looks pretty much as it will appear.</b>