

# CONTENT MARKETING GLOSSARY

**Analytics:** Data that helps you analyze past and current performance of your content marketing. Google Analytics is a free program that tracks data such as visitors, traffic sources and length of stay.

**Backlinks:** Web links that direct users to your owned content from other websites. Beneficial for SEO.

**Blog:** A website that features regularly-updated content (called posts), usually listed in chronological order. Comes from a shortened version of the words “web log.”

**Bounce rate:** The percentage of viewers who leave a site after only visiting one page.

**Content marketing:** The strategic planning, creation, distribution and measurement of content that’s intended to attract and retain customers.

**Earned content:** Content published on sites you don’t own. Can also mean publicity you receive for content you’ve created.

**Flow content:** Lower-quality, ephemeral content—usually social media posts.

**Internal links:** Web links that direct users to a subpage or piece of content on the same site.

**Keywords:** The words and phrases your content uses that increases its chances of appearing in relevant search engine results.

**Owned content:** Content you create that exists on your own web properties.

**SEO:** An acronym for “search engine optimization:” the things you do to help your website and content rank higher in search engine results.

**SMART goals:** An acronym that stands for *specific, measurable, achievable, realistic and timely*.

**Social media:** Platforms that allow users to create, distribute and network around online content. Facebook, Twitter and Instagram are all examples of social media.

**Stock content:** High-quality, evergreen content that attracts search traffic.

**Stretch goals:** Lofty goals that make you feel excited and motivated.