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Landing Page

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A landing page is the first page a user visits on your website. For ad campaigns, you can send users to a particular page which encourages them to convert. For SEO, you can optimise a particular landing page so it’s more visible in organic rankings.

Lead

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A lead refers to a customer expressing an interest in your product or service. Qualified leads are those which have been identified as likely to result in a sale.

Lead Generation

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

The process of attracting and converting new potential customers in order to drive future sales.

Mainstream

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Mainstream traffic includes websites and mobile applications intended for a broad audience. These sources typically contain family-friendly or general-interest content suitable for most advertisers.

Examples include:

- News websites
- Blogs
- Entertainment portals
- Technology websites
- Sports websites
- Educational resources
- Business websites
- Forums and communities

Typical Characteristics

- Suitable for all audiences
- Complies with standard advertising policies
- Does not contain explicit or adult content
- Accepted by most advertisers

Marketing Automation

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A platform which streamlines activities like email campaigns, social media posts, lead nurturing and among other things, automating repetitive tasks to improve efficiency and ensure consistency.

Marketing Funnel

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Visualises the journey someone takes from being a prospect to becoming a paying customer. The stages in this journey are sometimes represented as AIDA (awareness, interest, desire, action). See our guide on AIDA model marketing to learn more.

Media Buying

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Media buying is the process of purchasing advertising space across various platforms to deliver targeted messages to the right audience at the right time. Effective media buying ensures optimal exposure for a brand, driving engagement and conversions by strategically selecting the most suitable media channels based on audience behaviour, market trends, and campaign goals.

Media Mix Modelling

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Media mix modelling helps you to determine how different media channels contribute towards achieving the desired marketing goals and uses this to provide an optimal budget distribution. It works by analysing historical data on various media channels and their impact on KPIs. It utilises collected data on media spend, KPIs such as conversions and other context variables such as events, trends or seasonality.

Media Planning

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Media planning is a strategic process that aims to optimise organic, earned and paid media investments to reach and engage a target audience effectively. It involves analysing industry trends, competitor activity, and first- and third-party data to create a data-driven plan that maximises media spend across channels. A media plan outlines the best platforms, ad frequencies, and timelines, ensuring the brand’s message reaches the right audience at the right time. By integrating organic, earned, and paid media, media planning services deliver a strategy that enhances marketing impact and efficiency, driving measurable returns.

Metadata

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

In the context of digital marketing and web development, metadata refers to a page’s “hidden information” that’s typically stored in the <head> of a document. For SEOs, metadata that’s of particular interest is the title tag and meta description as these are the components that appear in a search result. They can give users a concise overview of what they will find on a page while promoting higher rankings when optimised correctly.

Mobile-first

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A digital marketing strategy that assumes that smartphones, tablets and brand-specific apps are consumers’ primary tools to visit a company’s website or other owned media.

Multi-Channel Marketing

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

The use of several marketing channels (e.g. website, social media, email, display ads, etc.) to reach a wider audience and gain more exposure.

Mobile Page Optimisation

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Where a website is optimised to provide a full view of the website on any screen size.

Nofollow/rel=”nofollow”

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Nofollow is an attribute value used to suggest that search engines should not crawl and therefore shouldn’t pass link equity through any given link. One implied application of this is to prevent any association with intentional bad practice, such as purchasing links.

Off-Page Optimisation

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

This refers to external measures away from a website which may improve its organic performance. It is mainly used to describe link-building practices through an array of methodologies, including digital PR, but can also refer to engaging with social media, consumer review sites and other platforms that can promote a business’s trust and authority.

On-Page Optimisation

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

This refers to the measures which can be taken within a website itself to improve its organic performance. This includes tasks such as improving keyword targeting, writing meta descriptions and creating content.

Organic Traffic

Summary

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Definition

This is the number of people who visit your website through natural search engine listings, i.e. without clicking an advertisement or a referral link. Similarly, you can also receive traffic through Organic Social – again, via users who found you on social media through unpaid means – though this is often tagged simply as “Social” through analytics platforms. Organic Traffic does not include what is called “Direct Traffic” – when a user types your URL directly into the search bar, or clicks on their saved bookmark.

Owned Media

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Any online property that a brand, business or entity directly controls, for example, your website, blog, social media profiles and posts.