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UI

Summary

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

Definition

UI stands for “User Interface” and refers to the point of human-computer interaction. UI is a part of UX design and focuses on the overall look and feel of a design, whereas UX design focuses on the entire user experience.

UR

Summary

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

Definition

UR stands for URL Rating. It is a link metric created by the marketing platform Ahrefs to define an individual URL’s authority and ranking potential. A similar metric to this is PA, or Page Authority, which was created by Moz, another marketing platform. The higher the URL rating, the more authority and ranking potential a page has. UR is a counterpart to Ahrefs’ other link metric, ‘DR’.

URL

Summary

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

Definition

URL stands for “Universal Resource Locator” and refers to the address of a webpage.

User Engagement

Summary

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

Definition

An assessment of a website visitors’ response to a product or service page, or articles and blogs, on a website.

User-Generated Content

Summary

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

Definition

User-generated content, or “UGC” refers to any form of content, such as images, videos, text and audio, that have been created and posted onto online platforms by users. Blog comments and forum threads are widespread examples.

UX

Summary

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

Definition

UX stands for “User Experience” and describes how a user feels and engages when navigating your website. It is important to ensure that the user enjoys their experience in order to increase the chances of them buying your product or service.

Video Marketing

Summary

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

Definition

This refers to a type of marketing strategy that integrates video with advertising. Video marketing can be used for various types of promotion, such as customer testimonials, how-to videos, interactive videos, live stream events and video advertisements.

Visits

Summary

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

Definition

This refers to a metric used to calculate the total number of site navigations from a visitor to a website. It’s usually used in conjunction with conversion rate to help understand a site’s performance better.

VAST

Summary

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

Definition

VAST (Video Ad Serving Template) is an industry-standard protocol developed by the **Interactive Advertising Bureau (IAB)** for delivering video advertisements between ad servers and video players. It defines a standardized XML response that contains media files, tracking events, click-through URLs, and playback instructions.

Website Analytics

Summary

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

Definition

This refers to the analysis and reporting of web data to better understand website visitor behaviour.

Wireframe

Summary

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

Definition

A wireframe is a visual guide which represents the contents of a webpage. It is used during the web design process to decide upon the best arrangement of the contents for usability.

XML Sitemap

Summary

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

Definition

An XML sitemap is an XML file that should detail the indexable pages on a website. Search engines use this information to understand which web pages are available to crawl to store in their index.

Youtube Advertising

Summary

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

Definition

This refers to advertising on Youtube. It offers marketers 6 advertising formats; display ads, skippable video, overlay ads, non-skippable video ads, sponsored cards and bumper ads, which can also be created and run on Google Ads.

Zero-Click Searches

Summary

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

Definition

Zero-click searches happen when a search engine summarises content gleaned from various websites to create a synthesised response, meaning that the user’s question is answered in the search landscape rather than the user clicking through to a website.