Article Side

Most Popular Terms in Web Lingo by Shaly Criston

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Finding legitimate work at home for moms is a difficult task. It takes a lot of time and efforts to find a job that will pay you. There are also several business opportunities for women from all over the world to start their very own home business. However, you must have a basic knowledge of popular terms in Web Lingo to understand online businesses and get success.

So, here is a list of a few popular lingos that you will come across sooner or later:

Search Engine Optimization

Search engine optimization or SEO is one of the most popular words used on the internet. Basically, it is proven that more than 60%-70% of the internet users open a website via using search engines. Thus, if you have a business on the internet, but you do not rank high in the search engines, you will not have many potential clients visiting your website. Therefore, you will have to do an SEO of your website.

Pay Per Click

Pay per Click is another popular term in the internet Web Glossary. If you have been searching for the latest techniques to earn money at home, you must have seen the term PPC. PPC or Pay per Click is basically an advertising work. There are several PPC advertisers on the internet who will offer you to publish their advertisement on your website. Once you have put those ads on your website, you will be paid every time your website visitor clicks that advertise.

URL

URL stands for Uniform Resource Locator. It is basically a unique address of web pages. For instance, every website starting with www. Or http:// is an URL.

Keywords are the basic requirement of doing an SEO of your website. Keywords are the words that tell search engines that your website is a relevant website for those particular keywords. Generally these are the words that describe your business. For instance, if you are offering article writing services then some words relevant to the article writing job would be your keywords.

Blog

Blogging fairly became a popular activity recently. A blog is a place where the author shares their opinions and suggestion on certain topics. Generally speaking, blogs are considered to be updated on a daily basis. However, some people update their blogs on a weekly basis. Also, a blogger sometimes uses advertising space for different relevant products and websites. Therefore, blogging has also become a profitable activity for many people.

Podcast

If a person does blogging in terms of audio or video, then the blog will be known as podcasting. Mostly, popular celebrities manage a podcast to interact with their fans. Also, many people feel it is a more convenient way to communicate with an audience than writing long blogs.

Internet Traffic

Internet traffic is the number of people visiting your website. To run a healthy business, you got to have massive internet traffic.

So, these are a few the most popular and important terms in web lingo. You have to understand these basic terms to read and understand things during your online business.

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