



# OMG!

## ACRONYMS

### ONLINE MARKETERS GUIDE TO ACRONYMS

<b>API</b>	Application Programming Interface	<b>GA</b>	Google Analytics	<b>SE</b>	Search Engines
<b>AJAX</b>	Asynchronous JavaScript and XML	<b>HTML</b>	HyperText Markup Language	<b>SEO</b>	Search Engine Optimization
<b>B2B</b>	Business To Business	<b>HTTP</b>	HyperText Transfer Protocol	<b>SEM</b>	Search Engine Marketing
<b>B2C</b>	Business To Consumer	<b>HTTPS</b>	HyperText Transfer Protocol Secure	<b>SERP</b>	Search Engine Results Page
<b>BR</b>	Bounce Rate	<b>IM</b>	Instant Messaging	<b>SLA</b>	Service Level Agreement
<b>CAN-SPAM</b>	Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003	<b>IMAP</b>	Internet Message Access Protocol	<b>SMB</b>	Small Business
<b>CMS</b>	Content Management System	<b>IP Address</b>	Internet Protocol Address	<b>SMM</b>	Social Media Marketing
<b>CSS</b>	Cascading Style Sheets	<b>ISP</b>	Internet Service Provider	<b>SMS</b>	Short Message Service
<b>CTA</b>	Call To Action	<b>JSON</b>	JavaScript Object Notation	<b>SSL</b>	Secure Sockets Layer
<b>CTR</b>	Click Through Rate	<b>KPI</b>	Key Performance Indicator	<b>SWOT</b>	Strengths, Weaknesses, Opportunities, Threats
<b>CPC</b>	Cost Per Click	<b>MMS</b>	Multimedia Messaging Service	<b>TLD</b>	Top Level Domain
<b>CPM</b>	Cost Per Thousand	<b>MT</b>	Modified Tweet	<b>TLS</b>	Transport Layer Security
<b>CRM</b>	Customer Relationship Management	<b>NSFW</b>	Not Safe for Work	<b>TOS</b>	Terms of Service
<b>CRO</b>	Conversion Rate Optimization	<b>POP</b>	Post Office Protocol	<b>UGC</b>	User Generated Content
<b>DA</b>	Domain Authority	<b>PPC</b>	Pay Per Click	<b>URI</b>	Uniform Resource Identifier
<b>DM</b>	Direct Message	<b>QR Code</b>	Quick Response Barcode	<b>URL</b>	Uniform Resource Locator
<b>DNS</b>	Domain Name System	<b>RFI</b>	Request for Information	<b>UI</b>	User Interface
<b>DoS</b>	Denial of Service Attack	<b>RFP</b>	Request for Proposal	<b>UX</b>	User Experience
<b>FAQ</b>	Frequently Asked Questions	<b>ROI</b>	Return On Investment	<b>WP</b>	WordPress
<b>FB</b>	Facebook	<b>RSS</b>	Rich Site Summary (aka Really Simple Syndication)	<b>WYSIWYG</b>	What You See Is What You Get
<b>FTP</b>	File Transfer Protocol	<b>RT</b>	ReTweet	<b>XML</b>	Extensible Markup Language
		<b>SaaS</b>	Software as a Service		