

Digital Marketing Glossary for Seniors

This glossary is designed to explain common digital marketing terms in simple language. Each word has a short definition with an example you can relate to.

Affiliate Marketing

Promoting someone else's product online and earning a small commission if people buy through your link. Example: Sharing a link to a book on Amazon.

Blog

A website where you write articles, share tips, or tell stories. Example: A travel blog about your favorite road trips.

Content

Anything you create and share online-articles, videos, images, or podcasts. Example: Posting a recipe on your blog or Facebook page.

Domain Name

The web address of your site. Example: www.MyRetirementBlog.com.

Email List

A group of people who sign up to get updates from you. Example: Sending a monthly newsletter with tips or product offers.

Hosting

A service that stores your website and makes it visible online. Example: Companies like Bluehost or SiteGround.

Keyword

The main word or phrase people type into Google when searching. Example: 'Easy gardening tips for seniors.'

Niche

A specific topic you focus on for your website or business. Example: Writing only about healthy cooking for older adults.

SEO (Search Engine Optimization)

Steps that help your website show up higher in Google searches. Example: Using clear titles and keywords in your blog posts.

Traffic

The people who visit your website. Example: 100 visitors reading your latest article.

Funnel

A path that guides visitors from interest to buying something. Example: Blog post > Free eBook > Product offer.

Social Media Marketing

Using platforms like Facebook, Instagram, or LinkedIn to share your content and connect with people. Example: Posting a tip on Facebook with a link to your blog.