

A dictionary of useful terms used to discuss Internet competition.

Click-Through Rate: The measure of success of an online advertising campaign for a particular website or the effectiveness of an email campaign whereby the number of users that clicked on a specific link are counted.

Content Scraping: The theft of original content from a legitimate website and posting the stolen content to another site without the knowledge or permission of the content's owner.

Deceptive Display: The steering of users toward one's own products by displaying them at the top or in the middle of the results page in ways that suggest to consumers that they are natural search results.

DoubleClick: A subsidiary of Google, which develops and provides ad serving services.

Location-Based Service: A software application for a mobile device that requires knowledge about where the mobile device is located through its GPS.

Location-Based Marketing: A new form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint consumers and provide location-specific advertisements on their mobile devices.

Open Handset Alliance (OHA): A group of 84 technology and mobile companies who have come together to accelerate innovation in mobile.

Search Engine: A software system designed to search for information on the World Wide Web.

Search Engine Bias: A tactic used to push down competitors in search results as opposed to ranking websites based on a combination of their popularity and relevance.

Search Engine Manipulation: Manipulating a search algorithm to exclude or penalize competing sites, effectively "disappearing" them from the Internet.

Search Engine Marketing (SEM): A form of Internet marketing that involves the promotion of websites by allowing paid placement within or alongside search engine results.

Search Engine Optimization (SEO): The process of optimizing the content of a website to http://www.fairsearch.org/wp-admin/edit.php?post_type=backgrounderetter reflect the content that consumers are seeking as well as modifying page structures and meta-content thereby affecting the visibility of a website or a web page in a search engine's "natural" or "un-paid" search results.

Vertical Search Engine: A specialized search engine that focuses only on a specific segment of online content (e.g., real estate, medical information, travel listings).