

## Online Marketing Glossary

- **301 Redirect**  
301 Redirects are “permanent redirects”. All links and page ranks are typically assigned to the page the redirect points at. So if you’re deleting xxx.com/contact-us you’d want to 301 redirect it to xxx.com/our-details.
- **£ Index (Google Dollar Index) in Analytics**  
Total spend of people who’ve looked at a particular page divided by the number of views of that page. This is a way to measure the relative financial value of the pages on a website.
- **Above the fold**  
The visible part of an email or webpage which appears on the user’s screen immediately without the need for scrolling.
- **Ad Group (PPC)**  
Ad Groups exist in PPC campaigns. Ad Groups are used to group sets of keywords with relevant adtext. Eg one Ad Group for jackets, another one for trousers, and so on.
- **Ad Text**  
Ad Text is a PPC term, and is the promotional text used in a PPC advert. It features a Headline (25 characters), two Description Lines (35 characters per line), a Display URL and a Destination URL. The Display URL is what is seen when the ad is viewed and can be shortened to make it look more appealing. The Destination URL is the complete link address and is not seen by the user. Ad Texts belong to Ad Groups.
- **Affiliate Marketing**  
Affiliates are people or businesses you pay a commission to in return for them advertising your goods. You manage them via an Affiliate Network. Famous affiliates include Quidco, Vouchercloud and Hot UK Deals.
- **Alt Text (Alt Tag)**  
Alt Text is an attribute generally linked to an image. It is an important element in SEO, as the search engines can’t read images but they can read Alt Text. It is also important for accessibility as a site reader (used by visually impaired people to use the web) can’t read images but can read alt text. When a mouse hovers over the image the Alt Text is usually displayed for the user to see.
- **Animated GIFs (Graphics Interchange Format)**  
An image format frequently used to provide simple moving images such as brand logos in banner advertising.
- **AOV (Average Order Value)**  
Total sales divided by total orders over a given period.
- **Bandwidth**  
Is a measure of available or consumed data communication resources, and is expressed in bit/s or multiples of it (kbit/s, Mbit/s etc). The more bandwidth a site has, the faster visitors will be served pages. If a site runs out of bandwidth it will stop working.
- **Banner Ads**  
A banner ad (or web banner) is a form of online advertising. By embedding an advertisement into a web page, it is intended to attract traffic to the advertiser’s website. The advertisement can be a moving or static image, JavaScript programme, or a multimedia object, such as a video.

- **Blog**

A blog (or weblog) is a type of website. It is usually maintained by an individual or business about a topic that is close to their heart - for example, their life / motor racing / rugby / what's going on at Topshop, etc. Content can include commentary, descriptions of events, or other material such as graphics or video. Blogs can be an effective way to drive traffic to a site, increase brand awareness and improve SEO performance.
- **Bounce (Used in Email Marketing)**

An automated email message from a mail system informing the sender of a delivery problem. The original message is said to have bounced. A bounce can be hard or soft.
- **Breadcrumb**

Breadcrumbs or breadcrumb trail is a navigation aid on websites. It gives users a way to keep track of their progress through a site and is generally located just below the header and to the right of the left hand menu. The term comes from the trail of breadcrumbs left by Hansel and Gretel in the popular fairytale.
- **Broadband**

Broadband Internet is the successor to dial-up Internet, and provides high data rate Internet access. Broadband is typically defined as having download data transfer rates equal to or faster than 256 kbit/s. It is a pipeline through which people access the internet.
- **Call to action**

Words to direct a user to take an action - for example encouraging a consumer to take the next step towards purchase may include "shop now," "visit store" or "click here for more info"...
- **Conversion Rate**

The percentage of a defined group of visitors who perform a given action (usually a purchase). This is a way to measure the performance of any online activity – for example, website conversion rates, email conversion rates, PPC conversion rates, etc.
- **CPA (Cost per Action)**

An online advertising pricing model, where the advertiser pays for each specified action (a purchase, a form submission, and so on) linked to the advertisement rather than for the traffic driven to the site.
- **CSS (Cascading Style Sheet)**

A web design language which is used to describe the format of an HTML document.
- **CTR (Click Through Rate, aka Click Rate)**

The percentage of a defined group of viewers of an ad who click through to the website. This is a way of measuring the success of an online advertising campaign, and is used in analysis of PPC, Affiliates, Emails, and Banners. For example, if a banner ad was seen 100 times and one person clicked on it, then the resulting CTR would be 1%. For email campaigns, CTR measures the performance of the content in the email.
- **Database**

A database is a structured collection of records or data that is usually stored logically using rows and columns in a computer system.
- **Data Protection**

Is a series of legal requirements that should be followed when dealing with consumer data. Different types of data should be managed in different ways – eg postal data, email data, phone numbers etc.

- **Deliverability Rate (email)**  
Calculated by dividing the number of emails actually delivered by the number of emails you attempted to send. A very important email metric as you need to get your emails to people in order for them to be able to respond.
- **Dial-up Internet**  
Dial-up Internet (or Narrowband) access is a form of Internet access via telephone lines. This type of internet access is typically defined as having download data transfer rates equal to or lower than 56 kbit/s. This type of internet access has now largely been superseded by faster Broadband connections.
- **DNS (Domain Name System)**  
DNS is a hierarchical naming system for computers, or any resource participating in the Internet. An often used analogy to explain DNS is that it serves as the phone book for the Internet by translating human-friendly computer hostnames into IP addresses. DNS needs to be set up correctly to make sure that when a user enters a URL into a browser bar they are directed to the correct server and so see the right website. It is also important in email management.
- **Domain Names**  
A domain name is an identification label to define areas of administrative autonomy, authority, or control in the Internet, based on the DNS. Domain names are often referred to simply as domains, and domain name registrants are frequently referred to as domain owners. Basically the www.
- **E-Commerce**  
E-commerce, also known as electronic commerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks.
- **eCRM (Electronic Customer Relationship Marketing)**  
This concerns all forms of managing relationships with online customers. eCRM can be defined as activities to manage customer relationships by using the Internet, web browsers or other electronic touch points.
- **Email Marketing**  
Email marketing is different from emails sent from standard Outlook-based type programmes. In Email Marketing, thousands of email messages can be automated and sent as a batch using an Email Service Provider. This type of emailing is very efficient for delivering a communication/promotion to a mass audience, as operating costs per email tend to be very low, reporting on email campaigns is available, user behaviour can be tracked with relative ease, and emails are more likely to reach the intended recipient.
- **ESP (Email Service Provider)**  
A company providing bulk email marketing services.
- **Encryption**  
Encryption is the process of transforming information using an algorithm to make it unreadable to anyone except those possessing special knowledge, usually referred to as a key. The result of the process is encrypted information. This is necessary online to keep customer data secure.
- **Flash**  
A web technology owned by Adobe, developed by Macromedia, which facilitates a more interactive interface to be created. resulting in enhanced visuals.
- **Forum**  
An Internet forum, or message board, is an online discussion site. It is the modern equivalent of a traditional bulletin board. People participating in an Internet forum can build bonds with each other and interest groups will easily form around a topic's discussion subject. Forums are increasing in use with the advent of Web 2.0 as more people form online communities.

- **Friendly from address**  
An easily recognised email address a message is sent from to increase chances of users reading it.
- **Google Product Search**  
Google Product Search (formerly known as Froogle or Google Base) is a price comparison service launched by Google. Its interface provides an HTML form field into which a user can type product queries to return lists of vendors selling a particular product, as well as pricing information. Increasingly results from Google Product Search are turning up in the main Google search results listings.
- **GUI (Graphical User Interface)**  
A type of user interface which allows people to interact with electronic devices such as computers and other electronic devices (such as MP3 Players), using graphical selection to control and change settings instead of text based commands. This type of interface is generally preferred for its ease-of-use and efficiency
- **H Tags (Header Tags)**  
These are used in HTML to designate the headings on a page, giving them a relative importance with the H1 being the most important. Good use of the H tags can have a positive impact on SEO performance.
- **Hard Bounce**  
A hard bounce is a message sent to the sender informing them of an undeliverable email message, possibly due to an invalid e-mail address or an expired address. A hard bounce may also occur if the receiving mail server has been configured to block all mail from the sender's domain. For example, an ISP may block a known spammer.
- **Hit**  
A hit is a request to a web server for a file. When a web page is uploaded from a server the number of "hits" is equal to the number of files requested. Therefore, one page load does not always equal one hit because often pages are made up of a number of images and other files which stack up the number of hits counted. Because one page load does not equal one hit it is an inaccurate measure of a website's popularity or web traffic. A more accurate measure of web traffic is how many visits or page views a website has. Hits are useful when evaluating the requirements of your server, depending on the number and size of files which need to be transferred for one request.
- **Homepage**  
The homepage is the front page of any website. The homepage is considered as the store front of a site, and displays navigation to the rest of the site. It is usually located at [www.yourwebsite.co.uk](http://www.yourwebsite.co.uk) or [www.yourwebsite.co.uk/index](http://www.yourwebsite.co.uk/index)
- **Hotspots**  
Hotspots provide a special area for linking activity. Hotspots are used very effectively in emails and on websites to direct visitors to important content.
- **HTML (Hyper Text Markup Language)**  
HTML is the predominant scripting language for web pages. It provides a means to describe the structure of text-based information in a document by denoting certain text as links, headings, paragraphs, lists, etc. And to supplement that text with interactive forms, embedded images, and other objects. HTML is written in the form of "tags" that are surrounded by brackets.
- **HTTP (Hyper Text Transfer Protocol)**  
HTTP is a request or response of a client and a server. A client is the end-user, the server is the website. HTTP is always inserted as the prefix for any web address, such as <http://www.indiumwebmanagement.com>. It is simply a way of identifying the address to a server so it can tell you are asking it to display a particular web page.

- **HTTPS (Hyper Text Transfer Protocol Secure)**  
HTTPS is a secure web page using SSL technology to encrypt the page, making it very secure for the user to use. HTTPS is most frequently used for checkout pages and data capture.
- **Hyperlink / Link**  
A hyperlink, usually shortened to link, is a directly followable reference within a hypertext document. Links can be either text or graphical, and once a user clicks on a link they will be taken to another part of the site, or to a completely different site altogether.
- **Image blocking**  
Image blocking occurs as email clients now regularly stop images appearing automatically unless the sender is included in the user's address book.
- **Image Map**  
An image map is a list of coordinates relating to a specific image, created in order to link areas of the image to various destinations, as opposed to a normal image link, in which the entire area of the image links to a single destination. For example, a map of the world may have each country linked to further information about that country. The intention of an image map is to provide an easy way of linking various parts of an image without having to divide the image into separate image files. This can be used in emails and on websites.
- **Internet / World Wide Web**  
The Internet is a global network of interconnected computers, enabling users to share information along multiple channels. Typically, a computer that connects to the Internet can access information from a vast array of available servers and other computers by moving information from them to the computer's local memory. The same connection allows that computer to send information to servers on the network; that information is in turn accessed and potentially modified by a variety of other interconnected computers.
- **Intranet**  
An intranet is built from the same technology used for the Internet. An intranet is a private computer network that uses Internet technologies to securely share any part of an organisation's information or operational systems with its employees. Sometimes the term refers only to the organisation's internal website, but often it is a more extensive part of the organisation's computer infrastructure and private websites are an important component and focal point of internal communication and collaboration.
- **IP (Internet Protocol)**  
IP is a unique address assigned to devices participating in a computer network to identify it. Although IP addresses are stored as binary numbers, they are usually displayed in human-readable form, such as 208.77.188.166.
- **ISP (Internet Service Provider)**  
An ISP is a company that sells access to the Internet. ISPs usually also offer the user an e-mail address. ISPs may provide other services such as remotely storing data files on behalf of their customers, as well as other services unique to each particular vendor.
- **JavaScript**  
JavaScript is a scripting language used to enable programmable access to objects within other applications. It is primarily used to create dynamic websites. The primary use of JavaScript is to write functions that are embedded in or included from HTML pages.
- **Junk Button**  
Email clients often include a junk button which allows users to mark a message as spam without opening it.

- **Keyword**

Keywords are the relevant words which, when used as a search enquiry term, bring up details of your website. In PPC terms, many keywords can be set up for each page of the website, with their financial performance being monitored. PPC Keywords are grouped together in Ad Groups. In SEO terms there are a limited number of keywords that each page can be optimized for, so more careful analysis is required when selecting these to make sure the right ones are chosen.
- **Landing Page**

A landing page is the page that appears when a potential customer clicks on an advertisement or a search-engine result link. The page will usually display content that is a logical extension of the advertisement or link, and that is optimised to feature specific keywords or phrases for indexing by search engines.
- **Link Building**

This is an essential part of SEO. When a site is submitted to a search engine the spider will check the site for all internal and external links on the site and assign a score to them. The quality and strength of each link is measured by each search engine's algorithm and a PageRank is given depending on the quality of the links. For example, if you owned a site selling books and one link was going to a bank, it would receive a much lower score than a link going to Amazon.
- **Meta Tags**

Meta tags are HTML elements used to provide structured metadata about a webpage. Such elements must be placed as tags in the head section of a HTML document. Meta tags can be used to specify page description, keywords. Commonly used meta tags are: title tags, keywords, and descriptions. These are all important for SEO as they are read by the search engines.
- **Microsite**

An individual or series of web page designed to function as an auxiliary supplement to a primary website.
- **MIME (Multipurpose Internet Mail Extensions)**

This is an Internet standard that extends the format of email to support text in character sets other than ASCII, non-text attachments, message bodies with multiple parts and header information in non-ASCII character sets. Virtually all human-written Internet e-mail and a fairly large proportion of automated email is transmitted via SMTP in MIME format. Internet email is so closely associated with the SMTP and MIME standards that it is sometimes called SMTP/MIME e-mail.
- **Moderator**

A moderator is a user (or employee) of a forum. They are granted access to the posts and threads of all members for the purpose of moderating discussion and also keeping the forum clean.
- **Mouseover**

A mouseover refers to when a user moves or hovers the cursor over a particular area of a graphic and extra information appears. The technique is particularly common in web browsers where the URL of a link can be viewed, or the Alt Text, or a menu drops out. Site designers can easily define their own mouseover events.
- **Multichannel Marketing**

This means ensuring marketing activity is consistent with its message across all consumer channels. For example, the same promotions are in place with the same graphics – online, in the stores, and in any direct mail.
- **Multimedia**

Multimedia is media and content that uses a combination of different content forms. Multimedia includes a combination of text, audio, images, animation, video, and interactive content.
- **Objectives**

An objective is a clearly defined or desired result for a given campaign.

- **Online Advertising**

Online advertising is a form of promotion that uses the Internet and World Wide Web for the purpose of delivering marketing messages to attract customers. Examples of online advertising include PPC, banner ads, rich media ads, social network advertising, online classified advertising, advertising networks and email marketing. The major benefit of using online advertising over more traditional advertising channels is that the cost of placing ads is usually significantly lower, and results can usually be tracked, which takes the guesswork and waste out of the equation (a problem which traditional forms of advertising have always suffered from).

- **Online Marketing**

Online marketing generally falls into these major channels: email marketing, affiliate marketing, SEO and PPC advertising. The nature of the medium allows consumers to research and purchase products and services at their own convenience. Therefore, businesses have the advantage of appealing to consumers in a medium that can bring results quickly and effectively.

- **Online Merchants**

An online merchant is a company or individual selling goods or services online.

- **Online PR**

This is the use of Internet tools and technologies such as search engines, Web 2.0 social bookmarking, new media relations, blogging and social media marketing. Online PR allows companies and organisations to disseminate information without relying solely on mainstream publications and communicate directly with the public, customers and prospects.

- **Open Rate / Read Rate**

The number of opens divided by the number of delivered emails. This is used in email marketing, and the open rate is a measure used by marketers as an indication of how effective the subject line of an email is.

- **Opting In**

In online marketing terms, 'opting in' is when a user enters their email address (and other contact details) into a website form, and agrees to be sent communications from that business. This data is then stored in a database and used for future marketing activities.

- **Opting Out**

The reverse of 'opting in.' When a user does not want to receive any more communications from a business they can request that their personal data is removed from the database. Typically, this opting out is via an unsubscribe link, which can be found in the body of an email communication sent to them from the business. By law, all email communications needs to have an unsubscribe link embedded in each piece of communication they send out.

- **Page View / Page Impression**

A page view is a request to load a single page of an Internet site.

- **Page Views Per Visit**

On the Internet a page request would result from a web surfer clicking on a link on another HTML page pointing to the page in question. If one user visits 5 pages of a website and then leaves, it is classed as 5 page views per visit.

- **Pay Per Impression**

Often called CPM (Cost per Mille), or cost per thousand. Online advertising can be purchased on the basis of what it costs to show the ad to one thousand viewers. It is used in marketing as a benchmark to calculate the relative cost of an advertising campaign or an ad message in a given medium.

- **Payment Processors / Payment Solutions Provider**

A payment processor works closely with online retailers to facilitate online payments. A retailer needs an online merchant account to accept payments. This is required by all businesses that wish to accept and process online card payments. Typically, this system is integrated with an online retailer's checkout process. When a customer reaches this part of the transaction they are usually taken to a secure and encrypted portion of the website where they can safely enter their payment details.

- **PPC (Pay Per Click)**

PPC is an Internet advertising model, most heavily used on search engines, in which advertisers pay when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. These ads appear on Google on right hand side and at the top of the page, under the heading 'Sponsored Link'.

- **Podcast**

A podcast is a series of media files; usually digital, audio, or video, that is made available for download via web syndication. The syndication aspect of the delivery is what differentiates podcasts from other files that are accessed by simple download or by streaming: it means that special client software applications known as podcatchers (such as iTunes, Winamp or RSS Bandit) can automatically identify and retrieve new files when they are made available.

- **Portals (Comparison Shopping Engines)**

Allows individuals to see different lists of prices for specific products. Most price comparison services do not sell products themselves, but source prices from retailers from whom users can buy. Examples of Portals include Pricerunner and Kelkoo.

- **Product Feeds**

A product feed is a file containing information about the products listed on a site. Product feeds are used by e-commerce companies to provide information about products in an online store to search engines, product comparison websites, and other similar aggregators of e-commerce information. By sending product feeds regularly, you can make sure these sites display the latest pricing, promotional, or other information for products.

- **Reading/preview pane**

An area within an email inbox which shows the content of the message without the need to open it.

- **ROI (Return on Investment)**

To calculate ROI, you minus the investment from the payback, divide by the investment and times by 100. ROI is a measure of profitability that can be calculated in many ways; the 2 most common are:  
1: Profit divided by cost, and 2: (Sales minus cost) divided by cost.

- **RSS (Really Simple Syndication)**

RSS is a family of web feed formats used to publish frequently updated work, such as blog entries, news headlines, audio, and video. An RSS document (which is called a "feed", "web feed", or "channel") includes full or summarised text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favoured websites or to aggregate feeds from many sites into one place. RSS feeds can be read using software called an "RSS reader", "feed reader", or "aggregator."

- **Segmentation**

The separation of your activity (often email database) into smaller segments, in order to test the effectiveness of various aspects of your campaign by sending different variations to each group.

- **Search Engine Marketing**

A form of Internet marketing that promotes websites by increasing their visibility in search engine result pages through the use both PPC and SEO.

- **SEO (Search Engine Optimisation)**

The process of improving the volume or quality of traffic to a website from search engines via natural search results. This is the area on the left side of Google. Typically, the earlier a site appears in the search results list, the more visitors it will receive from the search engine. SEO is essentially a free listing on a search engine, but will take time and effort to get the website appearing on page 1 of natural search. When a website is initially being promoted, a mix of PPC and SEO strategy is essential to achieving page 1 status quickly and efficiently.
- **Soft Bounce**

A soft bounce is in contrast with a hard bounce. Soft bounces occur when email is returned because the recipient's mailbox may be full, the attachment size is too large or due to some connection problem. A soft bounce is often temporary.
- **Spam**

Spam is the abuse of electronic messaging systems to send unsolicited bulk messages indiscriminately. Because the barrier to entry is so low, spammers are numerous, and the volume of unsolicited mail has become very high.
- **SSL (Secure Socket Layer)**

SSL is encrypted online protocols that provide security and data integrity for communications over the Internet. SSL pages are most often used for secure credit card transactions placed over the Internet.
- **Strategies**

Strategy is the overall campaign plan, which may involve complex operational patterns, activity, and decision-making that lead to tactical execution. Tactics drive strategy. If, for example, the overall objective is to gain a superior market share over a competitor, one strategy might be to become more attractive to the competitor's customers, a tactic to achieving this would be to launch a new product that appeals to them.
- **Sub-domain**

In DNS hierarchy, a sub-domain is part of a larger domain name eg in mail.dotmailer.co.uk – dotmailer is the domain and mail.dotmailer is the sub-domain.
- **Subject line**

The subject of the email, which is usually displayed in the inbox.
- **Text Version Email**

A HTML email displays images, whereas a text email just displays text characters. Email is more likely to get delivered if both text and HTML versions are sent.
- **Title Tags**

Required in every HTML document for SEO purposes. Web browsers usually display it in a window's title bar when the window is open, and in the task bar when the window is minimised.
- **Unsubscribe**

In email terms, unsubscribe is the term used when an email recipient does not want to receive any further communications from a company. This service is usually automated and once a user clicks the 'unsubscribe' link on an email, their address is added to a list of all unsubscribers. Any email address on this list will never receive another email communication from the company, unless they ask to be reinstated.
- **URL (Uniform Resource Locator)**

URL is the www address. It specifies where an identified resource is available and the mechanism for retrieving it. In laymans terms, a URL is simply your website's full domain name.

- **Viral**  
Viral marketing and viral advertising refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness (often leading to sales) through self-replicating viral processes. Viral promotions may take the form of video clips, interactive games, software, images, or even text messages.
- **Vodcast (Video Podcast)**  
Video podcast is a term used for the online delivery of video on demand video clip content. The term is used to distinguish between podcasts which most commonly contain audio files and those referring to the distribution of video.
- **Web 2.0**  
It is basically the second generation of web development that facilitates communication, secure information sharing, interoperability, and collaboration on the World Wide Web. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications such as social-networking sites, video-sharing sites, wikis, and blogs.
- **Web Analytics**  
Web analytics is the measurement, collection, analysis and reporting of internet data for the purpose of understanding and optimising a website. Almost every site has some form of analytics software, whether it's a paid for package or free (such as Google Analytics).
- **Yield**  
This reporting statistic is used in email campaign reporting. To calculate yield per click divide the total sales amount by the number of clicks. To calculate yield per amount of emails delivered divide the total sales amount by the number of emails that were delivered. These two statistics provide a useful comparison between all the emails that have been delivered for a campaign, compared to everyone who opened the email and clicked on a link.

## Twitter Glossary

- **Followers**  
Twitter users who are signed up to read your tweets
- **Tweets**  
140 character messages you post on your twitter account (these can include links)
- **Re-Tweet**  
When you post again something someone else has tweeted already – shows in a tweet as “RT”
- **Hash tags**  
The # sign is used to prefix certain topics eg #xmas, or #generalelection. This is useful if you're part of a group discussing a certain topic, and it makes events easier to follow via Twitter Search
- **@Reply**  
A tweet sent direct to another twitter user, for when you're having a 1 to 1 conversation
- **DM**  
A direct message sent from one user to another which cannot be seen by other users
- **FF – Follow Friday**  
On a Friday users often use the hash tag #FF and suggest a list of people worth following

## Facebook Glossary

- **Status Update**  
Where you update your friends with details of what you're up to
- **Friends**  
The people you're connected with on Facebook (all connections are 2-way, you both need to want to connect to each other)
- **Page**  
The visible side of the Facebook account for brands, businesses, clubs and more. You can't become Friends with a page, but you can "Like" a page
- **Like Button**  
The key to Facebook success for businesses – you want people to "Like" your Facebook Page, AND to "Like" your other online content
- **Poke**  
The old-school way to attract people's attention on Facebook – not used a lot now
- **News Feed**  
The centre of your Facebook universe. Where you see what's happening with everyone else
- **Wall**  
A record of what you contribute to Facebook. (what people who stalk people of Facebook obsess over)

## LinkedIn Glossary

- **Connection**  
Someone you're linked too (all connections are 2-way, you both need to want to connect to each other)
- **Company Page**  
The profile of a company, where you can find out information about their staff, what they do, and other information
- **Groups**  
The centre of activity on LinkedIn – you can join many groups and contribute to the debate. There are groups on 1000s of different subjects
- **LinkedIn Today**  
Their news service – compiles information they believe will be useful for you (based on who you're connected to)
- **Answers**  
The Q&A area of LinkedIn. Help someone out by answering a question, or get help by posting one.