



# Technical guide for non-techies



With new technology comes a whole raft of new buzzwords, TLA's and terms, but what do they mean? We've put together some definitions and examples of the more commonly used terms - let us know if there are any missing or you'd like more information on a particular area.



## What are cookies?

Cookies are very small files that browsers store on your computer during usage. They are a normal part of internet usage and can make the Internet easier and quicker to use. Cookies let the website company recognize the computer and therefore react with previously gathered information. For example when Amazon greets you by name and recommends you products – that is possible because of cookies.

Some people delete cookies as they can be used to show what websites a person has been accessing. Cookies can also be used across multiple websites to detect usage, typically via banner advertisement companies.

## What are spiders?

Spiders, or Search Bots as they are also known, are automated views of your websites by the search engines to capture your page content and create the databases which people search on.

Normally you do not need to know about them but what you do need to know is that, unchecked, they could appear to be multiple users looking at multiple pages on the web. Therefore ASP, and most website usage analysis companies, remove the false statistics from the final reported figures. This does mean that sometimes figures drop slightly as we discover another new 'spider'.

## What are metatags?

Metatags are hidden from view on web pages but they hold information for the web browser which displays the page. Most importantly for you are the metatags designed for the search engines where page keywords and descriptions are created. However, over time these are becoming less important.



## What is Web 2.0?

A buzzword that generally describes the move towards more user generated content and/or community building. Exhibitors uploading information about their company is an example of user generated content. Note: web 2.0 strategies do not work for every website.



## What are white lists?

Lists of approved email senders for particular companies. ASP is whitelisted by a couple of professional whitelisting databases. Generally, being whitelisted means your emails are less likely to be marked as spam.

## What are blacklists?

The opposite of white lists! If you broadcast spam emails and enough people complain, then you could be blacklisted. ASP does all it can to ensure this does not happen but unfortunately we have no control over imported email lists – are they from a trusted opted-in source? Currently we are not blacklisted anywhere.

## What is SEO? What does it mean to me?

SEO stands for Search Engine Optimization. It means giving your website lots of relevant content which the search engines can find and read. SEO is cheaper and more effective than Search Engine Marketing (SEM) but takes a good supplier and work to gather all the content together. SEO is not instant – changes in content take time to be picked up by search engines so it could take up to 6 weeks to notice a difference in traffic.



## What is SEM? How can I use it?

SEM stands for Search Engine Marketing. These are the little advertisements you see when searching Google or other search engines. To have an ad display, you actually bid for the position and the more you are willing to pay, the higher you appear. You only pay though if people click on your ad (known as Pay Per Click or PPC). SEM is different from SEO as you can target areas which your website does not cover. For example, exhibitors could advertise themselves under your show name – this is entirely legal, so you should consider where you advertise your show for your audience...

SEM is also instant which means you could use it when your website is new and not appearing in the search engines.

## What is affiliate marketing?

Affiliate marketing is similar to banner advertising but instead of paying per click you pay per action. For example, you could pay someone to advertise your show and pay them for everyone that clicks through and registers. Sounds difficult but it's easy to track with campaign trackers and trace to source modules.



## What are junk mail filters and how do they work?

They don't always work is the first thing you need to know! Innocent email can be marked as spam and emails for replica watches could fly into your inbox! They work in multiple ways but in essence they are looking to see if your email looks like or sounds like spam. They also check to see who is sending it and to see if they are whitelisted (ASP is).

## What's Google's secret - how does it work?

Did you know...60% of US searches are through Google? Google's secret, in our opinion, is that it's very simple to use and their databases are extremely good.

Google sends out 'spiders' to find information on the Web which is then databased. Google allows people to search the databases and return results which link to the original page on the Internet. It also helps that Google have masses of affiliate and third party search programs which promote the service even more.



## What are virtual exhibitions?

It's like a website for an exhibition which doesn't physically exist! The exhibitors upload content and visitors to the website search for it. Some virtual exhibitions try and look like a physical exhibition but we think they are missing the point - visitors want information not pictures of a non-existent exhibition. Virtual exhibitions can be used to:

- launch events – use the Web to test the water and build your brand
- use the Web with an existing event to develop the brand and a community all year round
- cancelling an event with an established brand? Try it online instead

## What is meant by user generated content?

Content that is updated by someone that doesn't own the website. For example, exhibitors uploading information about their products to an exhibition website. YouTube is an example of a website built for UGC.

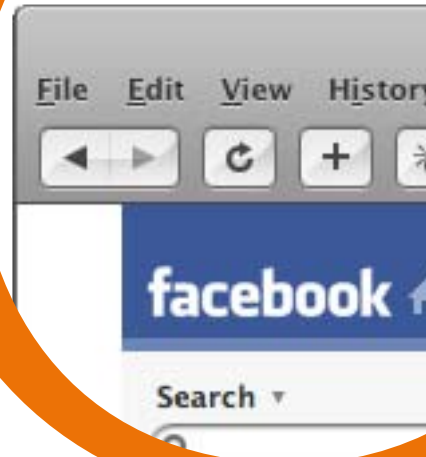


## What are online communities?

Not a replacement for dinner with a friend! In essence, where people return regularly to a place online to view news, information, buy goods, play games etc and have the facility to talk or contact someone, that is an online community. Large forums, Second Life and games such as Everquest II are very different types of communities.

## What are social networks?

Sites specifically built for meeting other people and/or networking. LinkedIn is a business example with MySpace or Facebook used for more casual networking.



## What are portals?

A portal is a website which people use to find relevant information on the web. Google could be described as a portal, MSN definitely is one. What is the portal in your industry?? If it isn't your exhibition website, could it be???

## What are blogs?

We like to say it's a forum with 1 person in it!! A blog (comes from Web Log) is an online diary for people's thoughts and daily achievements or indeed non-achievements. Other people are sometimes invited to drop a comment on that persons musings. Some businesses also produce blogs but it's a tricky line between sounding like a daily press release or being too honest about the company.

## What are forums?

Forums, sometimes erroneously referred to as chat rooms, are where people can ask questions, make comments or have a “not instant” chat publicly on the Internet. The original posting and all the replies (called a thread) are available for viewing for all and sundry.

Forums are a classic example of user generated content. On one hand it's great for SEO and creating the feel of an online community, but on the other, you have to spend time moderating it and be prepared for some not so pretty content about your product or company. Some people believe though that this way you are aware of criticisms early and that you can publicly be seen to listen and adapt your strategy to it. All very Web 2.0.

However forums only work if people use them. If your website has a low amount of traffic or an unengaged audience then you might struggle getting a forum off the ground. Add a poll to your website and ask if people would like a forum, if you get less than a 1000 people saying yes, do consider carefully before going ahead.



## What is viral marketing and why would I use it?

You have probably already used viral marketing, just not for your company! Viral marketing is an online campaign so funny, engaging or too good an offer that you pass it on to a friend or colleague. It's the flash game that you all have a go at or the 2 for 1 offer at the local restaurant. Why would you use it? Because if it works, you could create loads of interest for a modest fee. However if it doesn't work \$10K - \$30K seems like a less modest fee for a damp squib.

Get a professional agency to help and verbally test the concept on people outside the office (like us) to get an honest opinion of your bosses 'great idea'. 2 for 1 offers on exhibition tickets generally are not great viral campaigns but free entry to a consumer exhibition with a free goodie bag of desirable products is more viral. Ask this question - will people honestly say 'Wow - I must forward this on'?

## What is mobile marketing and would it work for me?

Mobile marketing on the whole works to a minor extent. Sending a text message reminder to a registered attendee is not likely to increase their conversion rate



that much. People who trust you enough to give you their cellphone number for marketing purposes are probably more inclined to attend anyhow.

Mobile ticketing however could change the face of registration and ticketing for both B2B and consumer events. With the use of a unique barcode, posting tickets could be a thing of the past.



## What is personalized search?

This is search that intelligently adapts its results to your needs and by previous search results. Various beta versions are out on the Internet but its early days for this functionality.

## What is vertical search?

Vertical search is search restricted to a specific industry or narrow area of interest. E.g. if you search on Google for “exhibition”, a whole bunch of websites regarding art exhibitions are returned. Imagine a vertical search engine that only searched your industry websites! Well it’s possible and ASP does it with the help of Google.

## How accurate are ASP reports?

We don't know! Okay that's a bit flippant but the simple truth is that no web analytics software or methodology is 100% accurate. We do ensure all results are consistent, comparable and honest, and we work with the BPA to agree that what we do is accurate. The way statistics work online means that accurately establishing unique visitors is impossible. Page views are a lot more accurate but new search engines could inflate that number for a while until we realize they are there.

WebTrends famously say "We are not called Web Statistics for a reason." Fair enough. An example of the difficulty of tracking users online is mens magazine websites. Because of the nature of the content the users delete the cookies to hide their browsing. They also look at the sites often and therefore each revisit registers them as a new user because the cookie isn't there.

### Add a question

To submit questions to be added to this guide or for more information contact:

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