



# Mountain View Chamber of Commerce Digital Dictionary

Get the definitions you need to understand the terminology used when conducting business online.

## **Brick-and-mortar**

Pertains to conventional stores, businesses, etc., having physical buildings and facilities, as opposed to internet or remote services.

## **Business Listing**

Google My Business (commonly known as GMB, and formerly known as GoogleLocal and Google Places) is a business listing on Google, not unlike listings on online business directories such as Yelp.

## **Buzz**

To create interest in a product or service.

## **Call to action (CTA)**

In advertising material - a piece of content intended to induce a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive (e.g. buy now or click here).

## **Customer loyalty**

Customer loyalty is a measure of a customer's likeliness to do repeat business with a company or brand.

## **Customer retention**

The process of engaging existing customers to continue buying products or services from your business.

## **Facebook Insights**

Facebook Audience Insights gives you aggregate information about two groups of people—people connected to your Page and people on Facebook—so you can create content that resonates and easily find more people like the ones in your current audience.



## Business Recovery Kit

### **Google Virtual 360 tour**

Google Street View is a complete 360° tour of your business using the most popular search engine in the world. Allows your customers who find you via Google, Google Maps & Street View to enter and see inside of your business and 'walk around'.

### **Hashtag**

A word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it:

#### **Branded hashtags**

A branded hashtag is a hashtag that's unique to your business. It can be as simple as your company name, tagline, or the name of one of your products or campaigns.

#### **Popular hashtags**

Top hashtags are the most popular hashtags other users are looking for.

### **Indexed by Google**

A page is indexed by Google if it has been visited by the Google crawler ("Googlebot"), analyzed for content and meaning, and stored in the Google index. Indexed pages can be shown in Google Search results.

### **Instagram Insights**

Instagram Insights is a native analytics tool that provides data on follower demographics and actions, as well as your content. This information makes it easy to compare content, measure campaigns, and see how individual posts are performing. To access Instagram Insights, you need a business account.

### **Instagram Story**

Instagram Stories allow Instagram users to share photos and videos to their "Story" -- which is visible to followers of the user's Instagram account -- and to specific users the Story's sender follows. A story only lasts for 24 hours.



## Business Recovery Kit

### **Return on investment (ROI)**

The amount of profit, before tax and after depreciation, from an investment made, usually expressed as a percentage of the original total cost invested.

The **Business Recovery Kit** is brought to you by the Mountain View Chamber of Commerce. Content created by Fly to Soar in partnership with the Chamber of Commerce.

Reference  
Definitions from dictionary.com  
Google support & Google dictionary  
Hubspot