



# Digital Media Vocabulary

**DIRECTIONS:** Match the definition to the correct word.

1. An internet advertising schedule where ads run across a whole website

- Run of Site       Really Simple Syndication

2. A way of publishing content on the Internet that makes it easy to move the content into other environments

- Run of Site       Really Simple Syndication

3. An application that helps Web users find information on the Internet

- search engine       search engine marketing

4. A form of marketing with the goal of promoting web site visibility in search results

- search engine       search engine marketing

5. Steps taken to improve the volume and quality of traffic to a Web site from search engines using organic or algorithmic search results.

- search engine marketing       search engine optimization

6. A host computer that distributes files across a shared network.

- Run of Site       Server       Search Engine

7. A standard for transmitting short text messages over mobile devices

- Really Simple Syndication       short message service