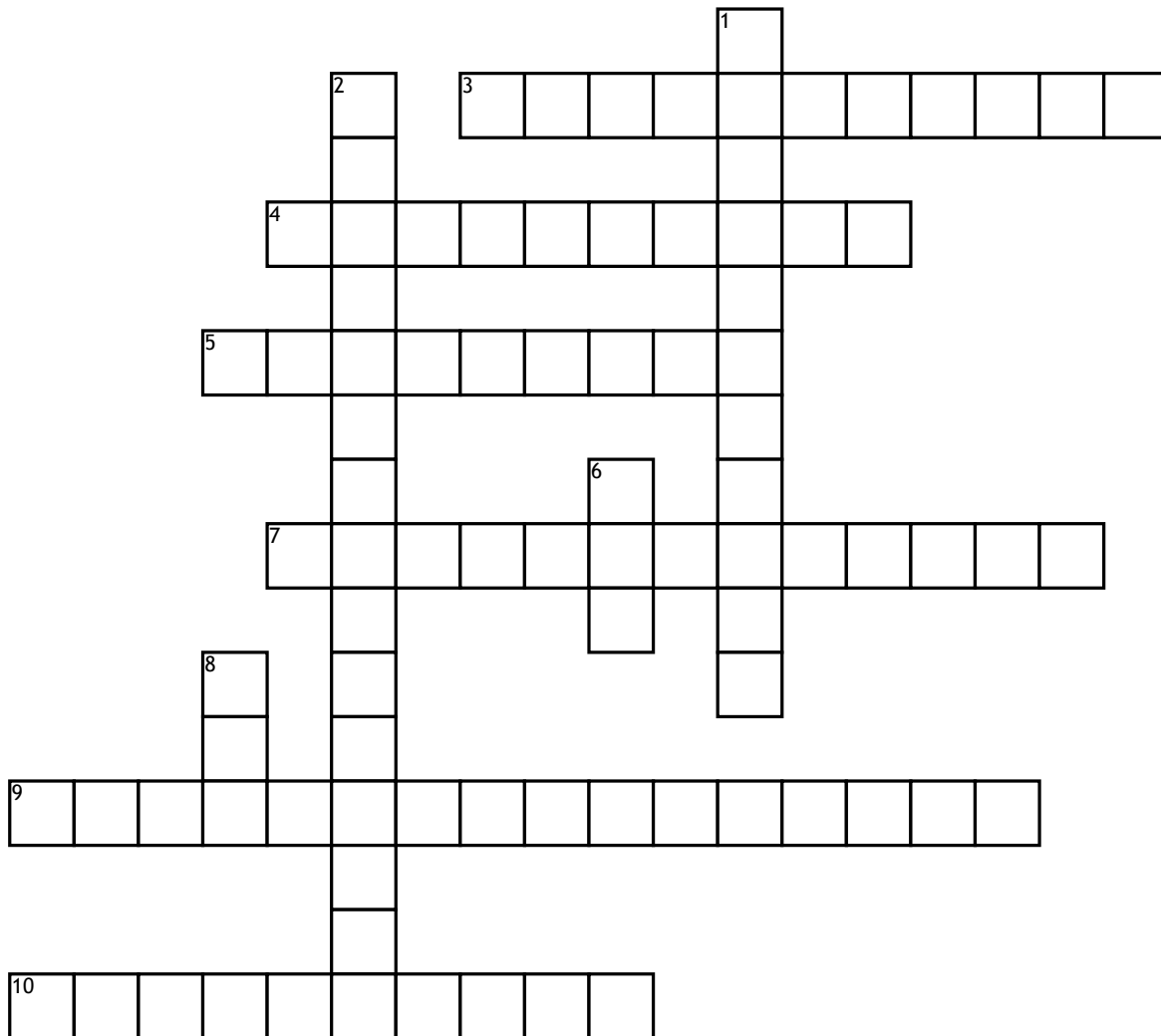


# Digital Terms



## Across

3. a wide rectangular advertising space that measures 728-pixels-wide by 90-pixels-high (728×90) that can be seen at the top of website pages
4. The percentage of visitors to a website that leave immediately without clicking or interacting with any portion of the page.
5. Also known as a half-page ad
7. A metric used in web analytics to show how many different, unique people view a website over a period of time. Unique visitors are tracked by their IP addresses.
9. the ratio of how many times an advertisement was clicked on, versus how many times it was shown

10. What is frequently measured as a CPM?

## Down

1. Also known as retargeting, a type of paid ad that allows advertisers to show ads to customers who have already visited their site.
2. A Google platform that allows webmasters to collect statistics and data about website visitors
6. the process of improving a website's performance and positioning in organic search engine results through a variety of methodologies including content production or improvement, technical and code improvement, and link acquisition.
8. Cost an advertiser might pay to acquire a click