

# The Little Red Book

*Analog Pages About A Digital World*

OgilvyOne

*“The pursuit of excellence is less profitable than the pursuit of bigness, but it can be more satisfying.”*

- DAVID OGILVY

*You hold in your hand something confusing.*

*As a book, it represents one of the oldest technologies we have, coming to us directly from the 15th century by way of the Guttenberg Bible, the first book to be printed. Library late fees notwithstanding, the printed book was really a fantastic idea.*

*It's meant to fit in your pocket, as well, a technology that is really only slightly more recent, debuting around the 18th century as a pouch hung from the waistband of a pair of pants. Eventually, the pocket became a part of the pant itself, making it easier for the user to accidentally wash his wallet along with his jeans. Despite this, the pocket is still, for the most part, a pretty good idea.*

*But the content is all intentionally modern. And that may be the confusing part. Why use old technology to print out the newest ideas the world has to offer? As both an old and a constantly new agency, we think the answer is to look at the world not as an explosion of scary new technologies, but as a place where the best ideas have always won, new or old.*

*Maybe the answer is to pick and choose, today, right now, the best that the old and new world has to offer us, and always be ready to reevaluate, to change our minds in the face of the novel invention. To us, a great old brand can always be at the heart of a revolutionary new and innovative idea. Because all the new ideas in the world can't change what's really true and compelling and real about a great old idea.*

*But they can make it live.*



## AD SPACE

*Specific location(s) within a website where an ad can be placed. You can have several ad spaces on one page, as well as within one site.*

*Note: Unless you've got some sweet strategy behind the idea, you will look like an ass if you take advantage of all of them at the same time.*

### USED IN A SENTENCE:

---

“I totally want to use the top *ad space* to sell meat.”



## AJAX

*Nerd-speak for the even nerdier “Asynchronous JavaScript and XML.” It’s how you can change a piece of content on a page by fetching info from a server without re-fetching the entire page at the same time.*

### USED IN A SENTENCE:

---

“The little *AjAX* doohicky on the page lets you click and reload the calendar without reloading the whole page.”



## APPLET

*A wee Java program you can drop into an HTML page. Poor thing can't access local resources, like files, modems and printers, and isn't allowed to talk to the computers across the network. It can only connect to the computer from which it was sent. Not edible.*

### USED IN A SENTENCE:

---

“That java *applet* started running as soon as I loaded the page, insulting me.”



## AVATAR

*An Internet alter ego used for games, chatting, etc. Generally cuter, with a better body and cooler hair than its human counterpart. Popularized by Lord of Nerds and purveyor of cyberpunk, Neal Stephenson, in his 1992 novel, Snowcrash.*

### USED IN A SENTENCE:

---

“My *avatar* in Worlds of Warcraft is a total babe.”



## BANDWIDTH

*The amount of data, measured in bits or bytes, that your connection can get from one place to another in a given period of time. In this case, bigger is better.*

### USED IN A SENTENCE:

---

“If *bandwidth* permits, I’d like to stream that video of Bob falling on his butt at the Christmas party.”





## BLOG

*A self-published online journal, commonly used to air a frustrated writer's dirty laundry.*

### USED IN A SENTENCE:

---

“My *blog* is mostly about the exploits of my cat. I am unsure how many cats actually read it.”

*“A good advertisement  
is one which sells the  
product without drawing  
attention to itself.”*

- DAVID OGILVY



## BLOGOSPHERE

*A universe composed entirely of blogs and bloggers. It's more fun than it sounds. Seriously.*

### USED IN A SENTENCE:

---

“There was a great disturbance in the *blogosphere*, as if millions of voices cried out in terror and were sort of boring and poorly punctuated.”



## BROADBAND

*Refers to any connection faster than dial-up.*

### USED IN A SENTENCE:

---

“For all of our users with a *broadband* connection, we will animate the frogs.”



## BROWSER

*A window into the entire Internet. These are the programs that translate HTML, allowing you to view websites. Examples include Firefox, Safari, Explorer, Netscape.*

### USED IN A SENTENCE:

---

“I had to load a newer *browser* on Bob’s computer. The old one couldn’t read the streaming file of him falling on his butt at the Christmas party.”



## BUFFERING

*The often infuriating act of “holding” onto some data while it is being moved from one place to another. This is the reason your streaming music and video files can start immediately, and then poop out, causing you to wait forever for them to restart, rather than making you wait forever until they start in the first place.*

### USED IN A SENTENCE:

---

“Twenty minutes later and this movie of Bob falling on his butt at the Christmas party is still *buffering*.”



## CACHING

*A method computers use to save themselves work by storing frequently accessed web files. Browsers do it with web addresses, too, which is why that halitosis site you accidentally accessed last month comes up automatically every time you now type in the letters H-A.*

### USED IN A SENTENCE:

---

“There is a new version of the Bob’s butt video up but the old one may still be *caching*.”

*“Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.”*

- DAVID OGILVY





## CHAT

*When two people talk to each other in real time on the web by typing. It's like email but even better! Certain copywriters prefer this method of communication to opening their mouths and actually speaking to the people around them.*

### USED IN A SENTENCE:

---

Memo from the Boss: “Please open your *chat* application so I can properly reprimand you in real time.”



## CLICK

*The act of clicking your mouse — but even more complicated! Advertisers around the world have identified three kinds of clicks: clicking through, which means your click sends you to another page; in-unit clicking, which means your click sends you to another part of the ad; and mouseover-ing, which really isn't clicking at all, but usually causes a banner to expand over whatever it was you were trying to read in the first place.*

### USED IN A SENTENCE:

---

“I *clicked* on the ad for that movie ‘Click’, thinking I could take the girls to see it. I should have known they wouldn’t invite Clinique. She’s not a part of their clique. She has great skin, though.”



## COOKIE

*A tiny file a website can drop (by rounded spoonfuls, of course) in a user's hard drive, from which it gathers information about said user, like ID info, shopping cart info, etc. Cookies can be temporary or last until an unlikely user discovers it and tosses it out.*

### USED IN A SENTENCE:

---

“That cookie recipe site set a *cookie* on my browser that I can't seem to kill.”



## CPC

*Cost per click. When advertisers pay for ad space only when somebody clicks on their ad. Sweet deal, but not the best when it comes to branding.*

### USED IN A SENTENCE:

---

“I had the *CPC* down to about \$.001.  
The company hates me.”



## CRM

*Customer relationship marketing. Marketing intended to increase customer investment and loyalty. Sometimes used to refer to any communication plan.*

### USED IN A SENTENCE:

---

“The first rule of *CRM* is that we should probably talk about *CRM*. How are we talking to our users?”



## DOMAIN

*A name that identifies one or more IP addresses.*

### USED IN A SENTENCE:

---

“We have our own top-level *domain* available at ‘greatcatpictures.com’”

*“Don’t bunt. Aim out of the ball park. Aim for the company of immortals.”*

- DAVID OGILVY



## DRILL DOWN

*When your user goes deeper into the content of your site.*

### USED IN A SENTENCE:

---

“I had to *drill down* like thirty pages to get to her phone number. Stalking is hard.”





## DYNAMIC AD PLACEMENT

*When you can rotate out different ads in your ad space based on the info at hand. So the more info the site has given you on the user, the more you can place just the right ad in front of just the right user. It has become a common game amongst people who use gmail to throw fun words into their gmail messages just to change the ads that are served up to them.*

### USED IN A SENTENCE:

---

“According to the *dynamic ad placement* on this page, I am a huge Ashley Olsen fan.”



## DYNAMIC ROTATION

*In the words of Forrest Gump, dynamic rotation means your ads are like a box of chocolates — you never know what you’re gonna get. Randomly rotating ads.*

### USED IN A SENTENCE:

---

“I just kept reloading the page until the fish food ad came up in *dynamic rotation*. Then, as great men before me have done for decades, I clicked on the fish.”



## EXPANDABLE BANNER

*An ad that gets bigger when your user clicks on it or rolls over it.  
Generally occurs while they're trying to use something else.*

### USED IN A SENTENCE:

---

“I’ve been rolling on and off this *expandable banner* for the last 2 hours. It’s hypnotic. Someone please turn off my monitor.”



## FIREWALL

*The imaginary security wall that protects your computer from the cruel, cruel world of the Internet. You keep traffic out or let it in based on a complex set of rules.*

### USED IN A SENTENCE:

---

“My *firewall* won’t let me download anything from [stupidcatpictures.com](http://stupidcatpictures.com), so I’m done working for today.”



## FLASH

*Once an application used to torment users with long loading times, embarrassingly amateur animations and stock music, Flash has since developed into a powerful scripting and visual display tool.*

### USED IN A SENTENCE:

---

“I think we should use *Flash* for the whole site so that these little eyeballs can follow you around everywhere you click. There is nothing like a paranoid user.”

*“I do not regard advertising as entertainment or an art form, but as a medium of information.”*

- DAVID OGILVY



## FTP

*File transfer protocol. Refers to the secret language used to transfer files between computers on the World Wide Web.*

### USED IN A SENTENCE:

---

“If you can just *FTP* those files to my server, I can just pretend I made them myself. Thanks.”



## HIT

*When a user visits a website. Much like in baseball, this is a good thing and the first step toward the home run of advertising: a purchase.*

### USED IN A SENTENCE:

---

“Man, that day that we put up the video of Bob falling over on our site, we must have gotten a brazilian *hits*.”

*— A brazilian is a mythical number exponentially larger than any number known to non-Latin people.*





## HTML

*Hyper Text Markup Language. Basically, tells your web browser what to display so you see a web page rather than a bunch of words and brackets. At the root, the content of a page you're seeing.*

### USED IN A SENTENCE:

---

“The *HTML* on the website is about to explode. Just kidding. *HTML* is just a bunch of words. I’m just kidding with you. Come back...”



## IMPRESSION

*Ad speak for when somebody looks at your ad. How do you know they saw it? The same way you know they watched your commercial on TV instead of getting up to take a snack break (read: you don't).*

### USED IN A SENTENCE:

---

“We paid for one brazilian *impressions* for this ad. That’s right. One brazilian. That should get us some click-throughs.”

*— We would like to apologize in advance to natives of Brazil who prefer not to be addressed as a unit of measurement.*



## INFORMATION ARCHITECTURE

*A site without information architecture would be like a library with all the books thrown in a big pile. Not cool. That's why you need an information architect. As annoying as those type-A personalities can get, somebody has to take responsibility for figuring out what a site actually does and how people are going to get around it, and then put together a blueprint that everybody else can work from. If your interface, interaction, navigation, and design aren't built on a solid foundation, then you're out of luck.*

### USED IN A SENTENCE:

---

Sign on the wall: “The *information architect* is going to deliver the site map on Tuesday, so please leave all food outside of her cage until then.”



## IP ADDRESS

*A series of numbers hiding underneath those unevolved word addresses humans use that allow computers to identify each other. Every IP address is unique, much like every snowflake.*

### USED IN A SENTENCE:

---

“We can tell who you are when you come to the site by reading your *IP address*, so don’t try to trick us, Bob.”

*“If you’re trying to persuade people to do something, or buy something, it seems to me you should use their language.”*

- DAVID OGILVY



## JAVASCRIPT

*A language that runs on your users' computers, often in tandem with HTML. It's fun for advertisers because the user's computer shares the processing load — as opposed to your expensive and space-stressed server.*

### USED IN A SENTENCE:

---

“I have a *javascript* script on my page that prevents you from closing the page. You know who else would have done that if he could have? That's right. Lex Luthor.”



## JUMP PAGE

*A little microsite that you “jump to” from an online ad. Jump pages let you seed content that matches what you’ve already written, and are also an easy way to track who’s coming from which ad. Popular for registering users and contests. Sounds more physical than it really is.*

### USED IN A SENTENCE:

---

“We’ll use a *jump page* to figure out who gets to our website by clicking on the frog. We’ve invested money in this frog and must have verifiable frog metrics.”



## LINK ROT

*When your links are so old, they don't get anybody anywhere anymore. It doesn't take a rocket scientist to realize that this is not the best strategy for encouraging return visits to your website. But, again, there is a difference between rocket science and web development so maybe that analogy wandered off the compound a bit.*

### USED IN A SENTENCE:

---

“It's hard to use this rocket science website due to the rampant *link rot*.”





## MASH-UP

*A mash-up is when you take one application and combine with another to create a super-function. For example, if you mashed up a local crime statistics page with a Google map, you'd be able to see exactly where each report took place. Still don't get it? Check out a whole bunch of them at [mashupawards.com](http://mashupawards.com)*

### USED IN A SENTENCE:

---

“My new *mash-up* uses Google maps and an online list of neighborhood bars to tell you where my husband is at any one time.”



## MOUSEOVER

*An action that, not surprisingly, happens when you move your mouse over something. Mouseovers cause whatever you're looking at to change — a link can light up, a menu drop down or a banner expand. A mouseover is a signal that there's more information to come.*

### USED IN A SENTENCE:

---

“I have an idea. Maybe the *mouseover* for this button should be a picture of a mouse. But an entirely DIFFERENT mouse. Wrap your head around that.”



## OPT IN/OPT OUT

*This is the word to describe whether or not a user wants to subscribe (opt in) or unsubscribe (opt out) from a newsletter or mailing. It can also refer to an advertising email list users are subscribed to without their permission. Our research shows this tends to piss people off.*

### USED IN A SENTENCE:

---

“I tried to *opt out* of this email chain, but it didn’t work. Maybe I should *opt in* to a punch in the list administrator’s face.”

*“Never write an advertisement which you wouldn’t want your family to read. You wouldn’t tell lies to your own wife. Don’t tell them to mine.”*

- DAVID OGILVY



## PODCAST

*Podcast, (from the Latin iPod and broadcast) are kind of like the renaissance of shortwave radio. These are often distributed via RSS feed, and can be syndicated, subscribed to, and downloaded automatically.*

### USED IN A SENTENCE:

---

“I’ve been listening to a *podcast* done in some guy’s bathroom. It’s remarkable how clear the splashing noises are.”



## PORTAL

*A portal is a single web page that serves as an entrance to many others, usually on a similar subject. It can be the starting point for a loooooong user session, which means that if you build one that people use, you've got an audience that could spend hours on it and keep coming back for more. Popular portals are search sites, like yahoo.com; local directories for a specific city; news, weather, stock, entertainment, and any subject users could possibly imagine.*

### USED IN A SENTENCE:

---

“That guy just started a Natalie Portman *portal*, collecting everything all over the web about Natalie Portman. It's a Portmanal.”



## QUERY

*This is nerd-talk for asking a question of a database of information. In the code, a programmer would write a query to, say, give you all the subscribers in the state of Illinois, or another query to find subscribers in Chicago.*

### USED IN A SENTENCE:

---

“The last *query* returned no people who live in Chicago who are currently willing to come clean my house.”



## RE-DIRECT

*A method of translating one page to another — like an automatic detour. For example, typing `kraftsingles.com` into your browser will redirect you to `www.kraftfoods.com/kraftsingles`. If you're prescient, you can buy up lots of web addresses and redirect them all to your site (like `grilledcheese.com`, `cheesygoodness.com`, etc), as long as they aren't the trademarked brand of somebody else, which would result in a long court case and make everybody unhappy.*

### USED IN A SENTENCE:

---

“So we're going to *re-direct* the URL ‘buy-some-cheese’ directly to the online cheese store in the site. We need to move this cheese.”





## RICH MEDIA

*This is the good stuff, and that's why rich media ads cost more to produce. It's a web communication that can incorporate sound, interactivity, animation and video. Rich media ads are Cadillac of online ads (caveat: if they're functional, well-designed, a welcome interruption and appropriate to the situation). Oddly, very often rich media does not cost any more to place than standard media (which are not called poor media).*

### USED IN A SENTENCE:

---

*"That rich media banner just insulted me."*



## RSS FEED

*Rich site summary. Some people call it really simple syndication. It's a little piece of code that allows you to dynamically pull information from one site and display it elsewhere. This can allow you to syndicate frequently changed content for the average users, like news headlines, blog entries or even podcasts.*

### USED IN A SENTENCE:

---

“There is an *RSS feed* of my blog in case anyone wants to put my stories about my crazy cat on their own web page.”

*“There is no need for  
advertisements to look  
like advertisements.”*

- DAVID OGILVY



## SERVER

*A server is a computer that receives requests from many small computers on a network or the Internet, and provides information back to your user's computer.*

### USED IN A SENTENCE:

---

“I crashed the *server* again when I spilled my beer onto it. This is one of the dangers of the Internet, and, concurrently, one of the dangers of beer in the workplace.”



## SKINS

*A skin is a new look and feel, the common name for the front end, or visual aspects of the site, created by a style sheet. Often customizable or interchangeable, you can use them to change the look of your browser, chat programs and anything else that somebody's been kind enough to create a skin for. Also, the largest organ of your body, in the event you are a trivial pursuit fan.*

### USED IN A SENTENCE:

---

“Do you like the new *skin* on my website? It's Leopard *skin*. Please skim the site and let me know what you think. Also, grab some skim milk at the corner store. I want to stay skinny. Ok. Slap me some *skin*.”



## SMART CARD

*A smart card is the same size and shape as a credit card but uses a different technology to store information. It is much more like a tiny hard drive, with an embedded microprocessor inside, than it is a credit card, which has a magnetic stripe that can be overwritten. Applications for the smart card include loyalty programs and higher security identification.*

### USED IN A SENTENCE:

---

“On this *smart card*, they’ve stored every meat purchase I’ve ever made.”



## SMS

*Short message service. This is a system for sending short text messages to mobile phones. If you are 17 years old, this is probably your primary mode of communication.*

### USED IN A SENTENCE:

---

“We need to develop an *SMS* marketing plan to talk to those 17-year-olds.”



## SOCIAL NETWORKING SITE

*A definition simply doesn't do social networking justice. These sites have forever changed the way people interact on the web. A website where people can create their own pages and talk to each other, post comments about each other, discover new media, date each other, pass around music, pretend to be attractive 18-year-old girls, etc.*

### USED IN A SENTENCE:

---

“I’ve been talking to an attractive 18-year-old girl on this *social networking site*. Her name is Bob.”





## SPAM

*Unwanted email delivered to a user. Usually sent in large amounts by a bulk server. Many email programs use Bayesian filters to make guesses as to what is spam and what is real mail. Also a meat product specifically designed to be fried. Despite the undesirability of spam (the email), you have to wonder how the awareness of spam (the food product) has benefitted.*

### USED IN A SENTENCE:

---

“I need to fry me up some spam (the food product) while I am going through the *spam* (the email) in my *spam* (the email) folder.”

*“Our business is infested  
with idiots who try  
to impress by using  
pretentious jargon.”*

- DAVID OGILVY



## SPLASH PAGE

*An outdated web practice where the first page is a logo or animation that is the gateway to the rest of the site. Think of it as an unnecessary blockade to your website.*

### USED IN A SENTENCE:

---

“We need a splash of red on that  
*splash page.*”

*— Above joke should be told by a superior beyond the point where it is even remotely amusing. This adds to the unexpectedness and post-post-modernity of the delivery.*



## STATIC AD

*Like a billboard on the web — an ad without the bells and whistles. It sits and looks pretty. If it's compelling enough, there's no reason it can't be every bit effective as a simple Flash ad.*

### USED IN A SENTENCE:

---

“I’m not sure how effective our *static ad* was. Maybe the banana should have been dancing.”



## STREAMING

*A process of sending parts of information as they're needed to the user, rather than waiting for the entire package.*

### USED IN A SENTENCE:

---

“We ran a *streaming* video of Bob falling on his butt at the Christmas party and crashed the server.”



## STYLE SHEET

*A separate document that dictates the fonts, layouts and other visual information about a web page. The document uses Cascading Style Sheets, or CSS, a language that divorces the look and feel from the content and lets you address each on its own.*

### USED IN A SENTENCE:

---

“We built a new *style sheet* for the site that has larger type so that Bob’s Grandma will stop calling to complain.”



## TARGET AUDIENCE

*The group of people intended to be addressed by your digital effort.  
More important than in many other media because they can choose to  
be involved in your brand directly.*

### USED IN A SENTENCE:

---

“The *target audience* for this web promotion is mostly women between the ages of 25 and 34 who make over 300,000 dollars a year and would just like to give us some money for no readily available reason.”



## TOTAL VISITS

*The number of visits to a website made by any user over a specified period of time. Obviously, one of the marketing goals of a site is to increase the hell out of this.*

### USED IN A SENTENCE:

---

“I promised our web development team that once our *total visits* came to 2 million we would let them out of the basement for a Mountain Dew and some Oreos.”



*“Encourage innovation.  
Change is our lifeblood.  
Stagnation our death knell.”*

- DAVID OGILVY



## URL

*Uniform resource locator. Basically, a web address. These can be bought for periods of time and redirected to the server of your choice. They do expire, however, as there is a service that is responsible for the redirection. If they do expire, they will instantly be grabbed up by shady people looking to draw impressions for sales sites.*

### USED IN A SENTENCE:

---

“We need to go online and see if the URL ‘pleasebuyournewproduct’ is still available.”



## USABILITY

*How easy or difficult it is to use something. You might ask, “Hey, I wonder why an entire glossary page was wasted on this.” It is because usability is so very important. And we needed another “U.”*

### USED IN A SENTENCE:

---

“Once we do some *usability* testing, we’ll have a better idea whom to fire.”



## USER INTERFACE

*What the common person understands as the web page. This is the graphical environment that the user sees when interacting with the functionality of a site or digital application. It's what they will usually complain about first.*

### USED IN A SENTENCE:

---

*“The user interface for this website is terrible. I can barely see the naked people.”*



## WIDGET

*A vague, universal term to describe a stand-alone block of code that does something. You might say, I want a widget that sends an email, or a widget that shows me how many visitors I've had to my site, and so on. In a meeting, it is often appropriate to ask a web development team if it's not possible to do that in a widget.*

### USED IN A SENTENCE:

---

Memo to web development team: “Can we just do that in a *widget*?”



## WIKI

*A blog on steroids. Any users can add, modify or delete content — a living, open source document. Ususally used by a group of users to create a reference that any one of them can add to, edit, or delete. Wikipedia is probably the most famous example.*

### USED IN A SENTENCE:

---

“Hey, guys. My favorite message board just started a reference *wiki* for the users; let’s add the word ‘butt’ to every page!!”



## XML

*Extensible Markup Language. An all-purpose format for encoding data that makes it possible for any kind of data to be listed, shown and displayed. It has no visual properties attached to it and is actually really simple to code and read. In an XML file, data is encoded like this:*

```
<joke>  
    <setup>Why did the hobo cross the road?</setup>  
    <punchline>Because he was stapled to a chicken</punchline>  
</joke>
```

### USED IN A SENTENCE:

---

“I have an *XML* file on my server listing every comic book in my entire collection. I will never have sex.”

*“Unless your advertising contains a big idea, it will pass like a ship in the night.”*

- DAVID OGILVY





## WEBSITE

### *Do:*

*Be conversational, entertaining, engaging and more fun than you think you need to be*

*Take opportunities to wow the user with a little bit of magic, provided he can still find what he's looking for*

*Remember that there are some pieces of information that the user "owns" and that information must be immediately accessible*

*Remember that some functions of your site are a product served up by your brand. Some are fun*

### *Don't:*

*Force people to have to visit your site just to interact with your brand*

*Miss out on having your own top level domain. Many users will get to your site by just typing it in and it shows leadership in the category if you are there.*

*Force your user to have to know how your business works to use your website*

*Forget that the user has needs of his own, on top of what you need*



## MOBILE

### *Do:*

*Remember that this is a user's most trusted friend*

*Find a function that the user really wants to access over his cell phone and deliver it*

*Let users interact with each other when possible*

*Remember that people have their phones with them even during times when they're away from their computer*

*Let the user decide when and how he wants to be talked to over phone*

### *Don't:*

*Send a brand only message*

*Think that ringtones and patterns are enough to stay top of mind*

*Share users' information ever*

*Forget that just because the user opted in once, they necessarily want to opt in every time*

*Forget that some people text more than they call, and play games more than they do both*



## SOCIAL NETWORKING

### *Do:*

*Tailor what you do to the specific social networking site*

*Communicate with users in ways that they anticipate, expect and appreciate*

*Provide incentives for users to disseminate your message*

*Remember that the user doesn't have to interact with you, so provide a compelling reason in their language and their world*

*Remember that people social network to have fun*

### *Don't:*

*Invest a huge amount of money without a business objective or metrics plan*

*Try to recreate functionality that already exists that people are already using*

*Force people to enter too much information in order to network with you.*

*Drop the ball on keeping in touch with your users*

*Fail to give them credit for their ideas*



## ONLINE MEDIA

### *Do:*

*Try to learn what people do on the site your online media piece is hosted on*

*Have a function in mind for your online media piece*

*Have a business objective that is measurable and unique for your online media buy*

*Use rich media, experiential and entertaining technologies if the site population enjoys that*

*Get metrics you can use for the next time*

### *Don't:*

*Try to convert the intent of the people on the site you are hosted by*

*Force the user into too many clicks to get to where he wants to go*

*Trick users into thinking that they are going somewhere else (trick-throughs)*

*Think that remembering your brand from a banner is enough*

*Diverge radically from your look and feel without a reason*



## VIRAL MEDIA

### *Do:*

*Realize that not every piece of media will be viral*

*Remember that there are certain levers that make something viral: Controllability, Beauty, Mystery, Shock, Functionality, Wow (how did they do that) Factor, and Extreme truth.*

*Be honest about your work. If something is not going to be viral, it's really not going to be viral*

*Be honest about your brand guardrails before launching into a viral project*

### *Don't:*

*Forget to give the user an easy way to send it on*

*Think that a single viral piece can reach your entire user base*

*Forget that for someone to own something emotionally, it must be personal. This means not everyone will get it*

*Try to make everything viral. Some things work better as paid media*

*Underestimate the intelligence of the audience*



## BLOGGER OUTREACH

### *Do:*

*Remember that everyone can be the media now*

*Treat your blogger friends as though they had a listenership of a million people. Tomorrow they may*

*Provide bloggers with the things they need: news, content, and the right to feel important*

*Trust them with early news and remember who kept the trust*

*Incentivize them to do what they do best*

### *Don't:*

*Spam bloggers as a group*

*Try to con them without having read what they write*

*Lie to them. One principle joy of a blogger is to make drama around situations where they were disrespected*

*Forget to be funny, entertaining, interesting. The blogger is looking for a story. Don't forget to make a story out of your conversation with them — one that can coopt their “elevator conversation”*



## SEARCH ENGINES

### *Do:*

*Make search engine optimization and marketing a legitimate, funded part of your year plan*

*Remember that Google is not the only search engine*

*Recognize what the user is searching for and figure out how the brand can help*

*Link outward to places relevant to the user. This increases your relevancy to the user*

*Make specific sections of your site do specific jobs that the user may search for*

### *Don't:*

*Forget to make search engine optimization a priority*

*Forget that, many days, the majority of your web users will come from search engines*

*Settle for a second or third placement for searches on your own brand name*

*Forget to tailor your pages for maximum search potential*

*Force people away from relevant search returns to view your brand*



## COMMUNITY CONTENT

### *Do:*

*Mobilize your mavens to seek out and edit community content for you*

*Consider what other people write about your brand online to be research and use it*

*Remember that everyone on the web is the media now*

*Incentivize people who are already talking about your brand*

*Work to change minds if that mind has a huge audience*

### *Don't:*

*Try to modify your brand's own Wikipedia page. It's against their rules*

*Ignore brand-damaging accusations on Wikipedia or other community blog sites*

*Forget that transparency and the truth work best on the web*

*Think that people will believe you automatically and disbelieve what is posted online*

*Think that you can get every single person online telling the exact same story*



*“There are very few products which do not benefit from being given a first class ticket through life.”*

- DAVID OGILVY



*On the web, in instant messenger applications, in text messages and elsewhere, we see users taking the opportunity to simplify and decrease the sheer amount of typing work necessary to communicate. This, presumably, leaves more time for texting pictures of your butt to random numbers in your phone book. The following are a few of these simplifications.*

<b>BF</b>	<b>LY</b>
Boy friend	Love ya
<b>BRB</b>	<b>NP or N/P</b>
Be right back	No problem
<b>BTW</b>	<b>OIC</b>
By the way	Oh, I see
<b>CU</b>	<b>OMG</b>
See you	Oh my God
<b>CYA</b>	<b>PAW</b>
See ya or CYA	Parents are watching
<b>F2F</b>	<b>ROTFL</b>
Face to face	Rolling on the floor laughing
<b>FYI</b>	<b>SNAFU</b>
For your information	Situation normal, all f***ed up
<b>GF</b>	<b>SO</b>
Girlfriend	Significant other
<b>HHIS</b>	<b>SUP</b>
Hanging head in shame	What's up
<b>ILU or ILY</b>	<b>TIA</b>
I love you	Thanks in advance
<b>IMHO</b>	<b>TMI</b>
In my humble opinion	Too much information
<b>IMing</b>	<b>TTFN</b>
Instant messaging	Ta-Ta for now
<b>JK</b>	<b>TY</b>
Just kidding	Thank you
<b>k</b>	<b>WTF</b>
ok	What the F*&@#?
<b>KISS</b>	<b>YW</b>
Keep it simple stupid	You're welcome
<b>LMAO</b>	<b>EOM</b>
Laughing my a** off	End of message

FAMOUS EMOTICONS



*Similarly, all over message boards and email applications, we see users chopping big words into little ones whenever possible. Do they all make sense? No. But if we were paying for ink, we would appreciate the amazing lexicographical restraint. As an aside, it is completely acceptable to pinch someone for using one of these in real life. We have to maintain some communication standards or we are just monkeys.*

:)	I'm happy.	d:-)	I'm wearing dopey hat.
:(	I'm perturbed.	>:-<	I am very, very, angry.
:-)	I'm happy and I have a nose.	(:():)	I'm offering you a virtual Band Aid for your pain.
{:-)	I'm happy and I have a full head of hair.	((((your name)))	I'm giving you a virtual hug.
:-)	I'm sad and I have a nose.	( )	You've just been mooned.
;) )	You and I are sharing a private joke.	O :-)	I'm an angel.
:o	I am surprised.	:-}	I have a beard.
:P	I'm looking goofy with my tongue out.	:-]	I'm grimacing.
:-	I'm apathetic.	*:o)	I'm clowning around.
:-D	Somebody just said something hilarious.	:-t	I am not delighted.



*Every website is important. Unfortunately, some are more important than others. Some work harder for brands, some work harder for people. If this book were bigger, there would be more words, there would be more sites, there would be more ideas, more explanations, more talking points, and certainly more quotes from David Ogilvy. We hope to be here to keep updating, inspiring, and innovating with you...*

**Ask Metafilter** [ask.metafilter.com](http://ask.metafilter.com)

**Blogger** [www.blogger.com](http://www.blogger.com)

**Craigslist** [www.craigslist.org](http://www.craigslist.org)

**Delicious** [del.icio.us](http://del.icio.us)

**Facebook** [www.facebook.com](http://www.facebook.com)

**Flickr** [www.flickr.com](http://www.flickr.com)

**MySpace** [www.myspace.com](http://www.myspace.com)

**Pandora Radio** [www.pandora.com](http://www.pandora.com)

**Pogo** [www.pogo.com](http://www.pogo.com)

**Salon** [www.salon.com](http://www.salon.com)

**TMZ** [www.tmz.com](http://www.tmz.com)

**Twitter** [www.twitter.com](http://www.twitter.com)

**Wikipedia** [www.wikipedia.org](http://www.wikipedia.org)

**YouTube** [www.youtube.com](http://www.youtube.com)

*“There is nothing so demoralizing as a boss who tolerates second rate work.”*

- DAVID OGILVY

