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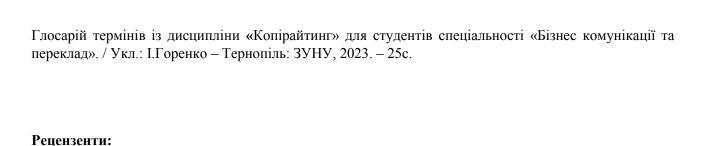
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та інформаційно-комунікаційних технологій

Глосарій термінів

із дисципліни «Копірайтинг»

для студентів

спеціальності «Бізнес комунікації та переклад»

Тернопіль - 2023

Глосарій термінів із дисципліни **«Копірайтинг»** для студентів спеціальності «Бізнес комунікації та переклад». / Укл.: І.Горенко – Тернопіль: ЗУНУ, 2023. – 25с.

Рецензенти:

Шилінська І. Ф. кандидат філологічних наук, доцент кафедри іноземних мов та інформаційно-комунікаційних технологій Західноукраїнського національного університету.

Сокіл М. О. професор, доктор педагогічних наук, завідувач кафедри іноземних мов Тернопільського національного педагогічного університету імені Володимира Гнатюка.

Глосарій термінів із дисципліни **«Копірайтинг»** призначений для студентів спеціальності «Бізнес комунікації та переклад» та студентів-філологів закладів вищої освіти, викладачів, учителів, а також усіх, хто самостійно вивчає дану дисципліну.

Затверджено

на засіданні кафедри іноземних мов та інформаційно-комунікаційних технологій Західноукраїнського національного університету

(протокол № 3 від 23 жовтня 2023 р.).

Передмова

Копірайтинг – це важливий елемент будь-якої успішної комунікації, будь то реклама, веб-контент, або тексти для соціальних мереж.

Цей глосарій створений з метою розширення розуміння та умінь у галузі копірайтингу. Він включає в себе ключові терміни, поняття та вирази, які використовуються у цій сфері. Ви знайдете тут визначення базових термінів, а також концепції, що можуть бути корисними для якісного написання текстів.

Навчання копірайтингу – це постійний процес, і цей глосарій стане вашим надійним супутником у цьому шляху. Ви зможете користуватися ним як підручником, шукати тлумачення термінів та збагачувати свій словниковий запас.

Звертаючись до цього глосарію, ви зможете розширити свій словниковий запас, збагатити свої текстові творіння та покращити навички у написанні цікавих та переконливих текстів.

#	Copywriting Term	Definition	Ukrainian Translation
1	Headline	A catchy phrase at the top of a piece of content that grabs attention and encourages further reading.	Заголовок
2	Call to Action (CTA)	A prompt urging the reader to take a specific action, such as making a purchase or clicking a link.	Заклик до дії
3	USP (Unique Selling Proposition)	A distinctive feature or benefit of a product or service that sets it apart from the competition.	Унікальна пропозиція продажу
4	Copy	The written content of an advertisement or promotional material.	Текст реклами
5	Conversion	The desired action that a marketer wants the audience to take, such as making a purchase or signing up for a newsletter.	Конверсія
6	White Paper	A detailed report or guide that provides in-depth information on a specific topic, often used to showcase expertise.	Біла книга
7	SEO (Search Engine Optimization)	Strategies and techniques used to improve a website's visibility on search engines.	Оптимізація для пошукових систем
8	Persona	A fictional representation of a target audience, used to tailor messaging and content to specific demographics.	Персонаж
9	Above the Fold	The content on a webpage that is visible without scrolling, often considered prime real estate for important information.	Вище згину
10	Evergreen Content	Timeless content that remains relevant and valuable to the audience over an extended period.	Вічнозелений контент
11	Bounce Rate	The percentage of visitors who navigate away from a site after viewing only one page.	Відсоток відскоку

12	KPI (Key Performance Indicator)	Metrics used to evaluate the success of a campaign or marketing effort.	Ключовий показник ефективності
13	Landing Page	A standalone web page designed for a specific marketing campaign, often with a focused call to action.	Цільова сторінка
14	Testimonials	Positive statements or reviews from satisfied customers that can be used to build trust and credibility.	Відгуки
15	Jargon	Specialized language or terminology used within a particular industry or profession.	Жаргон
16	A/B Testing	Comparing two versions (A and B) of a webpage or content to determine which performs better in terms of engagement or conversion.	Тестування A/B
17	Content Marketing	Creating and distributing valuable content to attract and engage a target audience.	Маркетинг контенту
18	Viral Marketing	Creating content that quickly spreads across the internet through sharing and social media.	Вірусний маркетинг
19	Engagement	The level of interaction and involvement that an audience has with a piece of content or a brand.	Залученість
20	Storytelling	Using narrative techniques to convey a message or create an emotional connection with the audience.	Розповідь історій
21	Emotive Language	Words and phrases that evoke strong emotions to connect with the audience on a personal level.	Емоційна мова
22	Deadline	The specified time or date by which a task, project, or offer must be completed or responded to.	Крайній термін
23	Niche	A specialized segment of the market for a particular kind of product or service.	Ніша

24	Editorial Calendar	A schedule that outlines the planned content and publication dates for a marketing campaign or content strategy.	Редакційний календар
25	FOMO (Fear of Missing Out)	The feeling of anxiety or insecurity that one might miss out on something desirable or interesting.	Страх пропустити
26	CTR (Click-Through Rate)	The percentage of people who click on a link compared to the total number of people who view a page, email, or advertisement.	Відсоток кліків
27	Influencer Marketing	Collaborating with influential individuals in a specific industry to promote a product or service.	Маркетинг інфлюенсерів
28	Repurpose	Adapting and reusing existing content in different formats or across various platforms.	Переробляти
29	Evergreen Funnel	A marketing funnel that continually attracts and converts customers over time, similar to evergreen content.	Вічнозелений маркетинговий лоток
30	Branding	The process of creating a unique identity and image for a product, service, or company to distinguish it from competitors.	Брендування
31	Retargeting	Showing targeted ads to users who have previously visited a website or interacted with a brand online.	Ретаргетинг
32	SWOT Analysis	An evaluation of a business's Strengths, Weaknesses, Opportunities, and Threats to inform strategic planning.	Аналіз SWOT
33	Guerrilla Marketing	Unconventional and creative marketing strategies that rely on surprise and unconventional tactics to reach the target audience.	Герилья-маркетинг
34	KISS Principle	"Keep It Simple, Stupid" – a design and communication principle emphasizing simplicity and clarity.	Принцип KISS

35	AIDA Model	A marketing model that stands for Attention, Interest, Desire, and Action, representing the stages a customer goes through in the purchasing process.	Модель AIDA
36	Persona Mapping	Creating detailed profiles or maps of target audience segments to better understand their needs, behaviors, and preferences.	Карта персонажу
37	Ad Copy	The text used in advertisements to persuade and encourage the audience to take a specific action.	Текст реклами
38	Gamification	Incorporating game-like elements, such as points, rewards, and competitions, into non-game contexts to engage and motivate audiences.	Гейміфікація
39	User-generated Content (UGC)	Content created and shared by the audience or users of a brand, often through social media.	Вміст, створений користувачами
40	Stakeholder	Individuals or groups who have an interest or stake in the success of a business or project, such as customers, employees, and investors.	Сторонній учасник
41	Lead Magnet	An incentive or offer designed to attract and capture the contact information of potential leads.	Запальничка для лідів
42	Elevator Pitch	A concise and compelling summary of a product, service, or idea that can be delivered in the time it takes to ride an elevator.	Ліфтовий пітч
43	Brand Voice	The unique personality and style of communication adopted by a brand to resonate with its target audience.	Голос бренду
44	Conversion Funnel	The series of steps or stages that a user goes through before completing a desired action, such as making a purchase.	Лідогенераційний лоток
45	Heatmap	A visual representation of user	Теплова карта

		interaction with a webpage, showing areas of high and low engagement.	
46	Geotargeting	Delivering content or advertisements to a specific audience based on their geographical location.	Геотаргетинг
47	PPC (Pay-Per-Click)	An advertising model where advertisers pay a fee each time their ad is clicked, commonly used in online advertising.	Платіж за клік
48	CRM (Customer Relationship Management)	Software and strategies used to manage and analyze customer interactions and data throughout the customer lifecycle.	Управління взаєминами з клієнтами
49	LSI (Latent Semantic Indexing)	A method used by search engines to analyze the relationships between words and concepts in content, helping to improve search accuracy.	Латентний семантичний індекс
50	Brand Equity	The value and perception that a brand has in the eyes of consumers, including brand loyalty and recognition.	Брендовий капітал
51	Omnichannel Marketing	A strategy that provides a seamless and integrated customer experience across various channels, such as online, offline, and mobile.	Омніканальний маркетинг
52	CRO (Conversion Rate Optimization)	The process of improving the percentage of website visitors who take a desired action, such as making a purchase.	Оптимізація конверсії
53	Ad Impressions	The number of times an advertisement is viewed or displayed to users.	Кількість переглядів реклами
54	Brand Identity	The visual and conceptual representation of a brand, including its logo, colors, and overall design.	Ідентичність бренду
55	Keyword Density	The percentage of times a keyword or phrase appears in a piece of content compared to the total number of	Густина ключових слів

words.

56	Multivariate Testing	Testing multiple variations of elements in a campaign, such as headlines and images, to determine the most effective combination.	Багатоваріативне тестування
57	Responsive Design	Designing a website or content to adapt and display properly on various devices and screen sizes.	Адаптивний дизайн
58	Storyboard	A visual outline or plan that illustrates the sequence of events in a video or multimedia project.	Сюжетна дошка
59	Brand Ambassador	An individual who promotes and represents a brand, often on social media, to build awareness and trust.	Посол бренду
60	Exit Intent Popup	A popup message or offer that appears when a user is about to leave a website, designed to capture their attention before they go.	Виходити з інтента попап
61	Editorial Calendar	A schedule that outlines the planned content and publication dates for a marketing campaign or content strategy.	Редакційний календар
62	Brand Personality	The unique set of human characteristics attributed to a brand, influencing how it is perceived by the audience.	Персоналітет бренду
63	Keyword Stuffing	The practice of excessively using keywords in a piece of content to manipulate search engine rankings, often resulting in poor readability.	Завантаження ключовими словами
64	Dofollow Link	A hyperlink that passes authority and SEO value from one webpage to another.	Дофоллов посилання
65	Bounce Rate	The percentage of visitors who navigate away from a site after viewing only one page.	Відсоток відскоку
66	Content Calendar	A tool that helps plan and organize content creation, publication, and	Календар контенту

distribution over a specific period.

67	Heatmap	A visual representation of user interaction on a webpage, indicating areas of high and low engagement.	Теплова карта
68	Brand Advocacy	When customers actively promote and support a brand, often through word of mouth or on social media.	Брендовий адвокат
69	Targeted Traffic	Website visitors who are specifically interested in the content, products, or services offered, improving overall conversion rates.	Цільовий трафік
70	Ghostwriter	A professional writer hired to create content on behalf of someone else, typically without receiving credit.	Гострайтер
71	Link Building	The process of acquiring hyperlinks from other websites to improve a site's search engine ranking.	Побудова посилань
72	Mobile Optimization	Adapting websites, content, and ads to provide an optimal experience for users on mobile devices.	Оптимізація під мобільні пристрої
73	KOL (Key Opinion Leader)	An individual with significant influence and expertise in a particular industry or niche.	Ключовий лідер думки
74	Semantic SEO	Optimizing content for search engines by considering the meaning of words and phrases, not just their literal usage.	Семантичний SEO
75	Split Testing	Experimenting with two or more variations of a webpage or element to determine which performs better in terms of user engagement or conversion.	Роздільне тестування
76	Above the Fold	The content on a webpage that is visible without scrolling, often considered prime real estate for important information.	Вище згину
77	Keyword Research	The process of identifying and analyzing relevant keywords for a	Дослідження ключових слів

		business or website to improve search engine optimization.	
78	Influencer Collaboration	Partnering with individuals who have a significant following and influence in a specific niche to promote a product or service.	Співпраця з інфлюенсерами
79	Exit Popup	A popup message or offer that appears when a user is about to leave a website, designed to capture their attention before they go.	Вихідний попап
80	UX (User Experience)	The overall experience a user has when interacting with a website or product, encompassing design, usability, and satisfaction.	Взаємодія з користувачем
81	Gamification	Incorporating game elements, such as points, rewards, and challenges, into non-game contexts to enhance engagement.	Гейміфікація
82	Clickbait	Content, typically with an enticing headline, designed to attract clicks and views but may not deliver on the promised value.	Клікбейт
83	Evergreen Content	Timeless and relevant content that remains valuable to the audience over an extended period, often not tied to specific events.	Вічнозелений контент
84	SWOT Analysis	An evaluation of a business's Strengths, Weaknesses, Opportunities, and Threats to inform strategic planning.	Аналіз SWOT
85	User Persona	A detailed and fictional representation of the ideal target customer, including demographics, behaviors, and preferences.	Портрет користувача
86	Storytelling	Using narrative techniques to convey a message, evoke emotions, and create a connection with the audience.	Розповідь історій
87	CTA (Call to	A prompt that encourages the	Заклик до дії

		Action)	audience to take a specific action, such as making a purchase or subscribing.	
88	A/B Testing	Comparing two versions (A and B) of a webpage or content to determine which performs better in terms of user engagement or conversion.	Тестування А/В
89	Viral Marketing	Creating content that quickly spreads across the internet through sharing and social media, often driven by word of mouth.	Вірусний маркетинг
90	Content Marketing	The strategic creation and distribution of valuable content to attract, engage, and retain a target audience.	Маркетинг контенту
91	PPC (Pay-Per-Click)	An advertising model where advertisers pay a fee each time their ad is clicked, commonly used in online advertising.	Платіж за клік
92	KPI (Key Performance Indicator)	Metrics used to measure and evaluate the success of a campaign, strategy, or marketing effort.	Ключовий показник ефективності
93	Conversion Rate	The percentage of website visitors who take a desired action, such as making a purchase or filling out a form.	Коефіцієнт конверсії
94	Keyword Density	The percentage of times a keyword appears in a piece of content compared to the total number of words.	Густина ключових слів
95	Targeted Marketing	Tailoring marketing messages and strategies to specific segments of the audience based on demographics, interests, or behaviors.	Цільовий маркетинг
96	Unique Value Proposition (UVP)	A concise statement that communicates the unique benefits and value a product or service offers to the customer.	Унікальна пропозиція вартості
97	Infographic	A visual representation of	Інфографіка

		information, data, or knowledge, often using graphics, charts, and minimal text.	
98	Thought Leadership	Establishing oneself or a brand as an authority and expert in a particular industry or niche through insightful and authoritative content.	Лідерство думок
99	Content Syndication	Distributing and publishing content across various platforms and channels to reach a wider audience.	Синдикація контенту
100	Reputation Management	Strategies and efforts to monitor, shape, and control the public perception of a brand or individual.	Управління репутацією
101	Callout	A highlighted section in content that draws attention to specific information, often using a different font or color.	Виділений елемент
102	UX/UI Design	User Experience (UX) and User Interface (UI) design focus on creating a positive and intuitive interaction between users and digital interfaces.	Дизайн користувацького інтерфейсу
103	Hyperlink	A clickable text or image that directs users to another webpage or resource.	Гіперпосилання
104	Dark Mode	A display setting that changes the color scheme of an application or website to use dark background colors and light text.	Темний режим
105	Chatbot	A computer program designed to simulate conversation with human users, often used for customer support or information retrieval.	Чат-бот
106	Keyword Intent	The underlying purpose or goal a user has when entering a specific search query, such as informational, navigational, or transactional.	Намір ключового слова
107	Conversion Funnel	The step-by-step process that a user goes through from being aware of a	Лідогенераційний лоток

		product or service to making a purchase.	
108	Schema Markup	Code added to a webpage to provide search engines with structured data about the content, improving how it's displayed in search results.	Схема маркування
109	Cross-Selling	Encouraging customers to purchase additional or related products or services in addition to their initial purchase.	Крос-продаж
110	Autoresponder	An automated email system that sends pre-written messages to subscribers or customers at scheduled intervals.	Автореспондер
111	Niche Market	A specialized segment of the market that caters to a specific audience with unique needs or preferences.	Нішевий ринок
112	Click-Through Rate (CTR)	The percentage of people who click on an ad or link compared to the total number of people who view it.	Відсоток кліків
113	Content Management System (CMS)	A software platform that allows users to create, manage, and modify digital content on a website without coding skills.	Система управління контентом
114	Surveys and Polls	Methods of collecting feedback and opinions from an audience by asking questions and gathering responses.	Опитування та голосування
115	Omnichannel Marketing	Providing a seamless and integrated experience for customers across multiple channels, both online and offline.	Омніканальний маркетинг
116	Dynamic Pricing	Adjusting the price of a product or service in real-time based on factors such as demand, supply, or customer behavior.	Динамічне ціноутворення
117	Geotargeting	Delivering content or ads based on the geographical location of the user, providing more personalized and	Геотаргетинг

relevant experiences.

118	Keyword Cannibalization	When multiple pages on a website target the same keyword, potentially causing them to compete against each other in search rankings.	Канібалізація ключових слів
119	Blogosphere	The collective community of blogs and bloggers, often referring to the online space where blogs are created and read.	Блогосфера
120	Landing Page Optimization	The process of improving the elements on a landing page to increase conversions and achieve specific goals.	Оптимізація цільової сторінки
121	Keyword Research	The process of identifying and analyzing words and phrases that potential customers use in search engines, aiding in content optimization.	Дослідження ключових слів
122	Evergreen Content	Content that remains relevant and valuable to the audience over an extended period, without becoming outdated quickly.	Вічнозелений контент
123	UX Design	User Experience Design focuses on enhancing the overall experience a person has while interacting with a product or website.	Дизайн користувацького досвіду
124	CTA (Call to Action)	A prompt that instructs or encourages the audience to take a specific action, such as making a purchase or subscribing.	Заклик до дії
125	Geotargeting	The practice of delivering content or advertisements based on the geographical location of the user.	Геотаргетинг
126	Inbound Marketing	A strategy that involves attracting and engaging customers through relevant and helpful content rather than traditional advertising methods.	Вхідний маркетинг
127	SERP (Search	The page displayed by a search	Сторінка результатів

		Engine Results Page)	engine in response to a user's query, showing a list of relevant websites.	пошуку
128	Storytelling		The art of using narratives to communicate a message, connect with an audience emotionally, and make content more engaging.	Розповідь історій
129	A/B Testing		Experimenting with two versions (A and B) of a webpage or element to determine which performs better in terms of user engagement or conversion.	Тестування А/В
130	Influencer Marketing		Collaborating with influential individuals in a specific niche to promote a product or service to their audience.	Маркетинг інфлюенсерів
131	Keyword Density		The percentage of times a keyword or phrase appears in a piece of content compared to the total number of words.	Густина ключових слів
132	Content Calendar		A schedule that outlines the planned content and publication dates for a marketing campaign or content strategy.	Календар контенту
133	Above the Fold		The content on a webpage that is visible without scrolling, often considered prime real estate for important information.	Вище згину
134	Niche Marketing		Focusing marketing efforts on a specialized and specific segment of the market, catering to the unique needs and interests of that group.	Маркетинг у ніші
135	PPC (Pay-Per-Click)		An online advertising model where advertisers pay a fee each time their ad is clicked, driving traffic to their website.	Платіж за клік
136	Content Marketing		A strategic approach to marketing that involves creating and distributing valuable, relevant, and consistent content to attract and engage a target	Маркетинг контенту

audience.

137	User Persona	A detailed and semi-fictional representation of a brand's ideal customer, based on market research and real data.	Портрет користувача
138	Branding	The process of creating a distinctive name, logo, and overall image for a product or company to differentiate it in the market.	Брендування
139	Conversion Rate Optimization (CRO)	The process of enhancing a website or landing page to increase the percentage of visitors who convert into customers.	Оптимізація конверсії
140	Customer Journey	The complete sum of experiences that customers go through when interacting with a company and its products or services.	Шлях клієнта
141	Brand Ambassador	An individual who promotes and represents a brand, often on social media, to build awareness and trust.	Посол бренду
142	Exit Popup	A popup message or offer that appears when a user is about to leave a website, designed to capture their attention before they exit.	Вихідний попап
143	Split Testing	Experimenting with two or more variations of a webpage or element to determine which performs better in terms of user engagement or conversion.	Роздільне тестування
144	Target Audience	The specific group of people that a piece of content or marketing campaign is intended to reach and influence.	Цільова аудиторія
145	Influencer Collaboration	Partnering with individuals who have a significant following and influence in a specific niche to promote a product or service.	Співпраця з інфлюенсерами
146	Ad Retargeting	Showing targeted ads to users who	Ретаргетинг реклами

		have previously interacted with a brand but did not complete a desired action.	
147	Keyword Research	The process of identifying and analyzing relevant keywords for a business or website to improve search engine optimization.	Дослідження ключових слів
148	Evergreen Funnel	A marketing funnel that continually attracts and converts customers over time, similar to evergreen content.	Вічнозелений маркетинговий лоток
149	Ad Copy	The text used in advertisements to persuade and encourage the audience to take a specific action.	Текст реклами
150	User-Generated Content (UGC)	Content created and shared by the audience or users of a brand, often through social media.	Вміст, створений користувачами
151	Brand Guidelines	A set of rules and standards that define how a brand's visual and written elements should be presented across various channels.	Посібник бренду
152	SEO Audit	An evaluation of a website's performance in terms of search engine optimization, identifying areas for improvement.	Аудит SEO
153	Lead Magnet	An incentive or offer designed to attract and capture the contact information of potential leads.	Запальничка для лідів
154	Elevator Pitch	A concise and compelling summary of a product, service, or idea that can be delivered in the time it takes to ride an elevator.	Ліфтовий пітч
155	Brand Voice	The unique personality and style of communication adopted by a brand to resonate with its target audience.	Голос бренду
156	Conversion Funnel	The series of steps or stages that a user goes through before completing a desired action, such as making a purchase.	Лідогенераційний лоток

157	Stakeholder	Individuals or groups who have an interest or stake in the success of a business or project, such as customers, employees, and investors.	Сторонній учасник
158	Exit Intent Popup	A popup message or offer that appears when a user is about to leave a website, designed to capture their attention before they go.	Виходити з інтента попап
159	Personalization	Tailoring content or marketing messages to individual preferences and characteristics of the target audience.	Персоналізація
160	Ghostwriter	A professional writer hired to create content on behalf of someone else, typically without receiving credit.	Гострайтер
161	Gamification	Incorporating game elements, such as points, rewards, and challenges, into non-game contexts to enhance engagement.	Геміфікація
162	Clickbait	Content, typically with an enticing headline, designed to attract clicks and views but may not deliver on the promised value.	Клікбейт
163	Evergreen Content	Timeless and relevant content that remains valuable to the audience over an extended period, often not tied to specific events.	Вічнозелений контент
164	SWOT Analysis	An evaluation of a business's Strengths, Weaknesses, Opportunities, and Threats to inform strategic planning.	Аналіз SWOT
165	User Persona	A detailed and fictional representation of the ideal target customer, including demographics, behaviors, and preferences.	Портрет користувача
166	Storytelling	Using narrative techniques to convey a message, evoke emotions, and create a connection with the audience.	Розповідь історій

167	CTA (Call to Action)	A prompt that encourages the audience to take a specific action, such as making a purchase or subscribing.	Заклик до дії
168	A/B Testing	Comparing two versions (A and B) of a webpage or content to determine which performs better in terms of user engagement or conversion.	Тестування A/B
169	Viral Marketing	Creating content that quickly spreads across the internet through sharing and social media, often driven by word of mouth.	Вірусний маркетинг
170	Content Marketing	The strategic creation and distribution of valuable content to attract, engage, and retain a target audience.	Маркетинг контенту
171	PPC (Pay-Per-Click)	An advertising model where advertisers pay a fee each time their ad is clicked, commonly used in online advertising.	Платіж за клік
172	KPI (Key Performance Indicator)	Metrics used to measure and evaluate the success of a campaign, strategy, or marketing effort.	Ключовий показник ефективності
173	Conversion Rate	The percentage of website visitors who take a desired action, such as making a purchase or filling out a form.	Коефіцієнт конверсії
174	Keyword Density	The percentage of times a keyword appears in a piece of content compared to the total number of words.	Густина ключових слів
175	Targeted Marketing	Tailoring marketing messages and strategies to specific segments of the audience based on demographics, interests, or behaviors.	Цільовий маркетинг
176	Unique Value Proposition (UVP)	A concise statement that communicates the unique benefits and value a product or service offers to the customer.	Унікальна пропозиція вартості

177	Infographic	A visual representation of information, data, or knowledge, often using graphics, charts, and minimal text.	Інфографіка
178	Thought Leadership	Establishing oneself or a brand as an authority and expert in a particular industry or niche through insightful and authoritative content.	Лідерство думок
179	Content Syndication	Distributing and publishing content across various platforms and channels to reach a wider audience.	Синдикація контенту
180	Reputation Management	Strategies and efforts to monitor, shape, and control the public perception of a brand or individual.	Управління репутацією
181	Callout	A highlighted section in content that draws attention to specific information, often using a different font or color.	Виділений елемент
182	UX/UI Design	User Experience (UX) and User Interface (UI) design focus on creating a positive and intuitive interaction between users and digital interfaces.	Дизайн користувацького інтерфейсу
183	Hyperlink	A clickable text or image that directs users to another webpage or resource.	Гіперпосилання
184	Dark Mode	A display setting that changes the color scheme of an application or website to use dark background colors and light text.	Темний режим
185	Chatbot	A computer program designed to simulate conversation with human users, often used for customer support or information retrieval.	Чат-бот
186	Keyword Intent	The underlying purpose or goal a user has when entering a specific search query, such as informational, navigational, or transactional.	Намір ключового слова
187	Conversion Funnel	The step-by-step process that a user	Лідогенераційний

		goes through from being aware of a product or service to making a purchase.	лоток
188	Schema Markup	Code added to a webpage to provide search engines with structured data about the content, improving how it's displayed in search results.	Схема маркування
189	Cross-Selling	Encouraging customers to purchase additional or related products or services in addition to their initial purchase.	Крос-продаж
190	Autoresponder	An automated email system that sends pre-written messages to subscribers or customers at scheduled intervals.	Автореспондер
191	Niche Market	A specialized segment of the market that caters to a specific audience with unique needs or preferences.	Нішевий ринок
192	Click-Through Rate (CTR)	The percentage of people who click on an ad or link compared to the total number of people who view it.	Відсоток кліків
193	Content Management System (CMS)	A software platform that allows users to create, manage, and modify digital content on a website without coding skills.	Система управління контентом
194	Surveys and Polls	Methods of collecting feedback and opinions from an audience by asking questions and gathering responses.	Опитування та голосування
195	Omnichannel Marketing	Providing a seamless and integrated experience for customers across multiple channels, both online and offline.	Омніканальний маркетинг
196	Dynamic Pricing	Adjusting the price of a product or service in real-time based on factors such as demand, supply, or customer behavior.	Динамічне ціноутворення
197	Geotargeting	Delivering content or ads based on the geographical location of the user,	Геотаргетинг

198	Keyword Cannibalization	When multiple pages on a website target the same keyword, potentially causing them to compete against each other in search rankings.	Канібалізація ключових слів
199	Blogosphere	The collective community of blogs and bloggers, often referring to the online space where blogs are created and read.	Блогосфера
200	Landing Page Optimization	The process of improving the elements on a landing page to increase conversions and achieve specific goals.	Оптимізація цільової сторінки

(providing more personalized and relevant experiences.)

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