

# Page View

Page Impressions

dictionary . education . acronyms . start

NEW!

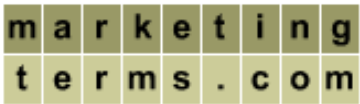


in association with...



a . b . c . d . e . f . g . h . i . j . k . l . m . n . o . p . q . r . s . t . u . v . w . x . y . z

home



Internet Marketing Reference

categories

- advertising metrics
- advertising specifications
- affiliate marketing
- business and ebusiness
- content and community
- controversial marketing
- domain names
- email marketing
- free web site promotion
- linking strategy
- online advertising
- search engine marketing
- web design and marketing

favorites

glossary

## page view

### Definition

*page view*

Request to load a single HTML page.

### Information

Page views are only important to the degree they play a part in a site's revenue model. If a site earns much of its revenue from advertising, then page views are important because of their contribution to ad inventory. If a site only earns revenue on sales, then page views are not a key statistic. Page views without corresponding sales may even be viewed as an expense.

### Sponsored Links

### Synonyms

page impressions

### Related Terms

[CPM](#), [impression](#)

new

## NEW! Hosting Glossary



*browse the glossary...*

- Anonymous FTP
- Apache
- ASP Hosting
- Autoresponder
- Bandwidth
- Burstable Bandwidth
- Business Hosting
- ColdFusion Hosting
- Colocated Hosting
- Control Panel
- Data Transfer
- Dedicated Hosting
- Dedicated IP

**SEO**  
**blog**  
**CPM**  
**text ad**  
**.sig file**  
**favicon**  
**banner ad**  
**pop-up ad**  
**web hosting**  
**deep linking**  
**cost per click**  
**skyscraper ad**  
**link popularity**  
**mousetrapping**  
**viral marketing**  
**click-through rate**  
**surround session**  
**guerilla marketing**  
**beyond the banner**  
**advertising network**  
**self-serve advertising**  
**permission marketing**

**contact us**

**suggest a new term**  
**add a site or article**  
**report error or 404**  
**sponsor a category**

**find web hosts**

**Web Hosting Rankings**

**search**



Web (Google)  
 Marketing Terms

**Sites**

n/a

**Articles**

[Not All Page Views Are Created Equal](#)  
 E-commerce Times (October 2, 2000)

[Yahoo! Tops One Billion Page Views in Month of April](#)  
 Yahoo! (May 7, 1997)

[Yahoo's Traffic Reaches One Billion Page Views in Q3 '96](#)  
 Yahoo! (October 1, 1996)

Disk Space  
 DNS  
 Domain Name  
 Domain Parking  
 Ecommerce Hosting  
 Email Forwarding  
 Email Hosting  
 Firewall  
 Free Web Hosting  
 FrontPage Extensions  
 FrontPage Hosting  
 FTP  
 High-Bandwidth Hosting  
 IIS  
 IP Address  
 Linux Hosting  
 Load Balancing  
 Log Analyzer  
 Log File  
 Mult-Domain Hosting  
 .NET Hosting  
 OC1  
 OC12  
 OC192  
 OC24  
 OC3  
 OC48  
 PHP Hosting  
 Raw Logs  
 Reseller Hosting  
 Setup Fee  
 Shared Hosting  
 Shared IP  
 Shopping Cart  
 Site Monitoring  
 SSL  
 T1  
 T3  
 Unix Hosting  
 Unlimited Bandwidth  
 Uptime Guarantee  
 Web Hosting

[Web Mail](#)  
[Web Server](#)  
[Windows Hosting](#)

[a](#) . [b](#) . [c](#) . [d](#) . [e](#) . [f](#) . [g](#) . [h](#) . [i](#) . [j](#) . [k](#) . [l](#) . [m](#) . [n](#) . [o](#) . [p](#) . [q](#) . [r](#) . [s](#) . [t](#) . [u](#) . [v](#) . [w](#) . [x](#) . [y](#) . [z](#)

**NEW!**



in association with...

**HostSort**

[home](#) . [contact](#) . [about](#)

[m](#) [a](#) [r](#) [k](#) [e](#) [t](#) [i](#) [n](#) [g](#)  
[t](#) [e](#) [r](#) [m](#) [s](#) . [c](#) [o](#) [m](#)

Copyright © 2004  
Crucial Marketing