

Glossary: SEO Jargon Explained

A

Alt text	<p>Alt text allows you to add a description to elements like images. When images don't load, alt text serves as a way for users to understand the picture, even if they can't see it.</p> <p>Additionally, alt text helps users who use screen readers. The reader will read the alt text, so users understand what's on the page. With alt text, you make your site more accessible to everyone.</p>
Anchor text	<p>It refers to the text for hyperlinks, which direct users to other pages on the Internet. When you include links on your website, the <u>anchor text</u> must match the subject of the link.</p>

B

Backlinks	<p>It refer to links you receive from other websites. That means another website links to your site from their site.</p>
Black-hat SEO	<p>Unethical strategies used to boost rankings in search results. People use these strategies, which go against Google's Terms of Service, to try and obtain a quick increase in their <u>search engine results page (SERPs)</u> ranking.</p> <p>Prevalent black-hat SEO techniques include:</p> <ul style="list-style-type: none">• Cloaking• <u>Keyword stuffing</u>• Link farms
Bounce rate	<p>A metric, bounce rate, looks at how many people visit your site and leave without viewing any other pages or reading the information on your website. When you have a high bounce rate, it signals to Google that your site isn't relevant to a user's search.</p> <p>A high bounce rate will hurt your rankings in search results, so you must create relevant, user-focused pages and use the right keywords for those pages.</p>

C

Canonical tag	<p>An HTML link element that lets companies inform search engines about <u>duplicate pages</u>. The canonical URL tells Google which page is the original — or the page that you want Google to show in the SERPs.</p>
Conversion rate	<p>A crucial piece of SEO jargon for beginners to know. When you calculate the conversion rate, you take the number of conversions divided by the number of people who visit your site. Conversions can include numerous actions, from signing up for an email list to buying a product.</p>
Crawling	<p>The process where search engines comb your pages to index them later. This process helps search engines index and rank your pages in search results. It's an essential part of SEO because if search engines can't crawl your site, you will have an impossible time ranking in search results.</p>

D

Dofollow link	<p>With these links, bots that crawl your site follow the links to the source. Dofollow links are functional backlinks that allow <u>crawlers</u> to visit the source page for a link.</p>
Domain Authority	<p>A comparative metric (created by <u>Moz</u>) to predict a domain's ability to rank in search results. While it isn't an official ranking metric, DA offers insight into how well you will rank in search results compared to other companies, like your competitors.</p>
Dwell time	<p>The length of time someone spends looking at a page after they clicked on it. This time measures from when a user clicks on a link until they go back to the search results or leave the page. This metric is essential to SEO because it helps Google determine if your page is relevant to a search.</p>

F

Featured snippet	<p>Also known as <u>Position 0</u>, a featured snippet is a box you see at the top of search results that answers the user's search or question quickly.</p> <p>This term is one of the most critical SEO terms for beginners because you'll want to earn the <u>featured snippet</u> so that you can gain more real estate in search results, as well as decrease traffic to competitor sites.</p>
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G

Google Analytics	<p>A valuable tool for helping you monitor and analyze your SEO campaign. This tool provides businesses with insight into how people engage with their website. You can track metrics, like dwell time and conversion rate, to help you understand what's working on your site and where you can improve.</p>
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I

Indexing	<p>Crawling and <u>indexing</u> are two SEO terms that go together. When a search engine crawls your website, it indexes the information it finds and stores it in its database. Based on the data indexed, Google will rank your website in search results.</p>
Internal links	<p>Links to different pages within your site. When you create a new page or piece of content, you link to other relevant pages on your website to keep traffic on your page longer. Internal linking also helps search engines crawl and index pages.</p>

K

Key performance indicator (KPI)	<p>Measurable values that show how effectively you achieve your objectives. These metrics help you evaluate your success and see if you're reaching your goals. A KPI can be anything from sales to traffic on your website.</p>
Keyword research	<p>The process of searching for keywords and phrases to target on your website. Your keyword selection determines who you reach in search results, so conducting keyword research is vital for helping you attract the right people to your site.</p>
Keyword stuffing	<p>The overuse of keywords on a page. If you use keywords too often on your page, it will hurt your ranking in search results, and search engines like Google will penalize your site. This tactic is a black-hat SEO strategy you'll want to avoid.</p>

L

Lazy loading	<p>SEO jargon for a tactic that businesses use to improve <u>page speed</u> on their site. Page speed is an important ranking factor in SEO because Google wants to deliver pages that load quickly. If your page loads too slow, users will bounce from your site, which hurts your ranking.</p> <p>With lazy loading, elements don't load on your page until needed. Your website won't load these parts of your site, like images, until the user scrolls to them, making it easier for your pages to load faster for readers.</p>
Local SEO 3-pack	<p>A list of three relevant businesses that appear at the top of local search results. The 3-pack contains a preview of a map, along with three <u>Google My Business</u> profiles that fit the search query best.</p>
Long-tail keywords	<p>Keywords that contain three or more words, like "carpet cleaners in Harrisburg, PA." These keywords help you reach more interested leads because they are specific and come with less competition than short-tail keywords.</p>

M

Meta description	<p>The small paragraph of text that appears below your title tag in your search result listing. This short paragraph gives your audience a preview of what to expect when they click on your page.</p> <p>Even though your meta description isn't a ranking factor, Google will bold relevant keywords that appear in your meta description in the search results. This feature helps users identify if your page matches their search query.</p>
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N

Nofollow links	<p>When someone uses a <u>nofollow link</u>, it sends a clickable link to your site, but search engines cannot crawl or visit your website using that link — at least they're not supposed to, though SEOs debate this feature. Nofollow links tell search engines not to follow the link and that they shouldn't pay attention to it. These links have no link juice or value passed from one site to the other.</p>
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O

On-page SEO	<p>With <u>on-page SEO</u>, you optimize your website to help it rank better in search results and drive more relevant traffic. Some <u>on-page SEO tactics</u> include optimizing your title tag, using your keywords in content, and improving page load time.</p>
Off-page SEO	<p>It includes the actions you take outside of your site to help improve your ranking in search results. Some off-page SEO strategies include link building, <u>guest blogging</u>, and influencer marketing.</p>

R

Responsive design	<p>Allows your site to adapt to whatever device your audience uses. This term is a must-know Google SEO term because it allows you to provide a positive experience for everyone who visits your site.</p>
Robots.txt	<p>It tells search engines which pages it can't crawl on your site. It does not keep your website from appearing in Google search results. Instead, it helps businesses prevent sensitive pages, like a login portal, from appearing in search results.</p>

S

Search engine results page (SERP)	<p>It refers to the pages that appear in the search results after a search. SERP applies to any search you conduct on a search engine.</p>
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W

White-hat SEO	<p>A Google SEO term that refers to optimization practices that comply with Google's guidelines. This technique includes practices like natural keyword integration, fast page speed, and valuable content.</p>
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