

Subject: **Glossary of Commonly Used Terms**

301 Redirect – a permanent redirect from one URL to another

404 Error - error indicating the requested page does not or no longer exists

A/B Testing – using randomized experiments between two variants; commonly used to test different designs or copy; showing homepage A to some users and homepage B to others to determine which offers the best value to webmasters and visitors

Above the Fold – the area above the bottom of the screen on a web page; the user sees this content before anything else, making it arguably the most important content on the web page

ALT Text – Allows the search engine to determine what the picture is of; shown to a user when image is disabled

Anchor Text – The main text of a clickable link

Backlink – a link pointing to your site from another site

Bing Webmaster Tools (BWT) – free platform provided by Bing that allows SEOs and webmasters to check the indexing status of their websites; provides insight into areas of improvement on a website from an SEO standpoint

Black Hat SEO – tricking search engines into ranking pages higher than they should be; frowned upon in the Internet Marketing Industry, can get a domain penalized or banned, against Google's guidelines

Bounce Rate – the percentage of visitors who leave a site after viewing only 1 webpage (the lower the better)

Brand Stacking – Having more than 1 displayed link for your brand on the first page of the search results

Broad Match – allows a PPC ad to be displayed when a string query contains keywords or phrases anywhere within the user's search query

Broken Link – link/URL that no longer exists causing users and search engines to be provided with a 404 error (see previous definition)

Canonical URL – used as an alternative to merging duplicate content; facilitates page authority is properly disseminated by telling the search engine that certain pages are similar but 1 specific page should be indexed and viewed as the primary version of the page

Subject: **Glossary of Commonly Used Terms**

Cloaking – showing one page to the search engine spider to index but a different page to the user; bad practice that will cause distrust for your site in the eyes of the search engines

CMS (Content Management System) – computer program that allows publishing, editing and modifying content without the need for HTML knowledge; WordPress, Magento, Joomla, Drupal, OpenCart, etc.

Contextual Advertising – automated system used by Google AdWords that scans the text of a web page to return relevant PPC ads to the user; form of targeting for the Google Display Network

Conversion – a desired behavior performed on your site; i.e. a contact form submission

CPA (Cost per Acquisition) – aka cost per action; the advertiser's average cost per lead/conversion

CPC (Cost per Click) – average cost of each click to your website via a PPC ad/keyword

CPM (Cost per Thousand) – ad model that charges every time an ad is displayed; fee is based on 1,000 impressions (does not require a click)

Crawler – see Spider

CRO (Conversion Rate Optimization) – method of increasing the percentage of visitors who turn into customers by making minor – or major – tweaks to web pages; usually created via engaging landing pages and/or compelling calls to action

CSS (Cascading Style Sheets) – tells the HTML how to look; defines the styles and appearance of the content on a web page

CTA (Call to Action) – persuasive element that stands out from the rest of the content on the page, strategically placed on a web page to compel users to fulfill a desired action (i.e. fill out a contact form or call)

(CTR) Click Through Rate – percentage of users to a web page who click on an ad compared to number of impressions of said ad

Directory – a website that specializes in linking to other web sites and putting those links in categories; the phonebook of the web; i.e. a bakery website listed within a food services category on a directory

Domain Authority (DA) – How credible of a source the domain as a whole is in the eyes of the search engine; valued out of 100; increases as backlinks point to the domain

Subject: **Glossary of Commonly Used Terms**

Duplicate Content – copy that is found elsewhere within the indexed pages of a search engine; diminished authority of the content because it is found more than once

Exact Match – the user’s search query is exactly the same as the targeted keyword or phrase in a PPC campaign

Geo-Targeting – targeting a specific region or area with a PPC campaign; can be as broad as an entire country or as granular as a particular city or zip code

Google Analytics (GA) – free web analytics software that allows webmasters to track and monitor website visitors’ behavior

Google Webmaster Tools (GWT) – free platform provided by Google that allows SEOs and webmasters to check the indexing status of their websites; provides insight into areas of improvement on a website from an SEO standpoint

Headings – used by search engines to understand the content of a web page; often seen as bold or larger in font size compared to the rest of the copy

HTML (Hyper Text Markup Language) – markup language telling the browser what to display and do behind the scenes of a web page

HTML Sitemap – a roadmap for a user to click through all the pages of a website; also helps the search engines understand the hierarchical structure of a website; allows users and search engines to easily find any and all pages on the site within one web page

Impressions – when an ad is viewed or displayed on a web page; does not require a click to count as an impression

Inbound Link - see Backlink

Indexed Pages – the pages the search engine sees and remembers for future reference to display in the search engines results pages

Internal Link – linking to another page within the same domain; i.e. linking from the about page to the home page of the same site

JavaScript – object oriented programming language used to create interactive effects within a website

Subject: **Glossary of Commonly Used Terms**

Keyword – informational word or phrase used to indicate content theme; aids search engines in indexing of pages and determining which pages should display in organic search for specific search queries, used in PPC to target specific search queries

Landing Page – The web page that the user lands on after clicking on a search result link or ad

Lead – see conversion

Link Bait – content aimed to attract attention in the hopes that viewers link to the content from elsewhere on the web; goal to increase the domain authority and improve site's position within the search engine results

Link Building – act of increasing the number and quality of inbound links to help improve domain authority and improve site's position within the search engine results

Link Juice – slang: the strength of a domain and the power it has in giving another page credibility; gaining a backlink from Yahoo passes more link juice than a small time blog, increasing your site's authority and therefore likelihood of showing up in the search engine's results

Local Search - also called local SEO; specialized marketing that uses geographically related keywords to increase visibility of a business within a targeted area

Long Tail Keyword – specific phrase or collection of words (3 or more) to be targeted; often has less search volume but yields higher conversions and sales due to specificity

Meta Description – snippet of information that tells the search engine what a page is about; also used on a results page underneath the link to give the user more information before clicking

Micro Conversion – a desired behavior on your site that indicates a possible future conversion; i.e. user signs up to receive your monthly newsletter

Negative Match – keyword or keyword phrases dictated within a PPC campaign that prevent an ad from being displayed to an unwanted audience to prevent irrelevant clicks and accrued PPC costs

New Visitor – a user who has never been on the site before

Nofollow – an HTML attribute that instructs a search engine that a specific link should not pass 'link juice' when it comes to indexing and determining rankings

Subject: **Glossary of Commonly Used Terms**

Organic Search Results – links that are not paying to be shown on a search engine results page; visible through the indexing of a page after being crawled; displayed via an algorithm that is always changing; results that are affected through an SEO campaign

Page Authority (PA) – the credibility of a specific page as a source of reliable information in the eyes of the search engines; valued out of 100; increases as backlinks point to the page

Page Title – displayed at the top of the browser as well as the hyperlink on a search results page; aids in informing search engines and users what they are viewing

Phrase Match – making an ad eligible to display only when a user searches for a specific phrase that is included in the exact order within the user's search query; i.e. keyword "kids gloves" would display for "small kids gloves" or "winter kids gloves"

PPC (Pay per Click) – paid advertising program to increase visibility and conversions; charged per click rather than impressions or flat rates; i.e. Google AdWords, Bing Ads, Facebook Ads, LinkedIn Ads

Remarketing – also known as retargeting; shows PPC ads on the Google Display Network or Facebook only to users who have visited your site before

Robots.txt – simple text file that informs the search engines how to crawl and index a website; can disallow certain folders, page or items from being indexed that cause duplicate content or should not appear in the search results

Scraping – a black hat SEO technique where popular search engine content from one website is used on another website, usually in hopes to sell advertising; against Google's guidelines

Search Volume – an average of how many times per month (over 12 months) a keyword is likely to be searched within a search engine each month; highly competitive words have higher volumes; the search volume for "coffee" would include any search query with the word "coffee" in it, i.e. "ground coffee" and "coffee beans" unless marked as exact match

SEO (Search Engine Optimization) – the process of affecting the visibility of a web page in organic search results; optimizing a website and/or web pages to show up in search engine results pages

SERP (Search Engine Ranking Page) – the results page of a search query users are provided in hopes of answering their query

Spider – a search engine robot that browses the World Wide Web for the purpose of web indexing; enables search engines to navigate the web and index web pages and content; i.e. Googlebot

Subject: Glossary of Commonly Used Terms

Unique Visitors – number of distinct individuals who have visited a web page or site in a given period of time

User – Visitor to your site.

White Hat SEO – acceptable practices in order to gain higher rankings, traffic, conversions, etc.; methods not intended to trick or deceive the search engines; within Google's guidelines

WYSIWYG – What You See is What You Get editor in a content management system; allows individuals who do not know HTML to easily make edits to a website

XML Sitemap – page dedicated to telling the search engines the structural hierarchy of a domain and listing out all pages on a particular website; makes crawling of the site easier allowing more indexed pages; eliminates the need to manually submit URLs to the search engines for indexing