SEO JARGON BUSTER

SEO JARGON BUSTER

302 Redirect
A 302 redirect lets search engines know that your website or one of your pages has been moved temporarily. You use this type of redirect if you want to send users to a new site or page temporarily, like when you're redesigning or updating your website.

301 redirect
A 301 redirect is a permanent redirect that passes full link equity to the redirected page.

404 Page
A 404 page is also known as an "error page" or "Page Not Found" page. This page shows that the user reached the domain they requested, but there was nothing there.

4XX Page
A 4XX error is an error that often occurs when a web page doesn't exist or has restricted access or rights.

Algorithm
Google's fabled algorithm makes finding the information you need online possible. It helps sort through the billions of pieces of web pages available to you and ranks them in a way that's most helpful to you. There are over 200 factors in the Google algorithm, including keywords words, relevance and usability of pages, the expertise of sources, and your location and settings.

Alt tags
Alt tags describe what an image on your website or in your blog is showing. This text helps screen-reading tools describe images to visually impaired readers and allows search engines to crawl better and rank your website.

Alt text
Alt-text is the same as an alt tag or alt description.

Anchor text
Anchor text is the text you click to move from one place on the internet to another. It's important for SEO as it tells Google what your content is about. Choose your anchor text carefully!

Authority site
An authority site is a site that Google sees as a respected and trusted source of information. It's usually a larger site that delivers real value through excellent content, and people trust its advice and recommendations.

Backlinks
Backlinks are links from one website to a page on another. Google considers backlinks "votes" for a specific page. Pages with lots of quality backlinks have high organic search engine rankings.

Black hat SEO
Black hat SEO is a way of getting your site to rank higher in the search results using practices like keyword stuffing, cloaking, and using link factories that go against search engine guidelines.

SEO JARGON BUSTER

Bounce rate

Your bounce rate is the percentage of visitors who enter your site and exit without viewing a second page. You want this to be as low as possible. A bounce rate over 70% isn't good. The average is about 45 - 55%.

Broken links

A broken link is a web page that can't be found or accessed by a user for many different reasons. They're also called dead links, and Google doesn't like them!

Canonical links

A canonical link is a URL chosen as the 'master' URL for a set of duplicate pages. They dictate what page will be seen in the search results.

Click bait

Clickbait is a text or link designed to attract attention and get users to follow that link and read, view, or listen to the linked piece of online content, which is usually deceptive, sensationalized, or misleading.

Cloaking

Cloaking, also known as spamdexing, is a black hat SEO technique that presents different content to the search engine crawlers than it does to the user.

Competitor research

SEO competitive analysis involves researching the links, keywords, and content competitors to reverse engineer the most successful elements of their SEO so you can build it into your SEO strategy.

Content

Website content is anything you create and put on the internet! We're talking web pages, blogs, youtube videos, podcasts, emails, images, social media posts....

Content audit

A content audit is a process of analysing all the content on your website to assess your content's strengths and weaknesses and changing your content strategy accordingly.

Content marketing

Content marketing involves creating and sharing content such as videos, blogs, and social media posts online that don't explicitly promote your business but inform and educate potential clients and stimulate interest in your products or services.

Content repurposing

Content repurposing, or content recycling, is when you reuse your existing content and transform it into something else - i.e., a blog post into a FB Live or an Instagram post.

Content writing

Content writing is the process of planning, writing content for digital marketing purposes. It includes writing blog posts and articles, scripts for videos and podcasts, as well as lead magnets, web pages, etc.

SEO JARGON BUSTER

Conversion rate optimisation
Conversion rate optimization (CRO) is the practice of increasing the percentage of users who perform a desired action on a website. Desired actions can include purchasing a product, clicking 'add to cart, signing up for a service, filling out a form, or clicking on a link.

Conversion
A conversion happens when a visitor to your website completes a desired goal, such as filling out a form or making a purchase. The percentage of total visitors that convert is called your conversion rate.

Copywriting
Basically, copywriting is selling things with words.

Crawlers
A web crawler, or spider, is used by search engines to index the content of websites all across the Internet so that those websites can appear in search engine results. A web crawler basically goes into a disorganised library (the Internet) and creates and files those little white cards so visitors can easily find what they're looking for.

CSS
CSS (Cascading Style Sheets) is the language that sets out how web pages will look like including colors, layout, and fonts. It also allows you to change how your site shows up on different devices, such as large screens, small screens, or phones.

CTR
Click-through rate (CTR) refers to the percentage of people visiting a web page from an advertisement or organic search result. It also impacts ranking by search engines organically and in paid search.

Dark web
Internet content that a search engine can't search is described as the dark or deep web.

Digital Marketing
Digital marketing is also called online marketing. It's the promotion of brands to connect with potential customers using the Internet and other forms of digital communication. Digital marketing includes email and social media marketing.

Do follow links
A dofollow link is a link that helps you in terms of SEO as the "link juice" is passed on to your site from the destination site. Getting more do follow backlinks will help you improve your website's domain rating.

Domain
A domain is the name of a website. It's what comes after "@" in an email address or after "www." in a web address.

Domain authority
Domain Authority (DA) is a metric first developed by Moz that predicts how likely a domain appears in the SERPs compared to its competitors.

SEO JARGON BUSTER

Domain rating (DR)
Domain rating is used to understand how authoritative a site is thought to be by the search engines. The higher the DR, the better. DR is scored on a scale of 0-100, with 100 being the best.

Duplicate content
Duplicate content refers to any content that exists online in more than one place. Duplicate content doesn't necessarily have to be identical; closely similar content can be classed by search engines as a duplicate, too.

EAT
E-A-T stands for expertise, authoritativeness, and trustworthiness and relates to how Google ranks web pages in the search engine results page. Google favour sites with good EAT credentials. As they say in their Quality Rating Guidelines, "Our ranking system … is specifically designed to identify sites with high indicia of expertise, authority, and trustworthiness."

Geographical SEO
Location-based SEO, also known as geo-targeting, is when you optimise your content to appear for your target location.

Google Analytics
Google Analytics is a free website tracking tool and platform that collects data on how users interact with your website.

Google Search Console
Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. Search Console helps you understand and improve how Google sees your site.

H1 Heading
The H1 tag is an HTML heading that's used to indicate a web page title. Most websites use CSS to make the H1 stand out on the page compared to lesser headings like H2, H3, etc.

HTML
HTML (Hypertext Markup Language) is the language used to create your website's structure.

Http
HTTP (Hypertext Transfer Protocol) is the rule for transferring files such as text, images, sound, video, and other multimedia files over the internet.

Https
HTTPS is a secure way to send data between a web server and a web browser.HTTPS is encrypted to increase security of data transfer. In modern web browsers such as Chrome, websites that do not use HTTPS are marked differently than those that are. Look for a green padlock in the URL bar to signify that the webpage is secure.

SEO JARGON BUSTER

HREFlang

Hreflang is used to specify the language and geographical targeting of a webpage. You can use the hreflang tag to tell search engines like Google about your language preferences. This helps them to serve the correct version to users.

Hyperlink

A link from a page or a document to another location, activated by clicking on a highlighted word or image.

Image compression

Image compression reduces the cost of storage or transmission of digital images. Algorithms may prefer compressed images like JPEGs.

Impressions

An impression means that a user has "seen" a link to your site in the search results.

Internal links

An internal link is a hyperlink between two pages on the same website. They pass link juice as well as context through anchor text and content.

Interlinking

Interlinking is when your article has links to other articles on your site related to the current article, so the reader can click and be redirected to another article on your site.

Jpeg

JPEG stands for "Joint Photographic Experts Group," which is the group's name that created the JPEG standard. When you upload images to your website, it's important that you take care not to negatively affect your site's speed and performance by using large images that take a long time to load. JPEG is a lossy compression method used to ensure the digital images you are using are as small as possible and load quickly when someone wants to view them.

Keyword

A keyword describes the content on your page or post. It's the search term you want to rank for with a certain page, so when people search for that keyword or phrase, they should find that page on your website.

Keyword difficulty

Keyword Difficulty is the process of evaluating how difficult it is to rank in Google's organic search results for a specific term. A keyword's difficulty is based on several factors, including domain authority, page authority, and content quality.

SEO JARGON BUSTER

Keyword research

Keyword research is the process of finding search terms that people enter into search engines. Keyword research shows you what queries to target, their popularity, their ranking difficulty, and more. Keyword research provides valuable insight into the queries that your target audience is searching on Google. The insight that you can get into these actual search terms can help inform content strategy and your larger marketing strategy.

Keyword research tools

Keyword research tools help you search for words or phrases related to your products or services that you can then use in your content marketing strategy and SEO.

Keyword stuffing

Keyword stuffing is when you "stuff" a webpage with the same keyword term in the hope of ranking higher for that term in search engines. Keyword stuffing includes unnecessarily repeating words or phrases, adding words that are out of context, inserting blocks of the same keyword, and using keywords that are not relevant to the topic of the page.

Landing page

A landing page is usually a standalone page, distinct from your homepage or any other page, that serves a single purpose. Once they're on your landing page, users are encouraged to take action, such as joining your list or buying your products. If the user takes the specific desired action, your landing page has succeeded in getting them to convert. Typically, landing pages only encourage their users to take one such action, like to fill out the custom signup form on the page.

Lead

A lead is someone who has shown interest in your company. Potential customers are given opportunities to reach out to your business via email, phone calls, or social media channels to start a relationship with your business.

Lead generation

Lead Generation is a marketing activity to generate traffic to your website and convert those visitors into leads. You can generate leads through contact forms, referral feedback, social media mentions, or subscribing to your newsletter.

Lead magnet

Also known as a freebie or an opt-in, a lead magnet is a free item or service given away to gather contact details. Lead magnets can be trial subscriptions, samples, newsletters, and free consultations.

Link bait

Linkbait is the process of creating content designed to attract backlinks. Examples of link bait include controversial content, data, guides, and newsworthy pieces.

SEO JARGON BUSTER

Link farms

A link farm is a website or group of websites created for the sole purpose of boosting another website's ranking by linking to the website from various pages in the link farm. Operating link farms is prohibited by search engines, and link farms are often deindexed with the websites that colluded with them to boost their rank, having their rank reduced or being deindexed.

Link juice

Link juice is slang used to describe how much power a backlink passes onto another site.

Loading time

Load time is the time it takes to download and display an entire individual webpage.

Local SEO

Local SEO is an SEO strategy that helps your business be more visible in local search results on Google. Any business that has a physical location or serves a geographic area can benefit from local SEO.

Long tail keyword

Long-tail keywords are longer and more specific keyword phrases.

Meta description

The meta description is a snippet of up to about 155 characters that summarises a page's content. Search engines show it in search results mostly when the searched-for phrase is within the description, so optimising it is crucial for on-page SEO.

Monthly search volume

Monthly search volume (MSV) measures how many times a particular search query or keyword is entered into search engines each month.

No follow links

A nofollow link is a link that does not pass authority on to the website it is linking to. These links do not help in terms of SEO.

Off page SEO

Off-page SEO refers to actions taken outside of your website to impact your ranking. Building backlinks is at the heart of off-page SEO.

On page SEO

On-page SEO is the practice of optimising web pages for specific keywords to improve search visibility and traffic. It involves aligning page-specific elements like title tags, headings, content, and internal links with keywords.

Organic search results

A free listing in Google Search that appears because it's relevant to someone's search terms. Non-organic search results are paid advertisements.

SEO JARGON BUSTER

Organic traffic   Organic traffic is visitors that land on your website from unpaid sources like search engines. SEO is central to driving organic traffic to your website.

Orphan page   Orphan pages are website pages that are not linked to from any other page or section of your site. This means a user cannot access the page without knowing the direct URL.

Page description   A page description is the same as your meta description or meta tag. It's is an HTML element that describes and summarizes the contents of your page for the benefit of users and search engines.

PageRank   PageRank (PR) is an algorithm used by Google Search to rank web pages in their search engine results. It is named after both the term "web page" and co-founder Larry Page. PageRank is a way of measuring the importance of website pages. According to Google, PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is.

Page speed   Page speed is the time it takes between the browser's request for a page until the browser completes processing and rendering the content. Many factors affect the speed of a given page, including quantity and type of content, the distance the data travels, connection type, device, operating system, and browser.

Paid search   Paid search is when advertisers pay search engines for ad placement on SERPs. These ads work on a pay-per-click (PPC) basis, meaning that businesses only pay when ads are clicked.

PNG   A PNG is an image format often used if the size is not an issue and the image is complex because a PNG file holds more information than a JPG. An important benefit of using a PNG file is that–unlike a JPG–they support transparency. This allows you to have a transparent background around an irregular-shaped object and avoid a white box outlining your image.

PPC   Pay Per Click is a form of internet marketing where advertisers pay a fee each time one of their ads is clicked. It's a way of buying visits to your site rather than earning them organically.

Query   A search query refers to the real-life combination of words that people enter in search engines to find a particular content or information.

Ranking   Rankings in SEO refer to a website's position on the search engine results page. Various ranking factors influence whether a website appears higher on the SERP based on the content relevance to the search term or the quality of backlinks pointing to the page.

SEO JARGON BUSTER

Redirects

Every page on the web has an address, a URL, which stands for 'Uniform Resource Locator.' Sometimes, content moves from one URL to another URL. That's when you need a redirect. A redirect automatically makes a browser go from one URL to another URL. 301, and 302 are common redirects.

Referring domains

Referring domains, also known as "linking domains," are external websites that direct visitors to your site. These domains contain backlinks that drive traffic and views to your specific web pages.

Response time

Website response time is how long it takes for your webserver to connect and send data to the user's browser.

Robots.txt

Robots. txt is a convention to prevent web crawlers from accessing all or part of your website. Robots.txt is a file that tells search engine spiders not to crawl certain pages or sections of a website like non-public pages.

Sales Page

A sales page is a standalone page created to secure sales for your product. The purpose of your sales page is to get visitors to convert into customers.

Schema markup

Schema markup (schema.org) helps search engines better understand the information on your website. These markups allow search engines to see the meaning and relationships behind the content on your site.

Search Engine

A search engine is a software system that is designed to carry out web searches. They search the World Wide Web for particular information specified in your search query. The search results are generally presented in a line of results, often referred to as search engine results pages (SERPs).

Search term

A search term is the word or phrase a user enters into a search engine. Also known as the search query.

Search volume

Search volume is a metric that shows how many people are searching for a particular query. When creating your content strategy, taking search volume into account is vital because it reflects the popularity of the query. Ideally, you want to find keywords with a high search volume and a low rate of search competition.

SEO JARGON BUSTER

Search intent
Also known as audience intent and user intent. Search intent is the term used to describe the purpose of an online search. It's the reason why someone conducts a specific search. Over the years, Google has worked hard to improve its algorithm to determine people's search intent. That's why you need to make sure that your post or page fits your audience's search intent. There are 4 types of search intent 1. Informational 2. navigational 3. Transactional 4. Commercial investigation.

Seasonal SEO
Seasonal SEO focuses on driving conversions during a limited time to take advantage of increased interest in different products and services.

SEO
Search Engine Optimisation.

SEO audit
An SEO Audit evaluates a website that grades the site for its ability to appear in search engine results pages (SERPs). Audits are completed by checking for specific issues at each step on your audit list and finding any issues that need to be fixed to boost your page's search engine performance.

SEO strategy
SEO strategy is a detailed plan to improve a website's search engine rankings to capture more organic traffic.

SEO optimised post
A post or piece of content that is optimised for the search engine using the principles of SEO.

SERP
Search engine results pages are web pages served to users when they search for something online using a search engine, such as Google.

Site architecture
Website architecture is the planning and design of a site's information architecture (IA) to establish structure and enhance usability. Site architecture organises your content so visitors can easily find what they want.

Sitemap
A sitemap is a file that provides information about the pages, videos, and other files on your site and the relationships between them. Search engines read this file to crawl your site more efficiently.

Site speed
The Site Speed reports show how quickly users can see and interact with content.

SSL
Secure Sockets Layer (SSL) is a security protocol that provides privacy, authentication, and integrity to Internet communications. A website that implements SSL/TLS has "HTTPS" in its URL instead of "HTTP."

SEO JARGON BUSTER

SSL Certificate   SSL can only be implemented by websites that have an SSL certificate. An SSL certificate is like an ID card or a badge that proves someone is who they say they are.

Technical SEO   Technical SEO ensures a website is a process of ensuring that a website meets the search engines' technical requirements and includes things like crawling, indexing, rendering, and website architecture.

Title tag   The title tag is an HTML code tag that allows you to give a web page a title. It's crucial to add and optimise your website's title tags, as they play an essential role in organic ranking (SEO).

Traffic   Website traffic is the number of internet users who visit a website. Web traffic is measured in visits, sometimes called sessions.

URL   Universal Resource Locator. The web page is the "resource" that your browser is "locating" for you with a URL. The "universal" part comes in because URLs can help you locate other types of resources as well, including images, videos, PDF files, and more.

URL slug   A URL slug is the part of the URL after the last backslash.

White hat SEO   White hat SEO is approved search engine optimisation tactics designed to increase a website's position on a search engine results page (SERP), also referred to as organic search results.

YMYL   Websites that sell products or provide services or information that can impact users' happiness, health, financial stability, or safety are categorised by Google as YMYL – which stands for "Your Money or Your Life." Google holds these types of sites to the highest standard. Make sure that any content on your website will help, not hurt, the people who consume your content and make your users feel safe.

Work through this checklist in your own time! If you need any help or have any questions drop me a line, I'd be thrilled to help.

I love helping my clients get their businesses found online by the people they've been dreaming of working with. I use SEO and Content Marketing strategies to get them in front of the right people, so they can get their messages and their work out in the world, to as many people as possible. I create SEO strategies, SEO audits, content plans, blogs, websites, lead magnets, e-books, email series...you name it. I can help.

For small businesses, big brands, and everyone in between.

CLICK TO LEARN MORE