



A to Z

SEO dictionary

Over 200 terms explained

Essential

for all

Digital Marketers



A

Above the fold

The part of the page visible without scrolling down.

Affiliate marketing

Earning while promoting others products.

AJAX

Asynchronous JavaScript and XML - A web developing technique generally used to update a page without reloading the page.

Algorithm

A set of rules followed in sequence specially by a computer.

Alt tag

Alternate tag - for images. Displayed if an image does not load.

Alt text

Also called "Alt attributes" - used to describe images to people who are unable to see them. Or when image does not load.

AMP

Accelerated Mobile Pages - A framework, recommended by Google, that you can use to easily create user-first websites.

Analytics

Tracking & monitoring information (of a site) to make informed decisions.

Anchor text

The visible, clickable text in a hyperlink.

API

Application Programming Interface - A set of procedures for creating applications that can access data of an operating system.

Authority

Includes Page Authority and Domain Authority. Page Authority - ability of a page to rank in search engines. Domain Authority - score that predicts how well a site can rank on a search result page.

B

B2B

Business to Business - exchange of products or services between businesses (from one business to another business).

B2C

Business to Consumer - exchange of products or services between businesses and individuals.

Backlink

A link one website gets from another website.

Baidu

Top search engine from China.

Bing

Search Engine from Microsoft.

Black Hat SEO

A SEO practice against search engine guidelines.

Blog

A discussion or informative website.

Bookmark

A web browser feature to save a URL address for future reference.

Bot

A software application that crawls websites.

Bounce rate

Ratio of people landing on a site and leaving without any action to the total number of people visiting that site.

Branded keyword

Search terms that include the brand name.

Breadcrumbs

A secondary navigation path that displays where the user is on a site (Eg; Homepage-men-shoes-sportsshoes)

Broken link

A page that no longer works due to various issues.

Browser

An application to access and view websites.

C

Cache

A hardware or software component that stores data so that future requests for that data can be served faster.

Canonical tag

A way of telling search engines that a specific URL represents the master copy of a page.

ccTLD

Country Code Top Level Domain - A domain reserved for a country.

Channel

A unique path through which customers arrive on a page.

Cloaking

An SEO technique in which the content presented to the search engine spider is different from that presented to the user's browser.

CMS

Content Management System - A software used to create and publish sites.

Comment Spam

A term referencing a wide category of spam postings abusing web-based forms to post unsolicited advertisements as comments on forums and blogs.

Content

A subject, topic or an idea written or spoken.

Conversion

A specific action taken by a customer/user.

Conversion rate optimization

A system for increasing the percentage of visitors to a website that convert into customers or to take the desired action.

CSS

Cascading Style Sheet - A way to describe how HTML elements are to be displayed on a page.

CTA

Call To Action - a prompt on a website that tells the user to take some specified action.

CTR

Click Through Rate - a ratio of number of people clicking a banner/link to the number of people viewing it.

Customer journey

The complete sum of experiences that customers go through when interacting with your company and brand.

D

Data

Information that has been translated into a form that is efficient for processing.

Deep linking

A hyperlink that links to a specific piece of web content on a website rather than the website's home page.

Delist

Remove from a list.

Directory

An online list or catalog of websites.

Disavow

A process that allows websites to discount the value of an inbound link, helping to prevent against link-based penalties.

DMOZ

An erstwhile multilingual open-content directory of World Wide Web links.

DNS

Domain Name System - Phonebook of Internet that translates domain names to IP addresses.

Do-follow link

A tag that allows search engines to follow and reach your site.

DOM

Document Object Model - A programming API for HTML and XML documents that defines structure of documents.

Domain name & hosting

Your website name. Hosting - a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web.

Doorway

Web pages that are created for the deliberate manipulation of search engines.

DuckDuckGo

An American search engine.

Duplicate content

A content that appears on the internet in more than one place.

Dwell time

Time a user remains at a search result after a click.

E

Ecommerce

Electronic commerce - buying and selling of goods or services using the internet.

Engagement

Online catalyst that converts prospects to customers.

Exact match domain

A website domain that includes the keywords you're targeting right in the search results.

External link

Hyperlink that target any domain other than the domain the link exists on.

F

Featured Snippet

A summary of an answer to a user's query, which is displayed on top of Google search results.

Feed

A data format used for providing users with frequently updated content.

Footer

A section located under the main text or body.

Footer link

Link located on the footer.

G

Google

A search engine.

Google Bomb

A method to make a website rank highly in web search engine results for irrelevant, unrelated or off-topic search terms by linking heavily.

Google My Business

An Internet-based service for business owners operated by Google.

Google Tag Manager

A tag management system created by Google to manage JavaScript and HTML tags used for tracking and analytics on websites.

Google Trends

A website by Google that analyzes the popularity of top search queries in Google Search across various regions and languages.

Gray Hat SEO

An SEO practice that's riskier than White Hat SEO, but one that may or may not result in your site being banned from search engines and their affiliate sites.

Guest blogging

A technique where someone writes and publishes a blog post on a third party website or blog.

H

Heading

Strip across the top of a web page with a big heading and a logo.

Hidden text

A computer text that is displayed in such a way as to be invisible or unreadable.

Hit

A request to a web server for a file.

Hreflang

An attribute that tells Google which language you are using on a specific page.

HTML

Hyper Text Markup Language - A standard markup language for documents designed to be displayed in a web browser.

HTTP

Hyper Text Transfer Protocol - Underlying protocol used by the World Wide Web that defines how messages are formatted and transmitted.

HTTPS

HTTP Secure - A protocol for securing the communication between two systems.

Hummingbird

Codename given to a significant algorithm change in Google Search in 2013.

.htaccess file

A configuration file for use on web servers running the Apache Web Server software.

I

Image compression

A type of data compression applied to digital images, to reduce their size.

Impression

Number of times an ad or a page renders on a users screen.

Inbound link

A hyperlink on a third-party web page that points to a web page on your site.

Index

The process that a search engine collects, parses and stores data for use by the search engine.

Intent

What an online user intended or wanted to find when they typed their search terms into an online web search engine.

Internal link

Hyperlink that targets another page within the same website.

IP Address

Internet Protocol address - a numerical label assigned to each device connected to a computer network.

J

Javascript

A scripting language for Web pages.

JSON

Javascript Object Notation - A standard file format that uses human-readable text to transmit data objects consisting of attribute–value pairs and array data types.

JSON-LD

JSON for Linked Data - a method of encoding Linked Data using JSON.

K

Keyword density

The percentage of the number of times a keyword appears on a page divided by the total number of words in that page.

Keyword difficulty

How difficult it is to rank on Google for a particular keyword.

Keyword research

An SEO task that involves identifying popular words and phrases people enter into search engines.

Keyword stuffing

The practice of loading a webpage with keywords or numbers in an attempt to manipulate a site's ranking in Google search results.

Keywords

Words or phrases people use to search on Search Engines.

Knowledge graph

A knowledge base used by Google to improve its search engine's results with information gathered from many sources.

KPI

Key Performance Indicators - A measurable value that demonstrates how effectively a company is achieving key business objectives.

L

Landing page

A single web page that appears in response to clicking on a search engine optimized search result or an ad or a banner.

Lead

Potential customers for a business's products.

Link

A reference to data that the reader can follow by clicking.

Link building

The practice of promoting your website to other website owners with the goal of securing a link on their site to your page.

Link farm

Any group of web sites that all hyperlink to every other site in the group.

Link juice

The value passed from one page or site to another.

Link sculpting

The process of manipulating your websites PageRank by controlling the flow of link juice.

Linkbait

Content designed to attract attention to create hyperlinks to the site, with the aim of improving the site's position on search result.

Local search

Using Internet search engines to submit geographically constrained searches.

Long tail

Keywords with three and four phrases which are very specific to what you are selling.

LSI

Latent Semantic Indexing - Keywords that are conceptually related terms that search engines use to deeply understand content.

M

Machine Learning

An application of artificial intelligence (AI) that provides systems the ability to automatically learn and improve from experience without being explicitly programmed.

Meta data

A set of data that describes and gives information about other data.

Meta description

A snippet of up to about 155 characters that summarizes a page's content.

Meta keywords

A set of keywords that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

Meta tags

Snippets of text that describe a page's content.

Metric

Numbers used in Analytics that provide information on website performance.

Mobile-first indexing

Search Engine predominantly uses the mobile version of the content for indexing and ranking.

Monetize

To convert non-revenue generating assets into sources of revenue.

Moz rank

Represents the score number of quality link that boosts your website.

N

Naked URL

A hyperlink that uses the URL itself as the anchor text.

NAP

Name Address Phone number - details you fill on directories.

Natural links

Links that webmasters, bloggers or website owners link to your content (blogs, images, products, videos etc) because they think is useful for their readers and adds value.

Negative SEO

Practice of using black hat and unethical techniques to sabotage a competitor's rankings in search engines.

Niche

Relating to products, services, or interests that appeal to a small, specialized section of the population.

No Index

A directive often used in a meta tag to suggest to search engines to not include that particular page in its list of search results.

No-follow links

A way that allows webmasters to tell search engines "Don't follow links on this page or Don't follow this specific link".

No-snippet tag

Pieces of code that provide crawlers instructions for how to crawl or index web page content.

O

Off-page SEO

Techniques used on other sites and medium to improve the position of a web site in the search engine results page.

On-page SEO

A practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.

Open graph

A technology by Facebook that allows integration between Facebook and its user data and a website.

Organic search

A method for entering one or several search terms as a single string of text into a search engine.

Organic search result

Web page listings that most closely match the user's search query based on relevance.

Orphan page

A web page with no outgoing links.

Outbound link

A link that is going to direct you to another specific webpage or website.

P

Page Authority

A metric, developed by SEOMoz, to predict the ability for a specific page to rank in search engines.

Page Rank

An algorithm used by Google Search to rank websites in their search engine results.

Page speed

A measurement of how fast the content on your page loads.

Page title

A short description of a webpage and appears at the top of a browser window.

Page view

An instance of an Internet user visiting a particular page on a website.

Pagination

Process of separating digital content (like a page) into discrete pages.

Paid Search

A form of digital marketing where search engines allow advertisers to show ads on their search engine results pages.

Panda

A Google search filter introduced in 2011 meant to stop sites with poor quality content from getting into Google's top search results.

Penalty

Negative impact on a website's search rankings based on updates to Google's search algorithms.

Penguin

Google algorithm update as a new effort to reward high-quality websites.

People-also-ask box

A text/question box on the search result page with a series of questions involving the search term you looked.

Personalization

Providing a service or a product to accommodate specific individuals or groups.

PHP

An open source general-purpose scripting language that is especially suited for web development.

Position

A place on the search results where your website appears.

PPC

Pay Per Click - Google's Search Ads usually displayed at the top and bottom of a search result page.

Programming language

A vocabulary and set of grammatical rules for instructing a computer or computing device to perform specific tasks.

Purchased links

Buying or selling links that pass PageRank.

Q

QDF

Query Deserves Freshness - Google algorithm where it check for fresh new content.

Query

Another word for search terms.

R

Rankbrain

A machine-learning artificial intelligence system that helps Google process some of its search results.

Ranking factor

Any features the search engine considers relevant to rank a website.

Reciprocal links

An agreement between two webmasters to provide a hyperlink within their own website to each other's site.

Redirect

A way to send both users and search engines to a different URL from the one they originally requested.

Referrer

The last web address accessed by a browser prior to loading a particular web page, used to identify sources of traffic.

Relevance

Concept of one topic being connected to another topic in a way that makes it useful to consider the second topic when considering the first.

Responsive website

Website design and development that respond to the user's behavior and environment based on screen size, platform and orientation.

Rich Snippet

Extra data displayed on search results pulled from HTML code.

Robots.txt file

A text file that tells web robots the pages on your site to crawl.

ROI

Return On Investment

S

Sandbox

A testing environment that isolates untested code changes and experimentation from the production environment.

Schema

A semantic vocabulary of tags (or microdata) that you can add to your HTML to improve the way search engines crawl your website.

Scroll Depth

A general tool that lets you measure how far users are scrolling down a page.

Search Console

A Google tool used to submit websites to Google's network.

Search engine

A software system that is designed to carry out web search.

Search history

The list of all your searches on a search engine.

Search volume

The average number of searches for a specific keyword over a certain period of time.

SEM

Search Engine Marketing - another term for PPC.

SEO

Search Engine Optimization - the process of increasing the quality and quantity of website traffic by increasing visibility of a website or a web page to users of a web search engine.

SERP

Search Engine Results Page

Social media

Websites and applications that enable users to create and share content or to participate in social networking.

Social signal

A measure of social media activity, such as a vote, share, or other activities.

Spam

Use of messaging systems to send an unsolicited message, especially advertising.

Spider (crawler, robot, bot)

An algorithm designed by Google to crawl the internet and index all the visited websites.

SSL

Secure Sockets Layer - standard security technology for establishing an encrypted link between a web server and a browser.

Static page

A web page that is delivered to the user's web browser exactly as stored.

Status codes

Codes that indicate whether a specific HTTP request has been successfully completed (404, 301 etc)

Subdomain

An Internet domain which is part of a primary domain.

T

Taxonomy

The way a website organizes its data into categories and subcategories.

Thin content

Pages with less content thereby having less or no value.

Thumbnail

Reduced-size versions of pictures or videos, used to help in recognizing and organizing them.

Time on page

How much time users are spending on a page.

Title tag

An HTML element that specifies the title of a web page.

Top level domain

One of the domains at the highest level in the hierarchical Domain Name System of the Internet.

Traffic

The amount of data sent and received by visitors to a website.

U

Universal search

A term which refers to generic search.

URL

Uniform Resource Locator - global address of documents and other resources on the World Wide Web.

User agent

A software (a software agent) that is acting on behalf of a user.

User experience

A person's emotions and attitudes about using a particular product, system or service.

User generated content

Any form of content that has been posted by users on online platforms such as social media.

UTM parameter

Urchin Tracking Module (UTM) - parameters used by marketers to track the effectiveness of online marketing campaigns.

V

Voice search

A process that allows users to use Google Search by speaking on a mobile phone or computer.

W

Webmaster guidelines

A set of actions given so that webmasters can make their websites more indexable or crawlable.

Webpage

A hypertext document connected to the World Wide Web.

Website

A collection of related network web resources, such as web pages, multimedia content, which are typically identified with a common domain name.

Website navigation

The process of navigating a network of information resources in the World Wide Web.

White Hat SEO

The usage of optimization strategies, techniques and tactics that focus on a human audience completely following search engine rules.

Word count

Number of words in a document or passage of text.

Wordpress

A free and open-source content management system.

X

XML sitemap

An XML file that lists the URLs for a site.

Y

Yahoo

A search engine.

Yandex

A Russian multinational corporation specializing in Internet-related products and services, including search engine.

Z

Zipped file

A file format that supports lossless data compression.

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