



SEO Terms

Algorithms

Algorithms are operational programming rules (or mathematical formulas) that are used by search engines to establish a Web page's position in the SERPs or the search engine results pages

ALT Attributes

'Alt' attributes are used to display alternative text description for images when Web user hover mouse over them.

Anchor Texts

Anchor texts are the visible texts that are hyperlinked and that allow you to move to other Web pages in a website by clicking on them.

AdWords

Google AdWords are CPC or cost-per-click ads which are placed in different websites, where ads owner is paid for every click made by user on ads.

Anchor text

The anchor text of a backlink is the text that is clickable on the web page. Having keyword rich anchor texts help with SEO because Google will associate these keywords with the content of your website. If you have a weight loss blog, for instance, it would help your search rankings if some of your backlinks had "weight loss" as their anchor texts.

Backlink

Also called inlink or simply link, it is an hyperlink on another website pointing back to your own website. Backlinks are important for SEO because they affect directly the PageRank of any web page, influencing its search rankings.

Black Hat SEO Tactics

Black Hat SEO tactics or techniques are unethical or unfair search engine optimization tactics that are used to increase ranking on SERPs. These tactics could get your website banned by search engines.

Canonical URL

Canonicalization is a process for converting data that has more than one possible representation into a "standard" canonical representation. A canonical URL, therefore, is the standard URL for accessing a specific page within your website. For instance, the canonical version of your domain might be <http://www.domain.com> instead of <http://domain.com>.

Cloaking

Cloaking is a Black Hat SEO tactic. This technique involves making the same web page show different content to search engines and to human visitors. The purpose is to get the page ranked for specific keywords, and then use the incoming traffic to promote unrelated products or services. This practice is considering spamming and can get you penalized (if not banned) on most search engines.

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Crawlers

Crawlers are software programs that go through sites in an automated and orderly fashion. These crawlers are used to validate HTML codes and for link analysis purposes.

Cross-linking

Cross-linking, as the term suggests, is the interconnection of all pages of a website to each other through linking. This is done to increase link popularity. It is also called interlinking.

CSS

CSS, an abbreviation of Cascading Style Sheets, is an application that is used in the formatting of Web pages that are written in XHTML or HTML.

Conversion Rate

The conversion rate is the rate at which Web visitors convert into customers.

Description

Meta tag description is the description that is located on a Web page's head section to explain what the site is all about. The term is also used to describe your site segment elaborately for purposes of directory submission.

Directories

Directories could be paid or free, are websites that have various categories for external links. Directories may be used for various purposes.

Duplicate Content

Duplicate content generally refers to substantive blocks of content within or across domains that either completely match other content or are appreciably similar. You should avoid having duplicate content on your website because it can get you penalized.

Google Bots

Google bots or robots are Google's spiders that transverse the Internet to feed Web pages to indexes. Visits by these spiders increase as you increase the quality links to your website.

Keyword Density

To find the keyword density of any particular page you just need to divide the number of times that keyword is used by the total number of words in the page. Keyword density used to be an important SEO factor, as the early algorithms placed a heavy emphasis on it. This is not the case anymore.

Keyword Stuffing

Since keyword density was an important factor on the early search algorithms, webmasters started to game the system by artificially inflating the keyword density inside their websites. This is called keyword stuffing. These days this practice won't help you, and it can also get you penalized.

Linkbait

A linkbait is a piece of web content published on a website or blog with the goal of attracting as many backlinks as possible (in order to improve one's search rankings). Usually it's a written piece, but it can also be a video, a picture, a quiz or anything else. A classic example of linkbait are the "Top 10" lists that tend to become popular on social bookmarking sites.

Link farm

A link farm is a group of websites where every website links to every other website, with the purpose of artificially increasing the PageRank of all the sites in the farm. This practice was effective in the early days of search engines, but today they are seeing as a spamming technique (and thus can get you penalized).

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Link Building

Link building is the process of getting relevant and quality links from other sites. This is done through referral, lease, purchase, or request.

Link Popularity

Your link popularity is the number of hyperlinks that point to your Web page. Link popularity is a great factor in determining your ranking with search engines such as Google's PageRank (PR).

Link Sculpting

By using the nofollow attribute strategically webmasters were able to channel the flow of PageRank within their websites, thus increasing the search rankings of desired pages. This practice is no longer effective as Google recently change how it handles the nofollow attribute.

Meta Tags

Meta tags are basically HTML tags that are used for the storage of information related to Web pages. These tags are not visible when browsing. The tags carry such information as the keywords used, the page description, and the theme of the Web page.

NoFollow

The nofollow is a link attribute used by website owners to signal to Google that they don't endorse the website they are linking to. This can happen either when the link is created by the users themselves (e.g., blog comments), or when the link was paid for (e.g., sponsors and advertisers). When Google sees the nofollow attribute it will basically not count that link for the PageRank and search algorithms.

Optimization

Website optimization is the process of increasing the ranking of a website with search engines so that it appears higher in search engine results pages or SERPs.

Outbound Links

An outbound link is a link on your site that points to other sites.

Pay-per-Click (PPC)

PPC is the process used by major search engines such as Google, Bing, Yahoo!, and MSN where advertisers place ads on websites and search engines pay once when someone clicks on the ads.

PageRank

PageRank is an algorithm that Google uses to estimate the relative important of pages around the web. The basic idea behind the algorithm is the fact that a link from page A to page B can be seen as a vote of trust from page A to page B. The higher the number of links (weighted to their value) to a page, therefore, the higher the probability that such page is important.

Reciprocal links

Reciprocal Links are links that are exchanged between 2 websites that want to improve their search engine ranking.

Robots.txt

This is nothing more than a file, placed in the root of the domain, that is used to inform search bots about the structure of the website. For instance, via the robots.txt file it's possible to block specific search robots and to restrict the access to specific folders of section inside the website.

Sandbox

Google basically has a separate index, the sandbox, where it places all newly discovered websites. When websites are on the sandbox, they won't appear in the search results for normal search queries. Once Google verifies that the website is legitimate, it will move it out of the sandbox and into the main index.

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Search Algorithm

Google's search algorithm is used to find the most relevant web pages for any search query. The algorithm considers over 200 factors (according to Google itself), including the PageRank value, the title tag, the meta tags, the content of the website, the age of the domain and so on.

Search Engine Ranking Report

This is a report that evaluates the ranking of a Web page by doing keyword analysis in Google, Yahoo!, and the other big search engines.

Search Engine Result Page (SERP)

This is the page where search engine results are displayed once you type in a keyword or a keyword phrase in the search box of the search engine.

Search Engine Submission

This is the process of submitting a site to search engines so that it can be indexed and it appears in their SERPs.

SEM

Stands for Search Engine Marketing, and as the name implies it involves marketing services or products via search engines. SEM is divided into two main pillars

SEO and PPC

SEO stands for Search Engine Optimization, and it is the practice of optimizing websites to make their pages appear in the organic search results. PPC stands for Pay-Per-Click, and it is the practice of purchasing clicks from search engines. The clicks come from sponsored listings in the search results.

SERP

Stands for Search Engine Results Page. It's basically the page you'll get when you search for a specific keyword on Google or on other search engines. The amount of search traffic your website will receive depends on the rankings it will have inside the SERPs.

Slurp

This is Yahoo's crawler. It transverses the Internet and submits what it gets to Yahoo!

Spiders

Spiders are automated programs that work by randomly visiting sites and Web pages, reading the content, and then indexing them in Google. A spider can be taken to be a robot used in search engine listing.

Spamming

Spamming is a Black Hat SEO technique whereby web masters repeat keywords/keyword phrases with the aim of increasing the ranking of their website

Title Tag

The title tag is literally the title of a web page, and it's one of the most important factors inside Google's search algorithm. Ideally your title tag should be unique and contain the main keywords of your page. You can see the title tag of any web page on top of the browser while navigating it.

Traffic

Web traffic is the number of visitors on a website.

Web Crawler

Also called search bot or spider, it's a computer program that browses the web on behalf of search engines, trying to discover new links and new pages. This is the first step on the indexation process.

White Hat SEO Tactics

These are the SEO techniques that comply with search engine guidelines.