Glossary of Digital Marketing Terms (SEO)

1. Organic traffic:
    - Organic traffic is traffic generated to a website through organic means only.
    - Organic traffic is the term used to describe visits to a website coming from a search engine's organic results and not paid ads.
2. Visibility (website visibility/SEO visibility/Search Engine visibility):
    - Visibility can be defined as a metric showing how often your website is found on the Internet.
    - Search engine visibility (also known as “search visibility” or “SEO visibility”) is the share of traffic that a website receives from its rankings in the organic search results.
3. Ranking:
    - Ranking refers to the order of URLs on the search engine results page (SERP) and the process search engines use to determine these results.
    - Google keyword ranking is the position that your website is listed in Google when a user searches that phrase or keyword. A ranking of 1 means that you are at the top. If you are number 11, that means that you are on page 2 of Google as most search results have 10 listings per page.
4. SERP (Search Engine Results Pages/page)
    - A search engine results page, or SERP, is the page you see after entering a query into Google, Yahoo, or any other search engine.
    - Search Engine Results Pages (also known as “SERPs” or “SERP”) are Google's(or any other Search Engine) response to a user's search query. SERPs tend to include organic search results, paid Google Ads results, Featured Snippets, Knowledge Graphs and video results.
5. Query/Search Query:
    - A search query is a phrase or a keyword combination users enter in search engines to find things of interest
    - Search queries are what people search.
    - A search query can be any length.

6. Keyword/keywords:
    - SEO keywords (also known as “keywords” or “keyphrases”) are terms added to online content in order to improve search engine rankings for those terms.
    - SEO keyword is a word or phrase that is represented on a webpage in order to match a search query.
    - SEO Keywords are the words or phrases people use to search for information, products, or services online. They are also the words or phrases used by internet search engines to rank and sort content on the internet.

    <u>Difference between keyword and query</u>
    A keyword refers to a word or group of words that are usually associated with particular content or topic. An example of a keyword would be “united states president”.

    On the other hand, a search query refers to the real-life combination of words that people enter in search engines to find a particular content or information.

7. Backlinks:
    - Backlinks (also known as “inbound links”, “incoming links” or “one way links”) are links from one website to a page on another website.

- An example of a backlink is any article you find that links to another source or website.

8. Search Engine Algorithms and updates
- A search algorithm is a unique formula that a search engine uses to retrieve specific information stored within a data structure and determine the significance of a web page and its content. Search algorithms are unique to their search engine and determine search engine result rankings of web pages.
- A search engine algorithm is a set of rules that search engines use to determine how important a web page is.
- To determine relevance, search engines use algorithms, a process or formula by which stored information is retrieved and ordered in meaningful ways.
- Search engine algorithm updates are periodic improvements made to the procedures, or algorithms, used to rank websites in natural search results.

9. Website architecture
- Website architecture is the hierarchical structure of your website pages. This structure is reflected through internal linking. Your website's structure should help users easily find information and help search engine crawlers understand the relationship between different pages.
- Website architecture refers to how information is organized and prioritized on your site.

10. Meta tags
- Meta tags are invisible tags that provide data about your page to search engines and website visitors.
- Meta tags provide information about the webpage in the HTML of the document. This information is called "metadata" and while it is not displayed on the page itself, it can be read by search engines and web crawlers.

11. Website’s link profile:
- A link profile is the makeup of links directing to your site. Google favors links from a variety of sites as well as high-authority sites.

12. Guest posting
- Guest blogging — also known as guest posting — is the practice of contributing a post to another person's blog in order to build relationships, exposure, authority, and backlinks.

13. Structured data markup:
- Structured data is any data that lives in a fixed field within a file. Within the world of SEO, structured data is the markup that helps search engines understand how to interpret and display the content.