

Glossary: SEO Terms You Should Be Familiar With

The road from 0 to 100K organics starts here!



ALGORITHM

A set of rules search engines use to decide which websites show up first when you search for something.

ALT TEXT

Alt text (alternative text) is the text description of an image on a web page. It's used by screen readers and search engines.

ANCHOR TEXT

Anchor text is the visible clickable text of a hyperlink. Google uses anchor texts to better understand the content of the linked page.



BACKLINK

Backlinks are links from an external page back to your website. Search engines analyze the quality of a backlink to estimate how important a page is.

BLACK HAT SEO

Sneaky or unethical SEO tactics that try to trick search engines (like keyword stuffing, hidden text, spammy links).

BOUNCE RATE

The percentage of visitors who leave your site after only looking at one page.

BRANDED KEYWORDS

Branded content is any created by brands promoting their products, services, or values.

BROKEN LINK

A broken link is a link on a web page that points to a non-existent (or "dead") resource. They can be internal or external links.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



CANONICAL URL

A canonical URL is a URL that Google sees as the “master” version of a set of duplicate or near-duplicate pages.

CLICK-THROUGH RATE (CTR)

The percentage of people who click your link after seeing it in search results.

CLOAKING

A deceptive technique that presents different content or URLs to human users and search engines.

CORE WEB VITALS

Google’s key metrics for user experience: loading speed, interactivity, and visual stability.

CRAWLER

An internet program designed to browse the internet systematically. Crawlers are most commonly used as a means for search engines to discover and process pages for indexing and showing them in the search results.



DOMAIN RATING (DR)

A metric developed to measure the strength or authority of a website to help predict its ranking on search engines.

DUPLICATE CONTENT

When identical or very similar content appears on multiple pages.



E-E-A-T (EXPERIENCE, EXPERTISE, AUTHORITATIVENESS, TRUSTWORTHINESS)

Google’s framework for evaluating if content is credible and reliable.

EXTERNAL LINK

A link that points to a different website.

EVERGREEN CONTENT

Content that stays useful over time.



FOOTER LINKS

Links placed at the bottom of a webpage.

FRESHNESS

How new or recently updated content is.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



GATEWAY PAGE

A web page designed to rank for particular search queries without offering useful information or answering the user's search query. When clicked from an SERP, the page will redirect the visitor to a different page.

GOOGLE ALERTS

Free service from Google that monitors the web for content changes matching a specific search query.

GOOGLE ANALYTICS

Free web tracking tool offered by Google to analyze how visitors interact with your website.

GOOGLE SEARCH CONSOLE

Free service from Google that helps you monitor and troubleshoot your website's appearance in their search results.

GUEST POST

Writing content for another website to earn exposure and backlinks.



HEADER TAGS (H1, H2, H3, ETC.)

HTML tags used to set apart headings and subheadings from the rest of the content on a webpage.

HTML SITEMAP

A page listing all other pages of a site for users.

HTTPS

Encrypted version of HTTP that protects the communications between your browser and server from being intercepted and tampered with by attackers.



INBOUND LINK

Link from another site to your website.

INDEXABILITY

A search engine's ability to analyze and store a web page in its database.

INTERNAL LINK

A link from one page of your site to another.

INTENT

The reason behind a search query:

Commercial: User is researching products or services.

Transactional: User has decided to complete a transaction.

Informational: User is looking for general information.

Navigational: User wants to find a specific website or web page.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



KEYWORD

Words and phrases that the web page is associated with The word or phrase people type into search engines.

KEYWORD CANNIBALIZATION

When multiple pages from your site compete for the same keyword. Google gets confused and neither page wins.

Example: Two blog posts both targeting “cheap helmets.”

KEYWORD DENSITY

A metric of how frequently keywords are used within a piece of content in relation to the overall word count.

KEYWORD DIFFICULTY

A metric provided by various SEO tools intended to estimate how difficult it is to rank on a specific SERP.

KEYWORD RANKING

A keyword ranking is a website's organic ranking position in the search results for a particular keyword.

KEYWORD VOLUME

The average number of searches for a keyword in a month.

Friendly Tip: High volume ≠ high value – check intent too.



LANDING PAGE

A landing page is a web page where a visitor "lands" after clicking on a link in a specific marketing campaign.

LINK BUILDING

The practice of getting backlinks from other sites. Tip: Quality > quantity. One link from a trusted site beats 50 spammy ones.

LINK EXCHANGE

Agreement between two websites to link to each other.

LINK PROFILE

Assessment of all the backlinks (quantity, quality, diversity, etc.) a website has.

LOCAL SEARCH MARKETING

Local search marketing is the process of improving a local business's search visibility online. A local business is any business that serves its customers in person.

LOCAL SEO

The process of 'optimizing' your online presence to show up and rank higher in relevant local searches.

LONG-TAIL KEYWORD

A low-volume search query on a specific topic.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



META DESCRIPTION

HTML attribute used to describe what a page is about. Found under the page title in SERPs.

META KEYWORDS

Meta tags that give some search engines (not Google) more information about a page's content.

META TAGS

Snippets of code that tell search engines important information about your web page.



NOINDEX

Instruction telling search engines not to index a page. Friendly tip: Use for pages you don't want in search results. Example: Internal thank-you page.



OFF-PAGE SEO

Any efforts taken outside of a website to improve its search engine rankings. For example, [backlinks](#).

ON-PAGE SEO

The practice of optimizing a web page's visible content and source code to rank higher.

OPEN GRAPH META TAGS

Snippets of code that control how URLs are displayed when shared on social media.

ORGANIC SEARCH RESULTS

Non-paid search results from a search engine that can't be bought or influenced by advertisers.

ORGANIC TRAFFIC

Traffic from a search engine's organic results.

ORPHAN PAGE

Page with no internal links pointing to it.

OUTBOUND LINK

Link that points to a page not on your website.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



PAGE SPEED

The amount of time it takes for a web page to load.

PAGE TITLE OR TITLE TAG

Main HTML title of a page, shown in search results.

PAID LINK

A [backlink](#) that you pay for.

PBN (PRIVATE BLOG NETWORK)

Network of websites used to create backlinks (risky, can be penalized).

PEOPLE ALSO ASK

SERP feature that answers questions related to the user's search query.

PENGUIN / PANDA UPDATES

Google algorithm updates targeting spammy links (Penguin) and thin/low-quality content (Panda). Friendly tip: Keep backlinks natural and content high-quality.

PRIMARY KEYWORD

A primary keyword is the single, main keyword around which a web page is created and optimized.



QUERY (SEARCH QUERY)

Words or phrases a user types into a search engine.
Friendly tip: Understand what users are searching for.

QUALITY CONTENT

Valuable, trustworthy, well-written content that satisfies search intent.
Friendly tip: Solve problems, entertain, or inform.



REDIRECT

Sending users and search engines from one URL to another.

RELATED SEARCHES

Related searches are search queries related to the keyword you type into a search engine.

ROBOTS.TXT

A file that tells search engines where they can and can't go on your site.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



SCHEMA MARKUP

Code that helps search engines to better understand and represent your content in the search results.

SEARCH ALGORITHM

Logic used by search engines to rank matching results when a user performs a search.

SEARCH ENGINE RESULTS PAGE (SERP)

Pages that search engines show in response to a user's search query.

SEARCH VOLUME

Search volume is the number of times, on average, that users enter a particular search query into a search engine each month.

SEED KEYWORDS

Seed keywords are words or phrases used in the keyword research process as the starting point to unlock more keyword suggestions.

SEO AUDIT

The process of evaluating and assessing your website to see how well it's performing in search engines.

SHORT-TAIL KEYWORDS

Terms with high search volumes.

SITEMAP

A sitemap is an XML file listing all the pages on your website that you want search engines like Google to index.

STRUCTURED DATA

A standardized way to provide additional information about a web page to search engines, social networks and other services.

SUBDOMAIN

Part of a website that's placed under that website's root directory. Represented by an addition at the front of the root domain name.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



TECHNICAL SEO

Optimizing site structure, speed, mobile-friendliness, and crawlability. Friendly tip: Foundation of good SEO; don't ignore it.

THIN CONTENT

Content that has little or no value for the user.

TITLE TAG

HTML element used to specify the title of a webpage.



URL RATING

The strength of a target page's backlink profile on a 0–100 scale, with 100 being the strongest.

URL SLUG

A URL Slug is the part of the URL that follows the slash after the domain name or subfolder.

URL STRUCTURE

How URLs are organized and formatted.

Friendly tip: Short, readable, keyword-rich URLs perform better. Example: /ice-cream-chocolate vs /page123

USER EXPERIENCE (UX)

How enjoyable and easy it is for users to navigate your site.

Friendly tip: Fast, clean, intuitive sites = better rankings



VISIBILITY (SEARCH VISIBILITY)

How often your site appears in search results.

Friendly tip: Track to see improvements over time.



WEBSITE AUTHORITY

A metric provided by Search Engines and SEO tools that measures a website's relative authority on a particular topic.

WEBSITE STRUCTURE

How a site is organized and its web pages interlinked.

WEBSPAM

Any online content created to manipulate search engine rankings.

WHITE HAT SEO

Ethical SEO techniques following guidelines. Safe, long-term strategy.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z



XML SITEMAP

File helping search engines find and index pages.
Friendly tip: Keep updated with new pages.



ZERO-CLICK SEARCHES

Searches where the answer appears directly in the results.
Friendly tip: Optimize for featured snippets.
Example: Google shows calories of ice cream directly.

ZOMBIE PAGES

Low-quality pages that get no traffic or rankings.



QUICK START SERVICE



If you feel lost, don't know where to start, or simply haven't got the time to DIY, the **Plug In Useful Team** offers a **Quick Start Service**. A team of **SEO experts** will review your shop, **implement fixes for you** and provide **recommendations and strategies** for you to further **optimize your website and content!**

WHAT IT INCLUDES:

- Keyword Research
- Competitor/Opportunity Analysis
- Titles and Descriptions Optimization
- Broken Link Fixes
- Content and Website Strategy
- Tips and Recommendations



there's more!

Check out the rest of our guides to getting started on your SEO journey with Plug In SEO!