

Your SEO GLOSSARY



Do you speak SEO? Understanding the language of search optimization helps you get noticed by local consumers online and grow your business. Sit back, relax, and increase your SEO vocabulary with this helpful glossary so you can improve your website ranking.

Alt Text

This bit of text is used to describe a website image. The end user won't see it, but a search engine can crawl it and determine the nature of the image.



Alt Text Goes Here

Anchor Text

Words and phrases that become hyperlinked on a website are anchor text.



Backlink

A backlink is any link that leads from a web page back to your website.



Black Hat Tactics

These tactics are meant only to boost your search engine ranking with no regard for providing value to the web user.



Bot/Spider/Crawler

Search engines use bots to scan web pages, add them to an index, and determine their relevancy to searches.



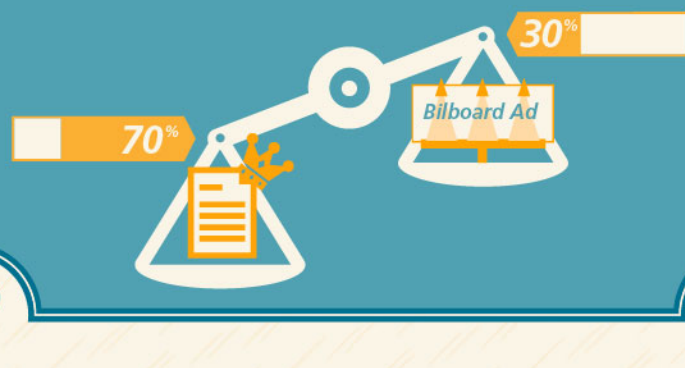
Duplicate Content

Content used on more than one web page becomes duplicate content, which is penalized by search engines.



Did You Know?

70% of consumers prefer to read about a company via custom content versus ads.



Google Panda

This change to Google's algorithm in 2011 penalized sites with low quality content, including long lists of irrelevant links.



Google Penguin

A 2012 Google algorithm update, Penguin targeted sites with duplicate content and Google guideline violations.



Heading

Headings are font on a web page that is larger than the standard paragraph text. They are included inside of heading tags such as <H1> on the HTML.



HTML

Short for Hyper Text Markup Language, HTML is code that informs the functionality and formatting on a website.



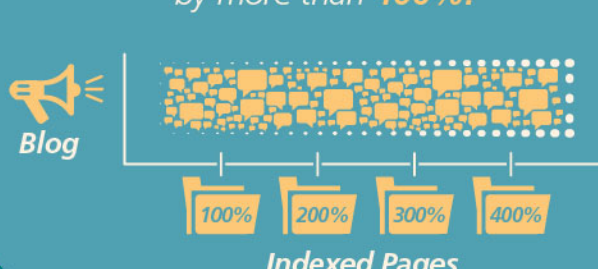
Indexing

This is the process by which a search engine adds web pages to an organized database (index).



Did You Know?

Blogs increase a site's indexed pages by more than **400%**.



Links

Links are clickable text or graphic elements on a website that lead to a different location on the web.



or



Keyword

A keyword is any term or phrase a user enters into a web search.



Link Building

Creating incoming backlinks to your website is called link building.



META Tags

This text is a part of the HTML that describes the web page in about 150 characters.

<metatags>

Use About 150 Characters

Search Engine

Search engines are sites like Google and Bing that allow users to search through indexed web pages.



Did You Know?

46% of searchers now report using mobile exclusively to search on search engines.



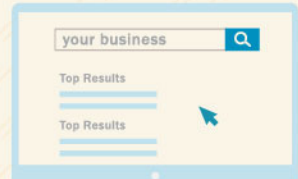
SEO

Search engine optimization is the process of optimizing your web pages to improve your ranking on a search engine and get more site visitors.



SERP

Short for search engine results page, a SERP is what users see after they search for a keyword.



Title Tag

This tag shows the title of an online document or page and shows up on SERPs.

TITLE TAG

Top Rated Chiropractor - in Mission Valley
www.yourwebsitehere.com
Get Neck Injury & Back Pain Relief

URL

This is a web address, more formally called a Uniform Resource Locator.



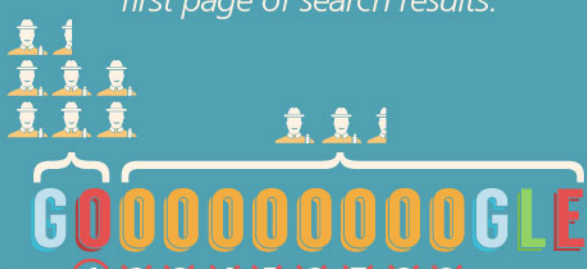
White Hat Tactics

These are fair, best practice SEO tactics. They improve your search ranking while offering value to users.



Did You Know?

75% of people never leave the first page of search results.



Still have questions about SEO? We're here to translate! Call **1.800.IMATRIX** to speak to an Internet Consultant.