SEO Jargon Buster

Our helpful guide to the world of SEO

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General Terms

Here are some general terms that you will hear regularly from SEO experts that can be highly confusing, however when you understand the terminology everything becomes much clearer. We've broken down the most common terms people struggle with and made them simple to understand.

Black Hat	The term used for search engine optimisation tactics that violate Google's quality guidelines.
Crawling	The process of Google discovering your web pages.
De-Indexing	The process of a search engine removing your webpage from the results page.
Featured Snippet	Organic answer boxes that appear at the top of SERPs for certain search terms.
Google Analytics	A Google program that allows website owners to monitor traffic, track website conversions and much more.
Google My Business	A free listing on Google available to local businesses. These listings appear in the map pack and when customers search your brand.
Google Search Console	A free program by Google that allows website owners to monitor their website on the search engine.
Indexing	The process of a search engine listing your website on the results page.
Keywords	Used to describe the searches made by users on a search engine
Map Pack / Local Pack	A list of typically 3 business listings that appear for local searches such as 'builders in London'.
Organic	Earned placement on a search engine (compared to Paid advertising).
PageRank	Ordering search results by relevance to the query.
S.E.R.P.	An acronym that stands for 'Search Engine Ranking Position' - used describe the page after you see after completing a search.
Traffic	Describes visits to a website.
URL	'Uniform Resource Locators' are the locations or 'addresses' for individual pieces of content on the web.
White Hat	The term used to describe search engine optimisation tactics that comply with Google's quality guidelines.

On-Page Terms

SEO basically breaks down into two different types, **On-Page** and **Off-Page**.

On-Page SEO is where you optimise individual web pages in order to rank higher and earn more relevant traffic to those pages. Below is our jargon buster that aims to clarify the sometimes complicated terms used by SEO experts.

Anchor text	The text used to link between pages and websites.
Content scraping	Taking content from websites that you do not own and republishing it without permission on your own site.
Duplicate content	Content that is shared between domains or between multiple pages of a single domain.
Geographic modifiers	Describes the use of location related search terms. e.g. 'plumbers' is not modified. 'Plumbers in London' is geographically modified.
Heading Tags	An HTML element used to designate headings on a web page.
Image Alt Text	An HTML element used to describe an image placed on a web page
Image compression	Used to describe file size reduction in images to improve a websites page speed.
Internal linking	Describes the links made between web pages.
Keyword stuffing	Used to describe the overuse of keywords within content and links. It's a spammy tactic.
Meta descriptions	A snippet of around 155 words which summarises a pages content and is displayed on the SERPs page.
Page Titles	Refers to the short description of a webpage and appears at the top of a browser window and in SERPs.
Re-direct	A technique for making a web page available under more than one URL address.
SSL Certificate	A 'secure sockets layer' used to encrypt data passed between the web server and browser of the searcher.
Thin content	Describes a small amount of content that provides little to no value to a user.

Off-Page Terms

Off the page marketing refers to any activity that you do that includes optimising the page itself, this would include things like acquiring backlinks from other people's websites to yours. Below is our jargon buster that aims to clarify the sometimes complicated terms used by SEO experts.

Follow	The default state of a link. 'Follow' links pass "PageRank".
Guest Post	Describes the process of submitting content to a website in exchange for a link.
Link Building	You may think building involves you manually creating links for your website, but it describes the process of earning links to your website / websites pages.
No-follow	Links marked up with rel="nofollow" do not pass PageRank. Google encourages the use of these in some situations, like when a link has been paid for.
Press Release	When a piece of content related to your brand is distributed to news outlets
Reciprocal Link	When website A and B both have links to each other's pages.
Referral Traffic	Describes traffic from a link on another website
Unnatural linking	Google describes unnatural links as "creating links that weren't editorially placed or vouched for by the site's owner on a page." This is a violation of their guidelines and could warrant a penalty against the offending website.

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