

SEO Glossary

DiagnoSEO - clear, fact-checked definitions of SEO terms.

0-9 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

0-9

10 Blue Links - The traditional plain list of ten organic results before rich SERP features.

10x Content - Content created to be dramatically better than anything currently ranking for a topic.

200 OK - The HTTP status code indicating that a request succeeded.

2xx Status Codes - The family of HTTP status codes that indicate a successful request.

301 Redirect - A permanent redirect that passes most ranking signals to the new URL.

302 Redirect - A temporary redirect that signals the move to a new URL is not permanent.

304 Not Modified - A status telling the browser its cached copy of a resource is still current.

307 Redirect - A temporary redirect that preserves the original request method.

403 Forbidden - A status meaning the server understood the request but refuses to authorize it.

404 Error - The status returned when a requested page cannot be found on the server.

404 Not Found - The HTTP status code indicating the requested resource does not exist.

410 Gone - A status indicating that a resource was intentionally and permanently removed.

4xx Status Codes - The family of HTTP status codes that indicate client-side errors.

500 Internal Server Error - A generic status meaning the server encountered an unexpected error.

502 Bad Gateway - A status meaning one server received an invalid response from another server.

503 Service Unavailable - A status meaning the server is temporarily unable to handle the request.

5xx Status Codes - The family of HTTP status codes that indicate server-side errors.

A

A/B Testing - Comparing two versions of a page or element to see which one performs better. Also known as Split Testing.

Above the Fold - The portion of a web page that is visible without any scrolling.

Absolute URL - A complete web address that includes the protocol and domain, for example <https://example.com/page>.

Accept-Language Header - An HTTP header that signals a user's preferred languages, used to serve localized content.

Access Log - A server file recording every request, used to analyze real crawler and user behaviour.

Accessibility - Designing websites so that people with disabilities and assistive technologies can use them.

Ad Impressions - The number of times an advertisement is displayed to users.

Ad Keyword - A keyword an advertiser bids on so that their paid ad can be triggered.

Ad Rank - A Google Ads value that determines ad position, based on bid, ad quality, and context.

ADA Website Compliance - Meeting the accessibility expectations of the U.S. Americans with Disabilities Act for websites.

Adobe Analytics - Adobe's enterprise-grade web analytics platform.

Advanced Search Operators - Special commands such as site: or intitle: that refine and filter search queries.

AEO (Answer Engine Optimization) - Optimizing content so it is surfaced as a direct answer by answer engines and AI assistants.

Affiliate - A partner who earns a commission for driving sales or leads through tracked links.

Ahrefs - A commercial SEO toolset widely used for backlink analysis, keyword research, and rank tracking.

AI Citation Eligibility - Whether content is structured and trustworthy enough to be cited as a source by AI answer systems.

AI Overview - Google's AI-generated summary shown above some search results, evolved from Search Generative Experience.

AI Snapshot - An AI-generated overview displayed above search results in generative search experiences.

AIO (AI Optimization) - Optimizing content and entities so that AI systems understand, surface, and cite a brand.

Algorithmic Penalty - A ranking drop applied automatically by a search algorithm rather than by a human reviewer.

Algorithmic Suppression - Algorithmic dampening that holds a page or site back in the rankings without a manual action.

Alt Text - Descriptive text for an image that aids accessibility and helps search engines understand it. Also known as Alt Attribute.

Alternate Page With Proper Canonical - A Search Console status for a duplicate page that correctly points to its preferred canonical version.

Ambiguous Intent - A query whose goal is unclear and could reasonably match several different intents.

AMP (Accelerated Mobile Pages) - An open framework for building stripped-down, fast-loading versions of mobile web pages.

Anchor Text - The visible, clickable text of a hyperlink, which gives search engines context about the linked page.

Anchor Text Ratio - The distribution of anchor text types across a site's backlink profile.

Answer Box - A SERP feature that gives a direct answer to a query, frequently drawn from a featured snippet.

Answer Sourcing - How an AI or answer engine selects and attributes the sources behind a generated answer.

API (Application Programming Interface) - A defined set of rules that lets software applications exchange data and functionality.

Article Spinning - Rewriting an existing article with synonyms to mass-produce superficially unique copies, a black-hat tactic.

Article Syndication - Republishing an article on other websites to reach a wider audience.

ASO (App Store Optimization) - Optimizing a mobile app's store listing to rank higher and convert better in app stores.

Assisted Conversions - Conversions in which a channel played a supporting role earlier in the path, not the final click.

Async - A script attribute that loads a file without blocking the parsing of the HTML.

Attribution Modeling - Rules that assign conversion credit across the touchpoints in a user's journey.

Author Authority - The perceived expertise and credibility of a content's author, relevant to E-E-A-T.

Author Entity - An author represented as a recognized entity that search engines associate with topics and works.

Authority - The overall trust and ranking strength a page or site has earned in the eyes of search engines. Also known as Website Authority.

Authority Dilution - The weakening of link equity when it is spread across too many links or pages.

Authority Score - Semrush's proprietary metric estimating a domain's overall quality and authority.

Authority Site - A highly trusted, established website that ranks well and is widely referenced by others.

Auto-Generated Content - Content produced automatically by software, which violates guidelines when it is spammy or unhelpful.

Average Position - The mean ranking position of a page or keyword across search results.

B

B2B - Business-to-business, marketing or selling products and services to other companies.

B2C - Business-to-consumer, marketing or selling products and services directly to individuals.

Backlink - A link from another website pointing to your page, treated by search engines as a vote of trust. Also known as Inbound Link, Incoming Link.

Backlink Profile - The overall collection, diversity, and quality of links pointing to a site.

Baidu - China's leading web search engine.

Bait and Switch - Ranking a page with one piece of content, then swapping it for something different, a deceptive tactic.

Banner Blindness - Users' tendency to ignore page elements that look like banners or advertisements.

BERT - Google's 2019 natural-language model that better interprets the context of words within a query.

BigCommerce - A hosted ecommerce platform for building and running online stores.

Bing - Microsoft's web search engine.

Bing Webmaster Tools - Microsoft's free platform for monitoring and improving how a site appears in Bing search.

Black Hat SEO - Tactics that deliberately violate search engine guidelines in order to manipulate rankings.

Blocked by Noindex - A Search Console status indicating a page is kept out of the index because of a noindex directive.

Blog Commenting - Leaving comments on blogs, sometimes for links that are usually nofollow and low value.

Body Content - The main content of a page, as distinct from the navigation, header, and footer.

Bounce Rate - The share of sessions that end after a single page with no further interaction.

Brand Authority - The trust and recognition a brand holds, which can influence rankings and click behaviour.

Brand Mention - Any reference to a brand online, whether it is linked or unlinked.

Brand Mention Link Building - Turning unlinked brand mentions into backlinks through outreach to the publisher.

Branded Anchor Text - Anchor text that uses the brand name as the clickable link text.

Branded Content - Content that features or is produced around a particular brand.

Branded Keyword - A search query that contains a brand or product name.

Branded SEO - Optimizing for search queries that include your brand name.

Breadcrumb Navigation - A secondary navigation trail that shows a page's position within the site hierarchy.

Broad Match Keyword - A Google Ads match type that triggers ads for related searches, not only the exact term.

Broken Link Building - Finding dead links on other sites and offering your relevant page as a replacement.

Brotli - A modern compression algorithm that shrinks text files to speed up page delivery.

Browser - Software that requests, renders, and displays web pages, such as Chrome or Safari.

Bundling - Combining multiple JavaScript or CSS files into fewer files to reduce the number of requests.

Byline Trust - Trust signals derived from a clearly attributed and credible author byline.

C

Cache - Temporarily stored copies of files that let pages load faster on repeat visits.

Cache-Control - An HTTP header that tells browsers and CDNs how long to store cached resources.

Caching - Storing copies of resources so they can be served faster and with less server load.

Call to Action (CTA) - A prompt urging users to take a specific action, such as Buy now or Sign up.

Canonical URL - The preferred version of a page that search engines should index when duplicate or similar pages exist. Also known as Canonical Tag, rel="canonical".

Canonicalization - The process of selecting and signalling one preferred URL among duplicate or near-duplicate pages.

Carousel - A horizontally scrollable SERP feature that displays multiple results, images, or cards.

ccTLD (Country Code Top-Level Domain) - A two-letter top-level domain tied to a country, such as .pl or .de, often used as a geo-targeting signal.

CDN (Content Delivery Network) - A distributed network of servers that delivers content from a location near each user.

Channel - A grouping of traffic by its source, such as organic, paid, referral, or direct.

Churn and Burn SEO - Aggressive black-hat tactics meant to rank a site quickly before it inevitably gets penalized.

Citation - An online reference to a business or source, especially its name, address, and phone number.

Citation Building - Actively creating consistent business listings across directories and platforms.

Citation Flow - A Majestic metric predicting a URL's influence based on the quantity of links pointing to it.

Citation Grounding - Anchoring an AI-generated answer to verifiable sources to reduce hallucination.

Click Potential - A Semrush metric estimating how likely a keyword's SERP is to produce organic clicks.

Click Share - The share of all available clicks for a set of keywords that one domain captures.

Clickbait - Sensational headlines designed to attract clicks, often over-promising what the content delivers.

Clickstream Data - Anonymized data on users' actual browsing and click paths, used to estimate search metrics.

Client-Side Rendering (CSR) - Rendering page content in the browser with JavaScript rather than on the server.

Cloaking - Showing different content to search engines than to users, a black-hat violation of guidelines. Also known as Page Cloaking.

CMS (Content Management System) - Software for creating, managing, and publishing website content without hand-coding, such as WordPress.

Cold Outreach - Contacting prospects with no prior relationship, for example to pitch a link or partnership.

Cold Start - The difficulty a brand-new site or page faces in ranking before it has accumulated signals or history.

Commercial Investigation Query - A search where the user is researching and comparing products ahead of a likely purchase.

Common Keywords - Keywords that two or more competing domains both rank for.

Competitive Density - A Semrush metric, from 0 to 1, showing how intensely advertisers compete for a keyword.

Competitor Analysis - Researching competitors' strategies, keywords, and links to inform your own SEO decisions.

Competitor Backlink Analysis - Studying competitors' backlinks to uncover link opportunities you can also pursue.

Competitors in Google Ads - Domains that bid on the same paid keywords as you do.

Competitors in Organic Search - Domains that compete with you for the same organic keywords.

Computer-Generated Content - Content created by software or AI rather than written by a human.

Content - The text, images, video, and other material on a page that delivers value to users.

Content Curation - Selecting, organizing, and sharing the best existing content on a given topic.

Content Decay - The gradual loss of traffic and rankings as content becomes outdated or less competitive.

Content Federation - Distributing the same content across multiple platforms or partner sites.

Content Fingerprints - Unique signatures search engines compute from content to detect duplicates and near-duplicates.

Content Gap - A topic or query your site does not yet cover but that competitors or users want.

Content Gap Analysis - Comparing your content with competitors to find missing topics and keyword opportunities.

Content Hub - A central page that links out to a cluster of related content on one topic.

Content Marketing - Creating and distributing valuable content to attract, engage, and retain an audience.

Content Negotiation - A server mechanism that serves different versions of a resource based on request headers, such as language.

Content Pruning - Removing or consolidating low-value pages to lift the overall quality of a site. Also known as Pruning.

Content Relevance - How well a page's content matches the searcher's query and underlying intent.

Content Silo - Grouping related content into tightly interlinked thematic sections.

Content Spinning - Automatically rewording content to create many near-duplicate versions, discouraged by search engines.

Content Syndication - Distributing content to third-party sites, ideally with canonical attribution to the original.

Content Velocity - The rate at which new content is published over a period of time.

Content-Based Classifier - A machine-learning system that categorizes pages by analyzing their content.

Contextual Link - A link placed within the main body content of a page and surrounded by topically relevant text.

Conversion - A completed desired action, such as a purchase, sign-up, or form submission.

Conversion (Goal) - A specific action configured to be tracked as a conversion in an analytics tool.

Conversion Rate - The percentage of visitors who complete a desired action.

Copied Content - Content duplicated from another source without meaningful original value.

Core Web Vitals (CWV) - Google's set of user-experience metrics (LCP, INP, and CLS) measuring loading, interactivity, and visual stability.

Cornerstone Content - Your most important, comprehensive pages that you most want to rank for core topics.

Cost % - A metric expressing advertising cost or paid-traffic share as a percentage for a keyword.

CPA (Cost Per Acquisition) - The average cost of acquiring one conversion or customer through advertising.

CPC (Cost Per Click) - The amount an advertiser pays each time a user clicks their ad.

CPM (Cost Per Thousand Impressions) - The cost of one thousand ad impressions, where the M stands for the Latin mille (thousand).

Crawl Anomaly - A Search Console label for an unspecified crawl failure, often an unexpected 4xx or 5xx response.

Crawl Budget - The number of pages a search engine will crawl on a site within a given timeframe.

Crawl Delay - A directive asking crawlers to wait between requests, respected by some engines such as Bing but ignored by Google.

Crawl Demand - How much a search engine wants to crawl a site, driven by its popularity and freshness.

Crawl Depth - How many clicks from the homepage a page sits, which influences how readily it is crawled.

Crawl Efficiency - How well a site's crawl budget is spent on valuable, indexable URLs rather than wasted ones.

Crawl Error - An issue that prevents a search engine from successfully accessing a URL.

Crawl Rate Limit - The maximum crawling speed a search engine uses to avoid overloading a server.

Crawl Trap - A site structure, such as endless URL parameters, that traps crawlers in low-value pages and wastes crawl budget. Also known as Spider Trap.

Crawlability - How easily search engine bots can access and crawl the pages of a site.

Crawled but Not Indexed - A Search Console status where a page was crawled yet deliberately left out of the index.

Crawler - An automated program that browses the web to discover, fetch, and pass pages on for indexing. Also known as Bot, Spider, Web crawler.

Crawler Directives - Instructions in robots.txt, meta robots, or HTTP headers that tell crawlers how to crawl or index.

Crawling - The process by which search engine bots discover and fetch web pages.

Critical Rendering Path - The sequence of steps a browser takes to turn HTML, CSS, and JavaScript into rendered pixels.

CRM - Customer Relationship Management software used to track leads, customers, and sales interactions.

CRO (Conversion Rate Optimization) - Systematically improving a site to increase the share of visitors who convert.

Cross-Linking - Linking related pages to one another to spread relevance and help users navigate.

CSS (Cascading Style Sheets) - The language that controls the visual presentation and layout of web pages.

CTR (Click-Through Rate) - The percentage of impressions that result in a click.

CTR Manipulation - Artificially inflating click-through rate to try to influence rankings, a manipulative tactic.

Cumulative Layout Shift (CLS) - A Core Web Vital measuring how much page elements move unexpectedly while the page loads.

Curated Content - Third-party content gathered and presented together with added context or commentary.

Customer Journey - The full path a customer takes from first awareness through purchase and beyond.

D

<!DOCTYPE html> - The declaration at the top of an HTML document that tells the browser to use standards mode.

Data - Raw facts and figures collected for analysis.

Data Sampling - Analyzing a representative subset of data instead of the full dataset, which can reduce report precision.

Dead-End Page - A page with no outgoing links, leaving users and crawlers nowhere to go next.

Declined Keywords - Keywords for which a site's ranking positions have dropped over a period.

Deep Link - A link that points to a specific inner page rather than a site's homepage.

Deindexing - The removal of pages from a search engine's index.

Demographics - Statistical attributes of an audience, such as age, gender, and location.

Destination Site - The website that a link or campaign sends users to.

Digital PR - Earning brand coverage and links from media and publications through newsworthy stories.

Direct Traffic - Visits from users who reach your site without a referring source, for example by typing the URL.

Directory Links - Backlinks from online business or web directories.

Disallow - A robots.txt directive that tells crawlers not to access specified paths.

Disavow - Telling Google to ignore specific backlinks when it assesses your site.

Disavow File - The text file listing the domains or URLs you want Google to ignore.

Disavow Tool - The Google Search Console tool used to submit a list of backlinks for Google to ignore.

Discovered but Not Indexed - A Search Console status where Google has found a URL but has not yet crawled and indexed it.

Display Ads - Visual banner advertisements shown on websites across ad networks.

Distance - In local SEO, how far a business is from the searcher, a key local ranking factor. Also known as Proximity.

DNS (Domain Name System) - The system that translates human-readable domain names into the IP addresses servers use.

Dofollow Link - A standard link that passes ranking signals, the default when no rel attribute restricts it.

DOM (Document Object Model) - The browser's structured, in-memory representation of a page that scripts can read and modify.

DOM Size - The number of nodes in a page's DOM, which when excessive can slow down rendering.

Domain - The human-readable address of a website, such as example.com.

Domain Age - How long a domain has been registered, sometimes cited as a minor trust signal.

Domain Authority (DA) - Moz's proprietary 0-100 score predicting how well a domain is likely to rank.

Domain Name - The registered name that identifies a website, such as example.com.

Domain Name Registrar - A company accredited to register and manage domain names.

Domain Rating (DR) - Ahrefs' 0-100 metric measuring the strength of a domain's backlink profile.

Domain Structure - How a site's domain, subdomains, and directories are organized.

Doorway Page - A low-value page built only to rank for queries and funnel users elsewhere, against guidelines. Also known as Gateway Page, Bridge Page.

DuckDuckGo - A privacy-focused web search engine.

Duplicate Content - Identical or very similar content that appears on more than one URL.

Dwell Time - How long a user stays on a page after clicking a search result before returning to the SERP.

Dynamic URL - A URL whose content depends on query parameters, often containing characters like ? and &.

E

E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) - Google's quality framework from its rater guidelines, which added Experience to the earlier E-A-T.

Ecommerce - Buying and selling goods or services online.

Ecommerce SEO - Optimizing online stores and their category and product pages for organic search.

Edge Caching - Storing cached content on servers at the network edge, close to users, to speed up delivery.

Edge SEO - Implementing SEO changes at the CDN or edge layer, without altering the site's codebase.

Edge SEO Testing - Running SEO experiments through the edge or CDN layer.

Editorial Link - A backlink earned naturally on merit, without being requested or paid for.

Ego Bait - Content that flatters influential people in order to earn their links or shares.

Email Outreach - Contacting people by personalized email to pitch content, links, or partnerships.

Engagement - The degree to which users interact with your content.

Engagement Metrics - Measurements of user interaction, such as time on page, scroll depth, or clicks.

Engagement Rate - In GA4, the percentage of sessions that were engaged sessions.

Enterprise SEO - SEO carried out at large scale for sites with thousands of pages and complex organizations.

Entities - Distinct, well-defined things - people, places, brands, concepts - that search engines recognize and connect.

Entity Grounding - Linking content or an AI answer to a known entity so its meaning is unambiguous.

Entity-Based SEO - Optimizing around clearly defined entities and their relationships rather than keywords alone.

Entry Page - The first page a visitor lands on during a session.

Estimated Accuracy - A Semrush indicator of how reliable a given traffic or keyword estimate is.

Estimated Traffic - An SEO tool's approximation of how much organic traffic a site or page receives.

ETag - An HTTP header identifying a specific version of a resource so it can be cached efficiently.

Event Rich Results - Enhanced search results that show event details such as date and venue from structured data.

Evergreen Content - Content that stays relevant and useful long after it is published.

Exact Match Anchor Text - Anchor text that exactly matches the target keyword of the page it links to.

Exact Match Keyword - A keyword targeted in its precise form; in Google Ads, a match type triggering ads only for that term or close variants.

Expertise-Authority-Trust (E-A-T) - The earlier version of Google's content quality framework, before Experience was added.

External Link / Outbound Link - A link from your page that points to a different website.

F

Faceted Navigation - Filter-based navigation on large or ecommerce sites that can create many crawlable URL combinations.

FAQ Rich Result - A rich result that shows expandable questions and answers from FAQ structured data.

FAQ Schema - Structured data marking up question-and-answer pairs; Google now shows FAQ rich results only for authoritative sites.

Favicon - The small icon that represents a site in browser tabs and beside some search results.

Featured Image - The main representative image assigned to a post or page, used for thumbnails and sharing.

Featured Snippet - A highlighted answer shown at the top of some search results, pulled from a ranking page.

Fetch and Render - Checking how Googlebot retrieves and visually renders a page, to spot crawling or rendering issues.

Fetch and Render Tool - The legacy Search Console tool that showed how Googlebot fetched and rendered a URL.

File Compression - Reducing the size of files to save bandwidth and speed up page loading.

First Contentful Paint (FCP) - A performance metric marking the time until the first text or image is painted on screen.

First Link Priority - The idea that Google may count only the first link to a given URL on a page, ignoring later duplicate links.

Focus Keyword - The single main keyword a page is optimized to rank for.

Follow-Up - A subsequent outreach message sent after an initial email gets no reply.

Footer Link - A link placed in a site's footer, often appearing site-wide across pages.

Freshness - How recently content was published or updated, a ranking factor for time-sensitive queries.

FTP (File Transfer Protocol) - A standard protocol for transferring files between a client and a server.

G

GA4 (Google Analytics 4) - The current, event-based version of Google Analytics that replaced Universal Analytics in 2023.

Gated Content - Content a visitor can access only after submitting their contact details.

Gateway Timeout (504) - An HTTP 504 status returned when a server acting as a gateway does not get a timely response upstream.

GBP Optimization - Improving a Google Business Profile so it ranks better and converts more in local results.

GDPR - The European Union's General Data Protection Regulation governing how personal data is handled.

GEO (Generative Engine Optimization) - Optimizing content so it is surfaced and cited by generative AI search engines.

GEO (Geolocation Optimization) - Optimizing a site for location-based signals and targeting in local search.

Geo-Targeting - Serving content or ads to users based on their geographic location.

Geographic Modifiers - Location words added to a keyword, such as "plumber Berlin", to target local intent.

Google - The world's most widely used web search engine, and the company that operates it.

Google Ads - Google's pay-per-click advertising platform, formerly known as AdWords.

Google Ads Keyword - A keyword targeted within a Google Ads campaign to trigger paid ads.

Google AdSense - Google's program that lets publishers earn revenue by displaying ads on their sites.

Google Alerts - A free Google service that emails notifications when new content matches a chosen query.

Google Algorithm - The set of ranking systems Google uses to order results for a search query. Also known as Search Algorithm, Algorithm.

Google Algorithm Update - A change to Google's ranking systems that can shift how sites rank. Also known as Algorithm Update, Algorithm Updates.

Google Analytics (GA) - Google's free platform for measuring website traffic and user behaviour.

Google Analytics Goals - Conversions configured in Universal Analytics; GA4 replaced them with conversions and key events.

Google Autocomplete - The search predictions Google suggests as a user types a query.

Google Bowling - A black-hat attempt to get a competitor penalized by pointing low-quality links at their site.

Google Business Profile (GBP) - A free Google listing that manages how a business appears in Search and Maps. Also known as Google My Business.

Google Caffeine - A 2010 indexing infrastructure update that let Google index content faster and fresher.

Google Dance - A slang term for the ranking volatility a new site or page goes through while Google settles its position.

Google Fred - A 2017 Google update widely associated with demoting thin, ad-heavy, low-value content.

Google Keyword Planner - A Google Ads tool that provides keyword ideas and search-volume estimates.

Google Looker Studio - Google's free tool for building interactive reports and dashboards from your data, formerly Data Studio.

Google Maps - Google's mapping service, central to local discovery and local SEO.

Google Mobile-Friendly Test - A Google tool for checking how easily a page can be used on mobile devices.

Google PageSpeed Insights - A free Google tool reporting a page's performance and Core Web Vitals with suggestions to improve.

Google Penalty - A demotion or removal Google applies for violating its guidelines, especially via a manual action.

Google Pigeon - A 2014 Google update that improved the relevance and accuracy of local search results.

Google Pirate - A 2012 Google update that demotes sites with many valid copyright-removal (DMCA) complaints.

Google Possum - A 2016 Google update that diversified local results based on the searcher's location and filtering.

Google Quality Guidelines - Google's rules defining acceptable practices, now expressed through its spam policies and Search Essentials.

Google Search Console (GSC) - Google's free platform for monitoring a site's indexing, search performance, and technical issues. Also known as Google Webmaster Tools.

Google Search Operators - Special commands such as site: or intitle: that refine and filter Google searches.

Google Search Text Ads - Text-based paid ads that appear among Google search results.

Google Tag Manager - A free Google tool for deploying and managing marketing and analytics tags without editing code.

Google Top Heavy Update - A 2012 Google update that demotes pages with too many ads above the fold.

Google Trends - A free Google tool showing the relative popularity of search queries over time.

Google Webmaster Guidelines - The former name of Google's guidelines for websites, now called Google Search Essentials.

Googlebot - Google's web crawler that discovers and fetches pages for the search index.

Gray Hat SEO - Tactics that fall between white-hat and black-hat methods, carrying more risk than fully compliant SEO.

Guest Blogging - Writing and publishing a post on another website, often to build authority and earn links.

Guest Posting - Publishing content on someone else's site, commonly as a tactic to acquire backlinks.

Guestographic - An infographic you create that another site publishes, typically with a link back to you.

Gzip - A widely used compression method that shrinks files to speed up their delivery.

H

H1 Tag - The top-level HTML heading, typically used for a page's main title.

H2 / H3 Tags - Subheading tags that organize sections of content beneath the H1.

Hallucination Suppression - Techniques that reduce an AI model's tendency to generate false or unsupported statements.

Head Term - A short, broad, high-volume keyword, the opposite of a long-tail keyword.

Header Tags - HTML heading tags from H1 to H6 that structure content by importance. Also known as Heading Tags.

Helpful Content Update - A Google effort launched in 2022, later folded into core ranking, that rewards helpful, people-first content.

Hidden Text - Text concealed from users but visible to crawlers, a black-hat manipulation tactic.

Hilltop Algorithm - An early-2000s algorithm that finds authoritative pages via links from topical expert pages.

Historical Data - Past performance data used to identify trends and changes over time.

Hit - Any single request made to a server for a file, such as a page, image, or script. Also known as Website Hit.

Holistic SEO - Improving every aspect of a site, content, technical, and UX, rather than isolated tactics.

Home Page - The main entry page of a website, usually at its root URL.

Homepage Link - A backlink that points to a website's homepage rather than an inner page.

Host Status - A Search Console section reporting whether Google had problems crawling your host, such as robots.txt, DNS, or server issues.

Hostload - How much crawling a server can handle before it risks being overloaded.

HowTo Rich Result - A rich result showing step-by-step instructions from HowTo structured data, since deprecated by Google.

Hreflang - An attribute that tells Google about the language and regional variants of a page.

Hreflang Attribute - The specific rel-alternate hreflang markup that declares a page's language and region.

HSTS (HTTP Strict Transport Security) - A response header that forces browsers to connect to a site only over HTTPS.

HTML (HyperText Markup Language) - The markup language that structures the content of web pages.

HTML Sitemap - A human-readable page that lists a site's pages to help users and crawlers navigate.

HTTP (Hypertext Transfer Protocol) - The protocol that browsers and servers use to exchange web data.

HTTP/2 - A major revision of HTTP that speeds up loading by multiplexing many requests over one connection.

HTTP/3 - The latest version of HTTP, running over QUIC for lower latency and more reliable connections.

HTTPS - The encrypted, secure version of HTTP, protecting data in transit with TLS.

Hub - A central page that organizes and links out to related content on a topic.

Hub and Spoke Model - A content structure with a central hub page linking to related, more specific spoke pages.

Hummingbird - Google's 2013 algorithm overhaul that shifted focus toward the meaning and intent behind a query. Also known as Google Hummingbird.

Hydration - The process where client-side JavaScript attaches interactivity to server-rendered HTML.



Image Carousel - A SERP feature that shows a horizontally scrollable row of images.

Image Compression - Reducing the file size of images to speed up page loading without ruining quality.

Image Filename - The descriptive name of an image file, a minor signal for image SEO.

Image Pack - A SERP feature that displays a grouped block of images within the search results.

Image SEO - Optimizing images, including filename, alt text, and size, for search and performance.

Image Sitemap - A sitemap, or sitemap extension, that lists images to help search engines discover them.

Image Title - The title attribute of an image, shown as a tooltip and of minor SEO relevance.

Impression - A single instance of your listing or ad being shown in search results.

Impression Share - In Google Ads, the percentage of impressions you received out of those you were eligible for.

Improved Keywords - Keywords for which a site's ranking positions have risen over a period.

Incremental Static Regeneration (ISR) - A Next.js technique that rebuilds individual static pages on demand after the site is deployed.

Index - The database of pages a search engine has stored and can return in results.

Index Bloat - When too many low-value pages get indexed, diluting a site's overall quality signals.

Index Coverage Report - The Search Console report showing which pages are indexed and why others are not. Also known as Page Indexing Report.

Indexability - Whether a page is allowed and able to be added to a search engine's index.

Indexation Rate - The share of a site's pages that are actually indexed by a search engine.

Indexing - The process of analyzing a page and adding it to a search engine's index.

IndexNow - A protocol that lets sites instantly notify participating engines, such as Bing and Yandex, of changed URLs.

Infographic - A visual representation of information or data, often created to attract links.

Information Gain - How much new, unique information a page adds beyond what already-ranking pages cover.

Informational Query - A search where the user wants to learn or find information rather than to buy.

Intent Cluster - A group of keywords or queries that share the same underlying search intent.

Interaction to Next Paint (INP) - A Core Web Vital measuring how quickly a page responds to user interactions; it replaced FID in 2024.

Internal Link - A link from one page to another page on the same website.

Internal Linking - Linking between pages on the same site to aid navigation and distribute authority.

International SEO - Optimizing a site to target users across multiple countries and languages.

IP Address - A numerical label that identifies a device or server on a network.

J

JavaScript (JS) - The programming language that adds interactivity and dynamic behaviour to web pages.

JavaScript SEO - The practice of making JavaScript-heavy websites crawlable and indexable by search engines.

JSON-LD (JavaScript Object Notation for Linked Data) - Google's recommended format for adding structured data to a page using a script block.

K

Kanban - A visual board that manages tasks and workflow as cards moving through columns.

Keyword - A word or phrase that people type into search engines and that you optimize to target.

Keyword (Google Ads) - A term an advertiser bids on so that paid ads can be triggered.

Keyword (Not Provided) - Keyword data that Google hides from analytics, labelled as not provided.

Keyword (Organic) - A term you aim to rank for in unpaid, organic search results.

Keyword (Related) - A term semantically connected to your main keyword that supports the same topic.

Keyword Analysis - Evaluating keywords for relevance, volume, difficulty, and search intent.

Keyword Cannibalization - When multiple pages on a site compete for the same keyword, weakening their rankings.

Keyword Categorization - Grouping keywords into themes or topics to organize strategy and content.

Keyword Clustering - Grouping closely related keywords that a single page can target together.

Keyword Competition - The level of competition to rank organically or bid in ads for a keyword.

Keyword Density - How often a keyword appears relative to the total number of words on a page.

Keyword Difficulty - A tool metric estimating how hard it would be to rank for a given keyword.

Keyword Explorer - An SEO tool feature for discovering keyword ideas and analyzing their metrics.

Keyword Frequency - The raw number of times a keyword appears within a piece of content.

Keyword Funnel - Organizing keywords by the stage of the buyer's journey they reflect.

Keyword Overview - A tool report summarizing a keyword's key metrics, such as volume, difficulty, and intent.

Keyword Prominence - How prominently and early a keyword appears on a page, such as in the title or first paragraph.

Keyword Proximity - How close target keywords appear to one another within the text.

Keyword Ranking - A page's position in the search results for a specific keyword. Also known as Keyword Rank.

Keyword Research - Finding and analyzing the terms your audience searches for, to guide content and SEO.

Keyword Stemming - Reducing a word to its root so variations like run and running are treated as related.

Keyword Stuffing - Overloading a page with keywords in an attempt to manipulate its rankings. Also known as Keyword Spam.

Knowledge Graph - Google's database of entities and the relationships between them, used to enrich results. Also known as Google Knowledge Graph.

Knowledge Panel - A SERP box that shows key facts about an entity drawn from the Knowledge Graph. Also known as Google Knowledge Panel.

KPI (Key Performance Indicator) - A measurable value that tracks progress toward a specific goal.

L

Landing Page - A page a visitor arrives on from a campaign, designed to drive a single action.

Largest Contentful Paint (LCP) - A Core Web Vital measuring the time until the largest visible element of a page is rendered.

Last Crawl - The most recent date on which a search engine crawled a given page.

Last-Modified - An HTTP header that tells clients when a resource was last changed.

Latent Semantic Analysis (LSA) - A natural-language technique that analyzes relationships between documents and the terms they contain.

Lazy Loading - Deferring the loading of off-screen images or resources until they are needed, to speed up initial load.

Lead - A potential customer who has shown interest, for example by submitting their details.

Lead Magnet - A free incentive, such as an ebook, offered in exchange for a visitor's contact details.

Link Accessibility - Whether links can be discovered and followed by crawlers rather than hidden behind scripts.

Link Attribution - Signalling a link's nature using rel attributes such as nofollow, sponsored, or ugc.

Link Authority - The strength and trust that a linking page is able to confer.

Link Bait - Content created specifically to attract a large number of backlinks. Also known as Linkbait.

Link Building - The process of acquiring backlinks from other websites to improve authority and rankings.

Link Burst - A sudden spike in newly acquired backlinks over a short period.

Link Churn - The natural gain and loss of backlinks across a site over time.

Link Condom - Old slang for methods, such as nofollow, that stop a link from passing ranking value.

Link Distance - The number of link hops between a trusted seed site and a given page.

Link Diversity - Variety in the sources, types, and anchors of a site's backlinks.

Link Equity - The ranking value passed from one page to another through a link.

Link Exchange - A reciprocal arrangement in which two websites agree to link to each other.

Link Farm - A group of sites created solely to link to one another and manipulate rankings.

Link Gap - Backlinks that competitors have but your site does not.

Link Hoarding - Reluctance to link out to other sites in an attempt to keep all link value internal.

Link Insert (Niche Edit) - Adding a backlink into an existing, already-published article on another site.

Link Intersect - An analysis that finds sites linking to several of your competitors but not to you.

Link Juice - An informal term for the ranking value a link passes to its target.

Link Neighborhood - The set of sites you link to and that link to you, which signals your associations.

Link Placement Quality - How valuable a link's position and surrounding context are on a page.

Link Popularity - The number and quality of backlinks pointing to a website.

Link Profile - The overall makeup of all the backlinks pointing to a site.

Link Prospect - A website or page identified as a potential source of a backlink.

Link Reclamation - Recovering lost backlinks or turning unlinked brand mentions into links.

Link Relevancy - How topically related the linking page is to the page it links to.

Link Rot - The natural tendency for links to break over time as pages move or disappear.

Link Scheme - Any link practice intended to manipulate rankings, which violates Google's guidelines.

Link Spam - Irrelevant or manipulative links placed in an attempt to influence rankings.

Link Suppression - When a search engine discounts or ignores a link so it passes no ranking value.

Link Toxicity - The degree to which a backlink profile contains harmful or spammy links.

Link Velocity - The rate at which a site gains or loses backlinks over time.

Link Volume - The total number of backlinks pointing to a site or page.

Linkable Asset - High-value content created specifically to attract backlinks.

Linked Unstructured Citations - Mentions of a business within content that include a link but no structured directory listing.

Listicle Placement - Getting your brand featured within a list-style article on another website.

Listing Management - Maintaining accurate, consistent business listings across many platforms.

LLM Visibility - How often and how prominently a brand appears in large language model answers.

LLMO (Large Language Model Optimization) - Optimizing content and entities so large language models surface and cite a brand in their answers.

Local Ads - Paid ads targeted to a local audience, such as Google's Local Services Ads.

Local Business Schema - Structured data describing a local business, such as its name, address, and hours, for search engines.

Local Citation - Any online mention of a local business's name, address, and phone number. Also known as Local Citations, Citation (Local SEO).

Local Citations Consistency - Keeping a business's name, address, and phone number identical across all listings.

Local Filtering - When Google filters out similar local businesses sharing a location or phone to diversify results.

Local Finder - The expanded list of local results shown after a user clicks through from the Local Pack.

Local Keyword Research - Finding search terms that carry local intent for a business's area.

Local Listings - A business's profiles across directories, maps, and review platforms.

Local Pack - A SERP feature that shows a map and a short list of local business listings for a local query.

Local Query - A search with local intent, typically seeking nearby businesses, products, or services.

Local Ranking Factors - The signals, chiefly relevance, distance, and prominence, that determine local rankings.

Local Search - Searches for businesses, products, or services near a particular location.

Local Search Grid - A tool view showing how a business ranks across a geographic grid of points.

Local Search Marketing - The practice of improving a local business's visibility in local search.

Local Search Marketing Services - Agency services that improve a business's presence in local search results.

Local SEO - Optimizing a site and listings to rank for location-based searches and map results.

Local Teaser - A compact local SERP unit that previews nearby businesses for a location-based query.

Log File Analysis - Examining server logs to see how search engine bots and users actually access a site.

Long-Tail Keyword - A longer, more specific search query with lower volume but clearer intent.

Lost Link - A backlink that existed before but is no longer present.

LSI Keywords (Latent Semantic Indexing Keywords) - A common misnomer for semantically related terms; true latent semantic indexing is not how Google ranks.

M

<meta name="viewport"> - The meta tag that controls how a page scales and lays out on mobile devices.

Main Thread Blocking - When long JavaScript tasks tie up the browser's main thread and hurt responsiveness.

Manual Action - A demotion or removal applied by a human reviewer for violating Google's guidelines. Also known as Manual Penalty.

Map Rank Tracker - A tool that tracks a business's local rankings across different map locations.

Map Spam - Manipulating local map results with fake or keyword-stuffed business listings.

Market Consolidation - The degree to which a small number of domains capture most of a market's search traffic.

Market-Level Indexing - Organizing index or visibility data at the level of an entire market or country.

Match Score - A tool metric estimating how closely a result matches a query or keyword set.

Merchant Listings - Rich results that show product details such as price and availability from structured data.

Meta Description - The HTML summary of a page that often appears under its title in search results.

Meta Keywords - An obsolete meta tag for listing keywords that Google ignores for ranking.

Meta Refresh - Code that redirects the browser to another URL after a set delay. Also known as Meta Redirect.

Meta Robots Tag - An HTML tag that instructs search engines how to crawl and index a page.

Meta Tags - Snippets in the HTML head that give search engines information about a page.

Metric - A quantifiable measure used to track and evaluate performance.

Microdata - An inline HTML method of adding structured data using element attributes.

Minification - Removing unnecessary characters from code to shrink file size and speed up loading.

Mobile Optimization - Adapting a website so it performs and displays well on mobile devices.

Mobile Usability - How easily visitors can use and interact with a page on mobile devices.

Mobile-First Indexing - Google's practice of using the mobile version of a site for indexing and ranking.

Mobile-Friendly Website - A site that displays and functions well across mobile devices.

Model Confidence - How certain an AI model is about a particular prediction or generated answer.

Money Page - A page that directly drives revenue, such as a product or sales page.

Morningscore - An SEO tool that gamifies the tracking of rankings, links, and optimization tasks.

MozBar - Moz's free browser extension that shows SEO metrics such as domain and page authority.

Multi-Domain Strategy - Using several domains, for example per region or brand, as part of an SEO approach.

MUM (Multitask Unified Model) - A Google AI model that understands and generates language across formats and many languages.

N

NAP (Name, Address, Phone Number) - The core business contact details used consistently across local SEO citations.

NAP Consistency - Keeping a business's name, address, and phone number identical across every listing.

Natural Language Understanding (NLU) - A branch of NLP focused on grasping the meaning, intent, and nuance behind language.

Natural Link - A link given editorially on merit, without being requested or paid for.

Navigation - The system of menus and links that helps users move around a website. Also known as Website Navigation.

Navigational Query - A search where the user is trying to reach a specific website or page.

Negative Keywords - Terms you exclude in paid campaigns to avoid showing ads for irrelevant searches.

Negative SEO - Malicious tactics aimed at harming a competitor's search rankings.

News Box - A SERP feature that surfaces recent, relevant news articles, often labelled Top stories.

Niche - A specific, focused segment of a broader market or topic.

NLP (Natural Language Processing) - The field that enables computers to process, analyze, and understand human language.

Nofollow Link - A link that asks search engines not to pass ranking signals to its target. Also known as rel="nofollow".

Noindex - A directive that tells search engines not to include a page in their index.

Noopener and Noreferrer - Rel attributes added to links that open in a new tab, for security and privacy. Also known as rel="noopener", rel="noreferrer".

Number of Results - The count of pages a search engine reports as matching a given query.

O

Off-Page SEO - Activities away from your site, chiefly link building, that build authority and trust.

On-Page SEO - Optimizing a page's own content and HTML so it ranks higher in search.

Online Directories - Websites that list businesses, often serving as a source of local citations.

Online Review Management - Monitoring, responding to, and encouraging customer reviews across platforms. Also known as Review Management.

Online Reviews - Customer ratings and feedback about a business published online. Also known as Reviews.

Online Visibility - How easily a brand can be found across search engines and the wider web.

Open Graph - Meta tags that control how a URL is displayed when shared on social platforms. Also known as Open Graph Meta Tags.

Opt-In - A user's explicit consent to receive communications or be tracked.

Opt-Out - A user's choice to decline communications or tracking they would otherwise receive.

Organic Search Results - Unpaid listings ranked by relevance rather than advertising.

Organic Traffic - Visitors who arrive at a site from unpaid search engine results.

Origin Server - The server that holds a site's original content, sitting behind any CDN.

ORM (Online Reputation Management) - Managing and improving how a brand is perceived across search results and the web. Also known as Reputation Management.

Orphan Page - A page that has no internal links pointing to it from the rest of the site.

Out of Stock Handling - How an ecommerce site treats pages for products that are currently unavailable.

Outreach - Contacting people or sites to build relationships and earn links or coverage.

Over-Optimization - Applying SEO tactics so aggressively that it backfires and harms rankings.

P

Page Authority (PA) - Moz's 0-100 score predicting how strongly a single page may rank.

Page Experience - Google's set of signals reflecting how users perceive the experience of a page, including Core Web Vitals.

Page Speed - How quickly a web page loads and becomes usable for visitors.

Page Title - The title element of a page, shown as the clickable headline in search results.

Page View - A single instance of a page being loaded and viewed. Also known as Pageview.

PageRank (PR) - Google's foundational algorithm that scores a page's importance by the quantity and quality of links to it.

Pages per Session - The average number of pages a visitor views during a single session.

Pagination - Splitting content across numbered pages and linking between them for navigation.

Paid Link - A backlink that is acquired through payment.

Paid Search Engine Result - An advertised listing shown in search results because an advertiser paid for placement.

Paid Traffic - Visitors who arrive at a site through paid advertising.

Panda - A Google update that targets thin, low-quality content, now part of the core algorithm. Also known as Google Panda, Panda Update.

Partial Match Anchor Text - Anchor text that contains part of the target keyword alongside other words.

Partial Match Penalty - A manual action or demotion that affects only some pages or keywords rather than the whole site.

Passage Indexing - Google's ability to rank a single relevant passage within a page, not just the page as a whole.

Passage Retrieval - Retrieving the most relevant passage from documents to answer a query.

Passage Weighting - Assigning different importance to individual passages when ranking a page.

PBN (Private Blog Network) - A network of sites built solely to funnel links to a target site, a guideline violation.

Penguin - A Google update that targets manipulative links and spam, now part of the core algorithm. Also known as Google Penguin.

People Also Ask (PAA) - A SERP feature that shows expandable questions related to the user's query.

People Also Ask Boxes - The individual expandable question-and-answer boxes within the People Also Ask feature.

Persona - A fictional profile representing a segment of your target audience.

Personalization - Tailoring content or search results to an individual user's context and history.

Pillar Page - A broad, comprehensive page that anchors a topic cluster and links to related subpages.

Pitch - The message in which you propose your content, link, or idea to a prospect.

Pogo-Sticking - When a user clicks a result then quickly returns to the SERP to choose a different one.

Poison Words - Words once believed to trigger spam filters or hold back a page's ranking.

Position - The specific rank a result occupies on the search results page.

PPA (Pay Per Action) - An advertising model in which you pay only when a defined action, such as a sign-up, occurs.

PPC (Pay Per Click) - An advertising model in which you pay each time someone clicks your ad.

Precision - In information retrieval, the share of returned results that are actually relevant.

Price Competitiveness - How a product's price compares with competitors', relevant in shopping and product results.

Primary Category - The main category assigned to a business profile or product, which shapes relevance.

Primary Keyword - The single main keyword that a page is built and optimized to rank for.

Product Grid SEO - Optimizing ecommerce product-grid and category pages for organic search visibility.

Product Schema - Structured data describing a product, such as its price, availability, and ratings.

Programmatic SEO - Generating many pages at scale from data and templates to target large sets of similar queries.

Programming Language - A formal language used to write instructions that software executes.

Progressive Web Apps (PWA) - Web apps that behave like native apps, with features such as offline use and installability.

Prominence - In local SEO, how well-known and established a business is, a local ranking factor.

Prompt Bank - A saved collection of reusable prompts for AI tools.

Prospecting - Identifying potential link, partnership, or customer targets to reach out to.

Protocol - A set of rules that governs how data is exchanged, such as HTTP or HTTPS.

Public Relations - Managing how an organization is perceived by the public and the media.

Pull Channel - A marketing channel where customers come to you, such as organic search.

Pull Marketing - Drawing customers in by being found when they actively search or look for solutions.

Purchase Conversion - A conversion in which the visitor completes a purchase.

Purchased Link - A link bought to influence rankings, which breaches guidelines unless disclosed and nofollowed.

Push Channel - A channel where you push messages to an audience, such as display ads or email.

Push Marketing - Proactively delivering messages to an audience that did not actively seek them.

Q

Qualified Lead - A lead that meets criteria indicating genuine sales potential.

Qualified Traffic - Visitors who match your target audience and are more likely to convert.

Quality Content - Content that is useful, accurate, and genuinely satisfies the user's intent.

Quality Score - Google Ads' rating of keyword, ad, and landing-page quality that influences cost and ad position.

Query Deserves Diversity (QDD) - A concept that favours a diverse mix of results for ambiguous queries with multiple meanings.

Query Deserves Freshness (QDF) - A Google concept that favours fresher content for queries showing a spike in interest.

QUIC - A modern transport protocol, used by HTTP/3, that reduces latency by running over UDP.

R

Rank Distribution - How a site's keywords are spread across the range of ranking positions.

Rank Tracking - Monitoring how a site's keyword positions change over time.

RankBrain - Google's machine-learning system that helps interpret new and ambiguous search queries. Also known as Google RankBrain.

Ranking - The position a page holds in the search results for a query.

Ranking Factor - A signal a search engine uses to decide the order of its results.

Readability Score - A metric estimating how easy a piece of text is to read.

Reciprocal Link - An arrangement in which two websites link to each other.

Reconsideration Request - A request asking Google to review a site after a manual action has been fixed.

Redirect - A way of sending users and bots automatically from one URL to another.

Redirect Chain - A sequence of multiple redirects that a request passes through before the final URL.

Redirected Link - A link that passes through one or more redirects before reaching its final URL.

Referral Traffic - Visitors who arrive at your site via links from other websites.

Referring Domain - A unique domain that links to your site at least once.

Regex (Regular Expressions) - Text patterns used to match strings, useful in filters, audits, and Search Console.

Regional Keywords - Keywords tied to a specific region or locale.

Reinclusion - Getting a site or its pages back into the index after a removal or penalty.

Related Searches - Query suggestions, related to your search, shown at the bottom of the results page.

Relative URL - A URL written relative to the current page, omitting the protocol and domain.

Relevance - How well a page or business matches the searcher's query, a core ranking factor.

Render-Blocking Scripts - Scripts that must load and run before the browser can render visible content.

Rendering - The process of turning a page's code into the visual layout a user sees.

Rendering Delay - The lag between a request and the moment a page's content is fully rendered.

Resource Hints - HTML hints such as preload, preconnect, and dns-prefetch that speed up resource loading.

Resource Pages - Curated pages that gather and link out to useful resources on a topic.

Responsive Design - A design approach where a page's layout adapts fluidly to any screen size.

Retrieval-Augmented Generation (RAG) - An AI approach that retrieves relevant documents and uses them to ground a generated answer.

Review Sentiment - The overall positive or negative tone expressed across a business's reviews.

Review Velocity - The rate at which a business gains new reviews over time.

Rich Snippet - A search result enhanced with extra information pulled from a page's structured data.

Robots Meta Directives (nosnippet, max-snippet, max-image-preview, noarchive) - Robots directives that control how a page may appear in results, including snippet length, image previews, and caching.

Robots.txt - A file that tells crawlers which parts of a site they may or may not access.

ROI (Return on Investment) - A measure of the profit gained relative to the cost of an investment.

Root Domain - The top-level registered domain without any subdomain prefix.

S

SaaS (Software as a Service) - Software delivered over the internet on a subscription basis rather than installed locally.

SAM (Serviceable Available Market) - The portion of the total market that a business can realistically serve.

sameAs - A schema property that links an entity to its official profiles and URLs.

Schema Markup - Structured data vocabulary added to pages to enable rich results.

Schema.org - The collaborative vocabulary that standardizes structured data across search engines.

Scraped Content - Content copied from other websites without permission or added value.

Scraping (Web Scraping) - Automatically extracting data or content from websites using software.

Screaming Frog - A desktop crawler widely used to run technical SEO audits.

Scroll Depth - How far down a page visitors scroll before leaving.

Scrum Board - A visual board that tracks tasks and progress within a Scrum workflow.

Search Demand Curve - The distribution of search demand from high-volume head terms down to the long tail.

Search Engine - Software that finds, indexes, and ranks web pages in response to user queries.

Search Engine Advertising - Paying to display ads within search engine results.

Search Engine Poisoning - Manipulating results so that malicious or misleading pages surface for queries.

Search Engine Rank - The position a page holds within a search engine's results.

Search Engine Results Page (SERP) - The page of results that a search engine returns for a given query.

Search Generative Experience Visibility - How often and prominently a brand appears within AI-generated search answers.

Search Intent - The underlying goal a user has when entering a search query.

Search Quality Rater Guidelines - Google's public manual that guides human raters in assessing result quality and E-E-A-T.

Search Query - The words a user types into a search engine to find something. Also known as Query, Search Term.

Search Result Snippet - The title, URL, and description shown for a single result on the SERP.

Search Results - The listings a search engine returns in response to a query. Also known as Results.

Search Traffic - Visitors who arrive at a site through search engines.

Search Visibility - A metric estimating how visible a site is across the keywords it ranks for.

Search Volume - How many times a keyword is searched within a given period. Also known as Volume.

Seasonal Trends - Predictable rises and falls in search demand across the year.

Secondary Keywords - Supporting keywords a page targets alongside its primary keyword.

Seed Keywords - The initial core terms used to begin keyword research.

SEM (Search Engine Marketing) - Marketing that increases visibility in search engines, often through paid ads.

Semantic Completeness - How fully a page covers the concepts and subtopics related to its subject.

Semantic Core - The full set of keywords that defines a site's topical scope.

Semantic Search - Search that interprets the meaning and intent behind a query, not just keywords.

Semantic Similarity - How close in meaning two pieces of text or terms are to each other.

Semrush - A popular all-in-one SEO and digital marketing software suite.

Semrush Rank - Semrush's ranking of domains by their estimated organic search traffic.

Sentiment - The emotional tone, positive or negative, expressed about a brand or topic.

Sentiment Analysis - Using natural-language processing to determine the sentiment expressed in text.

SEO (Search Engine Optimization) - The practice of improving a website to rank higher in organic search results.

SEO Audit - A thorough review of a site's SEO health, issues, and opportunities.

SEO Benchmarking - Measuring SEO performance against competitors or against past results.

SEO Briefing - A document that guides writers on how to optimize a piece of content.

SEO Checklist - A list of tasks used to ensure a page or site is properly optimized.

SEO Consultant - An expert who advises businesses on improving their search performance.

SEO Emojis - Using emojis in titles or meta tags to draw attention, though Google often strips them from snippets.

SEO Podcast - An audio show focused on search engine optimization topics.

SEO Service - A professional offering aimed at improving a client's SEO results.

SEO Silo - Grouping related content into tightly themed sections to build topical relevance.

SEO Tips - Practical recommendations for improving a site's search performance.

SEO URL - A clean, descriptive, keyword-friendly URL designed to aid search and users.

SEO vs. SEM - The comparison between organic optimization (SEO) and paid search marketing (SEM).

SEOnaut - A playful nickname for an SEO practitioner.

SERP Feature - Any non-standard result on a SERP, such as a snippet, image pack, or local pack.

SERP Real Estate - The amount of visual space your listings occupy on a results page.

SERP Shaker - A term for a significant, widespread shift in search engine rankings.

SERP Source - The website that a particular search result originates from.

SERP Volatility - The degree of fluctuation in rankings across the search results over time.

Server-Side Rendering (SSR) - Generating a page's HTML on the server before sending it to the browser.

Service Area Business (SAB) - A business that serves customers at their locations rather than from a storefront.

SGE (Search Generative Experience) - Google's experiment showing AI-generated answers above results, which evolved into AI Overviews.

Shopify - A widely used hosted ecommerce platform for building online stores.

Shopping Grid - A grid of product listings displayed within shopping search results.

Short-Tail Keywords - Short, broad, high-volume keywords that carry vague intent.

Site Architecture - How a website's pages are structured, organized, and interlinked.

Site Audit - An automated crawl that identifies technical and on-page SEO issues.

Site Speed - How quickly a website's pages load overall for its visitors.

Sitelinks - Extra sub-page links shown beneath a main result to aid navigation. Also known as Google Sitelinks.

Sitemap - A file that lists a site's URLs to help search engines discover and crawl them.

Sitemap Index - A file that references multiple sitemaps, used for very large websites.

Sitewide Backlink - A backlink that appears on every page of the linking website.

Sitewide Link - A link repeated across all pages of a site, often placed in a header or footer.

Skyscraper Technique - Finding popular content, creating something better, and earning the links it attracted.

SMM (Social Media Marketing) - Marketing a brand and its content through social media platforms.

SMO (Social Media Optimization) - Optimizing content and profiles to grow reach and engagement on social platforms.

Social Signals - Engagement on social media, such as likes and shares, sometimes linked to visibility.

Social Syndication - Republishing content across social channels to widen its reach.

Social Traffic - Visitors who arrive at a site from social media platforms.

Soft 404 - A page that returns a success status code but shows a not-found message to users.

Source Attribution - Identifying and crediting the original source of content, data, or a visit.

SOV (Share of Voice) - Your brand's share of total search visibility for a keyword set compared with competitors.

Spam - Irrelevant, manipulative, or low-quality content created to game search systems.

Spam Classifier - A system that automatically detects and flags spammy content or links.

Spam Score - Moz's metric estimating the likelihood that a site is spammy or penalized.

Spam Signals - Characteristics of a page or site that suggest it may be spam.

Spamdexing - Manipulating a search engine's index and rankings through spam techniques. Also known as Webspam, Search Engine Spam.

Spammy Tactics - Manipulative SEO methods that violate search engine guidelines.

Splash Page - An introductory page shown before the main site, often promotional.

Sponsored Link - A link marked as paid or sponsored using the rel attribute, as guidelines require. Also known as rel="sponsored".

Sponsored Link Disclosure - Clearly marking paid links and content as sponsored, as guidelines require.

Srcset - An HTML image attribute that offers multiple image sources for responsive loading.

SSL Certificate - A digital certificate that enables encrypted HTTPS connections, today technically using TLS.

Static URL - A URL that stays constant and contains no dynamic query parameters.

Status Code - The HTTP code a server returns to indicate the result of a request.

Stop Words - Common words such as the, and, or of that search engines often ignore.

Structured Data - Standardized markup that describes a page's content so search engines can understand it.

Subdirectory - A folder nested within a site's URL structure, equivalent to a subfolder.

Subdomain - A prefix on a domain that forms a distinct section, such as blog.example.com.

Subfolder - A directory within a URL path, such as example.com/blog.

Submission - The act of submitting a site or URL to search engines or directories.

SXO (Search Experience Optimization) - Combining SEO with user experience so a page satisfies users, not just rankings.

T

TAM (Total Addressable Market) - The total revenue opportunity available for a product or service.

Taxonomy - The system of categories and tags used to organize a site's content.

Taxonomy SEO - Optimizing category, tag, and other taxonomy pages for search.

Technical SEO - Optimizing crawling, indexing, and the underlying infrastructure of a site.

The Fold - The line on a page below which content requires scrolling to be seen.

Thin Content - Pages that offer little or no added value to users.

Three-Way Link Exchange - An arrangement where site A links to B, B links to C, and C links back to A, to hide reciprocity.

Thumbnails - Small preview images, such as those shown for videos in search results.

Tiered Link Building - Building links to your existing backlinks in layers to boost their strength.

Time on Page - The average amount of time visitors spend on a single page.

Time to First Byte (TTFB) - The time from a request to receiving the first byte of the server's response.

Title Tag Optimization - Crafting a page's title element to improve relevance and click-through.

TLD (Top-Level Domain) - The domain extension after the final dot, such as .com, .org, or .pl.

TLS (Transport Layer Security) - The protocol that encrypts data between client and server, the successor to SSL.

Top Stories - A SERP news feature that surfaces timely, relevant articles for a query.

Topic Cluster - A group of related pages organized around a central pillar page.

Topic Efficiency - How effectively a site captures traffic for a topic relative to the content invested.

Topical Authority - A site's perceived expertise and depth across an entire subject area.

Topical Coverage - How comprehensively a site addresses all aspects of a topic.

Topical Relevance - How closely a piece of content relates to a given topic.

Total Blocking Time (TBT) - A lab metric summing the time the main thread was blocked, reflecting interactivity.

Toxic Backlinks - Harmful or spammy links that can damage a site's rankings.

Tracking Code - A snippet placed on a site to collect analytics or conversion data.

Traffic - The total number of visitors a website receives.

Traffic % - The proportion of total traffic that a keyword, page, or channel accounts for.

Traffic Cost - The estimated cost of obtaining your organic traffic through paid ads instead.

Traffic Potential - The total organic traffic a topic or keyword could realistically bring.

Transactional Query - A search that signals intent to buy or complete a specific action.

Trend - The general direction in which something, such as search interest, is moving.

Trust Dampening - Discounting the ranking value passed by links that come from low-trust sources.

Trust Flow - Majestic's metric scoring a site's link quality based on how trustworthy its sources are.

TrustRank - An algorithm that separates useful pages from spam by starting from trusted seed sites.

Twitter Cards - Meta tags that control how a URL is displayed when shared on Twitter, now X.

U

UGC Link Attribute - A rel value that marks links appearing within user-generated content. Also known as rel="ugc".

Unique Visit - A visit counted only once per distinct visitor within a given period.

Universal Analytics (UA) - Google's previous analytics platform, replaced by GA4 in 2023.

Universal Search - Blending different result types, such as images, news, and video, into one SERP.

Unlinked Mention - A reference to your brand in content that does not include a link.

Unnatural Link - A link created to manipulate rankings rather than earned editorially.

URL (Uniform Resource Locator) - The web address that points to a specific resource online.

URL Folder - A directory segment within a URL's path.

URL Parameter - A key-value pair appended to a URL after a question mark to pass data.

URL Rating (UR) - Ahrefs' 0-100 score of the strength of a page's backlink profile.

URL Slug - The readable part of a URL that identifies a specific page. Also known as Slug.

URL Structure - How a site's URLs are organized and formatted across the site.

Usability - How easy and intuitive a website is for visitors to use.

User Engagement - How actively users interact with a website or its content.

User Experience (UX) - The overall quality of a person's interaction with a website or product.

User Intent - The goal a user is trying to achieve when performing a search.

User Interface (UI) - The visual elements and controls through which a user interacts with a product.

User-agent - A string that identifies the browser or bot making a request to a server.

User-Friendly - Designed to be easy, clear, and pleasant for people to use.

UTM Code - A tag added to a URL to track campaign performance in analytics.

UTM Parameters - The individual key-value tags within a UTM-tagged campaign URL.

V

Variant Indexing - How search engines handle the indexing of multiple variants of a product or page.

Vary Header - An HTTP header that tells caches how a response varies by request headers.

Vector Search - Search that matches content by semantic similarity using vector embeddings.

Vertical Search - Search confined to a specific category of content, such as images or jobs.

Vertical Search Engine - A search engine focused on a single topic or type of content.

Video Carousel - A SERP feature that shows a horizontally scrollable row of videos.

Video Optimization - Optimizing video content so it performs well in search and engages viewers.

Viewport - The visible area of a web page within a device's screen.

Viral Content - Content that spreads rapidly and widely through sharing.

Visibility - How prominently a website appears across search results.

Visibility Score - A metric that estimates a site's overall visibility in search.

Visit (Session) - A single browsing session a user has on a website.

Voice Search - Searching by speaking a query aloud to a device or assistant.

Voice Search SEO - Optimizing content so it can be surfaced through voice search queries.

Volatility - The degree of fluctuation in search engine rankings over time.

W

Warm Cache - A cache already populated with data, so requests are served quickly.

Web Architecture - The structural design of how web systems, servers, and pages connect.

Web Stories - Tappable, full-screen visual stories that can appear within Google search.

Webpage - A single document on the web, accessible at its own URL.

Website - A collection of related web pages published under a single domain.

Website Architecture - How a website's pages and sections are structured and connected.

Website Quality - The overall standard of a site's content, user experience, and trustworthiness.

Website Structure - The organization and hierarchy of pages within a website.

White Hat SEO - Ethical SEO practices that follow search engine guidelines.

WordPress - The most widely used content management system for building websites.

WPO (Website Performance Optimization) - Improving a website's loading speed and overall performance.

X

X-Robots-Tag - An HTTP header that controls indexing and crawling for any type of file.

XML (Extensible Markup Language) - A flexible markup language used to store and transport structured data.

XML Sitemap - A machine-readable file that lists a site's URLs for search engines. Also known as Sitemap.xml.

Y

Yahoo - A long-running web portal and search engine, whose results are powered by Bing.

Yandex - The leading search engine in Russia.

YMYL (Your Money or Your Life) - Pages that can affect health, finances, or safety, held to higher quality standards by Google.

Yoast SEO - A popular SEO plugin for WordPress.

Z

Zero-Click Search - A search answered directly on the results page, with no click through to a site.

Zombie Pages - Low-value pages that bring no traffic and can dilute a site's overall quality.