

# SEO Glossary. Terminology explained



**Alt attributes** - what search engines read in order to determine what an image is about. Therefore alt attributes on images should be descriptive and keyword heavy.

**Anchor text** - the text used to describe a link i.e. 'click here to view' or 'View Casio EXILIM Hi-Zoom EX-H10 Digital camera'. The latter is good, the former not so good.

**Blackhat SEO** - certain SEO practices that could fall foul of the Webmaster Guidelines and result in a site being black listed from a search engine.

**Content** - the words, images, video etc that fill the pages of a website and what the search engines use to determine the relevance of a site to a search query.

**Crawling** - what 'bots' (bits of software) do as they run around the internet scanning and indexing websites.

**CSS** - Cascading Style Sheets are used to determine the look and format of a website (as separate from the content).

**Googlebots** - bits of software that crawl the internet indexing webpages.

**H1 tags** - heading tags are the headings on your pages used to define the content.

**Hosting** - the 'physical' location of your website on the net i.e where the actual files sit and are viewable on the internet via a server.

**Indexing** - how search engines search, find and log websites so they can then be made available to searchers.

**Information architecture** - the structure of the pages of a website i.e. the family tree.

**Keyword** - the word a searcher writes into the search space on a search engine to indicate what they are looking for i.e. camera

**Link Juice** - the 'votes' passed from one page to another when linked i.e. increased ranking through association with well ranked pages.

**Links** - these are links in or out of a website. Links in (inbound) from highly regarded sites increase ranking of the linked to site. This is the basis of link building in SEO.

**Logfile** - a file that contains detailed history of all requests to your website and therefore can be used to see long-term search engine crawling patterns i.e. how many times the bots visit the site.

**Longtail keywords** - a longer keyword query, usually from 4 words upwards (average is 2.9) i.e instead of 'casio digital camera' it could be 'casio digital camera 12 mpeg 40x zoom'.

**Meta tag** - a list of keywords associated with the website and inserted into the code. Google no longer uses the meta tags for ranking.

**Meta description** - a description of the website which is displayed by search engines in the

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**SERPS** (pages) i.e. the bit you read before clicking on a link in search engine results. It has no SEO value.

**Page rank** - the popularity of a page determined by the popularity of the pages that link to it.

**robots.txt** - a file on the server that tells the search engine bots what to index and not index.

**Root domain** - the domain name you register and pay for i.e. www.digitalcameras.com

**Search algorithm** - a mathematical set of equations comprising of hundreds of components in order to determine the importance of one search relevant webpage from another.

**SERPs** - Search Engine Ranking Pages are the results delivered by a search engine in response to a keyword search.

**Spiders** - another word for the bits of software that search engines send around the web to index pages. Also known as bots.

**Subdomain** - a third level domain i.e. as in www.blog.digitalcameras.com. Subfolders should be used instead if SEO is a priority.

**Title Tags** - considered one of the most important factors in SEO, the title tag describes the page to the search engine. Put important keywords at beginning of the title.

**URL** - Uniform Resource Locator i.e. the address of a webpage which for SEO purposes should be clean, short and descriptive.

**Whitehat SEO** - SEO techniques that follow the search engine Webmaster Guidelines.

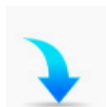
**XML site map** - a list of the URLs you would like the search engine to crawl and index

**301 redirect** - a permanent redirect which allows the search engine to find a moved page. Should be default for SEO purposes.

**302 redirect** - a temporary redirect that blocks the search engine from finding a page after it has been moved. Should not be used if SEO is a priority.

**404 page** - error page seen when a requested page is not found on the server. This should be customized for SEO purposes.

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Thank you for your time.

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