# GENERAL SEO
## TERMS & TERMINOLOGIES

**BLACK HAT:**

Search engine optimization practices that violate Google's quality guidelines.

**WHITE HAT:**

Search engine optimization practices that comply with Google's quality guidelines.

**Crawling:**

The process by which search engines discover your web pages.

**Indexing:**

The storing and organizing of content found during crawling.

**De-indexed:**

Refers to a page or group of pages being removed from Google's index which means they will not show up in search results

**SERP:**

Stands for "search engine results page" — the page you see after conducting a search.

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## Featured snippets:

Organic answer boxes that appear at the top of SERPs for certain queries.

## Organic:

Earned placement in search results, as opposed to paid advertisements.

## Anchor text:

is the clickable text in a hyperlink.

## Alt text:

Alternative text is the text in HTML code that describes the images on web pages.

## Canonical URL (Canonical tag):

Used in situations where duplicate content exists. The canonical tag is added to the copy so it points to the original content.

## NoIndex tag:

A meta tag that instructions a search engine not to index the page it's on.

# Mobile-first indexing:

An approach to indexing where the mobile version of a website is crawled and indexed first. The desktop version will still be indexed and ranked,

# Negative SEO (Negative SEO attack):

Negative SEO refers to using black hat SEO methods to lower the rank of a competitor.

# Link accessibility:

The ease with which a link can be found by human visitors or crawlers.

# Link equity:

The value or authority a link can pass to its destination.

# Link volume:

The quantity of links on a page.

# Nofollow link:

Nofollow is an attribute value of a link. By using it we inform the search engine crawler that we do not wish to pass link equity to the website it is pointing to.

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## Backlinks:
Or "inbound links" are links from other websites that point to your website.
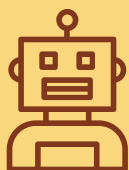
## Link building:
Used to describe the process of earning links to your site for the purpose of building your site's authority in search engines.

## Link exchange:
Also known as reciprocal linking, link exchanges involve "you link to me and I'll link to you" tactics.

## Bots:
Also known as "crawlers" or "spiders," these are what scour the Internet to find content.

## Internal links:
Links on your own site that point to your other pages on the same site.

## PageRank:
It is a link analysis program that estimates the importance of a web page by measuring the quality and quantity of links pointing to it.

## Robots.txt:

Files that suggest which parts of your site search engines should and shouldn't crawl.

## Sitemap:

A list of URLs on your site that crawlers can use to discover and index your content.

## Long-tail keywords:

Longer queries, typically those containing more than three words. Indicative of their length, they are often more specific than short-tail queries.

## Keyword stuffing:

A spammy tactic involving the overuse of important keywords and their variants in your content and links.

## Guest blogging:

Often used as a link building strategy, guest blogging involves pitching an article (or idea for an article) to a publication in the hopes that they will feature your content and allow you to include a link back to your website.

## Bounce rate:

The percentage of total visits that did not result in a secondary action on your site. For example, if some-one visited your home page and then left before viewing any other pages, that would be a bounced session.