

How search works

Understand the basics of search engine optimization (SEO)

Keyword research and website structure

Review: Understand search engine optimization (SEO)

Video: Wrap-up

1 min

Reading: Glossary terms from week 2

20 min

Quiz: Weekly challenge 2

10 questions

Glossary terms from week 2

Terms and definitions from Course 2, Week 2

404 page:A URL that tells the visitor that the webpage does not exist

Algorithm: An automated software that helps locate information to answer a user's query

Bounce rate: The percentage of website visitors who view one page and then leave the site

Breadcrumbs: A row of internal links at the top or bottom of the page that allows visitors to quickly navigate back to a previous section or the homepage

Broken link: A link that leads to a webpage that no longer exists

Crawlers: Automated software that crawls (fetches) pages from the web and indexes them

Crawling: The process of finding new or updated webpages

Domain: The core part of a website's URL, or internet address

Featured snippet: A special box that displays information about a search in the results page

HTTPS: An internet communication protocol that protects the integrity and confidentiality of data between the user's computer and the site

Indexing: The process of Google saving and organizing website information to display in the search engine

Google Business Profile: A tool that allows local businesses to tailor how their information appears on Google Search and Google Maps

Google knowledge panels: Information boxes that appear on Google when someone searches for people, places, organizations, or things that are available in Google's knowledge database

Googlebot: The generic name of Google's crawler

Keyword: A search term that people use to find information, products, or services online

Keyword research: The process of finding terms and phrases that people use in search engines

Keyword stuffing: The practice of loading a webpage with keywords or numbers in an attempt to manipulate a site's ranking in the search results

Meta description: Provides the search engines a summary of what the page is about

Mobile-friendly webpage: A webpage that is designed to load quickly and render well on a phone screen

Organic search: Unpaid results a search engine produces when a search is performed

Query: The words typed into a Google Search bar

Rank: A webpage's position in the search engine results pages (SERPs), which is determined by an algorithm

Rich results: Enhanced results in Google Search with extra visual or interactive features

Search algorithm: An automated process that helps locate information to answer a user's query

Search engine: Software that provides information on a search query

Search engine optimization (SEO): The process of increasing the visibility of website pages on search engines in order to attract more relevant traffic

Search engine results pages (SERPs): The results pages that appear when someone performs a search query

Sitemap: A file that provides information about the pages, videos, and other files on a site, and the relationships between them

Structured data: Code used to better describe a webpage's content to search engines

Subdomain: The subset of a larger domain used to organize an existing website into a different page URL

Subpage: A lower-level page that appears below the homepage of a website

URL: The address of a webpage or file on the internet

Webpage title element: Text that provides both the users and search engines with a page's topic

Terms and their definitions from previous module(s)

A

A/B testing: A method of testing where two versions of content with a single differing variable are compared to determine which yields better results

Abandoned cart: When a potential customer adds an item to their cart, but doesn't complete the purchase

Awareness stage: The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service

C

Consideration stage: The second stage of the marketing funnel, when a potential customer's interest builds for a product or service

Content marketing: A marketing technique that focuses on creating and distributing valuable content

Conversion rate: The percentage of users or website visitors who take a desired action

Conversion stage: The third stage of the marketing funnel, when marketers capitalize on the interest people have already shown

Copy: Any written material that encourages a customer to buy a product or service

Customer persona: Represents a group of similar people in a desirable audience

Customer persona barrier: What is preventing the customer from achieving their goal

Customer persona goal: What the customer wants to achieve

D

Demographics: Information specific to the customer, such as age, gender identity, income, family size, occupation, education, and location

Display ad: A visual ad format placed on websites or applications

E

Email marketing: Sending messages to a list of existing subscribers to share information, drive sales, or create community

I

Influencer marketing: Involves a brand collaborating with an online influencer to market one of its products or services

L

Loyalty stage: The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates

R

Remarketing ad: An advertisement delivered to previous purchasers, subscribers, or visitors to a brand's website or social media

S

Search engine marketing (SEM): Increasing a website's visibility on a search engine results page through paid advertising

Search engine optimization (SEO): The process of improving a website to increase its visibility in a search engine

Social media marketing: The process of creating content for different social media platforms in order to drive engagement and promote a business or product

Social share: When a customer shares a product or service with their social media followers

Strategy: A plan to achieve a marketing goal

T

Tactic: An action a marketer takes to make a marketing goal happen

U

Unique selling proposition (USP): An explanation of why a product or service is better than the competition

W

Webinar: A presentation, typically educational, that is provided online

Mark as completed

