

## Glossary terms from week 3

### Terms and definitions from Course 2, Week 3

- Alt text:** A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired
- Anchor text:** The visible text in a hyperlink
- Backlink:** A link that points to a website from another site
- External link:** A link on a website that leads to content on other sites
- Google Search Console:** A no-cost tool that helps users better understand how a website is performing on Google Search
- Internal link:** A link on a website that points to other pages on the site
- Manual action:** Google's way to demote or remove webpages that are not compliant with its webmaster quality guidelines
- Meta description:** Text that provides the search engines a summary of what the page is about
- Nofollow link:** A link that features HTML code that tells search engines to ignore that link
- Schema:** The type of code used for structured data markups
- 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 describe a webpage's content to search engines
- 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)

- #**
- 404 page:** A URL that tells the visitor that the webpage does not exist
- 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
- Algorithm:** An automated software that helps locate information to answer a user's query
- Awareness stage:** The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service
- B**
- 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
- 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
- Crawling:** The process of finding new or updated webpages
- Customer persona:** Represents a group of similar people in a desirable audience
- Customer persona barrier:** What is preventing the customer from achieve 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
- Domain:** The core part of a website's URL, or internet address
- E**
- Email marketing:** Sending messages to a list of existing subscribers to share information, drive sales, or create community
- F**
- Featured snippet:** A special box that displays information about a search in the results page
- G**
- 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
- H**
- HTTPS:** An Internet communication protocol that protects the integrity and confidentiality of data between the user's computer and the site
- I**
- Indexing:** The process of Google saving and organizing website information to display in the search engine
- Influencer marketing:** Involves a brand collaborating with an online influencer to market one of its products or services
- K**
- Keyword:** A search term 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
- L**
- Loyalty stage:** The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates
- M**
- 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
- O**
- Organic search:** Unpaid results a search engine produces when a search is performed
- Q**
- Query:** The words typed into a Google Search bar
- R**
- Rank:** A webpage's position in the search engine results pages (SERPs), which is determined by an algorithm
- Remarketing ads:** An advertisement delivered to previous purchasers, subscribers, or visitors to a brand's website or social media
- Rich results:** Enhanced results in Google Search with extra visual or interactive features
- S**
- 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 marketing (SEM):** Increasing a website's visibility in a search engine through paid advertising
- 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
- 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
- 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
- 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
- URL:** The address of a webpage or file on the internet
- W**
- Webinar:** A presentation, typically educational, that is provided online
- Webpage title element:** Provides users and search engines the topic of a particular page

Mark as completed

