GLOSSARY

SEO Foundations

With David Booth

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
citations	Tool search engines use to trust that a local business is an appropriate place for which users are looking
content optimizing	Process of improving the quality and relevancy of a website's content
Google trends	Keyword research tool that lets you type in different keywords to find out information about how that keyword is being typed into Google
keyword	Word or phrase used in a search query
keyword attributes	Characteristics to consider when choosing keywords; include relevance, search volume, and competition
keyword research	Technique used to SEO professionals to determine the search terms people use; valuable marketing tool
Moz Keyword Explorer	Keyword research tool that suggests related keywords and gives an idea of what types of sites and content are currently holding the top spots
relevance	Tool search engines use to analyze all the web pages to find the best matches to a search; use a lot of different factors including content and code
SEO	Search Engine Optimization; process of making improvements on and off your website in order to gain more exposure in search engine results; leads to more visitors finding you for the right reasons
SERPs	Search Engine Results Pages; results of a search; typical search results in 10 different pages or "Ten Blue Links"