

SEO DICTIONARY

**Complete Glossary of Search Engine Optimization
Terms All Marketers Should Know!**



**300+
TERMS**

SHIVANI KARWAL

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SEO Dictionary: Complete Glossary of Search Engine Optimization Terms

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Preface

Thank you for purchasing the SEO Dictionary! This book is the most complete glossary of SEO terms on the web and is useful for beginners to learn SEO jargon fast and easily.

If you enjoy reading this book, feel free to share your thoughts and rate it on Amazon.

You can get in touch with me at: **shivani@digilogist.com**.

If you want to take your learning to the next level, check out my **SEO Course** at www.digilogist.com (link to course: <https://goo.gl/C43oMO>). I have a coupon code for my valuable readers for my course! Use the **coupon code Amazon for 75% off**.

I hope that after reading this book, you are able to experience the power of online marketing and it brings your business massive success.

Thank you for reading!

Shivani Karwal

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301: The 301 redirection is used in moving a page permanently through permanent URL redirection from one URL to another URL. A 301 redirect basically means that the page has moved to a new location. So when the original URL is input in the browser or clicked on from an external location, the second page it was redirected to through the 301 opens instead of the original page.

302: The 302 redirect is a temporary redirection of one webpage to another, so it's used when the desired move of the page is only for some time till the final page move is being decided upon. It redirects users when they click on a link to another page instead for some time until the final destination is decided.

404: A 404 is an error code and is also known as a 'not found error' and occurs when a web page is not found. It is an error that is displayed when a user tries to open a webpage that no longer exists.

A

A/B Testing: Also known as ‘split testing’ involves performing two tests and comparing the results to see which option performed better and which to go with. The tests can be done by comparing two landing pages, two headings, two different titles, different content bodies, emails subject lines etc.

Above the Fold: Refers to the top half of a webpage that is visible to the user without scrolling down. The ‘above the fold’ section of a page is an important section as it is what users see without scrolling so it needs to contain important information and be exciting to make the user want to scroll down as well.

Absolute Link: An absolute link is a link that contains the full URL of the page including the domain and the file name for the page after the slash (link to a particular page other than the homepage) if it is to a deeper page. An absolute link is different from a relative link as a relative link doesn’t contain the domain and links to a particular file and can be opened only from within the document it is contained in and related to. An absolute link can be opened from anywhere.

For example:

Absolute Link: <http://www.site.com/about.html>

Relative Link: </about.html>

Age: In SEO, age refers to site age i.e. domain age. The older a domain, the more trustworthy it is to Google. This is only one of the many factors looked at by Google though. A site with an older domain age can be seen as a site the webmaster thought was worth renewing each time its expiration date neared, thereby having some value worth renewing.

Algorithm: In terms of SEO, it refers to Google’s ranking algorithm i.e. process in determining which sites will rank at what position as a result when a query is searched.

Algorithmic Rate: The rate at which changes are made to Google's search algorithm i.e. the changes made to Google's rules and process for deciding which sites to rank and their ranking position assignment. Google changes its algorithm frequently to better results.

Alias: An online persona created for outreach purposes, especially for link building. This is done to either hide one's identity for professional or personal reasons or to communicate and fit in better with audiences or prospective linkers.

Alt Attribute: The alt attribute specifies the alt text for an image to provide alternative information that describes what the image is about in the case that the user cannot view the image or it is unable to load properly due to an error or not fast enough due to slow page load speed.

Alt Tag: Alt tag is a common shorthand term that refers to alt attribute. See *alt attribute* above.

Alt Text: The alt text refers to the words/text that make up the alt tag or alt attribute. Alt attribute, alt tag and alt text are the same.

Analytics: Analytics in SEO usually refers to Google Analytics, which is the most widely used tool to measure a site's analytics.

Anchor Text: Anchor text refers to the text that makes up a link. It is the word or group of words that are linkable and is the text that can be clicked on when opening a link. It is important for SEO as it describes what the link is about to search engines.

AND Modifier: The 'AND' modifier is a search modifier/operator that can be used to perform a more detailed Google search wherein you can search two queries at once and ensure they both show up in search results.

Article Spinning: An article spinner is a software that uses an existing article and converts it into a unique article by replacing words, re-phrasing and re-writing. Article spinning is used for link building purposes when content

pieces are needed to be posted to article directories and web 2.0 sites.

Audit: An SEO audit is done to perform a deep analysis of a website to find errors and improvement areas to make the site more SEO friendly. Some areas audits look into are: numbers, nature and quality of backlinks, missing or duplicate title tags, headers, alt tags, site structure, duplicate content etc.

Authority: Authority metrics such as domain authority, page authority etc measure how likely a site or a page is to rank in search engines.

B

Backlink: Backlinks are incoming links to your site from external sites pointing to your site.

Backlink Profile: A sites backlink profile is the portfolio of all links that are currently linking to it from external sites. Some factors to study in a backlink profile are number, quality, and relevancy of links.

Backlink Profile Density: Refers to the density of the anchor text in a sites backlinks i.e. the percent of backlinks with the main keyword used as the anchor text. This refers to exact match anchor text usage and it is advised to keep it around 10% as over-usage of exact match keywords as anchor text will get a site penalized.

Bad Neighborhood: A bad neighborhood refers to websites that have been penalized by search engines and seen as participating in spammy activities such as poor content, over usage of ads, spammy links, blackhat activities.

Bait and Switch: Involves advertising your product at a low price but making it unavailable or out of stock when the customer goes to buy it and then trying to sell them something else instead.

Below the Fold: Refers to the bottom half of a webpage that is visible only when the user scrolls down and not immediately visible when a webpage is opened.

Black Hat SEO: All activities that violate search engine guidelines by partaking aggressive techniques that concentrate more on ranking in the SERPs rather than providing value to the reader.

Blacklisted: Sites that have been de-indexed by search engines due to spammy practices and no longer appear in search results.

Blended Search: Through blended search, search engines aim to provide users the most relevant results from a variety of sources and through a variety of formats such as news, local results, images, videos etc instead of just text.

Bookmark: Webpages bookmarked on social bookmarking sites, which search engines see as quality content and a backlink.

Boolean Operator: Boolean operators are words that act as modifiers to improve and conduct more detailed searches. Some examples of operators/modifiers are the AND, OR, - commands.

Boolean Searching: Using Boolean operators a.k.a search modifiers to conduct more detailed and specific searches to have a greater chance of finding exactly what the user is searching for.

Bot: Bots or robots or web crawlers or spiders, browse the web to index pages to rank in search results.

Bounce Rate: The percentage of one page only visits to your site by users where users click out of the site after viewing only one page.

Brand Mentions: Mentions of your brand online on external sites. These may be ‘unlinked brand mentions’ in some cases where your brand is mentioned but a link back to your site is not provided which leads to a link building opportunity.

Brand Stacking: Refers to multiple page one rankings from the same domain for brand related searches.

Branded Keywords: Keywords containing the brand name or company name or variation of the brand or company name used to search for that particular brand or company.

Branded Link: A link with the brand name as the anchor text.

Branded Search: Search conducted using branded keywords.

Breadcrumbs: Links that show the user the path they’ve taken to reach a

specific page on your site, their current location, how one page relates to another and the path back to the home page.

Broad Match: Partial matches of your main keywords as anchor text. Involves using different variations of your main anchor text by either partially using words from your main keyphrases or combining the main keyword with other words to create partial match anchor text i.e. broad match anchor text.

Broken Link: A link to a 404 page i.e. to a page with a 'not found' error due to the page being removed or never existing in the first place (incorrect URL).

Broken Link Building: Involves using a tool to scale finding outgoing broken links from sites in your niche and emailing the webmaster to let them know the existence of such a broken link and requesting them to replace the link with a link to your site instead.

C

Cache: Google cache refers to snapshots or copies of webpages taken by Google while indexing sites to serve as backups in cases where the page is temporarily unavailable in the future.

Canonical Tag: Helps webmasters prevent duplicate content issues as it allows telling search engines which page is the preferred page for that content or the original page for that content so search engines know which version to show.

Canonical URL: The preferred URL for the same content used on various pages indicated by the use of a canonical tag.

Canonicalization: A web page that can be loaded using different URLs. For example:

<http://www.example.com>

<http://www.example.com/index.html>

<http://example.com>

ccTLD: Country specific TLDs (top level domains) such as .ca, .co.uk, .in, .au etc.

Churn: The rate at which links on a webpage are changed over time either by removal or replacement.

Citation: An online reference and display of your company name, address and phone number (NAP) in that particular order. Similar to link building, citations should be placed across various external sites for improving local rankings.

Citation Flow: A site metric between 0 to 100 indicating how powerful a URL may be based on the number and quality of links pointing to it.

Click Bait: Click bait is content whose main purpose is to encourage and

increase clicks on it by users through catchy headlines. These headlines may be clever and catchy but may also be negatively viewed if they're misleading, fake or distracting.

Cloaking: Serving search engines and your users different content for a web page by misleading search engines about the content on a webpage.

CMS: Content management systems are frameworks that design and develop a site's content. They're used to publish, edit and display a site's content.

Code Swapping: Involves optimizing a page for high rankings in SERPs and then using a different page in its place once it starts to rank.

Competitor Analysis: An analysis of your competitors SEO efforts by using SEO tools to check keywords they're using, keywords they're ranking for, plugins they're using, their site structure, an analysis of their incoming backlinks and link building tactics etc.

Conceptual Link: Links that search engines attempt to understand beyond just their anchor text by looking at the words surrounding the link.

Content Calendar: A content plan including which topics will be covered and go live on a site and on which days with the topics being based on keyword research.

Content Curation: A content curator is involved with the research, organization, writing and publishing of content online.

Content Farm: Websites that contain a large amount of low quality content published with the aim of ranking.

Content Gaps: Topics in your niche that are not covered enough or at all and that are great opportunities to address and fill the void.

Content Mill: A company that hires numerous writers to write content for its customers. They're a place for digital marketers or businesses to find freelance writers to outsource their content to.

Content Syndication: Involves posting your content onto third party sites for more exposure.

Contextual Link: A link found in a body of content surrounded by text instead of just a stand-alone link.

Conversion: When a site visitor converts into a sale or takes a desired action such as completing a download or filling a form.

Conversion Rate: The rate at which site visitors convert into sales or take a desired action.

Conversion Rate Optimization: Optimizing i.e. bettering or improving the conversion rate.

Crawl: Browsing of your site by search engine robots to index pages.

Crawl Depth: The extent to which search engines crawl a website and how deep and far they go into a site from the home page.

Crawl Frequency: How often search engine robots crawl a website.

Crawler: Bots or robots or web crawlers or spiders, browse the web to index pages to rank in search results.

CSS: Stands for Cascading style sheets and allows for changing the style of a webpage by adding fonts, colours etc.

CTA: Stands for call to action and is an instruction to site visitors based on the desired action a webmaster wants them to take such as completing a sale, downloading a piece of content, filling a form etc.

D

De-indexed: A site that has been de-listed i.e. removed from search engine results due to spammy practices.

Dead Link: A link that no longer exists due to removal.

Deep Link: An internal link that is reached by navigating far from the home page.

Delinking: Unlinking i.e. removing a link to a site.

Delisting: A site that has been de-indexed i.e. removed from search engine results due to spammy practices.

Direct Traffic: Traffic from visitors that reach your site directly without a source or referral but instead by typing your site address into the address bar.

Directory: A site containing lists of businesses.

Disallow: A command that can be inserted in the robots.txt file of a site to disallow i.e. hide pages from search engines to prevent them from being indexed and ranked.

Disavow: Disavowing links is a process using the Google disavow tool that allows publishers to tell Google which incoming links to their site they don't want associated with their site and be considered while looking at the sites backlink profile.

DNS: An Internet system that translates a domain name into an IP address.

Do-follow: A link with a do-follow status passes link juice and is visible to search engines. Also see *no-follow*.

Domain: A name for a website that makes it easy to access by acting like an address that can be entered into the browser to access a site.

Domain Authority: A site authority metric from 0 to 100 that measures the power of a domain and how likely it is to rank in search engines.

Domain Name: See *domain*.

Doorway Farm: Sites with low quality pages that are optimized to rank well for particular terms but act as a door or bridge with the purpose of sending visitors to a different page.

Doorway Page: Low quality pages that are optimized to rank well for a particular term but act as a door or bridge as they send visitors to a different page.

Duplicate Content: Content that has already been published on the web. This may be content a site owner owns but just publishes to a few different pages or content that a second person steals from a site to post it onto their own.

Dwell Time: The time a visitor spends on your site before returning to the search results page.

Dynamic URL: A URL created as a result of a specific search.

E

Earned Link: A link that is not built and one that is earned without any effort when a site naturally links to another site without requesting a link.

Editorial Link: A contextual link i.e. a link found in a body of content surrounded by text instead of just a stand-alone link.

Entry Page: The first page of your site that a visitor sees when they open your site i.e. the page the visitors enter your site from.

Ethical SEO: SEO done using non-spammy techniques that comply with search engine guidelines.

Evergreen Content: Content that is not seasonal and that will always be searched for.

Exact Match Domain: A domain containing an exact match of the main keyword or keyphrase a site wants to rank for.

Exact Match Anchor Text: Anchor text containing an exact match of the main keyword or keyphrase a site wants to rank for.

Exit Page: The page a user last visits on your site i.e. the page from which the user exits your site.

Exit Rate: The rate of visitors that exit out of your website from a page beyond the home-page in a session.

Expired Domain: A domain that was not renewed for hosting and has now expired and is available for purchase.

External Link: A link from an external site pointing to your site i.e. an incoming link.

F

Forums: Discussion boards across the web for various topics and niches.

Fragment URL: A URL containing a fragment identifier i.e. the part of a URL after the # that is the optional last part of the link.

Fuzzy Search: A fuzzy search finds matches even when the user misspells the search query or only enters partial words.

G

Gateway Page: Standalone pages that are highly optimized for a keyword and are built with the aim of ranking fast for that keyword. These are often low in quality and sometimes even computer generated.

Generic Anchor Text: Anchor text that does not contain keywords and is general in nature and mostly directional such as 'site', 'here', 'click here' etc.

Geo-keywords: Keywords with a location modifier and local intent attached such as 'Toronto restaurants' instead of just 'restaurants'.

Google Analytics: An analytics software by Google that provides a large amount of data related to your site such as visitors, pageviews, location of users, devices users used to access your site and much more.

Google Bowling: Manipulating external factors to penalize and de-rank your competitor sites.

Google Webmaster Tools: A software by Google to keep a check on the overall health of your site and detect any errors or penalties.

Google bot: Google's web crawler that crawls web pages for indexing purposes.

Grey Hat SEO: SEO techniques that are not as ethical as white hat but not as risky and spammy as black hat and may or may not result in a site being de-indexed.

Guest Posting: Posting content written by you on external blogs to gain exposure for your site by appearing in front of other sites audiences by writing for them.

H

H1 Tag: The header 1 tag on a webpage used for the first heading of the page.

Heading Tag: Tags used any of a webpages headings from H1 to H5.

Heatmap: A software that shows what users want when they visit your website, what they're looking at and their behavior and navigation pattern.

Hidden Text: A black hat technique involving changing the colour the font of some parts of keyword heavy text to match the background to hide it from visitors.

Hits: Refers to page hits when a webpage on a site is opened.

Hotlinking: A form of bandwidth theft by adding another sites media such as images and videos directly onto your site in a way so they appear on your own site instead of directly adding them to your site. They are displayed using the other sites server and therefor use up their bandwidth.

HTML Sitemap: A sitemap created for users to allow them navigate your site better. Also see *xml sitemap*.

Hummingbird: A Google algorithm that came out in 2013 that started taking into consideration the entire search query i.e. each word of the search query to better understand user intent.

Hyperlink: A clickable link.

I

Impression: A page impression is generated each time a page on a site is viewed.

Inbound Link: An external link i.e. an incoming link from an external site pointing to your site.

Index: A search engines database that contains a compilation of all information gathered when crawling websites.

Interlinking: Linking from your site to other pages on your site i.e. internal links.

Internal Linking: See *interlinking*.

Intitle: Modifier: A search operator used in conducting Boolean searches to find text in page titles across the web.

Inurl: Modifier: A search operator used in conducting Boolean searches to find text in URLs across the web.

K

Keyword: The search terms users insert in search engines to find what they're looking for.

Keyword Cannibalization: Occurs when the same keyword is used in and targeted by multiple pages on a site.

Keyword Density: The percentage of a keyword being present in a post. Can be calculated by: $(\text{number of times keyword is present in the article} / \text{total number of words in the article}) \times 100$

Keyword Funnel: Keyword funnels track the relationship between and categorize different sets of keywords.

Keyword Proximity: The distance between a search-phrase's words to each other in the case they're not written in the same order and exactly like the search phrase.

Keyword Research: Research conducted to find relevant high traffic keywords to target on a site.

Keyword Stuffing: Spammy over-usage of keywords on a web page.

Hold on...

You made it so far into this book! I'm so glad you're enjoying it!

Want to take your learning even further?

Check out my SEO Course at Digiologist.com

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L

Landing Page: The page users land on when users click on a search engine result.

Link Acquisition: The process of acquiring backlinks to your site either by building or earning links.

Link Bait: High quality link worthy content that is created with the aim of earning backlinks.

Link Building: Process of building external links pointing to your site either manually by link submission through account creation or by requesting external site owners to do so.

Link Churn: The rate at which links on a webpage are changed over time either by removal or replacement.

Link Decay: When your backlinks either lose value over time or decrease in number.

Link Density: Refers to the number of links on a page whether outgoing or incoming. A page with many outgoing links will have a high link density and vice versa.

Link Earning: Earning links naturally without any effort instead of building them i.e. when a site naturally links to another site without requesting a link.

Link Equity: The influence incoming links have on a page's ability to rank.

Link Exchange: Exchange of links between two parties where both link to each other and gain reciprocal links.

Link Farm: A set of web pages or websites created to link to a particular page with the aim of ranking that page.

Link Hoarding: The practice of refraining from linking to any external sites to prevent transfer of link juice.

Link Juice: The ‘power’ or ‘authority’ passed when a site links to another site.

Link Laundering: Involves pointing a large number of low quality tier 3 links to the second tier sites which point to links to your main site.

Link Pathway: The path users use to get from one webpage to another.

Link Poaching: Stealing your competitors backlinks by having the original sites replace them with links to your site.

Link Popularity: Number of backlinks that point to a site.

Link Profile: The portfolio of all incoming links to a website. Factors like amount of links, quality, relevancy, follow status’ etc make up a link profile.

Link Pyramid: A tiered link building approach where a set of tier 1 or ‘base links’ point to the main site, a set of tier 2 or middle links point to the tier 1 links and a set of tier 3 links which are usually low in quality but high in number, point to the tier 2 links.

Link Reclamation: Getting back lost links that were once pointing to your site.

Link Rot: The rate at which a site loses links in numbers or the current links lose value.

Link Velocity: Rate at which a site acquires backlinks.

Link Wheel: A group of sites that link to each other in a strategic manner. For example, in the case of 6 sites, namely. A, B, C, D, E and F. With A being the main site, then B links to C, C links to D, D links to E, E links to F, F links to B and B links to A, thereby completing the wheel.

Link: Modifier: A search operator used in conducting Boolean searches to

find all pages linking to a certain site i.e. the backlinks.

Linkerati: Tech savvy internet marketers that have the ability to make an impact on the web due to the authority they've built by being active on social media and in the blogosphere.

Local Search: Allows users to search for geographic specific searches and get back results based on their location and the use of location modifiers used in their search query.

Local SEO: SEO practices that aim to rank a site in local search based on the location the search is made in and for local queries.

Localization: The translation of a webpage for a different culture or language.

Location Modifier: Location based words used to make the search query location specific. For example, the search query 'Toronto restaurants' would have a location modifier being present in it rather than the search 'restaurant'.

Longtail: Longer and more descriptive keyphrases that search for something specific and more detailed.

M

Mail Merge: An automated email campaign sent to a list of recipients but still being slightly customized by pulling variants from the list such as name, site etc for each individual email sent.

Manual Penalty: The negative impact to a websites ranks based on an algorithm released by Google or as a result of a manual review.

Meta Description: A short snippet or summary that summarizes the content of a web page and is shown in search engine results.

Meta Keywords: A list of keywords or tags that tell search engines what the page is about. They're a list of tags in the form of words or keyphrases. They've been said to be a waste of time as Google doesn't consider them, but other search engines still do.

Meta Tags: Meta tag description. See *meta description*.

Metadata: Refers to the meta title (or title tag) and meta description.

Metric: Scores such as domain authority, page authority etc that define an overall sites, a domains or pages power and ability to rank well.

Mini Site: A site with a keyword rich domain linking to the main site and created to rank in search engines along with the mini site in order to capture multiple top spots in the SERPs.

Minus Modifier: A search operator used in conducting Boolean searches to subtract or eliminate a word from search results.

Mirror Site: Exact copies of your main site that are created to rank for terms and redirect to the main site once they start ranking.

Modifier: A search operator that is used to modify and refine search results by

making it more detailed.

Money Site: Your main site which links are built to and all SEO efforts are done for.

N

Naked Link: A link that is just a URL without any anchor text.

NAP: Name, address and phone number of a website which makes up its citation.

NAP Consistency: Ensuring all NAP references on the web for your business are exactly the same information in the same format.

Natural Link: A link naturally earned and not built.

Navigation: The framework, organization and navigation structure of a site.

Negative SEO: Using external factors and efforts to negatively impact a competitor site so it loses rankings.

Niche: A specific topic or category.

No-follow: Links that don't have a do-follow status. They don't pass link juice and aren't visible to search engines.

No-index: The no-index code is used on a page to tell search engines to not index the page and not show it in search results.

Not Found Error: A 404 error when a webpage is not found due to being deleted or the page URL never existing in the first place.

O

Off-Page: SEO efforts taking place off the main site and through external sites.

On-Page: SEO efforts taking place on the main site itself.

One Way Link: A link that a site points to another site without the second site pointing a link back to the original site.

Operator: A search modifier that is used to modify and refine search results by making it more detailed.

OR Modifier: A search operator used in conducting Boolean searches to search for either of two keyphrases or keywords.

Organic Link: A link that is naturally earned and not built.

Organic Search Results: Unpaid search results where sites rank in search engines as a result of SEO efforts instead of payment through ads.

Organic SEO: Process of ranking a site in search engines organically without purchasing search engine ads.

Organic Traffic: All traffic coming from clicks on pages ranking in search engines organically.

ORM: Online reputation management which involves having a good clean online image where only positive pages show up while searching for a person, company or brands name.

Outbound Link: Links on your site pointing to external sites.

P

Page Title: Contains the title of the webpage that explains what the webpage is about. It should be optimized and contain keywords.

Pagerank: An old concept that used to measure the power and authority of webpages. Pagerank is no longer updated and so, outdated.

Pageviews: When a user visits a page on a website it is counted as a pageview.

Pagination: Involves spreading the content of an article onto multiple pages instead of just one single page. This can be done by having a 'next' option on each page to click on to view the next part of the article.

Paid Link: A sponsored link that is built after payment to the site owner.

Palindromic SEO: Involves SEO activities that target queries in reverse order as well. Palindromes are words which when read forward and backwards have the same meaning.

Panda: A Google algorithm released in 2011 to lower the rank of poor quality thin content.

Parasite SEO: Involves building pages with your content on external high authority sites to make ranking content easier.

PBN: Private blog network. Creating a set of sites solely to link to your main site.

Penalty: The negative impact on a site's rankings due to an update in Google's ranking algorithm.

Penguin: A Google algorithm update released in 2012 to penalize sites spamming search engines with low quality 'thin' content. It aimed to return high

quality results at the top.

Permalink: A permanent link i.e. static hyperlink.

Persona: In terms of link building, a persona is an online alias created for outreach purposes, especially for link building. This is done to either hide one's identity for professional or personal reasons or to communicate and fit in better with audiences or prospective linkers.

Personalized Search: Personalized search results that are relevant to one's preferences and are delivered based on one's search history through browser cookie records.

Phantom Page: A webpage that is optimized for search engines rather than humans.

Phantom Update: An unconfirmed Google algorithm update that was a quality update leading to the filtering out of low quality content with low ranks.

Pigeon: A Google algorithm update released in 2014 aiming to increase the rank and number of local results in the SERPs.

Pillow Links: Links with diverse anchor text such as branded anchors, miscellaneous anchors, naked links etc. These are created to dilute the use of the main keywords as anchor text as over-usage of those can lead to a penalty. This is done for anchor text ratio correction.

Ping: Pinging Google is like URL submission. It allows you to let Google know about a newly added page or site update yourself rather than waiting for Google to find out while indexing your site next.

Position: The rank number of a page in the SERPs.

Poison Word: Words that will decrease your ranking if found in your site content.

Q

Query: A search query i.e. the keyword or keyphrase entered in a search engine.

Quotation Mark Modifier: A search operator used in conducting Boolean searches to search for an exact word or words in content based on the format placed within the quotation marks.

R

Rank: The position a webpage has for a keyword search in the SERPs.

Reciprocal Links: Two-way links where both sites link to each other.

Reclamation: Having lost or removed links reclaimed by having them added again.

Reconsideration Request: A request to have Google review your site after you've completed and fixed the issues on your site related to the manual penalty your site received.

Redirect: Moving one URL to another i.e. having a different URL open instead of the one originally entered in the browser.

Referral Traffic: Traffic to your site from mentions of your site on external websites.

Reinclusion: A request to Google to remove the penalty to your site and re-include you in search engines and re-store rankings.

Related: Modifier: A search operator used in conducting Boolean searches to find related sites.

Relative Link: A link that works within a document to point to parts in the document and doesn't require use of the full URL but only the part after .com. Relative links don't work outside of the document they're intended for.

Reputation Management: Online reputation management which involves having a good clean online image where only positive pages show up while searching for a person, company or brands name

Resource Page: Webpages that contain a list of related resource pages on a particular topic.

Reverse Image Search: Searching using an image instead of text to find the original use of the image and all other sources where it has been used.

Rich Snippets: The extra text that shows up in search results under a sites meta description for more details. These are links to important pages on the site such as the about page, services page, contact page etc.

Robots.txt: A file uploaded to a site that informs search crawlers which webpages to not crawl on the site and not include in search results.

Roundup: A roundup article involves reaching out to experts for their opinions on a topic or question and compiling it all into an article.

S

Sandbox: A temporary filtering of new websites for some time by Google before they're live and ranked in the SERPs.

Schema Markup: A type of data that makes it easier for search engines to browse, sort through and interpret the information in your site and provide the most relevant search results to users.

Scrape: Refers to data scraping i.e. collecting and compiling data.

Search Operators: A search modifier that is used to modify and refine search results by making it more detailed.

Search Query: The keyword or keyphrase entered in search engines.

Search Strings: A combination of keywords and search operators used to conduct a refined search.

Search Term: See *search query*.

SERP: Search engine results page.

Shallow Content: Thin low quality content.

Site Structure: The organizational structure a site uses to present its pages and content.

Sitemap: Can be of two types: HTML sitemap, XML sitemap, where an HTML sitemap is an organizational representation of a sites content and made for users to easily navigate site content and an XML sitemap is made for search crawlers to easily navigate the site.

SLD: Stands for second level domain and is basically the domain name. For example, in example.com, example is the SLD and .com is the TLD (top level

domain).

Spider: Bots or robots or web crawlers or spiders that browse the web to index pages to rank in search results.

Spinning: An article spinner is a software that uses an existing article and converts it into a unique article by replacing words, re-phrasing and re-writing. Article spinning is used for link building purposes when numerous content pieces are needed to be posted to article directories and web 2.0 sites.

Split Testing: Also known as 'a/b testing' involves performing two tests and comparing the results to see which option performed better and which to go with. The tests can be done by comparing two landing pages, two headings, two different titles, different content bodies, emails subject lines etc

Static URL: A URL whose link stays the same no matter how the input or where it is opened from.

Static Website: A website displayed to the user exactly as stored and not changed.

Stop Word: Words ignored by search engines to speed up search result delivery. Stop words are common words that don't have much meaning such as is, an, the etc.

Strings: A combination of keywords and search operators used to conduct a refined search.

Subdirectory: A subdirectory is like a folder that is part of your site and your domain and takes the format: example.com/subdomain and is used to create a separate area on your site for specific content or a specific purpose. Unlike a subdomain, a subdirectory is considered part of the main site and reaps all benefits of the main site such as backlinks and authority of the main site.

Subdomain: A domain that is part of a larger domain and takes the format: subdomain.example.com. It is used to create a separate area on your site for specific content or a specific purpose and is considered a separate domain by

Google.

Subtract Modifier: The subtract modifier is a search modifier/operator that can be used remove specific words from Google search results to make your search more detailed.

Syndication: Involves posting your content onto third party sites for more exposure.

T

Tags: Tags in SEO refer to title tags, meta tags, header tags, alt tags.

Thin Content: Low quality shallow content.

Three Way Linking: A linking structure in which 3 parties decide to link to one another in the format: site A links to site B, site B links to site C and site C links to site A.

Tier 1: The high quality first level links in a tiered link structure that point to your main site.

Tier 2: The second level of links in a tiered link building structure that are built to point to the tier 1 links. They are lesser quality than the tier 1 links but not bad quality. Usually built using web 2.0 sites, through article submissions etc.

Tier 3: The third level of links in a tiered link building structure that are built to point to the tier 2 links. They are the lowest in quality and are built in large numbers and built using tools.

Tiered Link Building: A link building structure in which 3 level of links are built, namely tiers 1, 2 and 3. Tier 1 links link to the main site, tier 2 links link to the tier 1 links and tier 3 links link to the tier 2 links.

Title Tag: The title assigned to a webpage that appears in search results.

TLD: Top level domain. It is the part of the site URL that comes after the domain name. Some examples of TLDs are: .com. .org, .co, .edu etc.

Trackback: When site A links to site B and site A automatically gets a trackback link from site B as the author of site B set up automatic notifications and the giving out such trackback links when a site links to it.

Transactional Keywords: Keyphrases with an intent to purchase. For example, 'buy laptop', 'house for sale' etc.

Transcribe: Having the audio of a video translated to text so it can be used as an article as well.

Trustflow: A score between 0 to 100 predicting how trustworthy a site is.

Two Way Link: See *reciprocal link*.

U

Unethical SEO: Includes all SEO practices that are spammy and don't comply with search engine guidelines.

Universal Search: Blended search results containing a mixture of media as results such as articles, videos, news, images etc.

Unlinked Brand Mentions: Webpages that mention your brand but don't link back.

Unnatural Link: A link that is built through efforts and not naturally earned.

V

Vanity URL: A customized and usually shortened URL that is branded or contains the topic in the URL for presentation purposes instead of a long messy link.

Vertical Search: A topical search that searches for a specific topic or a search for a specific format of content.

W

Web 2.0: Websites with user generated content that allow anyone to register, create and publish content.

Webmaster: The person in charge of making site changes, corrections, additions and overall site maintenance.

Webmaster Tools: A software by Google to keep a check on the overall health of your site and detect any errors or penalties.

White Hat SEO: Non-spammy SEO tactics that comply with search engine guidelines.

Whois: Domain registration info that displays information such as domain owner name, phone number, address etc.

X

XML Sitemap: A sitemap created for search crawlers to easily navigate the site.

Further Your Learning

If you'd like to take your learning further, I have an SEO Course up on my site and more books:

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Course Feedback:

Great course for beginners to intermediates SEO's. I've completed lots of course's over there year but this course teaches SEO in a unique way and managed to demonstrate areas in SEO that other courses are scared to touch. ~ Omid Irani

I loved this course because the instructor make everything easy to follow. The lessons were well made and I would recommend this course to anyone who wants to understand SEO. Just do it! ~ Juanita Abenaa

Great course. I learned a lot about on-page, off-page, keyword research. This course covers all SEO. Totally worth my time and investment. ~ Ezekiel Sokoh

I Learned a lot of fresh ideas in these videos. Very useful. You are an amazing instructor with great insights! ~ Moin Sheikh

The instructor Shivani is very well spoken, very clear and very concise. She goes in to great detail explaining all the details. The videos are great in both content and quality, and the format of the learning slides is a very sleek clean design. I would highly recommend this course to anybody wanting to learn some SEO. Thanks Shivani. Keep up the good work. ~ David Gunner

Very informative course! One of the best SEO courses I've seen here. I love how it takes you from the extreme basics to more intermediate material very smoothly so anyone can take this course up. Highly recommend to anyone looking to build up their SEO skills beyond just the basics. ~ Rick Sharma

This course is clear with professional explanations from "Shivani Karwal". I didn't understand SEO before but this course has really helped! ~ Salem Ameziane

Focused, organized, content rich and moves at excellent pace ! Very engaging! ~ Robert Smith

Informative and useful. Excellent delivery. Thank you! ~ Soon Kheng

Fantastic quality course. It may be small but it is very powerful. Thank you Shivani. I highly recommend this course to anybody wanting to advance in SEO. ~ Gonzague Re

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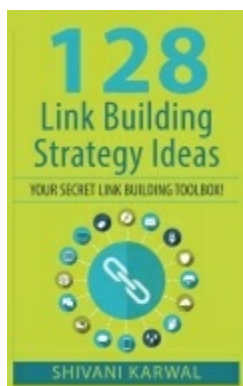
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128 Link Building Strategy Ideas:



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Digital Marketing Handbook Book Feedback:

This book is an incredible wealth of knowledge! Some of the information was a complete eye opener for me. This book is loaded with information and is divided nicely into 5 books covering various aspects of digital marketing with nice lists of industry tools, FAQ sections, how-to tutorials. This book was really informative and I'll be using a lot of the learnings from it for my site. ~ Amazon Customer

Simple and easy to understand. ~ Amazon Customer

Quite informative. Starts off really basic but then gets into some very useful stuff. ~ Steve Williams

Most marketing books are full of fluff, but this book is one of the most practical that I have read since I began my studies in Marketing. As a young professional, I haven't yet gotten the chance to accumulate much professional experience in digital marketing. However, this book has it all. Tips, suggestions, software and plugin recommendations- every little technical point you need to get your feet off the ground and become an effective digital marketer. It has all the rules and best practices to follow for SEO, PPC, etc. Easily translatable into the professional workplace, you'll feel super confident about digital marketing strategy after reading it. 5 star rating- was definitely worth my time and money. ~ Sarah Mancini

Great read! It was very insightful and had everything I needed to start my career in digital marketing. I highly recommend this handbook to anyone looking to increase their company's online presence or looking to enter this exciting field. ~ Amazon Customer

We've purchased approximately 10 books on this subject. This is by far the best in class. Simple, but effective! ~ Dino Trakakis

This book is awesome! Its super easy to understand and makes digital marketing so simple. It was the best choice I could have made. I'm new to

the SEO world and I was looking for something that could help me to understand the basics. I love this book and it has given me awesome foundation for my digital marketing career! ~ Juanita Abenaa

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Final Thoughts

I hope you now have a better idea of SEO and some strategies you can implement for your business. I hope this book helps you in building a stronger digital profile for your business.

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In case of any questions or feedback, you can email me at shivani@digilogist.com.

Thanks for reading!

- Shivani Karwal