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Traffic	The number of vehicles moving along roads,or the amount of air traffic,trains,or ships moving along	Cambridge dictionary
Meta tag	Areas in HTML code that contain information about a website.The information cannot be seen on the website itself search engines access certain meta tags so they can,for insance,display a page title and description in the search results	Conductor
Visitor map	It is a cartographic representation that provides non local people with geolocalized information about an area to help them plan and navigate during their visit	Overview
User profile	It is a collection of information that represents an individual's identity and preferences within a particular system or platform.It contains data such as personal details,account setting,customization options,and activity history	Lenovo
Page optimization	It is the process of refining the content and structure of a website,,so that it will be indexed and ranked by search engines by means of keywords, new content tags, and other site reports	Digital marketing institute