word	definition	Resorces
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