Glossary

A

Anchor text

Anchor text is the clickable text in a hyperlink. SEO best practices dictate that anchor text be relevant to the page you are linking to, rather than generic text.

Article marketing

Article marketing is a type of advertising in which companies write and distribute short articles to a range of outlets such as article banks, forums, and newsletter publishers. This old type of marketing strategy can help marketers to acquire new visitors and increase sales on their websites.

Authority

Authority is the relevance granted to a page by other sites or users.

B

Bandwidth

A range of frequencies within a given band that is used for transmitting a signal is called as bandwidth.

Bing robots

Bingbot is a web-crawling robot (type of Internet bot), deployed by Microsoft October 2010 to supply Bing. It collects documents from the web to build a searchable index for the Bing (search engine). It performs the same function as Google's Googlebot.

Bing webmaster tool

Bing Webmaster Tools (previously the Bing Webmaster Center) is a free service as a part of Microsoft's Bing search engine which allows webmasters to add their websites to the Bing index crawler.

Brand exposure

Extent to which a brand is recognized by potential customers and is correctly associated with a product is called as brand exposure.

Business-to-Consumer (B2C)

Business-to-Consumer (B2C) is business or transactions conducted directly between a company and consumers who are the end-users of its products or services.

Business-to-Business (B2B)

Business-to-Business (B2B or, in some countries, B-to-B) refers to a situation where one business makes a commercial transaction with another. This typically occurs when a business is sourcing materials for their production process (for example, a food manufacturer purchasing salt).

C

Canonical tag

A canonical tag or canonical link element is an HTML element that helps webmasters to prevent duplicate content issues by specifying the 'canonical' or 'preferred' version of a web page as part of search engine optimization.

Case sensitive

This is treated differently depending on whether it is in capitals or lower-case text.

CIA World Factbook

The World Factbook (also known as the CIA World Factbook) is a reference resource produced by the Central Intelligence Agency (CIA) with almanac-style information about the countries of the world. The official print version is available from the National Technical Information Service and the Government Printing Office.

Commercial intent

Commercial intent is simply a phrase that means someone has the intent on purchasing a product or service. Understanding this concept and how to identify those keywords is extremely important. It can be the difference in a successful or unsuccessful marketing campaign.

comScore

comScore is an American media measurement and analytics company providing marketing data and analytics to enterprises, media and advertising agencies, and publishers.

_D_

Desktop Search

Desktop search (sometimes called integrated search) is the ability to simultaneously search hard drives and removable storage on the user's computer.

Desktop version

A Web page designed for a computer; not a small smartphone screen is called as desktop version.

Direct mail

Unsolicited commercial literature sent to prospective customers through the post is called direct mail.

Domain

A distinct subset of the Internet with addresses sharing a common suffix or under the control of an organization or individual is called a domain.

Domain authority

Domain authority is a measure of the power of a domain name and is one of many search engine ranking factors. Domain authority is based on three factors: age, popularity, and size.

Doorway pages

Doorway pages are web pages that are created for spamdexing. This is for spamming the index of a search engine by inserting results for particular phrases with the purpose of sending visitors to a different page.

Duplicate content

Duplicate content is content that appears on the Internet in more than one place. When similar content is found in more than one location on the Internet, it can be difficult for search engines to decide which version is more relevant to a given search query.

F

Frequency

The rate at which something occurs over a particular period or in a given sample is called as frequency.

G

Generic keyword

Generic keywords are searchable or identifiable words that have meanings and a relatively wide scope. Generic keywords tend to produce a relatively large number of matches and tend to have a higher cost.

Google+ circle

Google's social platform, Google+, has a feature called "Circles" that allows users to put different people in specific groupings or lists. This feature is intended to share relevant content with the right people.

H

HTML

Hypertext Markup Language, a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on World Wide Web pages.

I

Information search

Information search is a stage in the Consumer Decision Process (CDP) during which a consumer searches for internal or external information.

K

Knowledge graph

The Knowledge Graph is a knowledge base used by Google to enhance its search engine's search results with semantic-search information gathered from a wide variety of sources. The short summary provided in the knowledge graph is often used as a spoken answer in Google Assistant searches.

L

Legitimate website

A website which is operational in accordance with established rules, principles, or standards is a legitimate website.

Link authority

Link authority is a measure of the effect or power of a link. A link from a high-ranking site in your industry will have a lot more value (high link authority).

Link building

Link building (alternative spellings include link building and link-building) refers to the process of getting external pages to link to a page on your website. It is one of the many tactics used in Search Engine Optimization (SEO).

LinkedIn

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

Link text

The link text is the visible and clickable text in a hyperlink. The words contained in the link text can determine the ranking that the page will receive by search engines.

M

Mobile configuration

The Mobile Phone configuration is targeted to provide functionality for a Microsoft Windows® CE−based mobile telephone handset. There is only one variant of the Mobile Phone configuration. It supplies the foundation for supporting voice data, e-mail, and Web-browsing on a mobile handset.

Mobile network

A cellular network or mobile network is a communication network where the last link is wireless. The network is distributed over land areas called cells, each served by at least one fixed-location transceiver, but more normally three cell sites or base stations.

Mobile redirect

A mobile redirect is a small piece of code that gets installed on your desktop site. It will check every visitor that comes to your site and redirect them if they are a mobile user. This is the most important part of setting up your site, as it is how most of your mobile visitors get to your mobile site.

N

Niche market

A niche market is the subset of the market on which a specific product is focused. The market niche defines as the product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that is intended to impact. It is also a small market segment.

Natural links

Natural link building is exactly what the name suggests that is, links that are created naturally without the website owner having to go and generate them either through guest posting, or other forms of link building practices.

No script tag

The `<noscript>` tag defines an alternate content for users that have disabled scripts in their browser or have a browser that does not support script. The `<noscript>` element can be used in both `<head>` and `<body>`.

O

Optimization

The action of making the best or most effective use of a situation or resource is called as optimization.

R

Revamping content

It means giving new and improved form, structure, or appearance to the content.

S

Scraped content

Scraping content is taking content from other places on the web and publishing it on your own site. There are many websites that only contain pieces of other websites or stolen content. Many sites will take articles from other websites and publish them as if they were their own, or will copy entire websites.

Secure site

Computer facility equipped with secure servers to provide secure exchange of data or financial transactions over a network such as internet is a secure site.

Seed keyword

Seed keywords are base or foundation keywords for SEO. These sorts of keywords are not changed or modified the meaning by modifier words.

T

Troubleshooting

Troubleshooting is a systematic approach to problem solving that is often used to find and correct issues with complex machines, electronics, computers, and software systems.

Q

Query

Ask a question about something, especially to express one's doubts about it or to check its validity or accuracy.

U

UX improvement

User experience improvement is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product.

W

Web history

Web history refers to the list of web pages a user has visited recently, and associated data such as page title and time of visit, which is recorded by web browser software as standard for a certain period.

Webmaster

The person who maintains a website is called a webmaster.