

SEARCH ENGINE OPTIMIZATION DEFINITIONS

1 ALT-TEXT

Alt-text or alternative-text is a short text description of an image used to describe the image when the visual content cannot be viewed for some reason. For example, if you're a search bot, a visually impaired user, or if the web page cannot be fully downloaded.

2 BLACK-HAT

Black-hat SEO describes a set of practices that are used to improve a website's search rankings by means that violate search engine policies. If search engines detect that a website is engaging in black-hat SEO, it is likely to blacklist the site and remove it from its index.

3 CRAWLING

Crawling refers to the process of search engine 'crawlers', 'spiders' or 'bots' scouring the entire internet to find web pages to index so that they can appear in search engine results pages.

4 DOMAIN AUTHORITY

Domain authority was developed by MOZ as a tool to measure the success of a website's search engine ranking power. A high domain authority would suggest that a website has high-quality content that's relevant to a specific industry or niche topic.

5 INTERNAL LINKS/EXTERNAL LINKS

Internal links are hyperlinks on your web pages that direct visitors to other pages of your website. External links are hyperlinks on your web pages that direct visitors to pages on other websites.

6 KEYWORD RESEARCH

Keyword research is the process of finding popular or relevant search terms to use in web content. Keyword research is the start of any SEO strategy and is also used by marketers to find out what people care about or what they are looking for.

7 LINK JUICE

Link Juice is a colloquial term that refers to how much ranking power a website can transfer to another website when it links to it. You will get the most 'link juice' from inbound links that come from sites with a high domain authority that also focuses on the same/similar topic or industry as you.

8 ON-PAGE SEO

On-page SEO describes the process of optimizing individual web pages to improve their position in the search engine results pages. It involves the optimization of both the content and the code associated with a specific web page.

9 OFF-PAGE SEO

Off-page SEO refers to the tactics used to boost a specific web page's position in search engine results pages through external or off-site signals like backlinks and social media engagement.

10 SERP

SERP stands for Search Engine Results Pages which describes the page that is returned to search engine users after they input a query. It includes a list of hyperlinks and meta descriptions from relevant online resources related to the searched topic or term.

