



## SEO and PPC Glossary

Term	Definition
<b>Adwords</b>	Google's pay per click program in which advertisers pay every time their ad is clicked rather than paying per impression. The cost per click is calculated using different criteria including relevancy and success of the ad
<b>Adgroup</b>	Sub-group of an Adwords campaign with its own keywords and ads
<b>Algorithm</b>	The rules that search engines use to rank websites in search results
<b>Alt Tags</b>	Alternative text used for images on a webs page. Using keywords in the alt tag can help SEO. Alt tags also make web pages more accessible for the disabled. For example, a vision-impaired user may have a web browser that reads aloud the text and alt tags on a page
<b>Anchor Text</b>	Text part of a link used by search engines as an important ranking factor. Google pays particular attention to the text used in a hyperlink so anchor text is very important in SEO
<b>Back Links</b>	Incoming links to a web page (see incoming links for full explanation)
<b>Banned</b>	Happens when a search engine detects spam content or techniques and de-indexes a web site
<b>Bid Price</b>	The maximum price that an advertiser is willing to pay for a keyword on pay-per-click search engine
<b>Black Hat SEO</b>	Optimising a website using techniques that are against search engine guidelines. Go too far and your site may be penalised or even removed from the index
<b>Body Copy</b>	Refers to text visible to users, doesn't include graphical content, navigation, or information hidden in the HTML source code
<b>Broad Match</b>	Most common kind of keyword matching used in pay per click e.g. classic cars. Broad match terms are less targeted than exact or phrase matches
<b>Call To Action</b>	Encouraging a visitor to a website to perform a task such as 'buy now' 'subscribe now' etc
<b>Clickthrough</b>	Clicking on an ad to be redirected to another website
<b>Clickthrough Rate</b>	(CTR) The rate at which people click on a link on a pay per click ad. Calculated by number of clicks/number of impressions x 100
<b>Cloaking</b>	A black hat SEO technique that serves different content to search engine spiders than it does to human visitors
<b>Conversion</b>	Converting a web site visitor into a customer or at least taking that visitor a step closer to customer acquisition (such as convincing them to sign up for your e-mail newsletter)
<b>Conversion Rate</b>	The rate at which visitors get converted to customers or are moved a step closer to customer acquisition
<b>Cost Per Click</b>	(CPC) The cost incurred or price paid for a Clickthrough from a pay per

	click ad to your landing page
<b>Cost Per Thousand</b>	(CPM) The cost incurred or price paid for a thousand impressions on a paid search engine
<b>Deep Linking</b>	Links to interior pages of a website
<b>Directory</b>	Paid or free grouping of websites, sometimes valuable in providing back links or as traffic drivers in the case of local or niche directories
<b>Exact Match</b>	keyword matching used in pay per click [classic cars] where the search query must be exactly the same as the advertisement keyword
<b>Frames</b>	Technique used to combine two or more web pages into one. Hated by the search engines and not used by web designers who know their job!
<b>Gateway Page</b>	Web page usually of very low quality set up with black hat SEO to drive traffic to another web page
<b>Geo-Targeting</b>	Limiting pay per click advertising to specific geographic locations. Also applies to organic search
<b>Google</b>	The Daddy of search engines
<b>Google Front Page</b>	Where every website aspires, and needs, to be
<b>Google Analytics</b>	A free web analytics tool offering detailed visitor statistics. Very easy to implement onto websites and a priceless tool
<b>Google Dance</b>	Happens when Google updates its index. Often results in fluctuations in the index and some noticeable changes in search engine result positions
<b>Google Supplementary Index</b>	Also known as the sandbox. Basically a dump for less important or untrusted web pages. Hard to measure how as Google has discontinued their practice of applying 'supplementary' tags to their results
<b>Google Traffic Estimator</b>	A tool that indicates the number of clicks to expect on Google Adwords ads for particular keywords
<b>Google XML Sitemap</b>	An XML file that lists the URLs of the pages on a website great tool for indexing a website
<b>Googlebot</b>	The search spider or robot used by Google
<b>Hallway Page</b>	Usually a tier two page that serves as an index to a sub-group of pages (tier three)
<b>Heading Tag</b>	(H1 or H2) An HTML tag that tells a search engine that the text within the tag is more important than the body text
<b>Hidden Text</b>	Black hat tactic that is completely against search engine guidelines. Hides contextual text or links from human visitors to a webpage, however making it available to search engines to spider the text. The usual technique is to use white text on a white background. Don't be tempted!
<b>Home Page</b>	Main page of a website that will gather the most page rank
<b>Hyperlink</b>	See 'links'
<b>Impressions</b>	The number of times your pay per click ad is served to users by Google
<b>Incoming Links</b>	Links that point to your site from sites other than your own. Hugely important asset that will improve your site's PageRank (PR) and hence how your keywords rank in the search engine results
<b>Index</b>	A search engines database compiled by its spiders visiting web sites
<b>Internal Links</b>	A hypertext link that points to another page within the same website. Google uses internal text links to crawl pages within a website. The way internal links are structured will impact on the way the site is ranked by the search engines
<b>keyword Phrase</b>	A search phrase made up of two or more keywords. See 'keyword'
<b>Keyword</b>	A word that an Internet user uses to find relevant web pages
<b>Keyword Density</b>	The number of times that a keyword appears on a web page

<b>Keyword Matching</b>	Used in pay per click campaigns. There are four types of keyword matching; Broad Match (classic cars), Exact Match [classic cars], Phrase Match ("classic cars") and Negative match
<b>Keyword Research</b>	Finding the keywords and phrases that people use to search in a particular market and then making a list for use on web pages or in pay per click campaigns
<b>Keyword Stemming</b>	Using variations of a keyword for example brick, bricks, brickwork
<b>Keyword Stuffing</b>	Putting excessive amounts of keywords into the page copy and the HTML in an attempt to boost the pages rankings in the search engines. Another black hat tactic that can backfire
<b>Keyword Rich</b>	When a web page or section of text is composed of good keywords rather than meaningless words (e.g. "welcome", "click here")
<b>Landing Page</b>	The page on a website that user is directed to after clicking on a link or pay per click ad
<b>Link Bait</b>	Great content that encourages other web sites to link to your site
<b>Link Building</b>	The process of creating a number of incoming links to your website. Essential as part of an SEO campaign
<b>Link Popularity</b>	A measure of the number of links coming into a website
<b>Link</b>	A string of text or a graphic that redirects the user to another location
<b>Meta Data</b>	The HTML tags created for search engines to read
<b>Meta Description Tag</b>	HTML tag that describes a web pages content. Important to use relevant keywords in this tag
<b>Meta Keyword Tag</b>	HTML tag comprised of keywords relevant to the web pages content. Had so much abuse that Google no longer takes this tag into consideration when ranking web pages. Only Yahoo still considers this tag
<b>Negative Keyword</b>	Used in pay per click campaigns by advertisers who don't want their ad associated with a particular keyword or phrase
<b>Out Going Links</b>	Links that take a user away from a website to another site
<b>PageRank</b>	(PR) Formula used by Google to measure the importance or credibility of a website. Measured exponentially on a scale of 0-10. Crudely put, the higher the PageRank of the page that's linking to you, the more your site's PageRank will benefit. The better your PageRank, the better you'll do in the Google rankings
<b>Pay Per Click</b>	A paid for advertising method in advertisers pay for every click through to their website. For example Google Adwords
<b>Phrase Match</b>	Keyword matching in a pay per click campaign where an ad will be displayed if the user's search query includes the exact phrase, even if their query contains additional words. For example "classic cars"
<b>Query</b>	Keyword or phrase entered into a search engine
<b>Reciprocal Linking</b>	Exchanging links between websites
<b>Results</b>	The SERPS returned by search engines
<b>Robots.txt</b>	HTML used to control the actions of search engine spiders on a website or to even deny them access
<b>Search Engine Marketing</b>	(SEM) Techniques to increase the amount and quality of links registered by the search engines
<b>Search Engine Optimization</b>	(SEO) Techniques used to positively influence the rankings of web pages in the search engines
<b>Search Engine Results Page</b>	(SERP) page of search results delivered by a search engine
<b>SEM</b>	Acronym for Search Engine Marketing

<b>SEO</b>	Acronym for search engine optimization
<b>SERP</b>	An acronym for Search Engine Results Page
<b>SERPS</b>	Plural for SERP (search engine results pages)
<b>Spam</b>	Techniques used to try and manipulate the search engines
<b>Spider</b>	Also known as a robot, Spiders are programs used by the search engines to index site on the web
<b>Stop Words</b>	Common words such as 'a' 'the' 'it' that are ignored by the search engines
<b>Title Tag</b>	HTML tag and the most important as far as the search engines are concerned. Needs to be keyword rich as the search engines not only give more weight to the keywords used they also typically display the title tag in the search results
<b>Traffic</b>	Visitors to a website
<b>Traffic Estimator</b>	Tool provided by Google to estimate pay per click traffic and costs
<b>URL</b>	Acronym for Uniform Resource Locator typically used as location of a webpage
<b>Visibility</b>	How well-placed your web site is in the search engines for different keyword
<b>White Hat SEO</b>	Ethical techniques used to improve a webpage's performance in the search engines
<b>XML</b>	A scripting language used to define the properties of the document. Used to create sitemaps
<b>Yahoo</b>	Second only to Google in importance amongst search engines