

# All The SEO Terms You Want to Know

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TERM	“REAL PEOPLE” DEFINITION	HOW DOES THIS APPLY TO YOU
<b>SEO (Search Engine Optimisation)</b>	How easy is it for Google and other search engines to figure out what is on your site, categorise it, and get it in front of the right people.	If people can't FIND you, then they cannot pay you. However, always create content for humans first- to serve people- and then optimise it for search engines!
<b>SERPS (Search Engine Results Page)</b>	The page of results that shows up on your computer screen after someone types in a "query."	Ideally, you want to show up on the first page of the search results. Very few searchers click past the first or second page of search results. It's better to get found for "less big" keywords than to NEVER get found at all for huge keywords.
<b>Keywords</b>	The main focus word or phrase of words that someone types into the search bar that YOU are hoping to get found for.	In optimising your website and SEO strategy, it's important to pay attention to how much a keyword is searched. Huge keywords are often very unattainable for small to medium businesses without a ton of work.
<b>Long-Tail Keyword</b>	More than one keyword typically searched together, also called a keyword phrase.	Most of your keyword strategy is going to be around long tail keywords or keyword phrases.
<b>Keyword Phrase</b>	A group of keywords commonly searched together.	MUCH less competitive (less hard to show up on the first couple pages) than a singular keyword.
<b>Marketing Strategy</b>	The WHY and the methodology behind what you're marketing and who you are marketing to.	Having a great marketing strategy enables you to hire out or pass off the plan and the actual execution of some content creation.

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<b>Keyword Competitiveness or Keyword Difficulty</b>	How hard is it to "rank" or show up in the first 10 results on Google or other search engine results.	The difficulty of a keyword you can "go for" depends on a variety of factors. However, generally, unless you have a lot of bandwidth to create content or a lot of optimized content already published, then it's best to stay with lower difficulty words so that you can actually get found!
<b>Keyword Trend</b>	Is a keyword getting more or less popular?	If a keyword is "trending" or "trending up" it is estimated to be searched more in upcoming months instead of less. Ideally, your content will be created around keyword phrases that are trending upward or at least holding fairly steady.
<b>Organic Marketing</b>	Non-paid advertisement marketing.	Getting your content in front of people in a non-paid way often feels more authentic and is better received. However, it would be a lie to say that organic marketing is "free."
<b>Alt Text</b>	This gives screen-readers (for the visually impaired) something to read to people to describe the image.	Don't abuse this, HOWEVER, you CAN use some keywords to describe the image authentically.
<b>SSL</b>	Secure Sockets Layer- a certification that says your website is safe to buy from and exchange information with. It helps website visitors feel secure on your site. Having a SSL gives you the https:// (which is good) instead of http://.	If you are using an easy to use or very reputable website platform host, they will walk you through this or set it up so that you already have an SSL certificate. If you don't, make sure that you pay extra to have this on your site.
<b>Google bots</b>	Little robots that "crawl" or search for and categorise the content on all websites	The easier you can make your site to "crawl" aka the more it makes sense to the little robots- the better they will index (understand and ultimately rank") your website content

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<b>HTML Markup</b>	How you structure a webpage using computer language.	Unless you are coding your website yourself, you don't need to worry about this too much.
<b>Headings Map</b>	The hierarchy of importance in how Google categorises content on your webpage.	H1 text is more important than H2. H2 more important than H3, H3 more than H4, and H4 more than P (paragraphy) text. This does NOT mean that everything should be H1 or H2 text, but it means that you need to outline your website content when planning like you would have outlined a formal essay in school.
<b>Image names</b>	This is the name if an image. Typically, this is just a file name or number	This is a GREAT opportunity to embed 1 or 2 keyword phrases. Just make sure to include dashes in between your words
<b>Indexing</b>	A search engines ability to figure out what is on your site, how it helps people searching for content, and then ultimately present it to them in the serch engine results pages	If a page is marked as "do not index" or it is not linked anywhere or not linked to any other pages on your website, it makes it harder for search engines to index your content.
<b>Orphan Page</b>	A page with no internal links (links internal to your website) pointing to it. These pages are harder for bots/search engine bots to crawl and therefore harder to index and rank.	Make sure that there are internal links on every page and that every blog post is linked in at least one other blog post. Additionally, creating category pages and and archive page is very helpful in preventing this.
<b>Site Structure</b>	How the pages on your site are organised (or structured). Hopefully it is done in a way that makes your site easy for Google bots to "crawl" or find and index your pages	When your site is organised in an easy to follow manner and each page is linked to other pages (logically), it makes your website easier for search engines to understand and therefore easier for them to index.

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<b>Pogo-Sticking</b>	When someone clicks on your page/blog from the search engine results page, but then clicks back to the SERPS page because they did not find the information they were looking for. This is bad for your SEO because it tells search engines that your content is not helpful and not answering the questions that people are asking.	Make sure that you are answering the questions that people are searching for, thoroughly. Don't write MORE than you need to, but be thorough and helpful.
<b>Title Tags/Page Titles</b>	Different than the BUTTON people click to get to a specific page. This is the TITLE of the page as it shows up in search results.	Do not exceed 60 characters. Google can (and does) sometimes re-write these based on the content found on the page. However, you stand the best chance to have a strategic and keyword rich page title (or title tag) when you keep it at 60 characters or less.
<b>Landing Page</b>	What page did people LAND on from the world wide web.	Pay close attention to this and make sure these pages are optimised. Take note of what keywords these pages use AND how they are laid out.
<b>Google Analytics Tags</b>	Little bits of code used like cookies to track data on your website.	Different tags or groups of tags give Google the ability to track different things.
<b>Google Analytics</b>	The free tracking software offered by Google. It tracks and analyses all parts of your website traffic.	Make sure that there are internal links on every page and that every blog post is linked in at least one other blog post. Additionally, creating category pages and an archive page is very helpful in preventing this.
<b>Search Console</b>	Googles free (but separate) tool that helps you see what phrases people are typing in that leads them to your site.	Make sure this is "turned on". This is a separate process from setting up Google Analytics (which is dumb). Without this turned on, it's hard to tell which keywords are working for your website.

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<b>Source/Medium</b>	The "source" of your traffic or what "medium"/ category people came to your site from (social media, Pinterest, organic).	It's important to analyse where your traffic is coming from in regard to your marketing efforts.
<b>Aquisition</b>	Where the people are coming from.	
<b>Organic Traffic</b>	Traffic from searches!	This is where we really want to focus our efforts!
<b>Direct Traffic</b>	Essentially, traffic that Google cannot accurately track where it came from.	This could be people typing in your website directly, clicking over from a bookmark, or just simply that Google cannot process where the traffic came from.
<b>Referral Traffic</b>	People that come to your website from another website.	This often looks like your booking site sending traffic to your website
<b>First Interaction Delay</b>	The amount of time it takes a website to interact with a website users first "command"	This only looks at first interaction instead of the interaction of the whole page or whole website the entire time a user is on the website. This will be replaces as a core metric used by Google in March of 2024
<b>INP- Interaction to Next Paint</b>	Googles new measurement/score (rolling out in March 2024) of how long it takes a site to begin to "paint" or display content in response to a website users click/touch.	This is important because it measures and tracks the responsiveness of your website for the entire time a user is on your website, not just the first interaction.