Glossary Terms

Keyword Rankings - your page's specific spot on the search results pages for a particular search query. When people enter search terms into Google that relate to your page's subject matter, whichever spot your URL is shown in is your keyword ranking

Google Rankings - website's position in the search engine results page. There are various ranking factors that influence whether a website appears higher on the SERP based on the content relevance to the search term, or the quality of backlinks pointing to the page.

PageRank: A component of Google's core algorithm. It is a link analysis program that estimates the importance of a web page by measuring the quality and quantity of links pointing to it.

Google Change – A cumulative of the movement of the terms being tracked. If one term went up 7 spots and another term came down 5 spots the result would be +2

Website Traffic – The number of visits that a website has seen. Website traffic refers to web users who visit a website. Web traffic is measured in visits, sometimes called "sessions," and is a common way to measure an online business effectiveness at attracting an audience.

Types of search - The Web Traffic Sources metric measures which traffic sources are driving visitors to your website, and provides a comparison of each of those sources. The three main traffic sources are direct, referral, and search, although your website may also have traffic from campaigns such as banner ads or paid search.

GA% New Sessions – This could be seen as synonymous with "new user". A rising percentage of new sessions reflects new users being reached and driven to the website

Avg Session Duration – This is the average amount of time a visitor spends on a website. Along with pages per session, session duration fleshes out, in large part, the users experience on the website

Pages Per Session – Pages per session reflects the number of pages a visitor views in a single visit to a website. A higher page per session combined with a high session duration is the desired result

Bounce Rate – This reflects a website visitor who views a single page and navigates away from the website. A rising bounce rate can reflect a website that is dull or difficult to navigate

Top Queries - You can think of a search query as the real-world application of a keyword – it may be misspelled, out of order or have other words tacked on to it, or conversely it might be identical to the keyword. Queries help discover keywords that may be relevant

Alt text: Alternative text is the text in HTML code that describes the images on web pages.

Header tags: An HTML element used to designate headings on your page.

Title tag: An HTML element that specifies the title of a web page.

Meta descriptions: HTML elements that describe the contents of the page that they're on. Google sometimes uses these as the description line in search result snippets.

Black hat: Search engine optimization practices that violate Google's quality guidelines.

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White hat: Search engine optimization practices that comply with Google's quality guidelines.

Crawling: The process by which search engines discover your web pages.

Indexing: The storing and organizing of content found during crawling.

SERP: Stands for "search engine results page" — the page you see after conducting a search.

Backlinks: Or "inbound links" are links from other websites that point to your website.

Citations: Also known as a "business listing," a citation is a web-based reference to a local business' name, address, and phone number (NAP).

Internal links: Links on your own site that point to your other pages on the same site.

Why Is (Blank) Important

Backlinking - Backlinks are important for SEO because some search engines, especially Google, will give more credit to websites that have a good number of quality backlinks, and consider those websites more relevant than others in their results pages for a search query.

Citations - Citations are an important part of the search algorithm and are used by the search engines to help determine where to rank your site amongst the competition.

Indexing - The purpose of storing an index is to optimize speed and performance in finding relevant documents for a search query.

Alt text - is important when browsers are unable to render a page properly, meaning the web page does not display the images. In place of images the website will return the alt attributes instead, describing what image should be showing.

Meta tags - important because they impact how your site appears in the SERPs and how many people will be inclined to click through to your website. They will therefore impact your traffic and engagement rates, which can impact your SEO and rankings.

H1 and Title Tags - H1 tag is typically the title of your page or post and is the first visible heading on the page itself. While it is important from both a search engine and user perspective, its main objective is the same – it helps both better understand what your content is about.

Blog Post Submission - Blog submission is an important off-page optimization activity in which you submit blogs in blog submission sites, platforms, etc. It enables Google bots/crawlers to crawl through anchor texts present in the blog to your website which help to create backlinks in order to uprank your targeted keywords on SERPs

Classified Submission - Classified Submission is an off-page SEO technique Classifieds are techniques for the on-line promotion of our brands, products, and services. Classifieds are bits of help in generating organic traffic on a website. Classifieds are increasing the exposure or popularity of a website in search engines.

Social Bookmarking - Social bookmarking submission is an activity of off-page optimization which enables you to store links on other websites. It is done manually by submitting the link of our websites to

sites like Tumbler, Slashdot, Scoop, etc.

Article Post Submission - Article submission is one of the best ways for the link building/backlinks process in which we submit articles on submission sites and platforms. It enables Google bots/crawlers to crawl through hyperlink/anchor texts present in the article to your website that help to create backlinks in order to improve ranking for your targeted keywords on Google.

Image submission - Image submission helps to boost online visibility. Submitting them to Image submission websites and platforms can improve your website's online visibility and keyword ranking.