

# SEO Simplified

Easy to understand fundamentals  
of Search Engine Optimization



## INCREASE VISIBILITY - INCREASE PROFITS!

In today's business world if your company cannot be found on the Internet, then you are lost. Internet marketing is critical to a company's success. For those who don't have a clue about SEO practices, you need to understand that SEO (Search Engine Optimization) is actually more than just a simple technique to increase traffic and sell products or services. In fact, SEO is a science; it is the most important and effective science existing on the Internet. Of course, SEO is not the only solution to get traffic to your site, but it is without a doubt, the most effective way.





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# SEARCH ENGINE BASICS

The secret to success is knowing the rules of the game. Spiders do all the work that makes search engines so helpful.

**Understand the spiders and you understand the game!**



## HOW SEARCH ENGINES SEARCH!

Search engines' jobs are difficult. They index hundreds of millions of web pages that are constantly being created, changed, or deleted without any warning at any time. They have to find these sites and report back to the searchers within a fraction of a second to keep their user's trust. And they have to be right. In order to make this impossible task easier they do all of their searching ahead of time and they use millions of little minions to do it for them.

Some call them "bots" because they act like tiny robots executing commands. They are most commonly called "crawlers" or "spiders" because like spiders they crawl around on the web. Whatever you call them you have to understand what they do and how they do it.

Spiders crawl the Internet every way they can, hopping from website to website. They collect data and report back to the mother ship, the Index. Each search engine has its own index, and that index is what tells the search engines which sites to show users when they search for certain word or phrase.

## SPIDERS FOLLOW THE LINKS

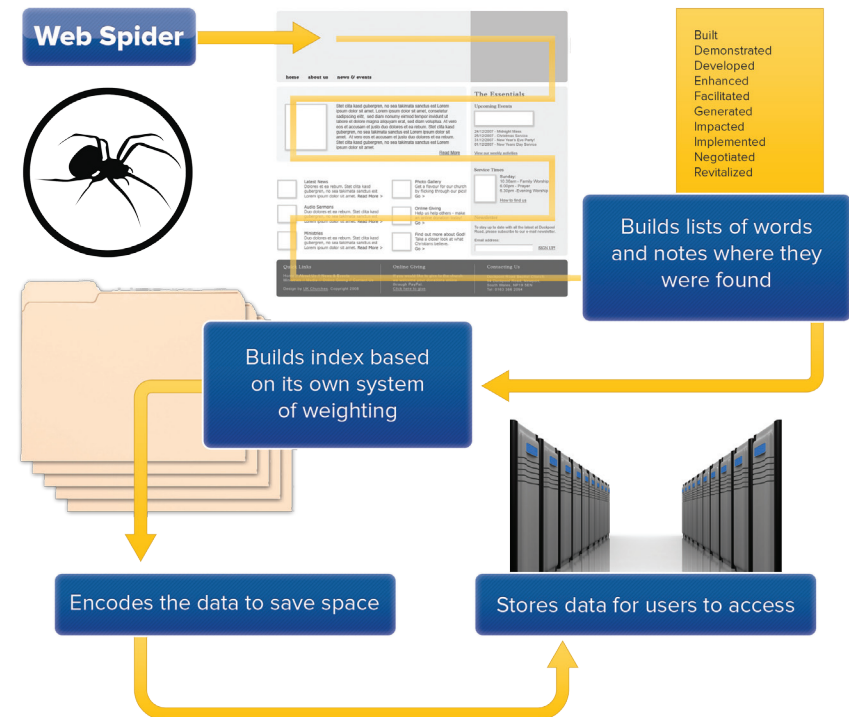
Spiders follow the links from one page to the next and they read the code of the site. They compare those words to the words found on similar sites. This is how they determine relevance. They can't see the pictures, although they try everything they can in order to do so. They count the words they find on one site and compare those words to the words found on similar sites. This is how they determine relevance. If one site uses a certain word or phrase in the right ways more frequently than another site then it must be more relevant.

There are specific places where these words or phrases should be found that give them more power than others, but in general it's "the more the merrier".

If your site is not in the Search Engine's index, you will not be found on that search engine.

Footprint:

**SEO is for all search engines, not just Google. We say Google for the most part because most of people think of Google when they think of search engines. They make the rules and we live by them.**



# WHAT IS SEO? WHY SHOULD I SEO? HOW CAN I SEO?

Think of your website as your showroom, your cashier and best salesman. That is if your showroom never closes and your salesman never goes home or takes a day off.



## What is SEO?

SEO stands for Search Engine Optimization. It is the process of making a website as visible and prominent as possible in a search engine's Results.

## Why Should I SEO?

A fast growing percentage of all retail sales take place online. That means that every year more and more money is being spent through websites rather than in stores. If a business does not take its place in the online world, it will lose that portion of the market, a portion that grows bigger every year. At least 95% of all online sales start out with customers searching for products. Customers search through hundreds of millions of websites, but only see a few. If your website is one of those few, you get a chance at those customers. Which websites are those lucky few? Well it isn't luck, those websites are optimized. Those websites understand SEO.

# WHAT IS SEO? WHY SHOULD I SEO? HOW CAN I SEO?

*continued*



## How Can I SEO?

Optimizing your website for search engine traffic is both very simple, and very complicated.



**Complicated:** Search engines want to find the website that best fits their customers' needs. They determine this using hundreds of complex formulas called algorithms. Some algorithms are publicly explained, some are carefully guarded secrets, while others seem to change almost constantly.

**Simple:** Search engines want to find the website that best fits their customers' needs, so to be found, make your website the best fit. All of the algorithms come down to two things: Relevance and trust.

## Explaining SEO Relevance

If you search for the word "airline tickets," a search engine's first job is to find all the sites that have something to do with "airline tickets" and sort them by relevance. Those websites that talk a lot about airline tickets and other things closely related to airline tickets will be closer to the top of that list, while those that mention it only once or twice will be near the bottom. That is relevance. If you want your site to be relevant, make sure it talks a lot about the things you sell.

## Explaining SEO Trust

How can a search engine know if your site is trusted? The answer is simple: they look for endorsements from other websites. The way websites and webmasters endorse other sites isn't by casting a vote; it is by creating a link. If you are building a website and you find another website you think your customers might find useful, you put a link to that website on your website. If a search engine finds that you have several links pointing to your website, that must mean that other websites trust you.



# SEO RELEVANCE

SEO has the greatest long term value and is a process that takes time (at least 6-12 months) the search engines reward natural (organic) growth for a website.



## Relevance

Relevance refers to how closely a given web page matches the user's search query. The exact algorithm each search engine uses to **determine the relevance** of a web page is a closely guarded secret.

The different pieces that make up these formulas can be divided into **three parts**:

1. The parts they tell us about.
2. The parts we find out about ourselves through testing.
3. The parts they keep switching up to make search results difficult to control and manipulate.

One of the main factors for determining relevance is **keyword density**. Keyword density is how many times a certain word or phrase and related words or phrases are found on your website. It also involves where and how those words are used. Keyword frequency and keyword density refer to ways in which a search engine measures how relevant a website is to a certain word.





# IN-DEPTH SEO RELEVANCE

The easiest ranking to achieve is the one you deserve.

men who are so beguiled and demoralized by charms of the moment, so blinded by desire, they cannot see the pain and trouble that are bound to ensue; and equal blame belongs to those who fail in their duty through weakness of will, which is the same as saying through shrinking from toil and pain. These pleasures are perfectly simple and easy to distinguish. In a free power of choice is untrammelled and when nothing prevents our being able to do what we like best, every pleasure is to be enjoyed and every pain avoided. But in certain circumstances and owing to the duties or the obligations of business or of citizenship pleasures are not enjoyed in that free way. The wise man therefore always holds in these circumstances to this principle of selection: he rejects pleasures to secure other greater pleasures, or else he endures pains to avoid worse pains. He must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete system, and expound the actual teachings of the great thinkers of the past, the master-builders of human happiness. One man avoids pleasure itself, because he is afraid of pain, but because those who do not know how to pursue pleasure rationally encounter instances where it is necessary to endure pain in order to obtain greater pleasure. Another man seeks pleasure, but because of the pains attending it, he avoids it when he can. These pleasures are pure and simple, and are not mixed with any other pleasures. But I have a great deal to say about this. I have a great deal to say about this. I have a great deal to say about this.

## It's Hard to Fool Google

One of the biggest challenges faced in SEO is trying to rank a site for a keyword for which it is not particularly relevant. You should take an honest look at how likely search engines would rank your site based on its current content. Once the targets are chosen, examine the page and see how frequently those keywords are used on the page. Check to see where they are used and if other terms are used more frequently. If the keywords targeted are not prevalent on the page, you will have to make changes. You cannot make search engines return results that are not relevant to your searches.

## The Parts Search Engines Tell Us About

### Keyword Density / Frequency:

If your goal is to be relevant for particular keywords, you have to include the relevant terms as often as necessary without resorting to spam or even poor grammar. We can recommend the right keywords for a site and help improve the quality of content, making it more easily understood and more clearly read by the search engines.

## Link Popularity:

This is all about building links that pertain to the main focus of the website. The links you want for your site are two things: relevant and ranked. Relevant sites that link to you tell the search engines you are respected by experts. Ranked sites tell them that you are respected by powerful sites too.

## PageRank Factors:

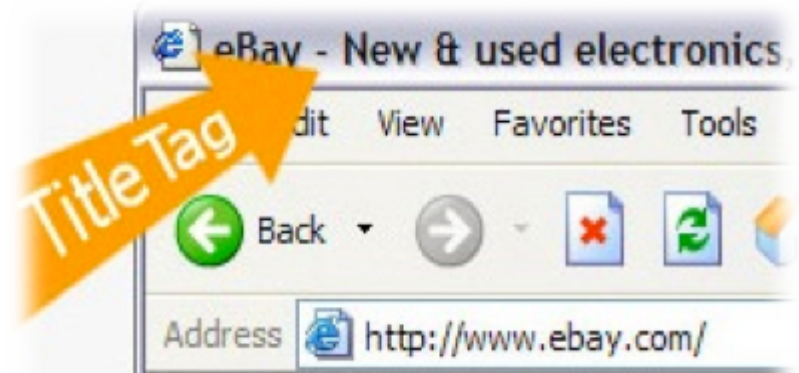
Before search engines can recommend a site, the website has to be easy to recommend. PageRank was made to help Google score a webpage based on over 200 qualifying factors. Having a high PageRank is difficult, but SEO can help high or low PageRank websites gain better placement in search engines.

**Linkbuilding** is the most difficult thing for a webmaster to handle on their own. No matter how hard they work, they are only one person building links. We can offer them a small army of linkbuilders, showing search engines how popular their site has suddenly become. This cannot be duplicated by tricky software or masked IP

**The parts we learn about ourselves through testing.**

## Title Tags:

The main reason for a title tag is to tell the end user and search engines what an individual webpage is about. When used correctly, the title tag is in the browser's title bar and also used by most search engines in the search results page. Including your keywords in this area is VERY IMPORTANT.



**Incorporating your keywords into your Title Tags will make a big difference in how quickly we make your site rank near the top of the search engines.**

## Strong and Em Tags:

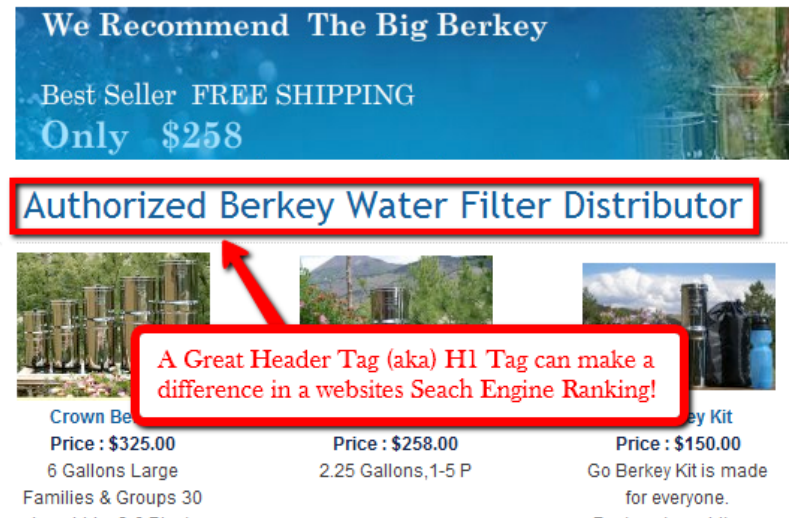
Certain tags draw attention to content words **using** HTML code to change the implications of the word. Using these **kinds of tags** will not only change the look and feel of the words but also change the way search engine view it as well. These are important to search engines as they *help* show what words are important in the content of each.

## Heading or “H” Tags:

Organizing text into sections will show the value of each section. Adding header tags show that much more importance to the sections, telling Google what is the most valuable content information on the page. Header tags range in 6 different sizes from 1-6.

These sizes range from <H1> 24 font all the way down to <H6> 8 font. In this case, size does matter. The largest is seen as the most relevant Header on the page.

**Miami Hair Salon** ... H1 creates largest heading level, font size 24  
**Miami Hair Salon** ..... H2 creates a sub-heading, font size 16



We Recommend The Big Berkey

Best Seller FREE SHIPPING  
Only \$258

Authorized Berkey Water Filter Distributor

A Great Header Tag (aka) H1 Tag can make a difference in a websites Search Engine Ranking!

Crown Berkey  
Price : \$325.00  
6 Gallons Large  
Families & Groups 30

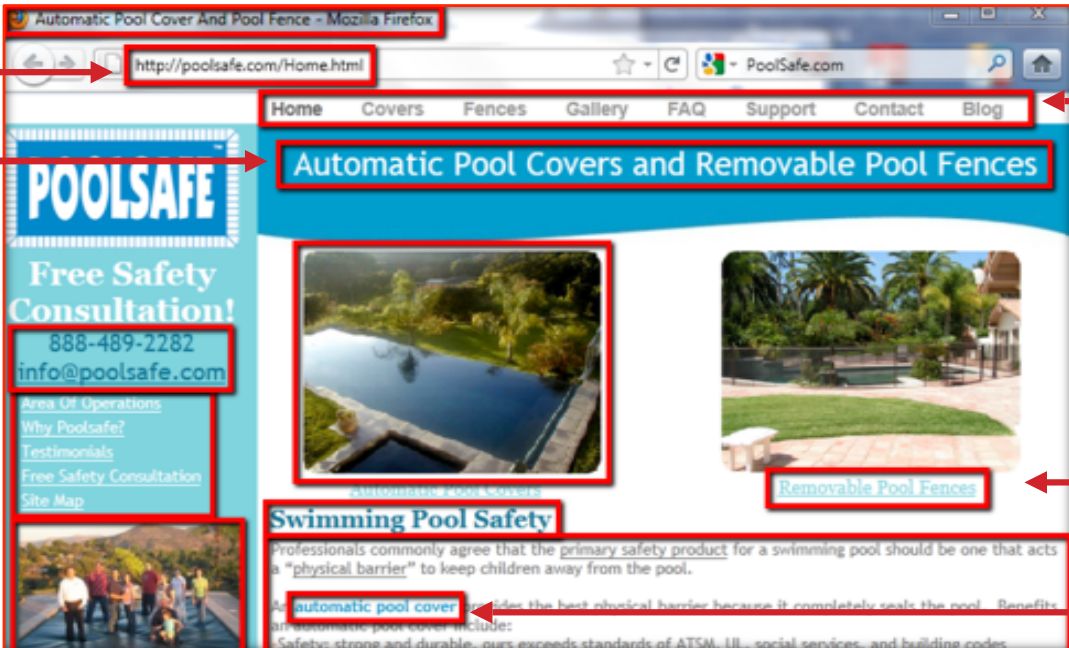
Price : \$258.00  
2.25 Gallons, 1-5 P

Go Berkey Kit  
Price : \$150.00  
Go Berkey Kit is made for everyone.

## Anchor Text:

The linked text that is visible to the reader. Using the Keywords as the anchor text is a smart way to tell the search engines that this is more important than the other words on the page. This method can be used in a lot of great ways.

## More Specific Parts of the Page:



The screenshot shows the PoolSafe website with various elements highlighted by red boxes and arrows pointing to them from labels on the left and right:

- Title:** Points to the browser title bar: "Automatic Pool Cover And Pool Fence - Mozilla Firefox".
- URL:** Points to the address bar: "http://poolsafe.com/Home.html".
- Headings:** Points to the main header: "Automatic Pool Covers and Removable Pool Fences".
- Strong Tags:** Points to the contact information: "888-489-2282" and "info@poolsafe.com".
- Site Navigation:** Points to the top navigation menu: "Home", "Covers", "Fences", "Gallery", "FAQ", "Support", "Contact", "Blog".
- Alt Text:** Points to the alt text for the "Removable Pool Fences" image: "Removable Pool Fences".
- Page Content:** Points to the "Swimming Pool Safety" section.
- Anchor Text:** Points to the anchor text "automatic pool cover" within the "Swimming Pool Safety" section.

These and many others each have their own unique purpose and should be used appropriately.

The parts search engines keep switching up to make results difficult to control and manipulate.

## 1. Randomizing factors:

- a. Show different results to different people

## 2. Local ranking factors:

- a. Show different results to people in different areas.

## 3. Constant updates:

- 2003: Boston to Florida
- 2004: Austin and Brandy
- 2005: Sitemaps, Allegra, Bourbon and False
- 2006: Big Daddy
- 2007: Google Webmaster Tools
- 2008: Google Suggest
- 2009: Caffeine
- 2010: Mayday, Site Speed
- 2011: Panda / Farmer

## Search Engine Updates:

The important thing to understand about these updates and changes is not the change itself, but to understand that like the Internet, Google (and all search engines) are **constantly evolving** and creating a better online experience for the searcher. Search engines continue to improve so that searcher will keep coming back!

Keep in mind that while Google is the biggest, there are hundreds of search engines out there.

The Search Engine Business:

**Remember that the search engines are a business and they want more people using them to search so they can tell advertisers that they have the most users, and the best solutions.**





# SEO Trust

A website is a friend to the Search Engines; that's how websites links can build Trust with Search Engines.



## Trust:

Trust from a search engine is gained based on how many other websites link to you and the importance of each of those websites. Websites of little importance that link to you pass on very little trust. Well ranked websites that are relevant and important carry a lot of weight when they link to your website. Search engines judge these links much like you would judge the opinion of a stranger vs. the opinion of a trusted friend or an expert in the field in question.

**The more important the website that links to you is, the more trusted you become.**

Linking is a science. Improperly constructed links will carry almost no weight to your site. Using the proper anchor text in your links and surrounding it with relevant content gives your site the maximum benefit of that link.

Among the millions of sites they index, search engines also have the difficult task of sorting through hundreds of thousands of *closely related* websites and ranking them in order from best to worst.



Keywords:

**Computers use a complex series of metrics called an algorithm to determine which sites are relevant, and which of those are most relevant. Understanding the various algorithm is the real science behind SEO.**



Search engines do this a million times per minute. It is done by computers with no real understanding of what each page has to offer. Computers can't really distinguish between good sites and bad ones based on real merit. They don't know which sites have good customer service or a nice aesthetic appeal. They only know which ones have keywords and which ones don't.

## Search Engines Sort on Popularity

The people's voice is the most reliable method in determining which sites are great and which are not. Search engines sort relevant pages based in a large part on link popularity. In other words, how many other pages link to each page? This system is like democracy with websites voting for websites, and not all votes are equal.

Once a search engine has sorted these sites into those with lots of links and those without, they look more closely at those links and ask "How many of these links are from great sites? How many are from sites that know what they are talking about? How many of these links are from sites that have plenty of links of their own?"

Think of links to your site as endorsements or even votes. When someone asks MSN.com who the best search engine is, their site answers by posting a link to that search engine right up top. It's Bing.

## In-depth SEO Trust

People do business with people  
they know, like, and trust.  
The same is true for websites.

**The more important  
the website linking to you,  
the more important you become.**



Good SEO helps clients establish trust with search engines to help their website gain the authority it needs so it can rank for the specific keywords. So, what is this trust we are talking about? Trust is building links that point back to a site. These links are the [Anchor Text](#) we talked about previously.

### Looking at the Voting System of a Link:

When someone asks who the best mechanic you know is, you tell them the name of your mechanic. You don't have to tell them how good they are, just that they are the only mechanic you have in your little black book. Websites keep their little black book right there on their pages. If you like a site, you link to it so everyone else can use it to. The easiest way to tell the world that you like a website is to link to them.

### Properly Constructed Links:

Trust comes not only from the links you get, but from how those links are created. You may have seen the words "Click Here" a few times on the Internet. When you have the words "Click here" used as anchor text in a link to your favorite website, you have told the world that you like that website, but you have also incorrectly categorized that website. You like them because of their great "Click Here" skills. You think they are the most "Click Here" website in town.

When you link the wrong words, you in effect cast the wrong vote. You have to get excited about anchor text. It is one of the most powerful tools in SEO.



*"For every sale you miss because you're too enthusiastic, you will miss a hundred because you're not enthusiastic enough."*  
- Zig Ziglar

## Contextual Links:

Search engines also notice the link's location. If a link sits alone on an empty page, the vote is often viewed suspiciously and its importance is doubted. When a link sits in the middle of a compelling article about your industry, and the text that surrounds it is in context (like in the middle of a blog post), the link has more credibility. Remember that some people like to surf the Internet in different ways. Some like to look for pictures to click on, others like to scroll to the top of the page and use the main navigation bar. Still others like to click right on the word

they just read that sparked their interest. It is important to cater to all of these types. After all, everyone deserves the right to buy your product.

## Alt Text:

Pictures and images are also an important linking tool. Computers are (for the most part) blind to pictures. Humans can't get enough of them, but computers see them as a big gray square with a name and hopefully an *alternate text attribute*, or "alt text". When a computer program reads your website, it does not get all mushy over the picture of a puppy you used on your puppy food website. It does, however, read the file name in its entirety and the alt text.



Alt text:

**Alt text was originally used for browsers that could not display images. While this is still the primary use today, savvy web builders use the alt text to tell search engines what the picture is trying to tell the visitors.**

## How Can This Help Me?

Use your alt text to add your keywords so that the search engines cannot miss the fact that your site is very relevant, even the pictures. What does this have to do with trust?

Alt text is a requirement for valid HTML and search engines prefer compliant websites over non-compliant websites. Have all your ducks in a row and the search engines will reward you for it.

*Remember, the more you know about SEO, the more valuable you are to your client. Would-be entrepreneurs from all over the world spend thousands of dollars every day to learn SEO from someone less qualified than you are now. Master this information, and everyone will know you're kind of a big deal.*

## HTML Rules

Believe it or not there are rules (or at least accepted standards) of how websites should be built. The World Wide Web Consortium regulates and establishes Internet standards that all of us try to follow.

## How Does Good SEO Create Trust?

While we do many things for our clients, the biggest thing we do for them is something that they really cannot do for themselves. We prove to the search engines that a site is worthy of a top ranking. We tell them how great it is in all the ways that matter to them and we don't stop telling them until they listen to us.

**Doing your own SEO is possible in the same way that reinventing the wheel is possible. You could do it, but you won't make any money.**

Advising our clients on the best markets to go after and in what ways to approach each market is a crucial step. Optimizing their websites so that they are in position and on track to being well-received by the search engine spiders is important as well, but the real game changer will always be our link building efforts. Good SEO creates unique and relevant links to your website using the keywords you want to rank for. We plant links or votes for our clients' sites all over the Internet in every place we can find and in every way we can devise. Next we will look at a few methods we use to build trust through real quality links.

## SEO Link Building Tasks

There are a number of link building tasks that can and should be done to run a successful SEO campaign. Here are some of the tasks we offer.



### Directory Submissions:

We submit your site to websites that are built for the express purpose of promoting businesses. Not only do people frequent these sites when they are looking for a certain business, search engines index these sites to determine which sites are actively being promoted. Directories are like registering with the Chamber of Commerce. You may not get any immediate and direct business from the Chamber but you register with them just the same to establish credibility. Registering with live directories will establish credibility within the Internet world.

### Social Bookmarks:

Social bookmarking is one of the most effective ways for search engines to determine which websites are really liked by people. The easiest way to cast your vote and tell the world you think a certain site is great is by linking to it. Social bookmarks let you create links to your favorite sites, save them so you can access your list of favorites from anywhere and share them with others. The bookmarking system then recommends new sites to you based on common interests you may have with other bookmark users.

Search engines see these shared bookmarks quickly. By using social bookmarks as a means to understand the Internet, search engines find sites that people use and like enough to share with their friends. They also discover how people categorize these sites and associate keywords with each.



## **Competitive & Keyword Based Link building:**

These are really two names for the same type of link building. The challenge is finding links from sites that are not built to list other sites but built to be experts in their field, your field. A link from an industry expert is like a recommendation from an expert. While it's nice to hear your neighbor say you are a shrewd businessman, to have a local banker or investment counselor say it means a lot more to prospective customers.

### **Competitive Link Building:**

We find sites that allow user generated content that also happen to be linking to a competitor's site, and we link to them also.

### **Keyword Link Building:**

Similar to competitive link building, except we simply scour the web for sites that contain similar keywords to your site and build links there.

### **Blog Postings:**

Due to the recent shift toward social media, search engines are placing more and more importance on the popularity of a business or website based on the size of its social circle. When most of us think of social media, we might think of

Facebook or Twitter, but don't forget the largest, oldest and still most popular form on online social media: blogs. Blogs are one of the most effective and controllable link building actions we have at our disposal. Our team of expert writers creates unique and relevant blog posts that include multiple uses of your keywords.

When search engines see bloggers posting regularly, they know they are hearing the voice of the people; not what a computer program thinks, but what real people think and express online. Blogs are the word on the street in today's tech-savvy world. If you want to be known, you need to be blogged.



**Using the correct blogging concepts will help the Search Engines trust your website, and everything from within.**



# SEO LINK BUILDING TASKS

continued



## Business Profiles:

We also create links of another sort. In order to promote the local exposure of your business, we create multiple citations that help search engines view your local listings as the most trusted and credible listings they have.



## Article Creation and Distribution:

While blog posts impart an important social validity to your website, articles prove your credibility by celebrating your authority. Written in a professional and educational style, articles are specific to an industry or concept and convey expertise in your field. Once written, they are distributed across a national network that shares this information (links and all) with thousands of participants for use in newsletters, promotions and pamphlets. The more people that pick up your article, the more links to your website are created.



"Articles" are longer, more business-based blogs that have been distributed to posting companies for better visibility.

## SEO or Search Engine Optimization:

Quality link building is an important aspect of every SEO Campaign. A good SEO strategy becomes a simple solution for clients when Internet marketing starts to feel overwhelming.

*If you are interested in a free website analysis to see how your website is doing and to learn more about what we could do to help improve your search engine rankings, website traffic and revenue, please give one of our SEO Consultants a call at **800-261-1537** or visit our website at [www.boostability.com](http://www.boostability.com).*

## Frequently Asked Questions



**Question:** Can SEO Companies guarantee results for SEO?

**Answer:** No one can guarantee a #1 ranking on Google. Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through our Add URL page or through the Google Sitemaps program, and you can do this yourself at no cost whatsoever.

**Question:** The website ranks high on Bing, but not as high on Google?

**Answer:** Each search engine utilizes a different algorithm; therefore, each one ranks a site differently. The optimization work completed, however, affects all search engines. Google has the largest market share of all the search engines.

**Question:** How do we or the advertisers choose the appropriate keywords for the campaign?

**Answer:** The point of our product is that we expertly manage the entire process. We use industry-known best practices for keyword research. Oftentimes, an advertiser may have a preference, but using this preference doesn't always lead to the best result for the customers.

**Question:** How long will it take for a site to rank?

**Answer:** There is no way to predict or estimate how long it will take a site to rank. A safe timeline is 6-12 months to rank on a local search term, depending on the amount of competition. Search engines may not even recognize changes to a site or links to a site for a couple of months. It is common to see no movement in rank for the first 2 or 3 months. The more competitive a keyword is, the longer it will take to rank.

**Question:** There's no guaranteed placement for SEO? Why shouldn't I just do PPC?



**Answer:** PPC can provide great results quickly with a healthy ROI. However, SEO (organic listings) are more trusted and receive more clicks. Even though it takes time to rank, the ROI and long term value are higher than PPC.

**Question:** Why do we only optimize for a few keyword phrases in SEO? With PPC you can target as many keywords as you want.

**Answer:** With SEO we focus on the words that will bring advertisers the most relevant traffic and value. Many keywords receive so few searches that it does not justify

SEO efforts. In addition, when a website is optimized for its most relevant keywords, there is a spillover effect for related keyword searches. PPC advertising on keywords that rarely get searched makes sense because you only pay for each visit; with SEO, time and effort is lost if a page is optimized for a low-traffic keyword. (continued...)

**However,** with PPC, words that receive large volumes of traffic can become costly over time in comparison to SEO. SEO allows the advertiser to receive free traffic over time on high volume keywords and become less dependent on PPC.

**Question:** Why does the site show up in organic results, but not the local maps section or vice versa?

**Answer:** The search engines have different algorithms for each section of the search results page (organic, maps, PPC).

**Question:** If we control bids why doesn't the advertiser always rank #1 on the sponsored links?

**Answer:** Ad placement is not the most important variable in the management of PPC campaigns. Sometimes a better ROI is achieved by having a lower rank on a sponsored link. In addition, there are many variables that go in to ad position (bid, keyword relevance, ad relevance, landing page relevance).

# SEO Glossary of Terms

## Section I: Common SEO Marketing Terms:

**Algorithm** A set of rules that a search engine uses to rank listings in response to a query. Search engines guard their algorithms closely, as they are the unique formulas used to determine relevance.

**ALT Text** Also known as alternative text or alt attribute. An HTML tag (ALT tag) used to provide images with a text description in the event images are turned off in a web browser. The image's text description is usually visible while "hovering" over the image. This tag is also important for the web access of the visually impaired.

**Anchor Text** Words used to link to a page. Also called "link text."

**Backlinks** All the links pointing at a particular web page, also called inbound links.

**Ban** Also known as Delisting. Refers to a punitive action imposed by a search engine in response to illicit or "black hat" SEO tactics. Can be an IP address or a specific URL.

**Baseline Metrics** Time-lagged calculations (usually averages of one sort or another) which provide a basis for making comparisons of past performance to current performance.

**Behavioral Targeting** The practice of targeting and serving ads to groups of people who exhibit similarities not only in their location, gender or age, but also in how they act and react in their online environment.

**Black Hat** SEO practices designed to trick the search engines, often resulting in a negative response from the search engines.

# SEO GLOSSARY OF TERMS

## Section I: Common SEO Marketing Terms:

*continued*



<b>Blog</b>	A shortened form of “web log.” A blog is a frequently updated journal that is intended for general public consumption. In SEO they are used to gain links to sites.		
<b>Buying Funnel</b>	Also called the Buying Cycle, Buyer Decision Cycle and Sales Cycle, Buying Funnel refers to a multi-step process of a consumer’s path to purchase a product – from awareness and education, to preferences and intent, to final purchase.	<b>Description Tag</b>	Refers to the information contained in the description META tag. This tag is meant to hold the brief description of the web page it is included on. The information contained in this tag is generally the description displayed immediately after the main link on many search engine result pages.
<b>Cloaking</b>	The process by which a web site can display different versions of a web page under different circumstances. This is considered “black hat” and can result in your being banned by the search engines.	<b>Frames</b>	HTML technique that allows two or more pages to display in one browser window.
<b>Competitive Analysis</b>	The assessment and analysis of strengths and weaknesses of competitors. In SEO this usually includes identifying traffic patterns, major traffic sources, and keyword selection.	<b>Hidden Text</b>	Text that is visible to the search engines but hidden to a user. This is considered black hat. Also called “invisible text.”
<b>Crawler</b>	Also known as a “bot or spider,” a crawler is a program that search engines use to seek out information on the web. The act of “crawling” on a web site is referred to	<b>Index</b>	A search engine’s “index” refers to the amount of documents found by a search engine's crawler on the web.
		<b>Indexability</b>	Also known as crawlability and spiderability. Indexability refers to the potential of a web site or its contents to be crawled or “indexed” by a search engine.



# SEO GLOSSARY OF TERMS

## Section I: Common SEO Marketing Terms: *continued*



**IP Address** Abbreviation for Internet Protocol Address, a unique combination of numbers assigned to individual electronic devices or networks that communicate over the Internet.

**Keyword** A single word that relates to a specific subject or topic. "Keyword phrase" is the same, but more than one word.

**Keyword Density** The number of times a keyword or keyword phrase is used in the body of a page.

**Keyword Stuffing** Generally refers to the act of adding an inordinate number of keyword terms into the HTML or tags of a web page.

**Keyword Tag** Refers to the META keywords tag within a web page. This tag is meant to hold approximately 8 – 10 keywords or keyword phrases, separated by commas. These phrases should be either misspellings of the main page topic, or terms that directly reflect the content on the page on which they appear. Keyword tags are sometimes used for internal search results as well as viewed by search engines.

**Link Farming** The attempt to substantially and artificially increase link popularity. This often results in a site being penalized by the search engines.

**Link Popularity** Generally refers to the total number of links pointing to any particular URL.

**Long Tail** Keyword phrases with at least three, sometimes four or five, words in them. These long tail keywords are usually highly specific and draw lower traffic than shorter, more competitive keyword phrases.

**No Follow** An attribute webmasters can place on links that tell search engines not to count the link as a vote or not to send any trust to that site.

**Organic Results** Listings on SERPs that were not paid for. Also called "natural results."

**PageRank** PageRank (PR) is the Google technology developed at Stanford University for placing importance on pages and web sites.



# SEO GLOSSARY OF TERMS

## Section I: Common SEO Marketing Terms: *continued*



**Paid Inclusion** Refers to the process of paying a fee to a search engine in order to be included in that search engine or directory. Also known as “guaranteed inclusion.”

**Query** The keyword or keyword phrase a searcher enters into a search field.

**ROI** Acronym for Return on Investment, the amount of money you make on your ads compared to the amount of money you spend on your ads.

**Rank Reciprocal Linking** How well positioned a particular web page or web site appears in search engine results. Two different sites that link out to each other. Also referred to as Cross Linking.

**RSS** Acronym for Really Simple Syndication, a family of web feed formats used for distributing frequently updated digital content, such as blogs, news, podcasts, and videos.

**SEO** Acronym for “Search Engine Optimization.” This is the process of editing a web site’s content and code in order to improve visibility within one or more search engines.

Can also be used in reference to a person, wherein it becomes “Search Engine Optimizer.”

**SEO Task** These are tasks that are performed to improve Search Engine Rankings:

- Onsite Edits (Website Content Optimization)
- Directory Link Building
- Keyword Link Building
- Competitive Link Building
- Social Bookmarking
- Blogs Submission
- Article Submission
- Business Profile Creation
- Business Profile Citation

**SERP** Acronym for Search Engine Results Placement, a site’s position in the results pages when someone searches for certain keywords.

**Search Funnel** Movement of searchers, who tend to do several searches before reaching a buying decision, which works from broad, general keyword search terms to narrower, specific keywords.

**Search Query** The word or phrase a searcher types into search field.

# SEO GLOSSARY OF TERMS

## Section I: Common SEO Marketing Terms: *continued*



**SPAM** Any search marketing method that a search engine deems to be detrimental to its efforts to deliver relevant, quality search results.

**Spider** See *Crawler*.

**Submission** The act of submitting a web site to search engines and search directories.

**Tail Terms** Search terms that are very specific, long phrases that include one or more modifiers.

**Title Tag** An HTML tag appearing in the <head> section of a web page that contains the page title. The page title should be determined by the relevant contents of that specific web page. The contents of a title tag for a web page are generally displayed in a search engine result as a bold blue underlined hyperlink.

**Traffic** Refers to the number of visitors a website receives.

**Usability** This term refers to how "user friendly" a web site and its functions are. A site with good usability is a site that makes it easy for visitors to find the information they are looking for or to perform the action they desire. Bad usability is anything that causes confusion or problems for the user.

**User Agent** This is the identity of a website visitor, spider, browser, etc. Most commonly used to refer to the method a person uses to visit a website, most commonly the Internet Explorer browser.

**Wiki** Software that allows people to contribute knowledge on a particular topic. A wiki is another web publishing platform that makes use of technologies similar to blogs and also allows for collaboration with multiple people.

## Section II: General Internet Marketing Terms:

**A/B Testing** A/B testing, at its simplest, is randomly showing a visitor one version of a page – (A) version or (B) version – and tracking the changes in behavior based on which version they saw. In a “50/50 A/B split test,” you’re flipping a coin to decide which version of a page to show. A classic example would be comparing conversions resulting from serving either version (A) or (B), where the versions display different headlines. A/B tests are commonly applied to clicked-on ad copy and landing page copy or designs to determine which version drives the more desired result. See also Multivariate Testing.

**Ad Copy** The main text of a clickable search or context-served ad. It usually makes up the second and third lines of a displayed ad, between the Ad Title and the Display URL.

**Ad Title** The first line of text displayed in a clickable search or context-served ad. Ad Titles serve as ad headlines.

**Bid** The maximum amount of money that an advertiser is willing to pay each time a searcher clicks on an ad. Bid prices can vary widely depending on competition from other advertisers and keyword popularity.

**Branding Strategy** The attempt to develop a strong brand reputation on the web to increase brand recognition and create a significant volume of impressions.

**CPA** Cost Per Acquisition (sometimes called Cost Per Action), which is the total cost of an ad campaign divided by the number of conversions.

**CPC** Cost Per Click, or the amount search engines charge advertisers for every click that sends a searcher to the advertiser’s web site. For an advertiser, CPC is the total cost for each click-through received when its ad is clicked on.

**CPM** (Cost per million) Acronym for Cost Per Thousand Impressions (ad serves or potential viewers).

# SEO GLOSSARY OF TERMS

## Section II: General Internet Marketing Terms:

*continued*



**Geo-Targeting** The geographic location of the searcher. Geo-targeting allows you to specify where your ads will or won't be shown based on the searcher's location, enabling more localized and personalized results.

**Impression** One view or display of an ad.

**Landing Page** The web page at which a searcher arrives after clicking on an ad.

**Latent Semantic Indexing** LSI uses word associations to help search engines know more accurately what a page is about.

**Minimum Bid** The least amount that an advertiser can bid for a keyword or keyword phrase and still be active on the search ad network.

**Multivariate Testing** A type of testing that varies and tests more than one or two campaign elements at a time to determine the best performing elements and combinations.

**Negative Keywords** Negative-matched keywords prevent your ad from appearing when a search includes a

keyword that isn't relevant to your ad. Your ad won't appear when a negative keyword you've specified is included in a user's search query.

**Pay Per Call** A model of paid advertising similar to Pay Per Click (PPC), except advertisers pay for every phone call that comes to them from a search ad.

**PPC Position** In PPC advertising, position is the placement on a search engine results page where your ad appears relative to other paid ads and to organic search results.

**PPC Advertising** Acronym for Pay-Per-Click Advertising, an online advertising in which advertisers pay only for each click on their ads that directs searchers to a specified landing page on the advertiser's web site. Advertisers pay a set amount only when their ad is clicked on, regardless of the number of impressions.

**Quality Score** Is a number assigned by Google to paid ads in a hybrid auction that, together with maximum CPC, determines each ad's rank and position.

# SEO GLOSSARY OF TERMS

## Section II: General Internet Marketing Terms:

*continued*



**Relevance** In relation to PPC advertising, relevance is a measure of how closely your ad title, description, and keywords are related to the search query and the searcher's expectations.

**Revenue Sharing** A method of allocating per-click revenue to a site publisher, and click-through charges to a search engine that distributes paid ads to its context network partners, for every page viewer who clicks on the content site's sponsored ads. Often referred to as "revshare."

**Splash Page** Refers to an entry page or main page of a web site that is interactive or graphically intense. Many splash pages are designed using Flash.

**Sponsored Listing** A term used as a title or column head on SERP's to identify paid advertisers and distinguish between paid and organic listings.

**Traffic Analysis** The process of analyzing traffic to a web site to understand what visitors are searching for and what is driving traffic to a site.

**Unique Visitor** Identifies an actual web surfer (as opposed to a crawler) and is tracked by a unique identifiable quality (typically IP address). Different from "hits" or "visits" in that it counts multiple hits or visits from the same person only once.