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SEO Terms and Definitions that Affect Ranking



Internet marketing strategies include various approaches but Search Engine Optimization (SEO) plays a primary role. Therefore, it is vital to become familiar with the constructive SEO marketing terms and definitions to progress and enhance the quality traffic to your website by using unbeaten strategies. Some of the most important SEO marketing terms and definitions include:

Search Engine Optimization (SEO):

It is a process of optimizing a website to ensure that major search engines mark high ranking of your website, which as a result, generates target leads that potentially increases revenue. SEO can balance the playing field of your business if the procedure is applied proficiently. The optimization is done through keywords, internal links and good content.

Canonical URL:

It is an address where you can find a piece of information or content. At times you encounter a situation when particular page content can be accessed at more than one address. Identifying this canonical URL supports the search engines to filter and determine the ideal piece of content.

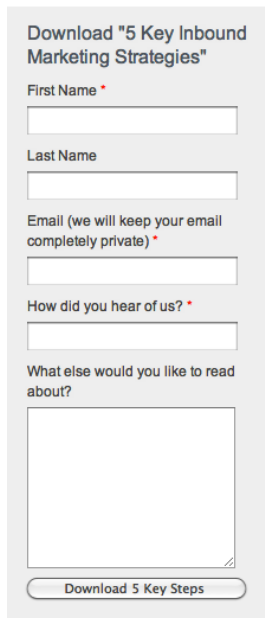
An example of Canonical URL:

Sample Web Page
sample.com
Sample Web Page
sample.com/home.asp

Conversion form:

This is a form where you gather the information of your website visitor. The information collected helps converting the leads into sales. The contact details can be used later for email marketing. This will enable you

to recognize the customers and follow the leads. A sample conversion form looks like this:



The form is titled "Download '5 Key Inbound Marketing Strategies'". It contains the following fields and elements:

- First Name ***: A text input field.
- Last Name**: A text input field.
- Email (we will keep your email completely private) ***: A text input field.
- How did you hear of us? ***: A text input field.
- What else would you like to read about?**: A larger text area for additional comments.
- Download 5 Key Steps**: A button at the bottom of the form.

Traffic:

Traffic is the number of visitors you receive at your website. This traffic can change into leads and then potentially transform into sales, so it is necessary to monitor your website's traffic rate.

- **Traffic rank:** Traffic rank is the overall position of your website as compared to other websites, that determines which receives the maximum traffic.

Link Building:

This is a crucial part of Search Engine Optimization, without which it is difficult to progress ranking. Link building is the procedure to have inbound links to your website for superior standing. Quality websites (high ranking website) linking to your site will certainly give an impressive outlook of your website.

- **Inbound links:** These links are also known as "*back links*". Inbound links are used by search engines to recognize a website's credibility. Inbound links from other sites point towards a specific page on your website. The number of links and the way they are linked play an imperative role for search engines to decide the position of your website.

Domain:

It is the main web address of your website, for example 'www.thesite.com'. Search Engines rankings appreciate the websites with longer registrations as they show commitment and promise. The ownership of the domain should be renewed for quite a few years.

Search Engine Ranking Page (SERP):

This is the result page where you are directed after you place a search inquiry in the search engine. This page usually consists of ten or more results listed on it. However, the results may differ accordingly to your inquiry. A typical ranking page is displayed below:

The image shows a screenshot of a Google Search Results Page (SERP) for the query "century cafe". The browser window title is "century cafe - Google Search - Mozilla Firefox". The search bar contains "century cafe" and the search button is visible. The results section shows "10 of about 8,480,000 for century cafe (0.13 seconds)". The first result is "Manhattan's Century Cafe and Bakery" with a red callout "# 1 Ranking". The third result is "Mille's Cafe - Springfield, MO" with a grey callout "# 3 Ranking". A blue callout points to the search results count: "# of websites Google has in it's main index as a result for that phrase." An orange callout at the bottom right identifies the page as "Google SERP Search Engine Results Page".

Spider:

It is a software program that search engines use to bring together information from the Internet related to websites. The spiders crawl through the pages which are linked in order to assemble the website into their natural listings and also to verify the ranking.

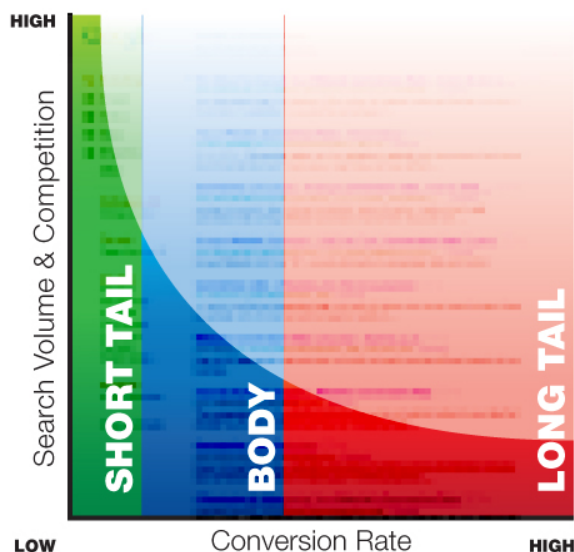
Index:

An index contains the assortment of content that a search engine has that you can inquire against. By means of Spider-based search engines, the index is generally copies of all the links they have found after roaming the web.

- **Indexed pages:** This refers to the pages on a website that a search engine has stocked up. There is no chance of visibility in the search engine results of the page or website, if it has not been indexed by the search engine.

Long Tail keywords:

These are the uncommon and less competitive keywords. Long tail keywords typically are 3-5 words. Long tail keywords have more targeted follow up as they sift the results for you. A person searching “*leather handbag*” is less likely to buy it, as compare to the person who searches for the long tail keywords such as “*medium sized black leather handbag by Hobo*”. Long tail keywords will allow you to receive quality leads, which have the 95% chance of conversion (the viewer becomes a buyer). The graph below represents high conversion rate with long tail keywords.



Referrer String:

This is the information forwarded by the viewers' browser while they move from page to page on the web. It takes account of the details of their course to the website; it develops the sound understanding for webmasters regarding how your website was found.

Hypertext Markup Language (HTML):

It contains a set of coding which classifies the layout, color, keywords, titles and valuable search of your website. HTML codes are the foundation of your website. The codes are a fundamental constituent of Internet marketing terms and definitions. Some of the HTML components which affect SEO are listed below.

- **Meta tags:** These are the tags which function by highlighting the important keywords and phrases related to your site in a way that matters to search engines, but your website visitors will be unable to see it. However, keyword stuffing is not appreciated by the search engines. Examples of Meta tags include *alt and header tags*.
- **ccTLD:** ccTLD is the country code displaying the country of the site in which it is focused or based. For example, *Google Australia is google.com.au*.

Sitemap:

This is one page or a set of pages, which lists all the pages on the website. You can have links to all the pages on your website from one page i.e. – the site map. It allows the user to navigate quickly and make it convenient for the search engines to index your website. A comprehensive site map looks like this:



MozRank:

MozRank shows the popularity of a specific web page. It is a ranking provided by SEOmoz, from 0 - 10.0. A page having a 10.0 ranking is known as the best linked-to page on the web and a page with 0 ranking does not have any inbound or back links.

301 Redirect:

301 Redirect is used when the old web page no longer exists and you want the users to be redirected to the new page. With a redirect, viewers to your old page will automatically reach the new address; the search engines can keep their index up to date. It is preferred for search engine purposes and is referred to as search engine friendly.

The above-mentioned SEO marketing terms and definitions affect Internet marketing strategies. Learning and identifying the differences between these marketing terms and definitions will enable you to have understanding and knowledge of the professional marketing terms and definitions that are put into practice to achieve high ranking on top search engines such as Google, Yahoo and Bing.