



## JARGON BUSTER GUIDE

This is where you'll find vital explanations and breakdowns of common technical jargon to help you not only understand, but be able to put this knowledge into practice!

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## KEYWORDS

Search terms accurately depicting your webpage that when used effectively will contribute to higher rankings in search results



## BRAND MONITORING/ LINK RECLAMATION

Monitoring and mentions of your company on third-party websites and ensuring they have correctly linked your website



## LANDING PAGES

A standalone webpage usually created for marketing or ad campaigns with one primary goal - call to action



## NEWSJACKING

Using latest trends or breaking news related to your business as inspiration for a blog post or article



## LINK BUILDING

Correctly using links on your own page while also acquiring hyperlinks from other company's pages in order to increase search engine visibility



## CASE STUDIES

Content published by a company detailing their success and effectiveness dealing with previous clients



## GUEST BLOGGING

Writing and publishing a blog post on a third-party website or blog to promote your brand and gain traffic



## VIDEO & IMAGE OPTIMISATION

Optimising all forms of media contained within a webpage in order to increase search engine visibility

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## BACKLINKS

this encompasses any incoming hyperlink from a web page to your site. In general, the more backlinks you have pointing back to your site, the more organic traffic you can gain from them.



## BOUNCE RATE

describes the number of visitors to your site who navigate away after viewing one page on the site, i.e. a single page session from a site visitor. The duration of these sessions will register as 0 seconds due to there being no subsequent hits that can be used to calculate the length of the session.



## CRAWL ERRORS

any significant errors (such as 404 errors) located by search engine crawl bots during a crawl of your site will be reported.



## CRAWL RATE

the speed at which crawlers or bots from a search engine request during the crawling of your site. Crawl rate does not affect frequency.



## GEOGRAPHIC TARGET

if a site's target user are in a particular location, it's possible to provide Google with information that will help determine how that site appears in country-specific search results, in addition to improving Google search results for geographic queries.



## HTML SUGGESTIONS

any issues with meta descriptions or title tags can be looked at by Google as search engine-unfriendly HTML elements, which can harm your rankings.



## KEYWORD RANKINGS

this is a metric that can be used to monitor where your site shows up on a search engine results page (SERP) for a specific keyword. Similar keywords can vary in their search volume over the month, so identifying which keyword search term is the most popular, and thus can yield the highest volume of traffic can prove extremely helpful. For the most part, ranking on the first SERP for any given search engine will improve your site's organic traffic and click-through rate (CTR).

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## LEADS

in SEO terms, leads refers to any potential site traffic or consumers brought to your site or who have made contact with your business as a result of your search engine optimisation.



## MALWARE

malicious software including any program or file that is harmful to a computer user, creating a bad user experience and hurting your rankings. Examples include: computer viruses, worms, Trojan horses and spyware.ny malware on your site.



## METRICS

methods of measuring the efficiency of an SEO strategy and can include. Keeping track of SEO metrics can really aid in the understanding of search marketing performance.



## ORGANIC CLICK-THROUGH RATE (CTR)

the percentage of users that clicked on a website page, without the use of paid advertising to try and drive user clicks.



## ORGANIC TRAFFIC

this includes any non paid traffic directed to your site, either from search engines or link referrals



## PREFERRED DOMAIN

the domain specified by the webmaster to be used to index their site's pages. If a specified preferred domain is indexed as

<http://www.preferredomain.com> and Google finds a link to that site that is formatted as <http://preferredomain.com>, Google will treat that link as if it were pointing at <http://www.preferredomain.com>.



## URL PARAMETERS

it's possible to indicate to Google certain parameter information for your site, eg. "sort=price" and "sessionid=2". Setting these parameters can help Google to crawl your site more efficiently.