

1. 301 Redirect

A 301 Redirect is a piece of code that can be added to the source code of a web page, and that tells search engines that said page has been moved permanently and redirects the users to the new URL.

2. 302 Redirect

A 302 Redirect is a piece of code that can be added to the source code of a web page, and that tells search engines that said page has been moved temporarily and redirects the users to the new URL.

3. 404 Error

A 404 Not Found status code is an error that indicates that the requested web page or resource couldn't be found.

4. Alt Text

An Alt text is a tag that can be added to the code of an image, and that describes what the latter shows. It's read aloud by screen readers so that visually impaired people can know what the image is, helps the page rank better and is shown when the image can't load.

5. Anchor Text

An anchor text is a piece of text in a web page that is clickable and links to another page of the website. It's also used by search engines to understand what the linked page is about.

6. Body Content

The body content is the group of text blocs that make up a page of a website.

7. Bounce Rate

The bounce rate is the percentage of users that leave a website immediately after landing on it, without interacting with the page.

8. Broken Link

A broken link is a link that directs the user to a web page or any other resource that doesn't exist.

9. Canonical Tag

A canonical tag is a piece of code that can be added to the source code of a web page to tell search engines that the page in question is the one that we want to be shown to users in the SERPs (see definition 37), and not another one that's similar.

10. Crawl Budget

The crawl budget is the amount of URLs from a website that the bots from search engines crawl within a specific timeframe.

11. Crawlability

The crawlability is the ability search engines have to access a web page and index and rank it.

12. Crawler

A crawler is a bot used by search engines to explore web pages and collect data about them.

13. Dofollow Link

A dofollow link is a link that transfers authority to the linked page. It also tells search crawlers that they should explore the latter.

14. Duplicate Content

Duplicate content is any piece of content that appears more than once on a website or on the Internet.

14. Google Analytics 4 (GA4)

Google Analytics 4 (GA4) is a tracking tool made by Google that provides information about how users interact with a website, as well as how they accessed it (e.g., from the SERPs, from social media, etc.).

15. Google Search Console (GSC)

Google Search Console (GSC) is a tool made by Google that helps monitor the appearance of a website in the SERPs, as well as its performance.

16. H1 Tag

An H1 tag is a piece of code that can be added to the source code of web pages to indicate their primary title.

17. Indexability

Indexability is the ability of search engines to index a web page or, in other words, to make it appear in the SERPs.

18. Internal Linking

Internal linking is the specific way in which the pages that make up a website are linked between one another.

19. Keyword Cannibalization

Keyword cannibalization refers to a situation in which more than one page of a website is ranking for the same keyword.

20. Keyword Density

Keyword density refers to the frequency in which a keyword is used within a specific piece of content.

21. Keyword Difficulty

Keyword difficulty is a metric that indicates how difficult it is to rank a web page for a specific keyword.

22. Keyword Ranking

A keyword ranking is the position of a web page within the SERPs for a particular search query.

23. Keyword Stuffing

Keyword stuffing refers to the situation in which a keyword is over-used in a piece of content.

24. Keyword

A keyword is a query searched by users in search engines. It's also the term or topic a web page is about.

25. Local SEO

Local SEO is the process of optimizing a web page or website in order to make it appear when local users search for a query.

26. Long-tail Keyword

A long-tail keyword is a keyword that has a low search volume and a low keyword difficulty, and that is made up by more than three words. They are usually very specific search queries.

27. Meta Description

A meta description is a piece of code that's used in the source code of a web page to describe what said page is about. It's shown in the SERPs, below the title tag.

28. Meta Redirect

A Meta Redirect is a piece of code that can be added to the source code of a web page to inform browsers that when a user lands on it, they must be redirected to a different page of the website.

29. Metadata

The metadata is any piece of code that provides search engines with additional information about a web page (e.g., title tags and meta descriptions).

30. Middle-tail Keyword

A middle-tail keyword is a keyword that has a moderate search volume and moderate competition, and that is made up by between two and three words. They are search queries that aren't as specific as long-tail keywords, but they are more specific than short-tail keywords.

31. Nofollow Tag

A nofollow tag is a piece of code that can be added to the source code of a web page to tell search engines not to consider it for ranking purposes.

32. Noindex Tag

A Noindex tag is a piece of code that can be added to the source code of a web page to tell search engines not to show said page in the SERPs.

33. Off-Page SEO

Off-page SEO refers to those actions carried out outside of a website in order to make it rank better in the SERPs.

34. On-Page SEO

On-page SEO refers to those actions carried out in a website in order to make it rank better in the SERPs.

35. Organic Traffic

Organic traffic refers to the traffic a website receives, coming from a SERP.

36. Page Speed

The page speed is the time it takes for a web page to load.

37. Search Engine Results Page (SERPs)

Search engine results pages are the pages that a search engine shows to a user after they make a search query.

38. Search Intent

The search intent is the goal a user of a search engine has when making a search query.

39. Search Results

Search results are a list of web pages that appear in the SERPs after a user makes a search query.

40. Search Volume

The search volume is the average number of times that a search query is entered into a search engine monthly.

41. SEO

SEO is the process of improving the visibility of a website in the SERPs.

42. Short-tail Keyword

A short-tail keyword is a keyword that has a high search volume and high competition, and that is made up by up to two words. They are very broad search queries.

43. Sitemap

A sitemap is a file that lists all the web pages that can be found on a website. It's used by search engines to crawl, index and rank websites.

44. Technical SEO

Technical SEO refers to the technical optimization of a website in order to improve its visibility in the SERPs.

45. Title Tag

A title tag is a piece of code that can be added to the source code of a web page, to indicate what its title is. It's shown in the SERPs and on the tab of the browser.

46. URL

A URL is an identifier to locate a resource in the Internet. It's the same as the address of a website or web page.

47. User Intent

The user intent is the same as the search intent - the goal a user has when making a search query.