SEO Terms to Know

There are a lot of terms and buzzwords that get thrown around when talking about SEO. Here are the most important ones to study up on.

Alt Text

Description of a graphic (image, video, etc.) that tells search engines what the image or video is all about. Good alt text includes the keyword(s) that the content or page should rank for.

Anchor Text

Words that are linked. For example, in the image below, the anchor text is "all the choices."

Get Educated About Funding

A big part of having healthy business finances is about getting the right type of funding, right when your business needs it. But with all the choices out there — bootstrapping, bank loans, crowdfunding, equity financing... etc. — how can you know which is right for your business?

Authority

How much trust a site has for a particular keyword or search query. Authority is built through related backlinks from other authoritative websites.

Content

A page or part of a page that's useful or interesting for the user. This excludes advertising copy, boilerplate terms, navigation, etc.

Domain Name

A website's address on the internet — e.g. Grasshopper's domain name is 'grasshopper.com.'

"The Fold"

The edge of what is visible on a website without scrolling down. Important elements are typically placed 'above the fold.'

Keyword

Words or phrases that users use to search for a particular topic.

Metadata

Information that tells search engines and users about a website or page -- includes meta title and description, which are displayed in search results.

Parameters

The query string that is a part of the URL that shows up after a question mark, used to track campaigns.

Ranking Factor

Signals search engines consider when determining a website/page's authority and relevance to a particular search query — e.g. the most basic ranking factor is if the keyword is included within the copy on a page.

Responsive

A type of design that adjusts to the size and shape in which it's viewed. Responsive design changes to look its best on mobile, tablet, desktop, etc.

SERP

Search Engine Results Page — simply, a page full of search results and their meta information.

Subdomain

A smaller section of a domain that search engines treat as a unique URL.

Suffix

The ending of a URL. For example, the suffix for http://startmarketing.today is '.today'.