



A Glossary of Terms – Search Engine Optimisation (SEO)

301 Redirect

Method of redirecting an old webpage to a new location. More simply, to display another web page for the web address that you are trying to visit. 301 implies that the move is permanent (as opposed to temporary, etc.)

302 Redirect

A “found” message. (Also referred to as a “temporary redirect.”) This form of redirection is commonly used -- and in some cases abused -- when a URL has been moved to a different location; but, it will be returning to the original location eventually.

403 Server Code

A “forbidden” message. Prevents access to a URL and displays the reason for preventing access.

404 Server Code

A “not found” message. Server cannot find the URL requested.

Ad Group

An ad group contains one or more ads which target one set of keywords or sites. You set a bid, or price, for all the keywords or sites in the ad group. This is called a cost per click (CPC) or cost per thousand impressions (CPM) bid. You may also set prices for individual keywords or sites within the ad group.

Ad Placement

An ad placement is any selected website, or a subset of pages or ad units on a site, where you'd like to see your ad appear. Advertisers using placement targeting can bid to have their ads appear on these available ad placements.

Publishers in the Google content network decide what places are available on their own sites. They may choose to make their entire website available for run-of-site advertising, or they may also define individual positions or subsets of their site that advertisers can then select. If you are creating a placement-targeted campaign, the AdWords Site Tool will help you find available placements for your ad.

Affiliate Marketing

A marketing program in which an advertiser pays an affiliate for driving event-driven traffic to their site. An event is primarily completing an order on the advertisers site but could simply be some sort of lead generation. Affiliate gets paid a commission based on order or lead.

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 relevancy. Algorithms are sometimes referred to as the “secret sauce.”

Alt Tag

An HTML attribute typically used within the IMG tag to provide alternate text when images cannot be displayed.

Anchor Tag

An HTML tag that allows you to create a link to another document or web page or to a bookmark within the current web page.

Back Link

Any link on another page that points to the subject page. Also called inbound links or in-bound links.

Blog

"Web Log". An online journal of sorts.

Bot

Programs written to scour the web automatically for various reasons (to index web pages, for spamming purposes, etc.) aka web robots, web crawlers, internet bots, spiders.

Buying Funnel

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 to education to preferences and intent to final purchase.

Click Fraud

Clicks on a Pay-Per-Click advertisement that are motivated by something other than a search for the advertised product or service. Click fraud may be the result of malicious or negative competitor/affiliate actions motivated by the desire to increase costs for a competing advertiser or to garner click-through costs for the collaborating affiliate. Also affects search engine results by diluting the quality of clicks.

Cloaking

Showing a different web page to a search engine spider than what is normally seen. Method typically used by spammers.

Conversion

Web traffic that fulfills a pre-established goal, such as purchasing of a specific product or filling out a registration form, etc.

Cost Per Acquisition (CPA)

Fee paid to an affiliate marketer for driving a particular action or event on your site (either a sale or lead generation, etc.).

Cost-per-click (CPC)

Under the CPM (Cost Per thousand Impressions) pricing model, AdWords will charge your account for each click on your ads. You will not incur any costs if your ad is displayed for a search query, but users do not click it. This is the same for many other paid search engines such as Facebook, and Yahoo.

Cost-per-thousand impressions (CPM)

Under the CPM pricing model, AdWords will charge your account for each time your ad is displayed, whether a user clicks on it or not. You make your bid on each 1000 impressions your ad receives.

CSS

Cascading Style Sheets. A language used to describe how a given page or web site will look. Used to control font styles, graphical layouts, color, etc.

Click-through Rate (CTR)

Your click-through rate (CTR) is a metric that helps show you how your ads are performing. The more relevant your ads are, the more often users will click on them, resulting in a higher CTR. The system calculates your CTR as follows: Number of ad clicks/number of impressions x 100.

Crawler

Automated programs in search engines that gather web site listings by automatically crawling the web. A search engine's crawler (also called a spider or robot) "reads" page text contents and web page coding, and also follows links to other hyperlinked pages on the web pages it crawls. A crawler makes copies of the web pages found and stores these in the search engine's index, or database.

Digital Millennium Copyright Act (DMCA)

"The Digital Millennium Copyright Act (DMCA) is a United States copyright law which criminalises production and dissemination of technology, devices, or services that are used to circumvent measures that control access to copyrighted works (commonly known as DRM), and criminalises the act of circumventing an access control, even when there is no infringement of copyright itself.

[Circumvention of controlled access includes unscrambling, copying, sharing, commercial recording or reverse engineering copyrighted entertainment or software.] It also heightens the penalties for copyright infringement on the Internet." Source: Wikipedia.

Deep Linking

Linking that guides, directs and links a click-through searcher (or a search engine crawler) to a very specific and relevant product or category web page from search terms and PPC ads.

Description Tag

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.

Display URL

The web page URL that one actually sees in a PPC text ad. Display URL usually appears as the last line in the ad; it may be a simplified path for the longer actual URL, which is not visible.

Effective Cost Per Thousand (eCPM)

A hybrid Cost-Per-Click (CPC) auction calculated by multiplying the CPC times the click-through rate (CTR), and multiplying that by one thousand. (Represented by: $(CPC \times CTR) \times 1000 = eCPM$.) This monetization model is used by Google to rank site-targeted CPM ads (in the Google content network) against keyword-targeted CPC ads (Google AdWords PPC) in their hybrid auction.

Editorial Review Process

A review process for potential advertiser listings conducted by search engines, which check to ensure relevancy and compliance with the engine's editorial policy. This process could be automated – using a spider to crawl ads – or it could be human editorial ad review. Sometimes it's a combination of both. Not all PPC Search Engines review listings.

Feeds

A web document that is a shortened or updated (revised content only) version of a web page created for syndication. Usually served at user request, through subscription; also includes ad feeds to shopping engines and paid-inclusion ad models. Ad feeds are usually in Extensible Markup Language (XML) or Rich Site Summary (RSS) format.

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.

Google Dance

Up to June, 2003, Google has updated the index for their search engine on a roughly monthly basis. While the update is in progress, search results for each of Google's nine data centers are different. The positions of a site appears to "dance" as it fluctuates minute to minute. "Google dance" is an unofficial term coined to refer to the period when Google is performing the update to its index. Google may be changing their index calculation method to allow for a continuous update (which will effectively end the roughly monthly dances).

Google Crawl

Periodic spidering that Google will do on a web site as it indexes a site.

Google PageRank

Google PageRank™ is a numeric value that represents how important a page is on the web.

Hidden text

(Also known as Invisible text.) Text that is visible to the search engines but hidden to a user. It is traditionally accomplished by coloring a block of HTML text the same color as the background color of the page. More creative methods have also been employed to create the same effect while making it more difficult for the search engines to detect or filter it. It is primarily used for the purpose of including extra keywords in the page without distorting the aesthetics of the page. Most search engines penalize or ignore URLs from web sites that use this practice.

Impression

One view or display of an ad. Ad reports list total impressions per ad, which tells you the number of times your ad was served by the search engine when searchers entered your keywords (or viewed a content page containing your keywords).

Keyword/Keyphrase

Keywords are words which are used in search engine queries. Keyphrases are multi-word phrases used in search engine queries. SEO is the process of optimizing web pages for keywords and keyphrases so that they rank highly in the results returned for search queries.

Keyword Density

How often a keyword or keyword phrase is used on a given web page.

Keyword Stuffing

Keyword stuffing refers to the practice of adding superfluous keywords to a web page. The words are added for the 'benefit' of search engines and not human visitors. The words may or may not be visible to human visitors. While not necessarily a violation of search engine Terms of Service, at least when the words are visible to humans, it detracts from the impact of a page (it looks like spam). It is also possible that search engines may discount the importance of large blocks of text that do not conform to grammatical structures (ie. lists of disconnected keywords). There is no valid reason for engaging in this practice.

Landing Page

A content-rich web page geared around a particular topic, product or conversion goal. Typically a main navigation item of a website.

Latent Semantic Indexing(LSI)

LSI is an algorithm used by Google (and possibly other search engines) to determine how words are related to each other in the context of a web page. An article about "cookies" might contain words such as chocolate, sugar, flour or dough for example.

Link Popularity

Link popularity generally refers to the total number of links pointing to any particular URL. There are typically two types of link popularity: Internal and External. Internal link popularity typically refers to the number of links or pages within a web site that link to a specific URL. External link popularity refers to the number of inbound links from external web sites that are pointing to a specific URL. If you have more "links" than your competitors, you are typically known to have link cardinality or link superiority.

◁ Previous Page
Google Page Rank
Hidden Text
Impression
Keyword/Keyphrase
Keyword Density
Keyword Stuffing
Landing Page
Latent Semantic Indexing(LSI)
Link Popularity

Next Page ▷
Position Reference
Pay Per Click (PPC)
Page Rank(PR)
Reciprocal Link
Relevance
Robots.txt
Return On Investment (ROI)
RSS
Search Engine
Search Engine Marketing (SEM)
Search Engine Optimisation (SEO)
Search Engine Results Page (SERP)

Meta Data / Meta Tags

Web page specific, descriptive information that helps a search engine identify the purpose and topic of a given web page. Common meta data include a web page's description and keyword listing.

Mirror

In SEO parlance, a mirror is a near identical duplicate website (or page). Mirrors are commonly used in an effort to target different keywords/keyphrases. Using mirrors is a violation of the Terms Of Service of most search engines and could be grounds for banning.

Negative Keywords

Filtered-out keywords to prevent ad serves on them in order to avoid irrelevant click-through charges on, for example, products that you do not sell, or to refine and narrow the targeting of your Ad Group's keywords. Microsoft adCenter calls them "excluded keywords." Formatting negative keywords varies by search engine; but they are usually designated with a minus sign.

NoFollow

NoFollow is 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. Search engines will follow the link, yet it will not influence search results. NoFollows can be added to any link with this code: "rel="nofollow""

Organic Search

Search results in a search engine that are not paid advertisements. The results that come up naturally based on their indexing within a search engine. Organic search results are good. We all want to come up on top for organic searches using keywords we are optimized for. For example, searching for "george ajazi" will return this website in organic search results.

Organic Search Listings

Listings that search engines do not sell (unlike paid listings). Instead, sites appear solely because a search engine has deemed it editorially important for them to be included, regardless of payment. Paid Inclusion Content is also often considered "organic" even though it is paid for. This is because paid inclusion content usually appears intermixed with unpaid organic results.

Paid Link Building

Websites who are willing to link back to your site for a fee in order to boost your rankings/weight in the search engines. See link building.

Portal

Designation for websites that are either authoritative hubs for a given subject or popular content driven sites (like Yahoo) that people use as their homepage. Most portals offer significant content and offer advertising opportunities for relevant sites.

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. Top ranking paid ads (high ranking 10 to 15 results, depending on the engine) usually appear at the top of the SERP and on the "right rail" (right-side column of the page). Ads appearing in the top three paid-ad or Sponsored Ad slots are known as Premium Positions. Paid search ad position is determined by confidential algorithms and Quality Score measures specific to each search engine. However, factors in the engines' position placement under some advertiser control include bid price, the ad's CTR, relevancy of your ad to searcher requests, relevance of your click-through landing page to the search request, and quality measures search engines calculate to ensure quality user experience.

Position Preference

A feature in Google AdWords and in Microsoft adCenter enabling advertisers to specify in which positions they would like their ads to appear on the SERP. Not a position guarantee.

Pay Per Click (PPC)

PPC Advertising method where an advertiser pays for their ads (which are displayed on a given website) if and only if someone actually clicks on the ad.

Page Rank (PR)

Google's trademark for their proprietary measure of link popularity for web pages. Google offers a PR viewer on their Toolbar.

Reciprocal Link

The practice of placing a link from website A to website B strictly because website B is linking to website A. I scratch your back, you scratch my back.

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.

Robots.txt

Robots.txt is a file which well behaved spiders read to determine which parts of a website they may visit.

Return On Investment (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. For example, if you spend \$100 on PPC ads and make \$150 from those ads, then your ROI would be 50%. (Calculated as: $(\$150 - \$100) / 100 = \$50 / 100 = 50\%$.) The higher your ROI, the more successful your advertising, although some practitioners in search advertising consider ROAS a more useful metric, as it breaks down cost and expenses by conversions per advertising dollar spent.

RSS (Really Simply Syndication, Rich Site Summary, RDF Site Summary)

A family of web feed formats used for distributing frequently updated digital content, such as blogs, news, podcasts, and videos.

Search Engine

Web site whose function is to help users find web pages on any given searched topic.

Search Engine Marketing (SEM)

The act of marketing a website via search engines, whether this be improving rank in organic listings, purchasing paid listings or a combination of these and other search engine-related activities.

Search Engine Optimization (SEO)

The act of altering a web site so that it does well in organic listings of search engines.

Search Engine Results Page (SERP)

The listing of web pages that a search engine shows a user once they've entered a search value.

◁ Previous Page
Position Reference
Pay Per Click (PPC)
Page Rank(PR)
Reciprocal Link
Relevance
Robots.txt
Return On Investment (ROI)
RSS
Search Engine
Search Engine Marketing (SEM)
Search Engine Optimisation (SEO)
Search Engine Results Page (SERP)

Next Page ▷
Trackbacks
Traffic
Traffic Analysis
Unique Visitor
Usability
Viral Marketing
Uniform Resource Locator (URL)
W3C
XML
XML Feeds

Spam

In the SEO vernacular, this refers to manipulation techniques that violate search engines Terms of Service and are designed to achieve higher rankings for a web page. Obviously, spam could be grounds for banning. Alan Perkins has published an excellent white paper on Search Engine Spam that is highly recommended. Here are some definitions of spam from the search engines themselves:

- Google
- Yahoo
- MSN
- Bing

Spamdexing

Spamdexing was describes the efforts to spam a search engine's index. Spamdexing is a violation of the Terms Of Service of most search engines and could be grounds for banning.

Spider

Programs written to scour the web automatically for various reasons (to index web pages, for spamming purposes, etc.) aka web robots, web crawlers, bots, internet bots.

Splash Page

Typically an introductory web page (first page seen by a web surfer) that is graphics-heavy. Meant for attention-grabbing purposes only. Not rich in content (if any). Eye candy.

Semantic Clustering

A technique for developing relevant keywords for PPC Ad Groups, by focusing tightly on keywords and keyword phrases that are associative and closely related, referred to as "semantic clustering." Focused and closely-related keyword groups, which would appear in the advertiser's ad text and in the content of the click-through landing page, are more likely to meet searchers' expectations and, therefore, support more effective advertising and conversion rates.

Tier I Search Engines

The top echelon, or top three, search engines that serve the vast majority of searcher queries. Also referred to as Major Engines, Top Tier Engines or GYM, for Google, Yahoo! and Microsoft Live Search.

Tier II Search Engines

Smaller, vertical and specialized engines, including general engines, such as Ask.com and AOL; meta-engines that search and display results from other search engines, such as Dogpile; local engines, shopping and comparison engines, and business vertical engines. Tier II Search Engines don't offer the search query market share or features of the Tier I engines; however, Tier II engines can target specific, niche markets and are usually lower cost.

Tier III Search Engines

Contextual distribution networks, through which marketers' ads appear on pages within the PPC engine's content network, triggered by user web site page views at the moment that contain the advertiser's keyword in its content. Cost is usually through Cost-Per-Thousand-Impressions (CPM) charges, rather than Pay Per Click (PPC). As discussed in Fundamentals coursework, Google's contextual distribution program is called AdSense; Yahoo!'s is called Content Match.

Title Tag

A meta data element that determines the actual "title" of a given webpage. The title is what shows up in the top bar of your browser. It is also the hyperlink that shows in search engine results listings.

Top Level Domain (TLD)

The three main domain extensions: .com, .net, .org.

Trackbacks

A protocol that allows a blogger to link to posts, often on other blogs, that relate to a selected subject. Blogging software that supports Trackback includes a "TrackBack URL" with each post that displays other blogs that have linked to it. Source: Blog Terms Glossary Tech at Whatis.techtarget.com.

Traffic

Refers to the number of visitors a website receives. It can be determined by examination of web logs.

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). If a visitor comes to a web site and clicks on 100 links, it is still only counted as one unique visit.

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. For example, large Flash animations served to a visitor with a dial up connection causes poor usability. Easy, intuitive navigation and clear, informative text enhance usability.

Viral Marketing

Also called viral advertising, viral marketing refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness. The awareness increases are the result of self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can often be word-of-mouth delivered and enhanced online; it can also harness the network effect of the internet and can be very useful in reaching a large number of people rapidly.

Source: Wikipedia

Uniform Resource Locator(URL)

Or, more commonly, a web address.

W3C

World Wide Web Consortium.

XML

Stands for "Extensible Markup Language," a data delivery language.

XML Feeds

A form of paid inclusion in which a search engine is fed information about an advertiser's web pages via XML, rather than requiring that the engine gather that information through crawling actual pages. Marketers pay to have their pages included in a spider-based search index based on an XML format document that represents each page on the advertiser site. Advertisers pay either annually per URL or on a CPC basis – and are assured of frequent crawl cycles. New media types are being introduced into paid inclusion, including graphics, video, audio, and rich media.

Google Display Ad Examples

Formats available:

- Large Rectangle (336 x 280)
- Medium Rectangle (300 x 250)
- Square (250 x 250)
- Skyscraper (120 x 600)
- Wide Skyscraper (160 x 600)
- Small Square (200 x 200)
- Banner (468 x 60)
- Leaderboard (728 x 90)



Google AdWords offers a number of different ad formats and options in addition to the standard text-based ads.

Standard Text Ads

These are the regular text ads that we most commonly associate with Google's pay per click ad program. The ads consist of a single title, two description lines and one display URL. They have proven to be a very effective medium of driving advertising message to the end user. More information is available at [Google AdWords](#).

Image/Flash Ads

Image ads are another format supported by Google AdWords. These are your regular banner ads in a variety of shapes and sizes. To ensure maximum exposure on Google's content network use all allowed sizes. More information about specific ad sizes is available at [Google Adword Image Sample](#).

Mobile Text Ads

Millions of people are using their cell phones with Internet connectivity to find products and services on the web. You can offer users the choice to connect to a business via telephone or you can direct them to a mobile web page. If you enter a business telephone number, a call link will appear at the end of your ad. Ideally, business phone numbers are local or toll-free calls. You are also able to add a phone number to the ad and have people call via "click-to-call" technology, which means the user clicks on a phone icon in the ad, and then enters his/her phone number. The system then calls the advertiser. Since cell phones screens are small, so only 18 characters

are allowed with mobile text ads. But they are an effective way to get started in mobile advertising. Learn more about mobile text ads at [Google's Mobile Page](#).

Click-to-play Video Ads

These look very similar to YouTube videos with an intuitive "Play" button in the middle of the screen. These ads are a great way to deliver multimedia information to an end-user. A business is only charged if somebody clicks on the video and lands on the site. No charge for playbacks. Learn about various sizes at [Google AdWord Video Ads](#).

Local Business Ads

Local business ads are Google Maps' listings. Whenever you search for local businesses, Google will identify advertisers nearby with active local business ads and will provide you with a list. Local business ads are great for driving foot traffic and, as a result, should be part of your Google AdWords campaign. Learn more about local business ads at [Google's Local Ads page](#).

Text Link Ads

These ads are currently available only through pay-per-action campaigns. They are simple text links (up to 90 characters long) that are distributed across Google's massive content network. Text link ads are great simply because they can easily blend with the rest of the content on the page. More information is available at [Google AdWords Support](#).

Gadget Ads

These are the newest and perhaps the most exciting ads. Gadget ads are rich media ads that are mini-websites within websites. An example of a rich media ad is the one that has multiple actions in it including movie clips, RSS feeds, text, images and outside links. The beauty of these ads is to be able to create an interactive experience with an end user and generate significantly more interest in your products/services. More information about gadget ads is available at [Google Gadget Ads](#).

Text ads generally contain the following elements:

- **Headline (25 characters, including spaces):** The title attracts users who might be interested in your products or services.
- **Description (two lines of up to 35 characters each, including spaces):** These two lines contain your product, service, and other details (such as promotions). The content in these lines should be clear enough to communicate your intent and compelling enough to convince the user to click your ad and visit your site.
- **Display URL (35 characters, including spaces):** This line indicates which website the user will visit if he or she clicks your ad.
- **Destination URL (up to 1024 characters):** This is the actual page where users land when they click your ad. The URL won't appear in your ad. Many advertisers link their ads to particular destination pages within their website, but use the simpler URL of their homepage as the display URL.