

# SEO Glossary

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1. **10x Content:** content that outperforms the current top result by at least tenfold in depth, clarity and usefulness.
2. **301 Redirect:** a permanent forwarding instruction that tells browsers and search engines a page has moved for good.
3. **302 Redirect:** a temporary forwarding instruction, keeping the original URL in search indexes.
4. **304 Not Modified:** a server response telling the browser its cached copy is still fresh—no need to download again.
5. **404 Error:** the server’s way of saying it can’t find the page or file you requested.
6. **410 Gone:** a status code indicating the resource used to exist but has been removed for good.
7. **Accelerated Mobile Pages (AMP):** a lean HTML framework that speeds up mobile pages by stripping out non-essentials.
8. **Ad Impressions:** a tally of how many times an ad shows up on someone’s screen, whether they click it or not.
9. **ADA Website Compliance:** making sure your site meets U.S. accessibility standards so everyone can use it.
10. **AhrefsBot:** the web crawler behind Ahrefs’ site-and-link index.
11. **Alt Text:** the descriptive caption behind an image that screen-readers and search bots use.
12. **Anchor Text:** the clickable words in a link—those words help Google guess what the destination page covers.
13. **Article Spinning:** rewriting existing text into multiple “new” versions, either by hand or with software.
14. **Article Syndication:** when other sites republish your content in full, usually with credit.
15. **Auto-Generated Content:** text created automatically by scripts or tools rather than a person.

16. Backlinks: links from other websites pointing to yours—quality matters more than quantity.
17. Bing Webmaster Tools: Microsoft's free dashboard for tracking and fixing how your site appears in Bing.
18. Bingbot: Microsoft's crawler that scans the web for Bing's search index.
19. Black Hat SEO: tactics that try to trick search engines rather than play by their rules.
20. Bounce Rate: the share of visitors who land on a page and leave without clicking elsewhere.
21. Branded Content: material created by a brand to highlight its own products, values or story.
22. Branded Keywords: search terms that include your brand name or product names.
23. Breadcrumb Navigation: a trail of links (e.g., Home > Blog > SEO) showing users and bots where they are.
24. Bridge Page: a page designed mainly to funnel users to another link, common in affiliate marketing.
25. Broken Link: any link that points to a missing or "dead" page.
26. Cached Page: a snapshot of your page stored on Google's servers from the last crawl.
27. Canonical Tag: an HTML hint (`rel="canonical"`) telling search engines which URL is the master copy.
28. Canonical URL: the preferred version of a page when duplicates exist.
29. Cloaking: showing one thing to users and another to search engines—against guidelines.
30. Co-citation: when two pages get mentioned together on other sites, suggesting a topical link.
31. Co-occurrence: related words appearing together on the same page, helping Google spot topic relevance.
32. Computer-Generated Content: content produced by AI or scripts rather than human effort.
33. Content Delivery Network (CDN): a global server network that delivers your site files faster to visitors.

34. Content Gap Analysis: comparing your topics to competitors' to spot missing angles you can cover.
35. Content Hub: a group of related articles linked together around a central theme.
36. Content Relevance: how well your page matches what a searcher wants.
37. Core Web Vitals: Google's user-experience metrics covering load speed, interactivity and visual stability.
38. Cornerstone Content: your top-priority articles—anchors for your site's key topics.
39. Crawl Budget: the number of pages Googlebot will crawl on your site in a given time.
40. Crawlability: how easily search engines can navigate and index your pages.
41. Crawler: an automated bot that scans pages to build the search engine's index.
42. Customer Journey: the steps someone takes from first hearing about you through making a purchase.
43. Dofollow Link: a link that passes ranking credit to the target page.
44. Domain Rating (DR): Ahrefs' score of your site's backlink authority on a 0–100 scale.
45. Domain Structure: how your main domain, subdomains and folders are organized.
46. Doorway Page: a low-value page built to rank for specific keywords then redirect visitors.
47. Duplicate Content: identical or very similar content appearing on more than one URL.
48. Dwell Time: how long someone stays on your page before clicking back to the search results.
49. Dynamic URL: an address that includes query parameters (e.g., `?id=123`) to generate content.
50. Editorial Link: a natural backlink you didn't pay for or ask for.
51. Ego Bait: content crafted to flatter influencers so they share it and link back.
52. Email Outreach: sending personalized pitches to people who might link to or share your content.
53. Entity-Based SEO: focusing on real-world entities (people, places, things) rather than just keywords.

54. Entry Page: the very first page someone lands on during a session.
55. Evergreen Content: articles or guides that stay relevant and useful over time.
56. External Link: any link on your site that points to another domain.
57. Faceted Navigation: filtering options (e.g., size, color) on e-commerce sites that create many URL versions.
58. Gated Content: premium material (whitepapers, courses) that visitors access in exchange for contact info.
59. Gateway Page: low-value content that funnels traffic elsewhere.
60. Google Alerts: free email updates when new results match your chosen keywords.
61. Google Algorithm: the series of rules Google uses to decide how pages rank.
62. Google Analytics: Google's free tool for tracking how people find and use your site.
63. Google Autocomplete: the suggestions pop-up when you start typing in Google Search.
64. Google Bombing: hijacking search results by mass-linking with certain anchor text.
65. Google Business Profile: your free listing on Google Maps and local search results.
66. Google Caffeine: the rewrite of Google's index in 2010 to index and refresh content faster.
67. Google Dance: the temporary ranking fluctuations new or updated pages sometimes experience.
68. Google Hummingbird: a 2013 update that improved understanding of natural-language queries.
69. Google Knowledge Graph: Google's database of entities and how they relate.
70. Google Knowledge Panel: the info box on the right of some search results summarizing an entity.
71. Google Panda: an algorithm targeting sites with thin or low-quality content.
72. Google Penalty: a manual or algorithmic demotion for failing to follow Google's guidelines.
73. Google Penguin: an update punishing sites using manipulative link tactics.
74. Google Pigeon: an update improving local search relevance.

75. Google Sandbox: the (unconfirmed) idea that brand-new sites are temporarily held back in rankings.
76. Google Search Console: Google's dashboard for spotting and fixing index, security or manual-action issues.
77. Google Top Heavy Update: an algorithm change demoting pages with too many ads above the fold.
78. Google Webmaster Guidelines: Google's best-practice recommendations for site owners.
79. Googlebot: Google's web crawler that discovers and indexes pages.
80. Grey Hat SEO: tactics that fall between acceptable and forbidden.
81. Guest Blogging: writing an article for another site to share your expertise and earn a backlink.
82. Guestographic: creating an infographic you then place on other sites to earn links.
83. H1 Tag: the main headline on a page—signals to search engines what the page is about.
84. Header Tags: H1–H6 tags used to break up content into sections and subheadings.
85. Hilltop Algorithm: Google's early method for finding pages recognized as authorities.
86. Holistic SEO: improving every part of your site—content, code and reputation—to rank better.
87. Hreflang: an attribute telling Google which page version to serve by language or region.
88. HTTP 200 Response Code: success message indicating the page loaded without errors.
89. HTTPS: the secure version of HTTP that encrypts data between browser and server.
90. Inbound Link: another site linking back to yours.
91. Index Bloat: having too many low-value pages indexed, diluting your site's overall quality.
92. Indexability: whether a page can be read and added to the search engine's index.

93. Informational Query: a search where someone wants facts or answers—not to buy.
94. Internal Link: a link from one page on your site to another on the same domain.
95. Interstitial Ad: a full-screen ad that appears before the user reaches the page content.
96. JavaScript SEO: ensuring JS-driven sites still get crawled and indexed properly.
97. Keyword Cannibalization: when several pages compete for the same term, weakening each other.
98. Keyword Clustering: grouping related terms to cover a topic comprehensively.
99. Keyword Density: the percentage of times a keyword appears versus total words.
100. Keyword Difficulty: a tool-generated score estimating how hard it is to rank for a term.
101. Keyword Ranking: where your page shows up in search results for a given keyword.
102. Keyword Stemming: using different forms of a word (ring, rings, ringing) to match search intent.
103. Keyword Stuffing: overloading content with the same terms to try to manipulate rankings.
104. Keywords: the words and phrases people type into search engines.
105. Landing Page: the page visitors “land” on from an ad, email or search result.
106. Latent Semantic Analysis (LSA): a method for finding related terms by analyzing large text samples.
107. Link Bait: content designed specifically to attract backlinks.
108. Link Building: earning links from other sites to boost your own site’s authority.
109. Link Equity: the “ranking credit” passed through a link.
110. Link Exchange: mutual linking arrangement between two sites.
111. Link Farm: a network of sites created solely to link to each other—spammy practice.
112. Link Juice: informal way to describe link equity in transit.
113. Link Popularity: the total number of backlinks pointing to your site.
114. Link Profile: the mix of backlinks you’ve earned—quality, quantity and variety.
115. Link Reclamation: finding and restoring lost or broken backlinks.

116. Link Rot: when previously valid links eventually break over time.
117. Link Scheme: any link-building tactic aimed solely at manipulating rankings.
118. Link Spam: irrelevant or low-quality links placed purely to game search engines.
119. Link Text: the actual words shown in a hyperlink (anchor text).
120. Link Velocity: the speed at which a site picks up new backlinks.
121. Local Business Schema: structured data markup that tells search engines your business's location and details.
122. Local Citation: any online mention of your business's name, address and phone.
123. Local Pack: the map-and-list section that appears for local searches.
124. Local Search Marketing: tactics focused on improving your visibility in nearby searches.
125. Local SEO: optimizing your presence so people in your area find you first.
126. Log File Analysis: reviewing your server logs to see how bots crawl your site.
127. Long-Tail Keyword: a longer, more specific search phrase with lower volume but higher intent.
128. LSI Keywords: loosely "related" words that help Google confirm your topic—true LSI isn't used, but semantically related terms are.
129. Manual Action: a penalty applied by Google when you break its rules.
130. Meta Description: the short snippet under your title in search results—aim to make it click-worthy.
131. Meta Keywords: an obsolete tag once used to list page keywords—no longer relevant for Google.
132. Meta Redirect: code that automatically sends users to a new URL after a set time.
133. Meta Robots Tag: tells search engines whether to index or follow links on a page.
134. Meta Tags: snippets of code (title, description, robots) that give search engines page details.
135. Mirror Site: an exact copy of a website hosted on a different server or domain.
136. Mobile-First Indexing: Google's practice of using your mobile site version for indexing and ranking.

137. NAP: the Name, Address and Phone Number you list consistently across the web for local SEO.
138. Natural Language Understanding (NLU): tech that helps computers grasp human language nuances.
139. Natural Link: an editorial backlink earned without outreach or payment.
140. Navigational Query: when someone searches to go to a specific site or page (e.g., "Twitter login").
141. Negative SEO: malicious tactics aimed at dragging down a competitor's rankings.
142. Nofollow: a link attribute telling search engines not to count that link for ranking.
143. Noindex Tag: instructs search engines not to add a page to their index.
144. Noopener: a security attribute (`rel="noopener"`) that stops new tabs from accessing your page.
145. Noreferrer: prevents the browser from sending your URL as the "referrer" to the linked page.
146. Not Provided in Google Analytics: when Google hides the actual keyword search terms in Analytics reports.
147. Off-Page SEO: efforts outside your own site—links, mentions and brand signals.
148. On-Page SEO: optimizing content, headings, images and code on each page to match search intent.
149. Open Graph Meta Tags: snippets that control how links look when shared on social platforms.
150. Organic Search Results: non-paid listings in search engines.
151. Organic Traffic: visits coming from those free, natural search results.
152. Orphan Page: a page not linked from anywhere else on your site—hard to discover.
153. Outbound Link: a link from your site pointing to another domain.
154. Page Speed: how quickly your page's content fully loads for users.
155. PageRank: Google's original formula for scoring the value of links to a page.
156. Paid Link: a backlink acquired through payment—requires the `rel="sponsored"` tag.



157. People Also Ask: the expandable question box in Google's results offering related queries.
158. Pillar Page: a broad, in-depth guide at the center of a topic cluster.
159. Pogo-Sticking: when someone jumps back and forth between results because they can't find what they need.
160. Primary Keyword: the main term you want a page to rank for.
161. Private Blog Network (PBN): a set of sites owned solely to pass links—risky practice.
162. Query Deserves Freshness (QDF): Google's signal to show newer content when timeliness matters.
163. RankBrain: Google's machine-learning system that refines search results based on user behavior.
164. Reciprocal Link: when two sites link to each other.
165. Reconsideration Request: asking Google to lift a manual penalty after you fix the issues.
166. Related Searches: suggestions at the bottom of search results for similar queries.
167. Relative URL: a link path that's partial (e.g., `/about`) and depends on your domain.
168. Resource Pages: curated lists of helpful links on a specific topic.
169. Rich Snippet: an enhanced result showing extras like stars, images or event times.
170. Robots.txt: a file telling crawlers which site folders to ignore.
171. Schema Markup: structured data you add so search engines can display rich results.
172. Search Algorithm: the set of rules a search engine uses to rank pages.
173. Search Engine Poisoning: malicious sites posing as legit results to steal data or spread malware.
174. Search Engine Results Pages (SERPs): the pages you see after you hit Enter on a search engine.
175. Search Intent: the "why" behind someone's search—informational, navigational or transactional.
176. Search Visibility: an estimate of how often your site shows up in organic results.

177. Search Volume: the average monthly searches for a keyword.
178. Secondary Keywords: related terms that support your primary focus.
179. Secure Sockets Layer (SSL): the tech that encrypts data between browser and server—now replaced by TLS.
180. Seed Keywords: starting-point terms you use in keyword research to find more ideas.
181. SEO Audit: a deep dive into your site to spot SEO strengths and weaknesses.
182. SEO Silo: grouping related pages together via internal links to show topical structure.
183. SERP Features: non-traditional result elements (maps, images, PAA boxes) on a search page.
184. Share of Voice: your brand's share of clicks compared to competitors for key terms.
185. Short-Tail Keywords: broad, high-volume search terms (e.g., "shoes").
186. Sitelinks: those extra links under some results that point to important site sections.
187. Sitemaps: XML files listing the pages you want search engines to index.
188. Sitewide Link: a link that appears on every page, like in a footer.
189. Spamdexing: abusing SEO tactics to try to manipulate rankings—strictly against guidelines.
190. Sponsored Link Attribute: (`rel="sponsored"`) marks paid or affiliate links.
191. Srcset: an image attribute letting browsers choose the best file size for each device.
192. Structured Data: any markup following a standard (Schema.org) so search engines understand your content.
193. Subdomain: a branch of your main domain (e.g., `blog.example.com`).
194. Taxonomy SEO: organizing content into categories and tags so both users and bots can navigate easily.
195. Technical SEO: fixes under the hood—site speed, crawl settings, structured data—to help search engines.
196. TF-IDF: a word-frequency metric that shows how important a term is in a document versus all documents.
197. Thin Content: pages with little value or substance.

198. Tiered Link Building: creating layers of backlinks—from high-authority to lower-authority sites—to boost link power.
199. Title Tag: the clickable page title in search results (`<title>`).
200. Top-Level Domain (TLD): the final segment of your domain name (e.g., `.com`, `.org`).
201. Topical Relevance: how closely a linking page's topic matches your page's topic.
202. Transactional Query: a search made by someone ready to buy.
203. Transport Layer Security (TLS): the updated, more secure successor to SSL.
204. TrustRank: an algorithm that separates trustworthy sites from spammy ones.
205. UGC Link Attribute: (`rel="ugc"`) marks links in user-generated content like comments or forums.
206. Universal Search: Google's blend of images, news, maps and more into the main results.
207. Unnatural Links: any backlink Google deems manipulated or paid for without disclosure.
208. URL Rating (UR): Ahrefs' score of a specific page's backlink strength.
209. URL Slug: the part of the URL after the last slash (e.g., `example.com/slug`).
210. User Intent: the real goal behind someone's search query—info, navigation or purchase.
211. Vertical Search: a search engine focused on one topic area (e.g., jobs, flights).
212. Voice Search: speaking your query instead of typing—changing how we optimize for keywords.
213. Website Authority: a tool-generated score estimating how likely your site is to rank.
214. Website Hit: each request for a file (page, image, script) from your server.
215. Website Structure: how your pages link together and the hierarchy you set up.
216. Webspam: any content made purely to trick search engines.
217. White-Hat SEO: playing by search engines' rules to earn rankings the right way.
218. X-Robots-Tag: an HTTP header directive that tells crawlers which pages to index or ignore.
219. YMYL Pages: content about money, health or safety topics where accuracy really matters.