SEO Glossary

301 Redirect
A method to permanently and automatically transfer a user from one page to a different page instead. 301 redirects are implemented to ensure users do not land on a 404 error.

404 Error
An error that occurs when a user lands on a page that has been deleted or moved. Commonly, pages with 404 errors yield a message such as "Page Not Found."

Alternative Text
Also known as "alt text," this is a phrase that is implemented in a page's HTML to attribute text to a photo. If a picture does not load properly on a web page, the alt text will display. It's also what search engines use to understand the what the photo is about.

Anchor Text
The text on a page that anchors a hyperlink. When writing for SEO, anchor text often includes a keyword the site is aiming to rank for. Most commonly, anchor text is underlined and a different color from the rest of the text.

Blog
A regularly updated website or section of a website that broadcasts a variety of content in a conversational manner. Blog posts can be composed of text, images, video, audio, or a combination, and can communicate news, opinions, entertainment, and more.

Call to Action
An instruction that provokes the reader or consumer to engage or take a next step, usually to click a link, make a phone call, or similar.

Content
Information on the Internet. It can be written text, video, images, infographics, audio, and more.

Domain
The address for a website. For example, www.pcgcompanies.com is a domain.

PCG

Evergreen Content
Online content that remains relevant to readers and consumers regardless of the season or time of year.

Geotarget
In online marketing, the geographical area—such as a town, city, state, or region—that content is specifically catered or delivered to.

HTML
Short for "Hypertext Markup Language," the standard language used to format a web page's text, links, and images.

Backlink
When another website links to yours, it is considered a backlink (also known as an incoming link or inbound link). The more quality and earned backlinks a site has, the more reputable it is perceived to be by search engines.

Internal Link
A link from one page to another within the same website. For example, linking to your inventory from your homepage is an internal link.

Keywords
The words or phrases a website aims to rank for in search results.

Long Tail Keyword
Keywords composed of three or more words. These keywords are typically more specific queries, and in turn are less competitive and often easier to rank for.

Meta Data
The HTML information that describes a page to search engines; consists of the title tag, meta description, and meta keywords.

Mobile Adaptive
A web page layout designed particularly for mobile devices. Mobile adaptive sites use a completely separate layout depending on the given device.

Mobile Responsive
A website design that automatically adapts the layout and elements to whatever device it is being viewed on. It offers easy reading across all devices, whether it is desktop, mobile, or tablet.

PCG

Organic Traffic

Website visits from clicks on unpaid search results.

SEO

Short for "Search Engine Optimization," it is the process of intentionally building and editing a website to improve its relevancy in organic search results for certain keywords.

SERP (Search Engine Results Page)

This is the page that displays results after a user enters a search term into a search engine. Depending on the search engine and query, it could display website pages, images, videos, business listings, reviews, and more.

Sitemap

A file that lists all of a website's pages and helps search engines better understand the organization and hierarchy of a site. Search engine crawlers read this file when they visit and index a website.

Spider

Also known as a "web crawler," an Internet bot that browses the multitude of pages on the World Wide Web. A spider's intention is to understand the content on a website in order to rank its pages for relevant queries.

Subdomain

An extension of a domain name that can house a particular section or subject area on a website. For example, blog.pcgcompanies.com is a subdomain that's part of the greater domain, pcgcompanies.com

URL

The web address where a website lives, typically consisting of the access protocol (http) and the domain name (pcgcompanies.com).

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