

30 Important SEO Terminologies for Beginners

In SEO Industry there are many SEO Terminologies that are used in day-to-day work by SEO Experts.

Here I have listed those 30 Must Know SEO Terminologies for [Beginners](#).

This list will surely help you understand the topic easily.

You must know these SEO terminologies to kick start your SEO expert career.

When it comes to internet marketing, the world of SEO can be extremely confusing and frustrating.

There are so many SEO terminologies that you must learn in order to become successful in this field that it can be easy to get lost.

This is especially true if you're a beginner.

SEO is a huge field and it has millions and millions of SEO terms that have been used till now.

If you are really new then these 'must know' SEO terminologies will help you.

SEO Terminologies For Beginners

1. Backlink

A [backlink](#) is a reference from one web page to another web page.

When one website links to another, it's called a backlink.

A backlink is also called an inbound link or inward link.

2. Dwell Time

What is Dwell time?

Dwell time is the length of time a web user spends on a given web page.

It's a metric businesses use to measure how interested customers are in their product or service.

The longer someone spends on your page, the more likely they are to purchase something from you.

There are a few different ways to improve your dwell time, but the most important is to produce high-quality content that people want to read.

Make sure your website is easy to navigate, too, so customers don't get confused.

3. Citation

In SEO, the citation is very important to improve the visibility of a website.

It is the mention of a business or company name, product, or service in an online publication.

Citation helps businesses to get better rankings on search engines as it strengthens the backlinks of a website.

Moreover, citation can help to improve the credibility of a website by providing relevant and accurate information about it.

4. Broken Link

Broken links can occur for a number of reasons:

Links that were once valid may now be defunct due to server moves, name changes, or website closures.

Or, you may have simply mistyped a link.

Whatever the cause, finding and fixing broken links is essential for maintaining the quality of your site.

Not only does it reflect poorly on your site's credibility if you have dead links plastered all over your pages, but search engines also penalize sites for having faulty links.

5. Navigation

One of the most important aspects of [SEO](#) is understanding how users interact with your website.

Navigation, or the process of organizing and labeling website links in a way that makes them easy to find and use, is one of the most important factors in good SEO.

When done correctly, proper navigation can help visitors quickly and easily find the information they need on your website.

When done incorrectly, it can confuse and frustrate visitors, resulting in lower click-through rates and reduced traffic.

6. Conversion

There are two types of conversion, conversion rate, and conversion volume.

Conversion rate measures the number of visitors that complete an action on your site (such as signing up for your newsletter) divided by the total number of visitors to your site.

Conversion volume measures the total number of people who complete an action on your site (such as signing up for your

newsletter) over a period of time.

7. PageRank

PageRank is a link analysis algorithm used by Google to rank the relevancy of web pages.

The algorithm is designed to measure the importance of a page within its web context.

The PageRank algorithm was developed by Larry Page and Sergey Brin in 1997.

8. Robots.txt

Robots.txt is a text file placed on a web server that tells search engine crawlers what to do with the content on that site.

The robots.txt file is not a replacement for an XML sitemap, but it can be used to tell crawlers not to index certain parts of your site or even disallow crawling altogether.

9. Canonical URL

A canonical URL is a web page that is the original or official page for a given web address.

The main purpose of a canonical URL is to reduce duplicate content on the internet, which can lead to higher rankings in search engine results pages.

10. Google Bot

Google Bot is a software application that crawls the internet and indexes web pages so that they can be accessed through Google Search.

Google Bot uses the hyperlink structure of the World Wide Web to index content so that it can be searched by its web

crawler.

11. Keyword Difficulty

Keyword difficulty is a measure of how difficult it is to rank for a keyword.

Keyword difficulty is calculated by looking at the number of searches for that keyword and the number of results that come up in Google when you enter the keyword.

The higher the search volume, the more difficult it will be to rank for that keyword.

The higher your site's domain authority, the more likely you are to rank for competitive keywords.

12. Click-Through Rate (CTR)

The Click-through rate is a marketing metric that measures how many people click on links to a web page from an advertisement.

For example, if you have an advertisement for your company on Facebook and 100 people click the link to your website, then your click-through rate is 100%.

The higher the click-through rate, the more likely it is that you are receiving good traffic from your ads.

13. Keyword Density

Keyword density is the ratio of the number of times a keyword or keyphrase appears in a document to the total number of words in that document.

The keyword density is calculated by dividing the number of occurrences of a keyword by the total number of words in a document.

This is useful for search engine optimization (SEO) because it helps you identify which keywords are most relevant to your content and need to be used more often.

It also helps you identify which keywords don't appear often enough and should be used more often.

14. Long-tail keywords

Long-tail keywords are keywords that have low search volume.

They are typically three to four words in length and are more specific than a keyword with a high search volume.

These keywords are usually not searched for often but still generate significant traffic.

15. .htaccess File

The .htaccess file is a configuration file that can be used to apply a set of changes to the web server.

It can be used for the following purposes:

- To restrict access to files or directories by IP address.
- To redirect requests for one filename to another.
- To redirect requests from one directory to another directory on the same server.
- To control access by the user agent, or web browser type.

16. Bounce Rate

The bounce rate is the percentage of people who visit a website and then immediately leave.

It is also known as the 'page view ratio' or 'exit rate.'

The bounce rate is an important metric for marketers to track because it tells them how engaged their audience is with their content.

A high bounce rate could be caused by a lack of interesting content, too much time spent on site, or even by technical issues.

17. Meta Description

A meta description is a short text which appears on the search engine result page or search engine results snippet.

It is generally 160 characters long, and it represents the content of the webpage.

A meta description is a short text that typically appears as a snippet in search engine results pages (SERPs) and on social media platforms like Facebook and Twitter.

The meta description should be relevant to the page's content, but it should also be concise and no more than 160 characters long.

18. Domain Authority

Domain Authority is a metric that helps website owners know how influential their website is.

It can be applied to a single page or to your entire domain.

The domain authority is an ability of your website on the basis of which it gets authority, trust, and popularity.

It is one of the most reliable ways to measure your site's power.

Nowadays, it has become a standard way to measure the strength of a website.

Domain Authority (DA) is a rating system developed by Moz.

The higher the DA a website has, the more control it has over its rankings and the more traffic it will generate.

19. Hummingbird

Google Hummingbird is a search algorithm update that was first released in 2013 and has been in use since then.

There are more than 200 ranking factors that determine the search engine rankings, however, Hummingbird focuses on semantic search rather than just keywords.

This algorithm was designed to answer questions and provide relevant information for users. It is a leap forward for Google and is expected to change the way search engine optimization is done in the future.

20. Seed keywords

The seed keywords are the first keywords that we use to find seeds.

We must start from something when we are in search of something.

It could be an object or an idea, however, it's important to note that before we can reach an idea that we need to start from a keyword.

21. E-A-T

Expertise, Authority, and Trustworthiness (E-A-T) is a cornerstone of SEO.

Think of it as a checklist that you want to hit every time you publish something related to your industry.

E-A-T is vital for any SEO strategy. It should be part of your

blog content marketing strategy and overall SEO efforts.

22. Click Bait

Clickbait is a term for content that has been written in such a way as to trick the reader into clicking on a link.

It tends to be sensational in its language and promises to offer information that will be of interest to the reader.

The reality may not be quite as good as the promise though.

Clickbait is designed to attract attention and encourage readers to share content across social media.

As a result, there have been accusations of clickbait being a form of spam.

23. Do-follow & No-follow

Whatever you want to achieve in SEO, one best way to do it is to know the difference between follow links and no-follow links.

A lot of people don't understand the concept and how they work.

I will explain this as simply as I can.

What is a No-Follow link?

A no-follow link is a hyperlink that leads to your site from another website but prevents search engines from following its link.

What is a Do-Follow link?

A do-follow link is a hyperlink from an external website back to your website.

The link references your website and when clicked, the visitor

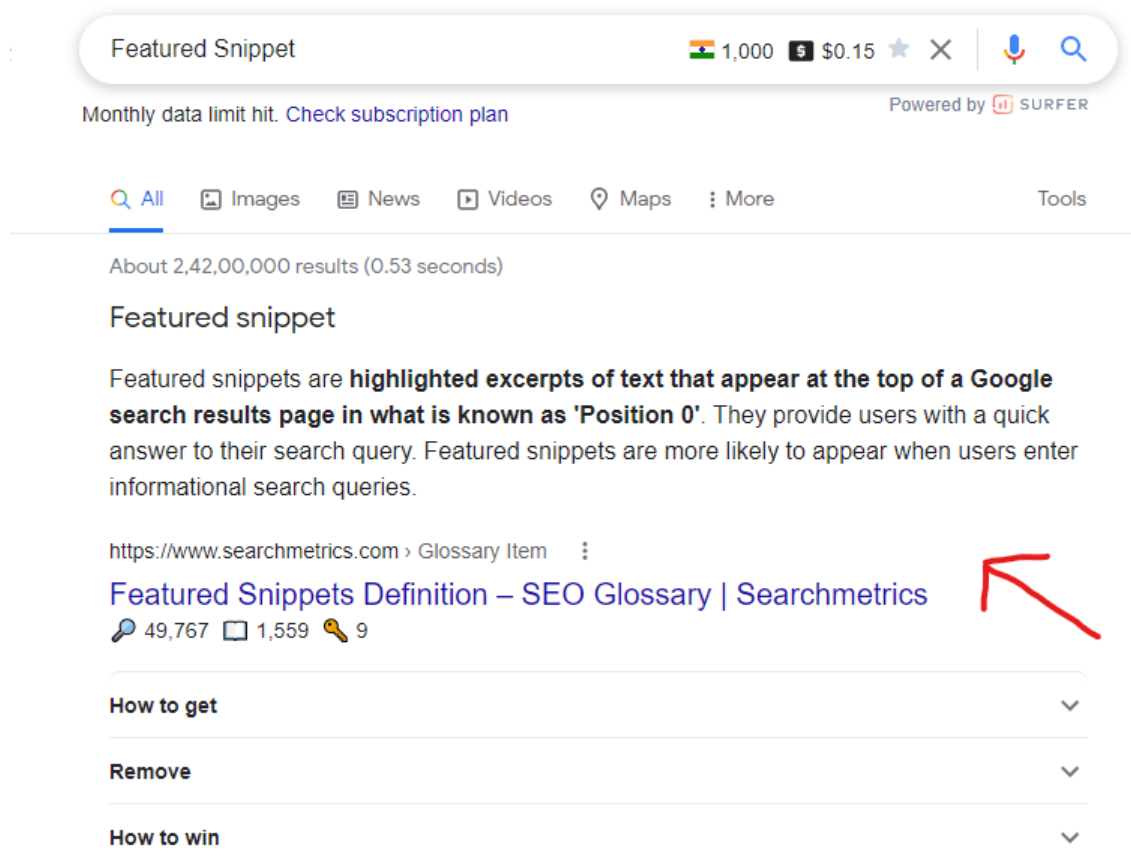
is brought back to your website.

Do-follow links can be found on search engine result pages, directories, resource pages, or other websites within your industry.

24. Featured Snippet

Featured Snippet is a fairly new feature that Google has implemented, which displays relevant content from our website directly on the search results page.

The featured snippet is displayed on the top of the SERP and answers the user's query directly.



Featured Snippet

Featured Snippets are one of the newest elements in Google's search results and are the result of an ongoing effort to deliver even more value to searchers.

According to Google, Featured Snippets "are designed to

surface the most useful answer from the web directly in the search results.

25. Cache

A cache is a high-speed data storage that allows the website to load content faster.

Caching is very useful for web pages, images, and downloading files.

In the SEO world, caching is one of the vital processes that improve the speed and security of your website.

And there are two main types of caching: server-level cache and page cache.

26. Hidden Text

Hidden text is a technique used in web design to hide information on your site from search engines.

The information may be something that you don't want people to see when they visit your site, and you might want to hide it because it looks bad or is not relevant to the topic of your site.

Google is known to be hostile to websites with "hidden text" – text that the user doesn't see on the page but that does appear in the source code.

For example, if you have a logo or brand header in the header area of your website that is also used as your title tag, Google may not index that text.

27. Sitemap

A sitemap is an XML file that lists the pages of a website and helps search engines to find, crawl and index them.

The XML file is also called a Site Map, SiteMap, or SiteMap.xml. A sitemap can be submitted for sites using Webmaster Tools or submitted manually through XML sitemap generator services.

You can use sitemaps for navigation to get information about your site and for helping search engines to find your site.

Every online business should have a Sitemap to make it easier for search engines to crawl your pages.

28. Inbound Link

Inbound links point to the internal pages of your website and are essential for a website to rank well in search engines.

The Inbound Link is the link on one website that goes to another website. \

An inbound link can be internal, external, do-follow, or no-follow.

There are several reasons why a webmaster might want to get a backlink from another website.

It can help improve a site's search engine ranking and it can increase traffic to that site. It also helps drive additional business to a site.

29. Outbound Link

Outbound links, also known as backlinks, are incoming links to a website or web page.

In general, the quantity and quality of outbound links are among the factors that Google's algorithm considers in order to rank pages in search engine results pages (SERPs).

A site with a large number of high-quality outbound links is likely to rank higher than a site with fewer or lower-quality

inbound links.

30. KPI

A KPI, or key performance indicator, is a metric used by businesses to measure and track progress towards specific objectives.

They provide insight into how well a company is performing relative to its goals and can be tailored to fit the unique needs of any organization.

While there are many possible KPIs, some of the most common include revenue, customer satisfaction, and employee engagement.

By tracking KPIs over time, businesses can identify trends and make changes as needed in order to improve their overall performance.

Lastly,

I hope this post helped you become familiar with the basic SEO terminologies that you need to know.

As a beginner, it's imperative that you know your way around the search engines, whether it be Google or Bing.

Work at building your knowledge of these terminologies and your search engine savvy will continue to amaze others and help make you more money.

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