

SEO Made Simple:

SEO Terms Glossary (2025)

301 Redirect: A 301 redirect allows you to automatically take users searching for an old page to a new, updated page. It's a great tool to use if you need to move or delete a page from your website and you don't want to compromise the user's experience.

4xx Error: Users may encounter a 4xx error if the page they're searching for no longer exists or if it's in a restricted part of your site.

AI: Artificial intelligence (AI) refers to technology that allows systems to carry out tasks that normally require human intelligence. AI utilizes machine learning, natural language processing, and algorithms to learn from data and make decisions.

Algorithm: Algorithms are processes done automatically by computing bodies or machines and are used in marketing to categorize and optimize content and processes.

Alt Text: Alt text, otherwise known as alternative text, describes an image or asset located on your webpage. Alt text is valuable for SEO ranking and promotes a more accessible search experience, often used by e-readers to help visually impaired people understand what's in front of them.

Authority: Authority is an SEO term to describe how relevant and high-ranking your site may be for any given search query or keyword.

Bot: Search engines use bots, known as crawlers, to record incoming content. Bots evaluate content to understand how to categorize it, and where it should rank based on a given search term.

Branded Keywords: If your company has any slogans, you have branded keywords (most likely!) These can be any phrases your business uses to promote content on social media or organic search, and your clientele will likely use these to search for your brand specifically.

Click-Through Rate (CTR): A click-through rate identifies how many clicks you get on a specific piece of content or advertisement and can be used as a metric for relevancy and success for your marketing initiative.

Content: Content is a broad term and can be classified as any piece or asset that is put forward on the internet or social channels for public consumption.

Conversion: A conversion is a desired action on your website, like a purchase, phone call or form submission, and should be monitored closely to understand how and when actions occur.

Core Web Vitals: Core Web Vitals is a set of preferences released by Google that highlight how your page can rank well.

Domain: A domain is a specific "area" of the internet, generally designated by a name or a place. Your web address to your site is considered a domain.

External Link: An external link is a tool used in content writing which directs the reader to an outside source for additional information about a given topic or keyword.

Google Business Profile: Formerly known as "Google My Business," this is a tool for business owners to get their business and service information on Google, building their online presence. It contains key information for potential customers, such as review links, ratings, addresses, phone numbers, and a direct link to your webpage.

HTML: This acronym stands for Hypertext Markup Language, and is a method of language used to create and develop web pages in this current iteration of the internet.

SEO Made Simple: SEO Terms Glossary (2025) (Continued)

Indexing: Indexing occurs when bots explore your site or page and categorize information that contributes to your overall rank and relevancy scores. If your page indexes, you may be able to see it on any of Google's pages.

Internal Link: An internal link is a tool used in content writing to redirect readers to a different, internal page for more information about a service or keyword.

Keyword Volume: Keyword Volume is a useful SEO metric that shows you how many times people searched for a given search term or phrase.

Meta Description: Your meta description appears under your SEO title in Google's page preview, and is used for keyword density and to give your reader a summary of what they'll find on a given page.

Mobile-First Indexing: Many users use Google on mobile phones. By optimizing your experience for mobile-first indexing, you give your site a better chance to rank.

Organic Traffic: Organic traffic is usually generated through keywords or word-of-mouth, as well as your ranking in Google's search results. Any sort of traffic that you have not done paid advertising for counts as organic traffic.

Page Speed: This critical metric highlights how quickly your page loads and contributes to your overall SEO quality evaluation done by Google's bots.

Query: Millions of queries happen every day. A query is an entry into Google's search box, which can be about any topic at any time.

Relevance: Google uses relevance as a key metric for content rankability, determining how useful your content is to users using a given search term.

Search Engine Results Page (SERP): A SERP is anything

that Google presents to a user after a query has been made. You'll see this with any Google search, with paid, advertised SERPs showing up above organically-ranked SERPs.

Sitemap: A sitemap is like an informational package you put together about your website's content, used by bots to quickly crawl, evaluate, and rank your page.

SSL Certificate: SSL, standing for Secure Socket Layer, is a type of safe search certification. It shows users that they are on an encrypted, secure connection to a website that has been authenticated and proven to be safe to use.

Traffic: Traffic is a broad term, and can be used to designate any flow of users to your site or social media pages.

User Experience (UX): UX is an important rankability factor, and is a term that explains what your website visitor may encounter when they visit your site. Is it easy to navigate? Is it quick to load? All of these elements impact a site's overall UX.

Website Navigation: Website navigation, in SEO terms, defines the link structure you use across content on your website. Ideally, you want your website navigation to be present and in-depth across your content, helping your users move through your site and find relevant information to your products and services.