Google Algorithm

Google algorithm is a complex set of rules and calculations used to determine the relevance and ranking of web pages in search results.

International

Above the Fold

Above the Fold in SEO terms refers to the website content that is visible without scrolling on the page.

AJAX

AJAX in SEO terms is a technology that enables pages to be loaded without refreshing the entire page, allowing content and navigation to be updated dynamically.

Algorithm

An algorithm in SEO terms is a set of step-by-step instructions that search engines use to determine which webpages appear in the search results for particular queries.

International

Algorithm Change

The process of adjusting search engine algorithms to improve user experience, reward quality content, and ensure that a website's rankings are not negatively impacted by algorithm updates.

International

Alt Attribute

An alt attribute is an HTML element used to provide alternative text descriptions for images so that search engines can better understand the content of a webpage.

SEO International

AMP

Accelerated Mobile Pages (AMP) is an open-source web framework designed to create lightweight, fast-loading versions of webpages for better user experience on mobile devices.

SEO International

Analytics

Analytics is the process of collecting, analyzing and interpreting data to gain insights, identify trends and forecast future outcomes.

Anchor Text

Anchor text is the clickable text used in a hyperlink that helps search engines understand the context of webpages and can improve SEO rankings.

SEO International

Artificial Intelligence

Artificial Intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems.

International

Authority

Authority in SEO refers to the measure of trustworthiness and influence of a website, as determined by search engines.

International

Author Authority

Author Authority in SEO is the measure of trustworthiness and influence of a website, as determined by its author's credentials and expertise.

B2B

B2B in SEO terms refers to business-to-business activities, such as content marketing and link building, aimed at increasing a website's visibility in search engine results.

B2C

B2C in SEO terms refers to business-to-consumer activities, such as search engine optimization and keyword targeting, aimed at increasing a website's visibility in search engine results.

International

Backlink

Backlinks in SEO terms refer to incoming links from other websites to a webpage, which can help improve the visibility of the webpage in search engine results.

International

Baidu

Baidu is a Chinese web services company and search engine, which is the largest search engine in China and the fourth largest in the world.

Bing

Bing is a web search engine owned and operated by Microsoft that offers web, image, video, and map search services.

Black Box

In SEO terms, a black box is a search engine algorithm that is not openly revealed by search engines, making it difficult to analyze or optimize content for better rankings.

Black Hat

In SEO terms, black hat techniques are unethical strategies that attempt to exploit search engine algorithms to artificially boost ranking for higher visibility and traffic.

SEO International

Blog

A blog is an online journal or informational website that displays information in reverse chronological order with the newest posts appearing first.

Bounce Rate

In SEO terms, bounce rate is a metric that measures the percentage of visitors who leave a website after viewing only one page.

International

Bot

In SEO terms, a bot is a software application designed to automatically perform simple and repetitive tasks such as web crawling and other online data collection.

International

Branded Keyword

A branded keyword is a search query that includes the name of an organization or product, such as "Apple laptop" or "Starbucks coffee."

International

Breadcrumb

Breadcrumb navigation is a user interface element which displays a clickable path of links showing the user's current location within a website or application.

International

Broken Link

A broken link is an invalid hyperlink, usually caused by either a mistyped URL or deleted web page, that results in a user error message when clicked.

International

Cache

Cache is a temporary storage location that helps computer systems access data faster than when it is fetched from its original source.

Cached Page

A cached page is a copy of the content that has been stored on the local machine, either on disk or in memory, for quicker access than retrieving it from its original source.

International

Canonical URL

A canonical URL is the single preferred version of a web page that all other references should point to.

ccTLD

A ccTLD (country-code top-level domain) is an internet domain name that is specific to a certain geographical location.

International

Citation

A citation is a reference to a source of information, usually used in academic writing to support an argument or claim.

SEO International

Click Bait

Clickbait is a type of online content designed to entice readers to click on links that lead to advertisements or other websites.

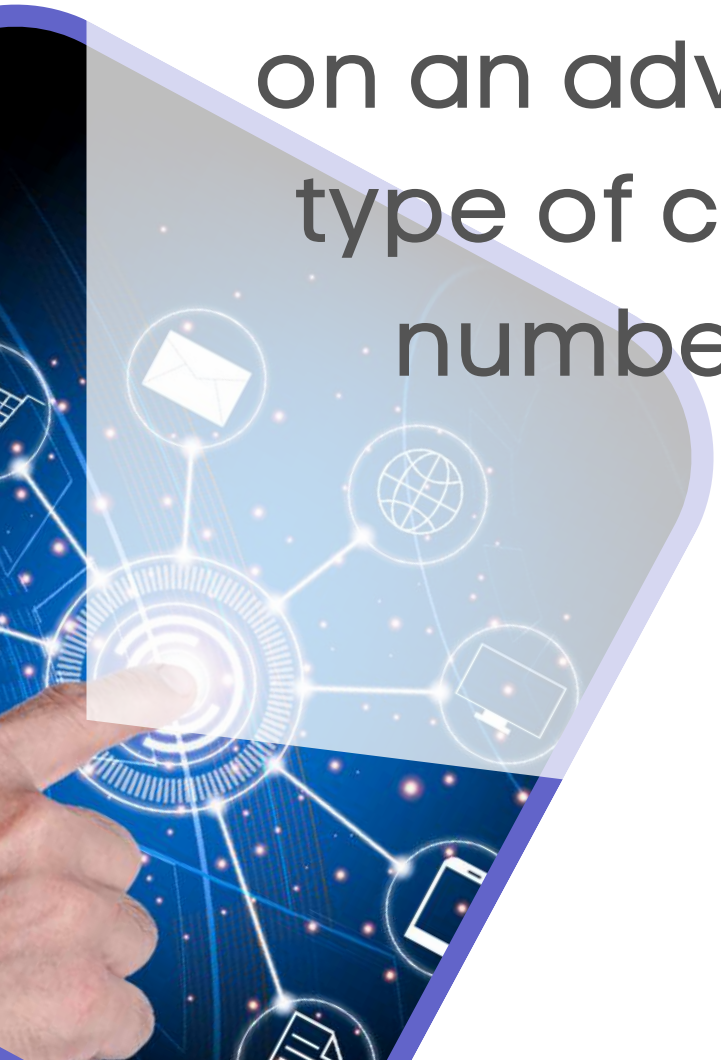
Click Depth

Click depth (also known as click-through rate) is a measure of the number of clicks a user makes in order to reach a certain page on a website.

SEO International

Click-Through Rate

Click-through rate (CTR) is a measure of the number of times a user clicks on an advertisement, link or other type of content in relation to the number of times it is viewed.



International

Cloaking

Cloaking is a black hat SEO technique that involves presenting different content to search engine crawlers than what is presented to human visitors.

International

CMS

Content Management System (CMS) is a software application designed to create, manage and modify digital content.

Co-Citation

Co-Citation in terms of SEO is the act of referencing two websites that are related to each other, which helps signal to search engines that there is a relationship between them.

Code To Text Ratio

The code to text ratio is the proportion of HTML coding (such as HTML commands, JavaScripts, and CSS rules) to actual text displayed on a web page.

International

Comment Spam

Comment spam is the act of posting unsolicited and unwanted comments on blog posts or other online forums.

Competition

SEO Competition is the process of optimizing web content to increase its visibility in search engine results.

Direct Competition is competing against another individual or organization for dominance in a given market.

SEO International

Content

In SEO terms, content is textual or visual material that is created for the purpose of driving traffic to a website or increasing visibility in search engine results.

SEO International

Content is King

Content is King is an adage that emphasizes the importance of creating high-quality, engaging content in order to maximize success in website marketing and search engine optimization.

Conversion

In SEO terms, conversion is the desired result of a website visit, such as a product purchase or newsletter signup.

International

Conversion Rate

Conversion rate is a measure of success in SEO, calculated by dividing the number of website visitors who convert (take the desired action) by the total number of visitors.

SEO International

Conversion Rate Optimization

Conversion rate optimization (CRO) is the process of improving the performance of a website with the goal of increasing conversions from visitors to customers.

International

Core Update

A core update is a major algorithm adjustment made by Google to its search engine which can significantly affect a website's rankings and traffic.

Core Web Vitals

Core Web Vitals are a set of metrics that measure key aspects of user experience, such as loading speed, interactivity, and visual stability.

Correlation

In SEO terms, correlation refers to the relationship between a given ranking factor and search engine rankings.

Crawl Budget

Crawl Budget refers to the amount of resources allocated by search engines for website crawling and indexing.

International

Crawl Error

Crawl errors refer to issues encountered by search engines while attempting to access a website or one of its pages.

International

Crawler

A crawler is a type of program that scans websites, gathering information to be used by search engines.

SEO International

Crawling

Crawling is the process of automatically searching and gathering data from websites, typically done by search engines.

CSS

CSS (Cascading Style Sheets) is a language used to style and format webpages.

International

Customer Journey

The customer journey is the complete experience of interacting with a company from initial contact to purchase and beyond.

International

Data

In terms of SEO, data is the information collected from analytics that can be used to help optimize a website's ranking and visibility in search engine results.

Dead-End Page

A dead-end page is a web page without any links to other pages, essentially terminating the user's journey on that page.

International

Deep Link

Deep linking is the practice of linking to a specific page, image or video within a website, rather than to the home page.

International

Deep Link Ratio

The deep link ratio is a measure of how many links on a page are pointing to other pages within the same domain as opposed to external domains.

SEO International

De-index

De-indexing is the process of removing a website or web page from a search engine's index.

International

Direct Traffic

Direct traffic is the portion of website visits that originate from users typing in a URL, searching directly for a website, or clicking on links from emails or documents.

Directory

A directory is a type of online reference guide that organizes web pages, websites and other information by subject.

International

Disavow

Disavow is a process where website owners inform Google about the low-quality websites or links that point to their website, asking them not to take these into account when ranking a page.

Do-follow

Do-follow is a type of link that will pass on "link juice" or ranking power to the linked website, enabling it to gain higher search engine rankings.

International

Domain

A domain is an online address that identifies a website or other Internet resource.

International

Domain Age

Domain age is the length of time a domain name has been registered and in use on the internet.

Domain Authority

Domain Authority is a score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engine result pages.

International

Domain History

Domain History is a record of changes a domain has undergone since it was first registered on the internet.

Doorway Page

A doorway page is a webpage used to manipulate search engine indexing and ranking by automatically redirecting users to a different page.

International

DuckDuckGo

DuckDuckGo is a search engine that emphasizes protecting users' privacy and avoiding the filter bubble of personalized search results.

International

Duplicate Content

Duplicate content is identical or near-identical content appearing on multiple URLs, which can affect how a website is ranked in search engine results.

Dwell Time

Dwell time is the amount of time a user spends on a given page before returning to the search engine results page.

International

E-A-T

E-A-T stands for Expertise, Authoritativeness, and Trustworthiness and is a Google ranking factor that measures the quality of a website's content.

E-commerce

E-commerce is the buying and selling of goods and services over an electronic network such as the internet.

International

Editorial Link

Editorial links are links that are included in a website's content which appear as natural, organic additions to the page.

Engagement Metrics

Engagement metrics are measurements of user interactions with a website or social media post, such as likes, comments, shares and page visits.

International

Entities

Entities are any real, conceptual, or abstract objects in a piece of content that can be described in terms of its attributes, relationships to other entities and associated AI-based data processing capabilities.

External Link

An external link is a hyperlink from one web page to another that points to another website, a different part of the same website, or even another section within the same page.

Featured Snippet

A featured snippet is a summary of an answer to a user's query that is displayed on the top of Google search results pages.

International

Findability

Findability in SEO terms is the ease of finding a website, web page or other online content through search engine optimization (SEO) techniques.

Footer Link

Footer links are the clickable links located at the bottom of a web page which often direct users to important pages on a website.

Freshness

Freshness is a metric used by search engines to rank web pages based on the newness and relevancy of content.

SEO International

Google

Google is a multinational technology company that specializes in internet-related services and products, including search algorithms and cloud computing.

Google Analytics

Google Analytics is a web analytics platform used for tracking and analyzing data about website traffic, user behavior, and demographics.

Googlebot

Googlebot is a web-crawling robot used by Google to index websites for its search engine.

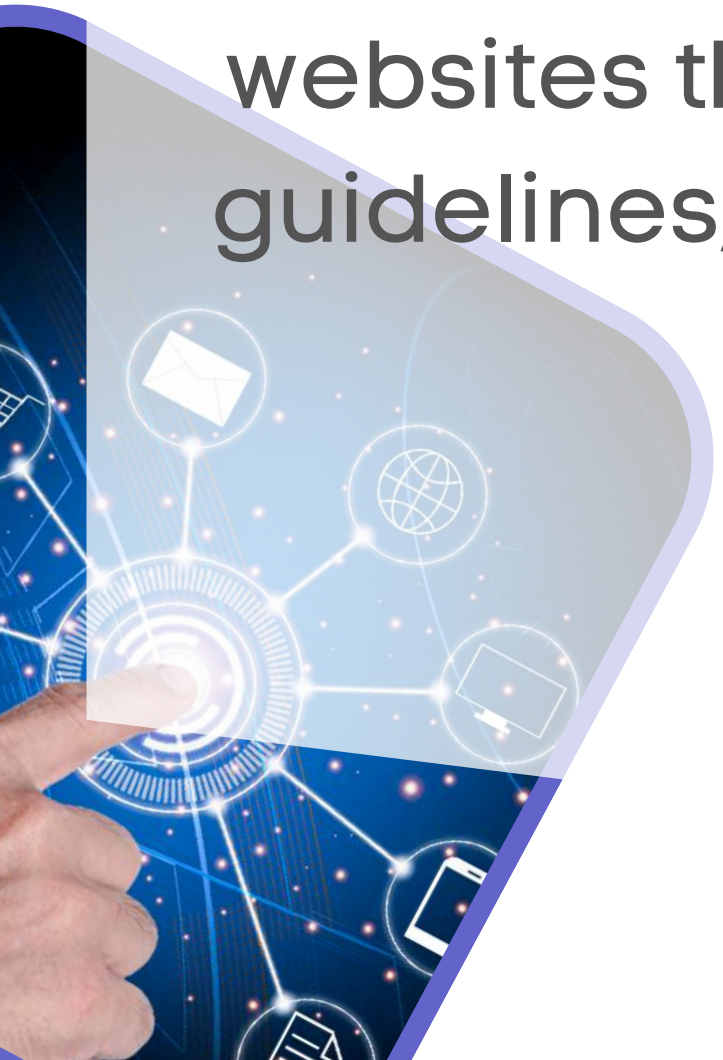
International

Google Hummingbird

Google Hummingbird is a search algorithm used by Google which uses natural language processing to better understand the context of user queries.

Google Penguin

Google Penguin is an algorithm used by Google to detect and penalize websites that violate its webmaster guidelines, such as those engaging in link spam.



SEO International

Google Pigeon Update

The Google Pigeon Update is a local search algorithm used by Google to enhance and refine the local search results it offers.

International

Google RankBrain

Google RankBrain is an AI-based algorithm used by Google to better understand and process search queries and provide more relevant search results.

Google Sandbox

Google Sandbox is a filter used by Google to temporarily limit the rankings of new websites in its search engine.

International

Google Search Console

Google Search Console is a free tool that enables webmasters to monitor and troubleshoot their websites' performance in Google's search index.

Google Search Quality Rater Guidelines

The Google Search Quality Rater Guidelines provide detailed instructions and criteria to Google's human search quality evaluators for assessing webpages.

SEO International

Google Trends

Google Trends is a web service from Google that shows how often a particular search-term is entered into the search engine.

Google Webmaster Guidelines

Google Webmaster Guidelines provide recommendations and best practices for building, maintaining, and promoting websites to make them more easily accessible, indexable, and visible to Google.

SEO International

Gray Hat

Gray Hat refers to an ethical hacker or cybersecurity professional who uses slight rule-breaking techniques to access and investigate systems without malicious intent.

Guest Blogging

Guest blogging is a practice in which an external author or speaker writes content for a blog or website to help enhance the website's SEO ranking, visibility, and credibility.

SEO International

Heading

Headings h1-h6 are HTML elements used to label and structure content, typically at the top of a document or webpage, with h1 being the most important and h6 being the least important.

Headline

The headline tag is an HTML element used to define the title of a web page or article, and to make it more distinct and visible than other text content.

Head Term

A head term is a word or phrase that serves as the main subject of a document, webpage, or other piece of text.

International

Hidden Text

Hidden text is text that is hidden from view on a webpage or document, often for the purpose of manipulating search engine rankings or deceiving visitors.

International

Hilltop Algorithm

The hilltop algorithm is a search engine optimization technique that identifies important websites, pages, or content and uses them as indicators in ranking search results.

International

HITS Algorithm

The Hyperlink-Induced Topic Search (HITS) algorithm is a link analysis algorithm used to rank webpages for search engine optimization, based on the number of links pointing to a page and the quality of the pages linking to it.

Homepage

The homepage is the main page of a website and is typically the first page visitors see when they visit a website.

.htaccess File

A .htaccess file is a configuration file used by web servers to control various aspects of the server's behavior such as URL rewrites, security settings, and error handling.

International

HTML

HTML (HyperText Markup Language) is a language used to create websites, including the structure and content of webpages.

International

HTTP

HTTP (HyperText Transfer Protocol) is a type of network protocol used for transferring data between web servers and clients.

HTTPS

HTTPS (HyperText Transfer Protocol Secure) is an encrypted version of HTTP, providing a secure connection between web servers and clients.

Hub Page

A Hub Page is a web page that acts as an index of related content, linking to multiple other web pages related to the same topic.

International

Inbound Link

An inbound link (also known as a backlink) is an incoming hyperlink from one web page to another.

SEO International

Index

In a crawling process, an index is an organized list of items used to quickly locate data within a larger set.

International

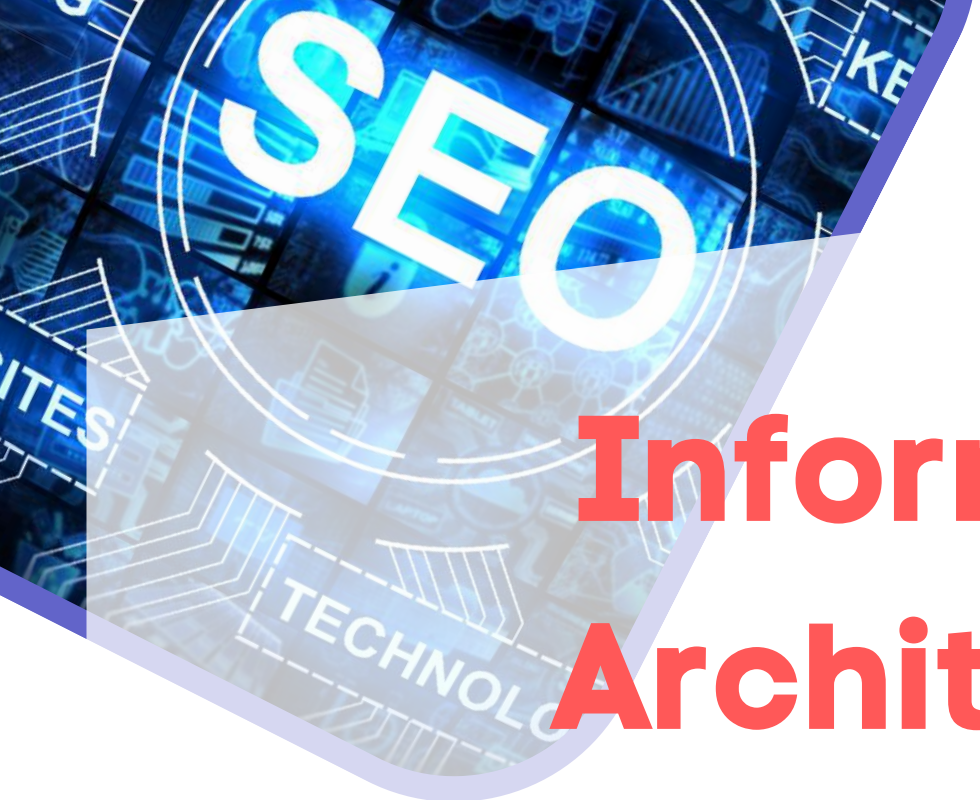
Indexability

Indexability is the ability of a website to be indexed by search engines.

International

Indexed Page

An indexed page is a web page that has been included in a search engine's index and can be found using search queries.



Information Architecture

Information architecture is the organization and structure of data to make it easier to find, use, and understand.

Information Retrieval

Information retrieval is the process of obtaining information from a collection of data sources or databases.

Internal Link

Internal links are hyperlinks that point to other pages within the same website.

SEO International

IP Address

An IP address is a numerical label assigned to each device connected to a computer network.

International

JavaScript

JavaScript is a programming language that enables dynamic interaction with web pages and content.

Keyword

In SEO terms, a keyword is a word or phrase that is used to optimize content for search engine visibility.

International

Keyword Cannibalization

Keyword cannibalization occurs when two or more webpages use the same keyword and compete for the same traffic.

SEO International

Keyword Density

Keyword density is a measure of how many times a keyword phrase appears relative to the total number of words on a web page.

International

Keyword Research

Keyword research is the process of discovering and analyzing words and phrases that people use in search engines to find content related to a given topic.

International

Keyword Prominence

Keyword prominence is the practice of utilizing keywords in prominent locations within a web page, such as headlines and titles.

Keyword Stemming

Keyword stemming is the process of breaking down a given word into its root form, which can be used to expand keyword searches and broaden the scope of potential results.

Keyword Stuffing

Keyword stuffing is the unethical practice of excessively using keywords in web content, with the aim of manipulating search engine rankings.

SEO International

Knowledge Graph

A knowledge graph is a visual representation of real-world entities and the relationships between them, used to facilitate access to information related to searches.

International

Knowledge Panel

A knowledge panel is an information box which appears in search engine results, providing additional information about a specific topic.

International

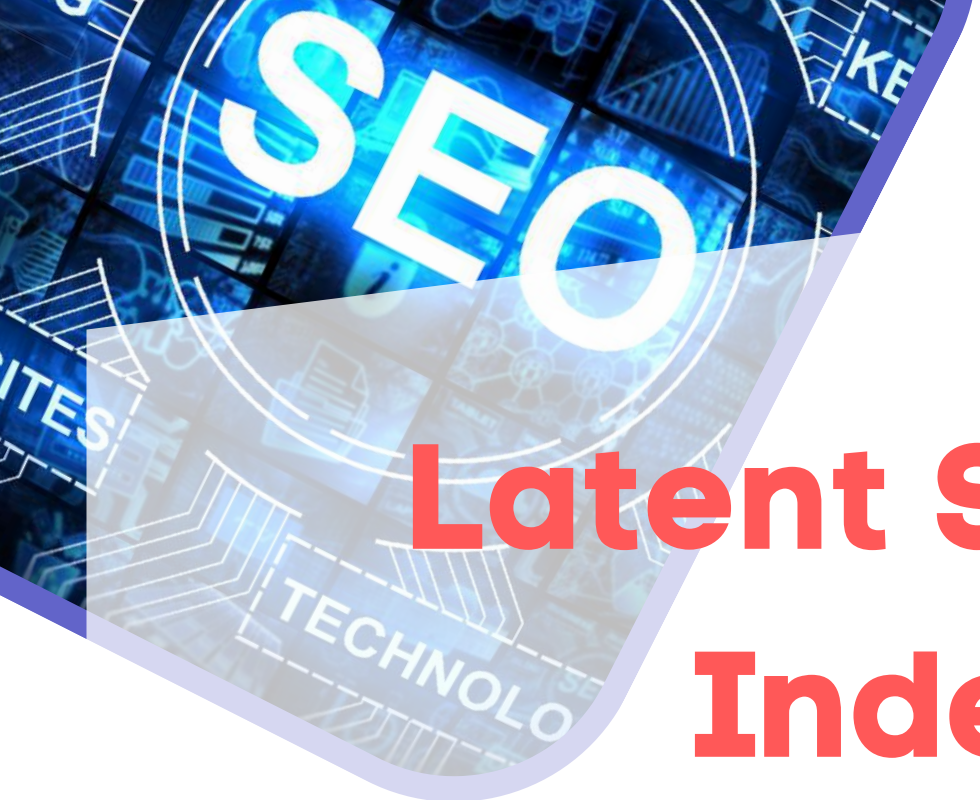
KPI

Key Performance Indicators (KPIs) are measurable indicators or metrics used to assess and benchmark the performance of an organization or individual.

Landing Page

A landing page is a standalone web page designed to convert visitors into leads or customers by providing valuable information and a call-to-action.

International



Latent Semantic Indexing

Latent Semantic Indexing (LSI) is a technique used to analyze relationships between words and phrases in order to better understand the intent of a search query.

SEO International

Lead

A lead is a person or organization who has shown interest in a product or service and is likely to become a paying customer.

International

Link

A link in a website is a connection between two web pages, often used to direct users from one page to another.

International

Link Bait

Link bait is content designed to attract the attention of readers and compel them to click a link.

International

Link Building

Link building is the process of acquiring links from other websites to direct traffic to a specific page.

Link Equity

Link equity is the cumulative value of links pointing to a web page, which can positively influence organic search rankings.

International

Link Farm

Link farming is the practice of creating clusters of low-quality links between websites, with the goal of manipulating search engine algorithms.

SEO International

Link Juice

Link juice is the power or authority that is passed from one website to another through incoming links.

SEO International

Link Profile

A link profile is a record of all the backlinks to a website, which helps search engines determine the trustworthiness and relevance of that website.

SEO International

Links, Internal

Internal links are hyperlinks within a website that link to other pages on the same domain.

International

Links, NoFollow

Nofollow links are HTML links that specify to search engines that they should not take into account the link when crawling and indexing the page.

International

Links, External

External links are hyperlinks pointing to pages on a different domain than the one the link is on.

International

Log File

A log file is a record of events related to access of a computer system, normally including the time, date and user of the event.

International

Log File Analysis

Log file analysis is the process of inspecting log files for security and system performance insights.

Long-Tail Keyword

Long-tail keywords are search terms that contain 3 or more words and are specific to a particular product, industry, or topic.

International

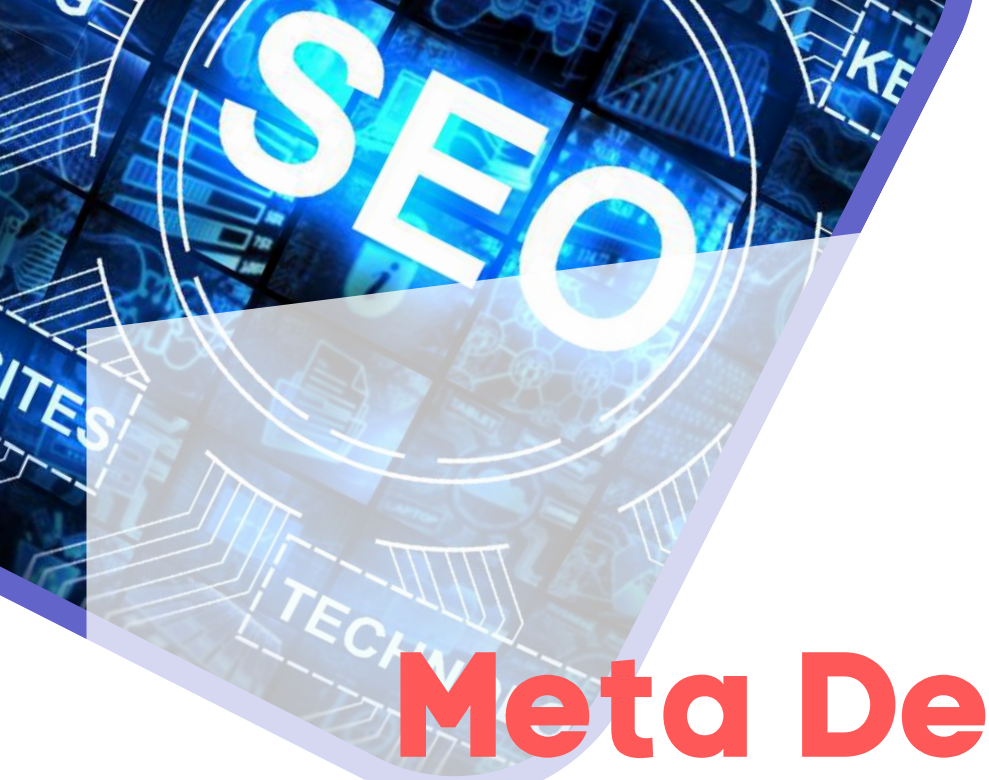
Machine Learning

Machine learning is a type of artificial intelligence wherein computers use data to learn and make decisions without being explicitly programmed.

Manual Action

Manual Action is a type of penalty assessed by Google to webmasters who are found in violation of its webmaster guidelines.

SEO International



Meta Description

A meta description is an HTML attribute that provides a brief summary of a web page's content which is used by search engines to display in the search results.

Meta Keywords

Meta keywords are HTML attributes that provide search engines with information about the content of a web page, however they do not generally have an effect on the ranking of a page in search engine results.

SEO International

Meta Tags

Meta tags are HTML attributes which provide search engines with information about the content of a web page, and can have an effect on the ranking of a page in search engine results.

SEO International

Metric

A metric is a numerical measure used to track progress and evaluate performance.

International

Natural Link

A natural link is an organic link, or hyperlink, that appears on a website as a result of editorial judgment and is not paid for or placed by any third party.

International

Negative SEO

Negative SEO is a type of online attack that uses black hat methods to damage a competitor's website ranking and reputation in search engine results.

SEO International

Niche

A niche is a small segment of a market, characterized by its specific characteristics and preferences.

SEO International

Nofollow Attribute

The nofollow attribute is an HTML tag that tells search engine crawlers not to follow the link for ranking purposes.

International

Noindex Tag

The noindex tag is an HTML tag used to prevent a webpage from appearing in search engine results.

International

Nosnippet Tag

The nosnippet tag is an HTML tag used to prevent a search engine from displaying a snippet (summary) of a page in the search engine results.

International

Off-Page SEO

Off-page SEO is the practice of optimizing a website's presence on external websites and in search engine rankings, independent of the content on the website itself.

SEO International

On-Page SEO

On-page SEO refers to the optimization of a website's content and HTML source code in order to improve its visibility in search engine results pages.

Organic Search

Organic search is the process of using search engine algorithms to find web pages that are relevant to a particular query.

Orphan Page

An orphan page is a web page that does not have any links pointing to it from other pages on the website.

Outbound Link

An outbound link is a hyperlink from one website to another.

International

PageRank

PageRank is an algorithm used by Google to rank webpages in its search engine result pages.

International

Page Speed

Page speed is the amount of time it takes for a webpage to fully load on a user's device.

Pageview

A pageview is a count of how many times a webpage has been viewed by visitors.

International

Paid Search

Paid search is a form of online advertising where businesses purchase ads in the form of sponsored links that appear on search engine results pages.

SEO International

PBN

Private blog networks (PBNs) are networks of websites that are used to increase search engine rankings through link building.

SEO International

PDF

Portable Document Format (PDF) is a file format used to present documents in a manner independent of application software, hardware, and operating systems.

Penalty

Penalty is a punitive measure imposed as punishment for an offense or transgression.

Persona

Persona is an individual's public perception, reputation, or identity in a particular context.

International

Personalization

Personalization is the process of customizing an experience to fit an individual's interests and preferences.

PHP

PHP is a general-purpose scripting language used to develop dynamic web pages.

Piracy

Piracy is the illegal copying or distribution of copyrighted content.

Position

Position is a term used to describe the placement of an item within a system or context.

PPC

PPC stands for Pay-Per-Click, a type of online advertising model which charges an advertiser a fee every time their advertisement is clicked.

International

QDF

QDF stands for Query Deserves Freshness, an algorithm used by search engines to determine which query results should be given priority based on their relevancy and timeliness.

SEO International

Quality Content

Quality Content is any type of content that provides value to the reader and is created with skill and precision.

International

Quality Link

A quality link is a link from an authoritative and trusted source that increases the credibility and visibility of a website or page.

Query

A query is a question posed to a search engine, database, or other information retrieval system in order to retrieve specific information.

International

Rank

Rank is the position an article, website, or other piece of content has in a search engine's organic listings.

Ranking Factor

Ranking factors are the conditions or elements that search engines use to determine how a website should rank in organic search results.

Reciprocal Links

Reciprocal links are when two websites agree to link to each other.

Redirect

A redirect is a process used to send web traffic from one URL to another.

International

Referrer

A referrer, also known as a "referring URL", is the address of the webpage that linked to the current page.

Reinclusion

Reinclusion is the process of adding a previously removed website to a search engine's index.

International

Relevance

Relevance is the degree to which a resource or piece of information is closely related to the given topic.

Reputation Management

Reputation Management is the practice of taking control of an individual or business's online presence in order to influence public opinion.

Responsive Website

A responsive website is one that responds to the user's device or browser size and adjusts accordingly, providing a seamless browsing experience.

SEO International

Rich Snippet

Rich snippets are pieces of code added to webpages that provide search engines with additional information about the content on the page.

robots.txt

robots.txt is a file used by webmasters to tell search engine crawlers which parts of their website should not be indexed.

Return on Investment

Return on Investment (ROI) is a measure of the amount of profit earned in relation to the amount of money invested.

Schema

Schema is a type of structured data markup used to improve the visibility and search engine optimization (SEO) of web content.

Scrape

Scraping is the process of extracting data from websites or other online sources and organizing it into a structured dataset.

Search Engine

A search engine is a program that searches for information stored on a computer system such as the internet or a local network.

Search Engine Marketing

Search engine marketing (SEM) is a type of digital marketing that utilizes search engines to promote products and services in order to increase website traffic and generate sales.

Search Engine Optimization

Search Engine Optimization (SEO) is a set of strategies used to increase website visibility and rankings on search engine result pages.

Search Engine Results Page

A Search Engine Results Page (SERP) is a list of web pages that a search engine displays in response to a query.

Search History

Search History is a record of the searches that an individual has conducted on an online platform.

Share of Voice

Share of Voice (SOV) is a marketing metric that measures the amount of online discussion and presence generated by a brand or product.

Sitelinks

Sitelinks are additional links that appear alongside a website search result, designed to direct the user to key pages or sections of the associated website.

SEO International

Sitemap

A sitemap is an XML file containing a list of all website pages and other content, used to help search engines index the website.

Sitewide Links

Sitewide links are links on a website that lead to all or most pages of the associated website.

Social Media

Social media are online platforms that allow users to create, share and exchange content.

Social Signal

Social signaling is the act of conveying a message about one's identity, beliefs, or preferences through social media posts.

Spam

Spam is unsolicited and undesired electronic communications, typically sent in bulk.

Spider

A spider is a type of web crawler that collects information from websites and index them into search engine databases.

SEO International

Split Testing

Split testing is a method of running two or more versions of an advertisement, page, or other content to determine which performs better.

SEO International

SSL Certificate

An SSL Certificate is a digital certificate that provides authentication and encrypted communication between a website and a user's web browser.

International

Status Codes

Status codes are responses from a server to indicate the outcome of a request for an HTTP resource.

Stop Word

A stop word is a commonly used word that a search engine ignores when it searches for relevant documents.

SEO International

Subdomain

A subdomain is a subsection of a domain that can be used to create more specific URLs for an organization or website.

SEO International

Taxonomy

Taxonomy is the practice of classifying items into predetermined hierarchies that organize and group related concepts together.

Time on Page

Time on page is a metric that measures how long a user stays on a page before navigating away from the website.

SEO International

Title Tag

Title tags are HTML elements used to provide a concise summary of a web page's content, which is displayed in search engine results.

International

Top-Level Domain

A top-level domain (TLD) is the highest level of a domain name, such as ".com" or ".org".

Traffic

Traffic is the number of visitors to a website or the amount of data sent and received by users.

International

Trust

Generally Trust applies to the history of a domain (e.g., whether it cites or features expert sources, builds a positive reputation, adheres to Webmaster Guidelines).

International

TrustRank

TrustRank is an algorithm used to identify and rank websites based on the trustworthiness of their links.

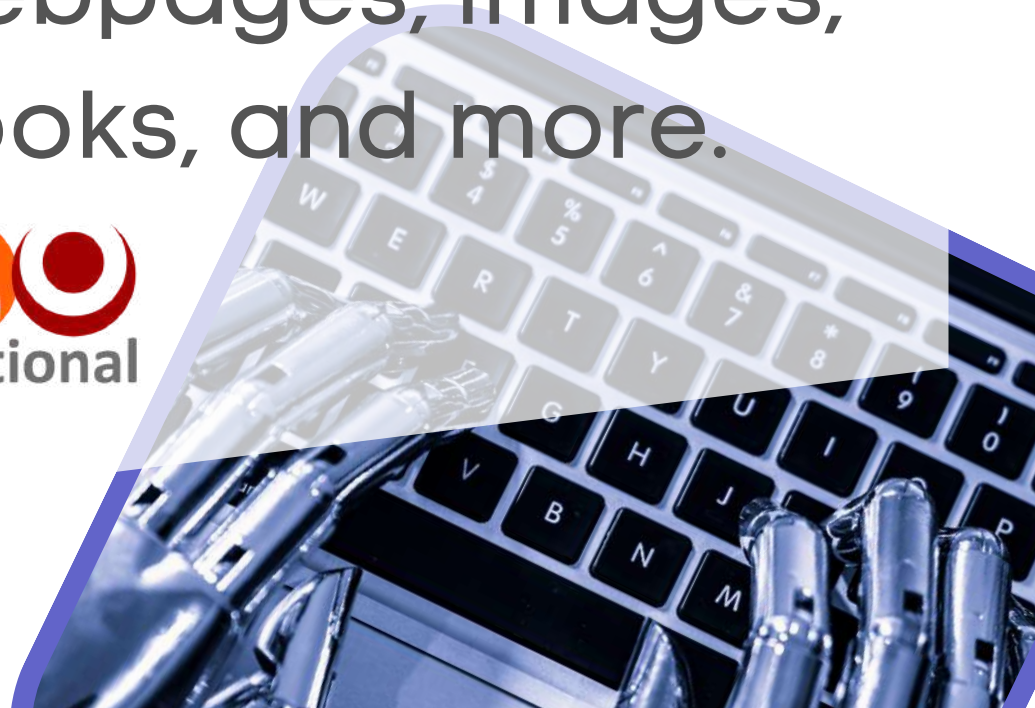
International

User-Generated Content

User-Generated Content (UGC) is any form of content such as images, videos, text, or audio that has been created by users rather than brands.

Universal Search

Universal Search is a search option offered by major search engines such as Google, Yahoo, and Bing that displays multiple types of search results including webpages, images, videos, maps, books, and more.



Unnatural Link

An unnatural link is a backlink from one website to another that has been placed in an attempt to manipulate search engine rankings.

International

URL

A URL (Uniform Resource Locator) is a web address that points to a specific page or file on the internet.

International

URL Parameter

A URL parameter is a set of characters that a web page can use to modify the content it displays in response to a specific request.

International

Usability

Usability is the ease of use and learnability of a product or service, as experienced by its users.

User Agent

A user agent is a software program that can interact with web servers on behalf of a user.

User Experience

User experience (UX) is the overall satisfaction, engagement and pleasure derived from interacting with a product or service.

Vertical Search

Vertical search is the practice of searching through specialized online databases to obtain specific pieces of information.

International

Virtual Assistant

A virtual assistant is an artificial intelligence-based program designed to provide automated assistance and services to users.

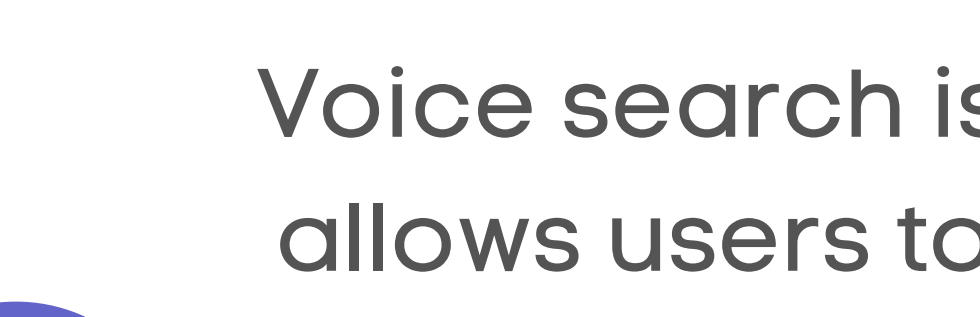
International

Visibility

Visibility in terms of search results refers to the ability for a website or page to be seen in search engine rankings.

Voice Search

Voice search is a technology that allows users to perform a search query by speaking into a device, rather than typing it out.



International

Webpage

A webpage is a document on the internet containing information and images, typically accessible through a web browser.

Website

A website is a collection of webpages, images, and other digital content located on the internet which can be accessed by a web address.

Website Navigation

Website navigation is the process of navigating a website, which includes finding and selecting links to access different pages and content within the website.

International

Webspam

Webspam refers to any type of deceptive or malicious content designed to manipulate search engine results or deceive users in order to generate revenue.

SEO International

White Hat

White Hat refers to the use of unethical or manipulative tactics to artificially boost search engine rankings, often at the expense of a website's visibility and user experience.

SEO International

Word Count

The total number of words that appear within the copy of content. Too little (or thin) content can be a signal of low-quality to search engines.

WordPress

WordPress is an open-source content management system for creating websites and blogs.

XML

XML (eXtensible Markup Language) is a markup language used to structure, store and transport data.

XML Sitemap

An XML Sitemap is an XML file that contains links to other pages on a website, used to help search engines crawl and index the site.

International

Yahoo

Yahoo is an internet search engine and web services provider owned by Verizon Media.

International

Yandex

Yandex is a Russian internet company and search engine, which provides a variety of services including an email service, ride-hailing, financial services and online advertising.