

SEO Jargon Buster

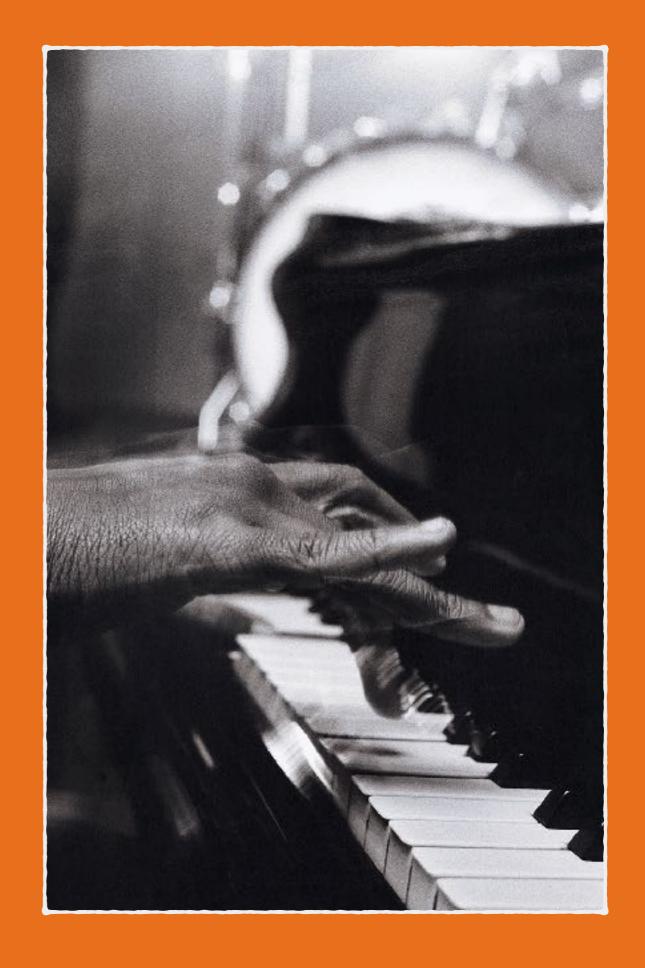
Phil Gregory - peakdistrictseo.co.uk - 2018

SEO

SEO stands for search engine optimisation.

That's the process of improving a website so that it shows up higher in the search results.

For example if a person searches on Google or Bing, a well optimised page will appear closer to the top of the listings.





What Does Serp Mean? Search Marketing Jargon Explained ...

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There are millions of pages on the web, but none are more important to digital marketers than sea engine results pages, or SERPs. Learn all about how Search Engine Results Pages work, who are, and how you can use them to enhance your online marketing strategy.

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Search engine results page - Wikipedia

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A search engine results page (SERP) is the page displayed by a web search engine in responsitionary by a searcher. The main component of the SERP is the listing of results that are returned by search engine in response to a keyword query, although the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results that are returned by the page may also contain other results.

What are SERP features? | Moz

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A SERP feature is any result on a Google Search Engine Results Page (SERP) that is not a tradit organic result. SERP Features include Rich Snippets which add a visual layer to an existing result review stars for product ratings).

9 tools to help you succeed with Google SERP features

https://searchengineland.com/9-tools-help-succeed-google-serp-features-258563 = 22 Sep 2016 - 9 tools to help you succeed with Google SERP features. Columnist Jordan Kastele that strong search performance requires more than just ranking well in organic results. The tools I become an appropriate accordance and balls are the suppose in allowed becomes an illustrated accordance.

SERP

Serp, stands for Search Engine Results Page. So if you hear web professionals referring to your position in the serp, they are talking about where your website appears in the the rankings.

Rankings

The term rankings is essentially the SERP. A website that appears at the top of the list of results is considered to have the #1 Organic ranking.





Organic SEO

Organic SEO is the growth of your site's rankings without using paid search methods

Paid Search

Paid search, is when you pay a fee to advertise your business. The most common types of paid search are Google Adwords, Bing Ads, or Facebook Ads. There are other types of online advertising.





PPC

Pay Per Click. A term applied to online advertising such as Google Adwords where you only pay when someone clicks your ad.

Local SEO

Local SEO is the process of ensuring that your site ranks well in your local area. The first step to doing this is to use Google My Business (GMB). This is free to set up.

You can also add your listing to regional directories of which there are literally hundreds. Take advice before starting this though, if dont incorrectly, it can cause issues with local seo.





Traffic

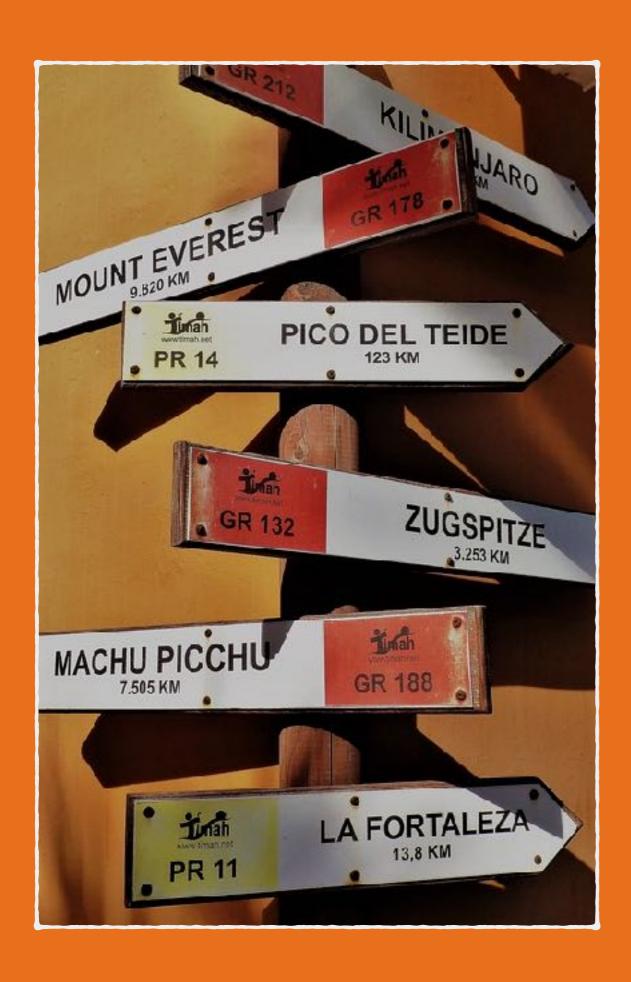
Web traffic is the flow of visitors that come to your website. It consists of two parts, Sessions and Visitors. Sessions are the number of individual visits, Visitors are people or bots who visit your site.

Direct Traffic

Direct traffic is officially described as visits that comes directly to your site. For example, a user knows your brand and types your url into the browser. Or they have your address bookmarked (in favourites) and they click your link from there.

* However, recent evidence suggests that traffic that cannot be exactly identified is tagged by search engines as direct traffic.





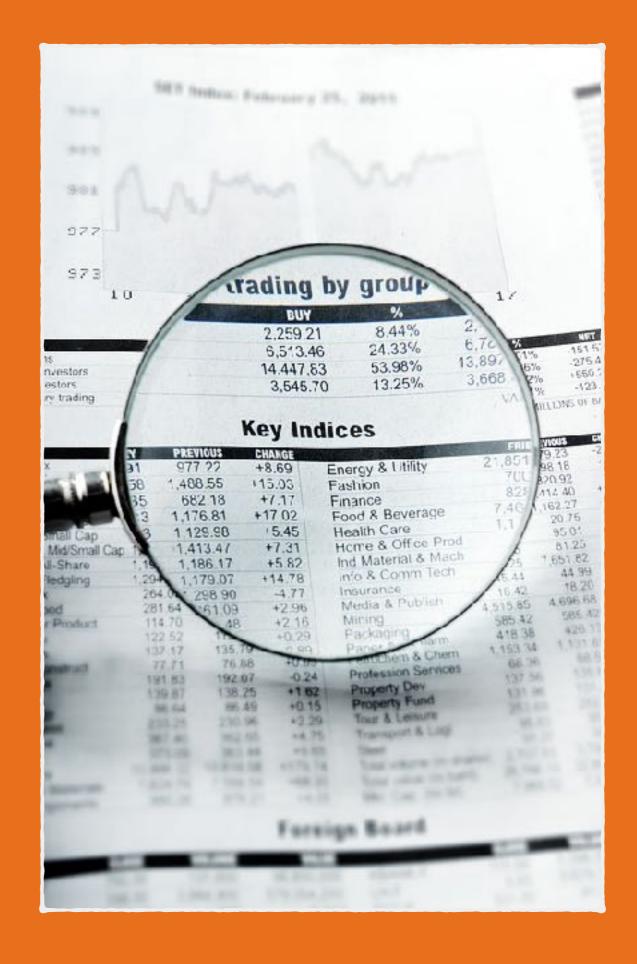
Referral Traffic

Referral traffic comes to your site from other websites. For example Facebook, twitter or any sites that link to yours.

Site Audit

A site audit is essentially a health check carried out by SEO professionals. There are many types of audit, some better than others. You can pay for an audit or there are free ones.

Paid audits are usually necessary for websites experiencing major issues. Free audits are given as an overview of existing problems, they are usually simple and non exhaustive.





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