



# SEO Jargon Buster

Phil Gregory - [peakdistrictseo.co.uk](http://peakdistrictseo.co.uk) - 2018



# SEO

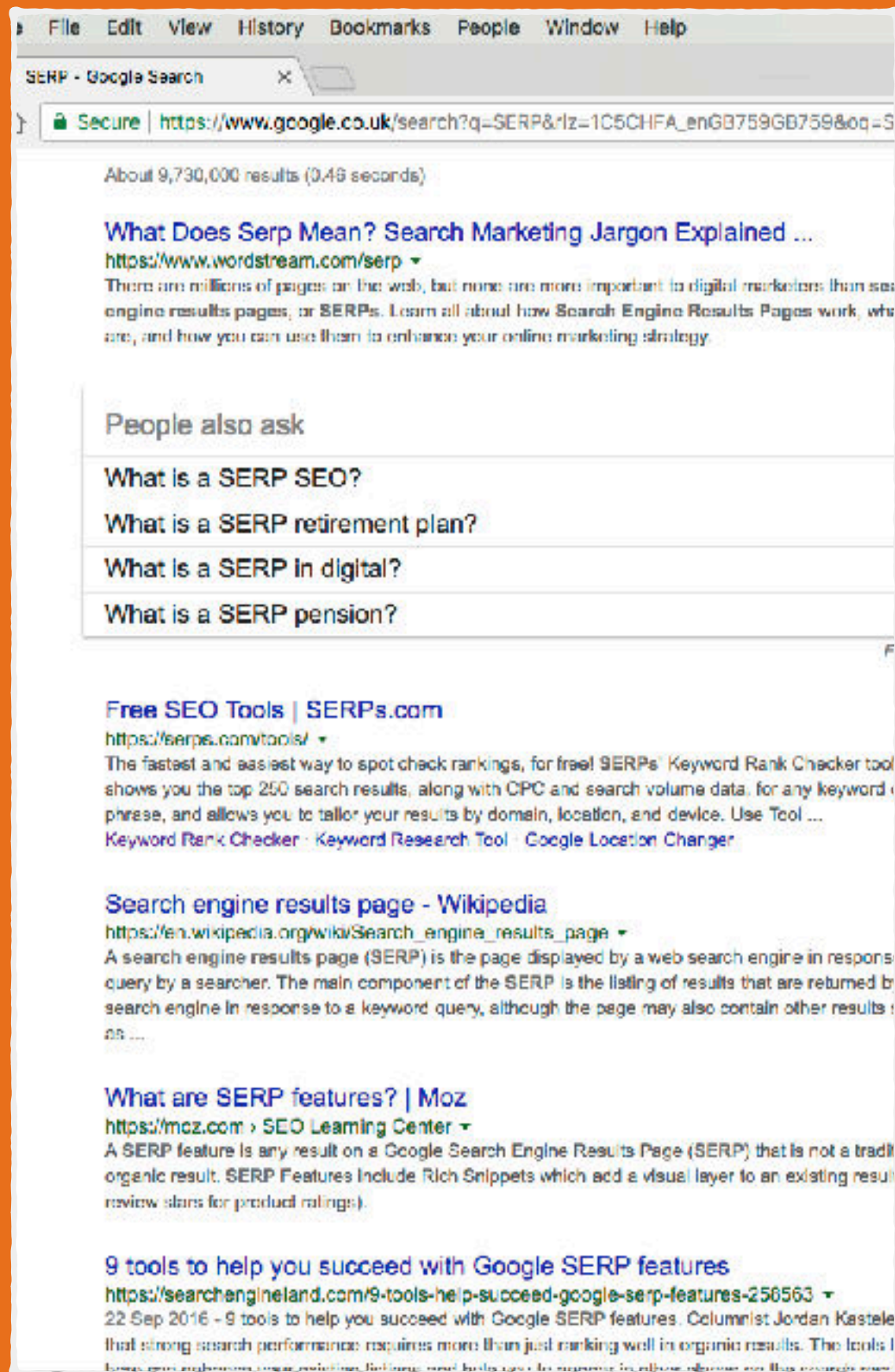
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SEO stands for search engine optimisation.

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.





# 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

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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

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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

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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 done 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

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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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# Thanks for Reading, Please Share!

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