



Top 501 SEO and Digital Marketing Terms

Term	Description
'(not provided)'	Google Analytics terminology indicating that Google does not wish to share the data with you.
10 Blue Links	Search Engine display format showing ten organic search results.
10x Content	A term coined by Rand Fishkin meaning "Content that is 10 times better than the best result that can currently be found in the search results for a given keyword phrase or topic."
10X Marketing	Marketing activity and tactics that can improve results by 10 times.
200 OK	A HTTP status response code indicating that the request has been successful.
2xx Status Codes	A group of HTTP status codes indicating that a request was successfully received, understood, and accepted.
301 Redirect	A HTTP status code indicating the permanent move of a web page from one location to another.
302 Redirect	A HTTP status code that lets search engines know a website or page has been moved temporarily.
404 Error	This is a Page Not Found, File Not Found, or Server Not Found error message in HTTP standard response code.
4xx Status Codes:	4xx status codes are commonly HTTP error responses indicating an issue at the client's end.
502 Error	A 502 Bad Gateway error is a HTTP status code indicating that one server has received an invalid response from another server on the internet.
5xx Status Codes:	A group of HTTP status codes highlighting that the server is aware of an error or is incapable of performing a valid request.

A/B Testing	Also known as split testing, is a process of showing two variants of the same web page, advertisement or email to different target audiences in order to analyse differences in performance.
Above the Fold	This refers to the upper half of the front page of a newspaper where an important story or photograph can be found. In web design, it refers to sections of a webpage that are visible without scrolling or clicking.
Above the Line (ATL)	Above-the-Line activity typically refers to the use of mass media paid for advertising, designed to reach a wide target audience where there is a direct cost involved to purchase it. E.g., TV, radio or outdoor advertising.
Advanced search operators	Advanced Search Operators (ASOs) are commands used to return results that are more relevant and specific. They are typically used to narrow down searches and go deeper into the results.
Advertorial	An advert in the form of editorial content. They are typically published in magazines, newspapers or on websites and often read like the publication's own content.
Adwords	Google Adwords now known as Google Ads is a pay per click (PPC) online advertising platform, where advertisers bid to display digital adverts, product listings, or videos to web users.
AIDA	A marketing model that defines the customer journey using four main stages: Awareness, Interest, Desire and Action.
AJAX	Short for 'Asynchronous JavaScript and XML' is a group of client-side web development techniques used to create asynchronous web applications.
Algorithm	A set of instructions designed to perform a specific task. Google search uses algorithms to rank websites.
Algorithm change	A term used to describe when a search engine periodically updates and improves the algorithms that are used to rank websites in organic search results.
Alt Attribute text (or Alt Text)	Used in HTML code to describe the appearance or function of an image on a page when it can't be rendered.
Alt Tags	Also known as 'alternative attribute' is a HTML attribute applied to image tags as a text alternative for search engines.
Alt Text	A shortened version of 'Alt Attribute Text'. It is used in HTML code to describe the appearance or function of an image on a page when it cannot be rendered.

Alternative Text	Another name for Alt Attribute Text. It is used in HTML code to describe the appearance or function of an image on a page when it cannot be rendered.
Ambiguous Intent	Refers to a search term where the aim of the searcher is unclear and requires more clarification.
AMP	An open-source HTML framework developed by the AMP Open-Source Project. AMP is an abbreviation of Accelerated Mobile Pages.
Amplification	in digital marketing this refers to content amplification, which is a way of helping your content reach a much wider audience. This often involves a multichannel approach using a mix of media channels to disseminate content.
Analytics	Analytics is the systematic computational analysis of data. Google Analytics for example is a web analytics tool that tracks and reports website traffic.
Anchor Text	Anchor text, link label or link text is the visible, clickable text in an HTML hyperlink.
Application Programming Interface (API)	A computer interface that allows interaction between different pieces of software. API's allow the creation and integration of apps.
Aqueous Digital	A digital marketing agency based in Cheshire, UK. Specialists in Search, Content and Reputation Management. www.aqueous-digital.co.uk
Artificial Intelligence (AI)	This refers to the simulation of human intelligence by computers that are programmed to think like humans and mimic actions such as learning and problem solving.
Async	Async stands for asynchronous and is the process of loading the resources of a web page individually.
Authority	Authority in SEO is a qualitative measure that adds strength to the overall visibility and helps the organic ranking of a website. Being an authority typically means being widely perceived as a leader in your field or industry.
Auto-generated content	Auto-generated content is produced using automated software. There is generally very little human involvement in the process and from an SEO perspective, it can sometimes be harmful to organic search engine rankings.
B2B	Short for Business-to-Business. This is activity directed from one business to another business e.g. wholesaler and retailer. B2B marketing activity is marketing targeted directly at businesses rather than individual consumers.
B2C	Short for Business-to-Consumer. This is activity from a business directly to consumers e.g. a retailer selling a product to a member of the public. B2C marketing activity is

	marketing targeted directly at end-users rather than other businesses.
Backlinks	Also known as inbound links, these are links from other websites that link to your website.
Baidu	Chinese multinational technology company providing Internet services, products, and artificial intelligence.
Below-the-line (BTL)	Below-the-line advertising and marketing uses media and communication channels other than mainstream paid for advertising formats such as radio, television, outdoor, print, and cinema. Examples include: direct mail, trade shows, media relations, and search engine marketing.
Bing	A search engine owned and operated by Microsoft.
Black Box	Systems and technologies that perform functions without obvious visibility of how they do what they do.
Black Hat SEO	Unethical search engines optimisation practices that go against search engines guidelines and artificially boost website rankings.
Blog	Short for web log, this a website or web page that is updated regularly and typically written as discrete text entries in an informal or conversational diary style. Blogs are generally displayed in reverse chronological order, with the most recent first.
Blogger	Someone who regularly writes and updates blogs. See 'blog'.
Blogging	This refers to writing, photography, and other media that is published on a blog. See 'blog'.
Bots:	Automated crawlers or spiders that analyse the Internet to find and index content.
Bottom of the Funnel	This is the purchase stage of a buying process, as a result of online marketing activity. When marketers refer to bottom-of-the-funnel content, they are talking about content that persuades customers to purchase a business's products or services.
Bounce Rate	The percentage of visitors who visit a website and then leave without viewing any other page other than the one on which they landed.
Branded Keyword	A search query that incorporates an organisations brand name(s) and are unique to the organisation.
Breadcrumb	A secondary navigation scheme that displays user location on a website or application.

Breadcrumb Navigation	Breadcrumb navigation shows links back to each previous page the user visited and shows the current website location. See 'breadcrumbs' above.
Broken Link	Also known as a dead link, is a hyperlink on a web page that no longer works.
Browser	A software app used for displaying and navigating between web pages.
Bundling	Bundling is when a business markets and sells several of its products or services together as a single combined unit.
Business Blogging	The use of blogs for marketing and promoting a business. See 'blog' and 'blogging'.
Buyer Persona	This is a detailed description of what your ideal customer is like. Typically based on market research, behavioural data and customer insight.
Cache	A hardware or software component that stores data, so that the same data can be served faster in the future.
Cached Page	A web page that has been saved by a browser on a PC or mobile device or a search engine on its servers. It is a backup of the raw HTML and content of a page saved at a point in time so it can be retrieved later.
Caching	Caching is the storage of copies of files in a 'cache' so that the content can be accessed quickly in the future.
Caffeine	Caffeine was a Google web indexing system update. It allowed Google to crawl and store data far more efficiently.
Call-to-Action	A call-to-action in marketing is information to tell a reader, listener, or viewer exactly what to do next and how to do it. Sometimes shortened to CTA it commonly refers to words or phrases used in advertising or on web pages, that encourage an audience to act in a specific way.
Canonical link	A canonical link is an HTML element that specifies which of more than one page with similar content, is the preferred page. It helps webmasters specify to search engines, which page it should show and rank in search and prevents duplicate content issues.
Canonical Tag	A canonical tag or rel canonical is a method of informing search engines that a URL represents the master copy of a page.
Canonical URL	A canonical URL is the address of a page that a search engine interprets as the most representative of a group of duplicate pages on a website.

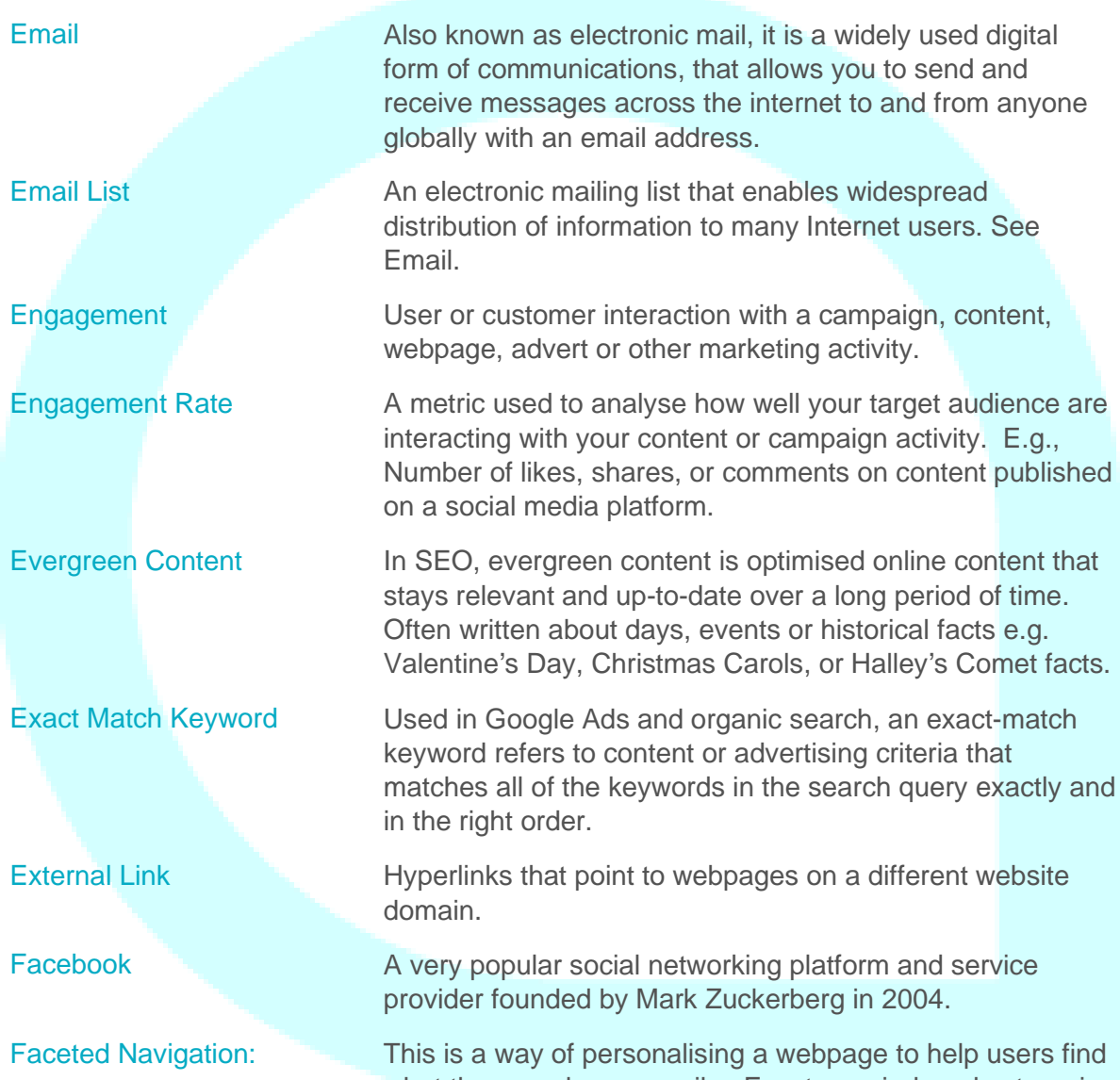
CAN-SPAM	US legislation covering legal standards for sending commercial e-mail. Short for Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM).
CASL	Canadian federal law covering spam and other electronic threats. Short for Canada's Anti-Spam Legislation (CASL).
ccTLD	Country code top-level domains (ccTLDs) are a way to show search engines which country you do business in. E.g. .uk
Channel	In marketing, a channel refers to people, organisations, and activities that transfer the ownership of goods from a point of production to the point of consumption. It can also refer to different types of communications and advertising routes to target an audience. i.e. 'Communication Channel' and 'Advertising Channel'.
Churn Rate	Also known as rate of attrition, it is the percentage of a business's customers or subscribers who cancel or don't renew during a specified time period.
Citations	In SEO, citations typically refer to a group of individual business listings on various websites. Commonly, citations are in the form of online business directory.
Click Bait	Text or thumbnail image that is designed to attract attention and to entice users to follow a link. Generally misleading, sensationalised, or deceptive.
Click fraud	When an individual, computer program or script exploits advertisers by repeatedly clicking on a PPC advert.
Click-Through Rate (CTR)	The ratio of users who click on a link compared to the total number of users who view a page, email, or advertisement.
Client-side vs server-side rendering:	Server-side rendering is the most common method for displaying information on a screen. It converts HTML files on a server into usable information for a browser and fully populates a page on first load. Client-side rendering manages the routing dynamically without refreshing the page.
Cloaking	A search engine optimisation method where content presented to a search engine is presented differently in a user's browser.
Closed-Loop Marketing	Marketing that relies on data and insights from closed-loop reporting. "Closing the loop" just means that sales teams report to Marketing about what happened to the leads that they received, which helps Marketing understand their best and worst lead sources.
CMS	Short of 'Content Management System'. It is computer software used for the creation and management of digital

	<p>content. CMS software is commonly used for updating and managing website content.</p>
Co-Citation	<p>Co-citation in SEO is when a website is mentioned by two different sources, but not necessarily linked.</p>
Comment Spam	<p>A general term used to describe unsolicited spam advertising left by a spambot or spammer in the comments section of a blog, online forum or social media post.</p>
Commercial investigation queries	<p>A search engine query undertaken to compare products or services in order to find the most suitable option.</p>
Competition	<p>In marketing, competition refers to rival companies selling similar products or services. Marketing activity typically aims to grow revenue by taking greater market share.</p>
Content	<p>in marketing, content refers to information and experiences that are targeted at meeting the needs of an audience. This could typically be text, video or audio and might address many of the question your customers are asking or provide information about your products, services, or brand.</p>
Content is King	<p>A phrase used in SEO to emphasise how important content is to achieve a high-ranking website. Originally coined by Microsoft's Bill Gates in 1996.</p>
Content Management System (CMS)	<p>Computer software used for the creation and management of digital content. CMS software is commonly used for updating and managing website content.</p>
Content Optimisation System (COS)	<p>A software platform that optimises content and delivers a personalised experience to users.</p>
Context Marketing	<p>Context marketing is about delivering the right content to the right people, at the right time.</p>
Conversion	<p>An action carried out by a user that meets the overall purpose of a web page or advert. E.g. a customer making a purchase, signing up to a newsletter, downloading a brochure or filling out an enquiry form.</p>
Conversion Path	<p>The journey and steps taken by a customer in meeting the overall aims of a web page, advert or other marketing activity.</p>
Conversion Rate	<p>The percentage of customers or users that perform a desired action as a result of visiting a website or engaging with a advert or other marketing initiative.</p>
Conversion Rate Optimisation (CRO)	<p>A process designed to increase the percentage of users or customers that perform s desired action on a webpage or as the result of engaging with an advert or other marketing activity.</p>

Correlation	In SEO, ranking correlation is an analysis of search results in order to understand the factors that are responsible for the rankings.
Cost Per Thousand (CPT)	The cost of one thousand digital advertising impressions aimed at a specific target audience. Sometimes also referred to as cost per mile (CPM).
Cost-per-Lead (CPL)	Often abbreviated as CPL, Cost-per-lead is a pricing model for online advertising. Advertisers pay for the cost of a lead, rather than a click or a full conversion to a sale.
Coverage	The expected number of a target audience that will be reached by an advert.
Crawl Budget	The average number of pages a bot or spider will analyse on your website.
Crawl Error	Crawl errors occur when a search engine attempts to reach a page on a website but fails. These errors prevent search engine bots from reading content and indexing pages.
Crawler	A crawler is a program used by search engines to collect data from the internet.
Crawler Directives	Crawl directives are ways to inform search engines such as Google, how to behave when crawling and indexing your website.
Crawling	Crawling is the process search engines use to discover your website and web pages.
Critical Rendering Path	The sequence of steps a browser goes through to convert HTML, CSS, and JavaScript to display a webpage on screen.
Crowdsourced Content	Third party information, work or opinions obtained from a large group of people who submit their data online or using social media or smartphone apps.
CSS (Cascading Style Sheets)	CSS or Cascading Style Sheets is a computer language used to define the look and format of a website, webpages and HTML documents.
Customer Acquisition Cost (CAC)	Customer Acquisition Cost is the overall cost of landing a new customer and encouraging them to purchase a product or service.
Customer Journey	The steps and experiences that a customer goes through when interacting with a company and brand.
Customer Relationship Management	The process of managing engagement with prospective, current and past customers or stakeholders.

Customer Relationship Management (CRM) System	A software system used to manage, monitor, and record customer and stakeholder relationship activity. See Customer Relationship Management.
Data	Facts and statistics collected for the purpose of reference or analysis.
Data Visualisation	Graphical representation of information and data. Examples include charts, graphs, infographics, and maps.
Dead-End Page	A webpage that has no links on it. It is referred to dead end because a user has nowhere else to go other than use the backwards function.
Deep Link	A type of link that send users directly to content deeper within a website or app.
Defective Links	A link that does not lead to anything.
Deindexed	Temporary or permanent removal of a site or pages from a search engine's index and search results.
Demand Side Platform (DSP)	A digital advertising inventory system to multiple advertising campaigns using one interface.
Digital Asset Management	Or DAM for short, is a system that stores, shares and organises assets within a central location.
Directory	A file system cataloguing structure which contains references to other files and directories. A web directory or link directory is an online list or catalogue of websites.
Directory links	An online list or catalogue of websites.
Disavow	The process of discarding harmful or low-quality links pointing to your website or asking a search engine to not take specific backlinks into account when ranking your website.
Distance	Click distance is the number of clicks it takes to get from the homepage to a specified page or document.
DMOZ	DMOZ was a multilingual open-content directory of links on the internet. It is now no longer available. [link to blog article on AD site]
DNS	Domain Name Server (DNS) is a standard protocol designed to help Internet users find websites. It uses addresses readable by humans and can almost be said to be the phonebook of the internet.
Do-follow	These are links that search engines follow and score to rank your website. First introduced as a term by Google in 2005 to reduce spam indexing and improve search results. In SEO they give 'link juice' and have a positive impact on page ranking.

DOM	Short for Document Object Model, DOM is a programming interface for HTML and XML documents. It defines the logical structure of documents and the way they are accessed and edited.
Domain Authority	A search engine ranking score that predicts a website's ability to rank on a search engine's results page. Domain authority indicates a website's relevance for a specific subject or industry sector – this has a direct impact on its ranking.
Domain name registrar	A company responsible for managing the sale and registration of Internet domain names.
Domain Rank	The ranking of a website on a search engines results page. See Domain authority.
Domain Trust	A search engines interpretation of the integrity and trustworthiness of a website. The quality of website links combined with quality content are important factors influencing domain trust.
Domain Name	A domain name is the unique address of a website. People typically enter your URL domain address into their browser bar to visit your website.
Doorway Linking	Creating links that lead to doorway pages. See Doorway Pages.
Doorway Page	In SEO, doorway pages are purposely created to rank highly for specific search queries. They lead users to multiple similar pages in search results. This is a 'black hat' SEO technique which is frowned upon and should be avoided.
Drip Campaign	A drip campaign is a marketing and communications tactic that releases or 'drips' a series of campaign messages to a target audience gradually over time.
DuckDuckGo	DuckDuckGo is an internet search engine that focuses on protecting searchers' privacy. It avoids profiling users which means all users are served the same search results.
Duplicate Content	Identical content that appears on the Internet in more than one place.
Dwell Time	The length of time a visitor spends on a webpage before returning to the page from which they arrived.
Dynamic Content	Any digital content that changes based on insight data, behaviour, or preferences. Typically seen on websites, emails and apps.
eBook	Short for electronic book, is a publication available in a digital format.



Editorial Calendar	A visual plan of content that has been scheduled on a daily, weekly, or monthly basis. Editorial calendars can be helpful tools for planning, monitoring and publishing content.
Editorial Links	An editorial link is a one-way link placed within the content of a webpage on a third-party website, that's links directly to a resource on your website. Editorial links can give your website authority and significantly increase traffic.
Email	Also known as electronic mail, it is a widely used digital form of communications, that allows you to send and receive messages across the internet to and from anyone globally with an email address.
Email List	An electronic mailing list that enables widespread distribution of information to many Internet users. See Email.
Engagement	User or customer interaction with a campaign, content, webpage, advert or other marketing activity.
Engagement Rate	A metric used to analyse how well your target audience are interacting with your content or campaign activity. E.g., Number of likes, shares, or comments on content published on a social media platform.
Evergreen Content	In SEO, evergreen content is optimised online content that stays relevant and up-to-date over a long period of time. Often written about days, events or historical facts e.g. Valentine's Day, Christmas Carols, or Halley's Comet facts.
Exact Match Keyword	Used in Google Ads and organic search, an exact-match keyword refers to content or advertising criteria that matches all of the keywords in the search query exactly and in the right order.
External Link	Hyperlinks that point to webpages on a different website domain.
Facebook	A very popular social networking platform and service provider founded by Mark Zuckerberg in 2004.
Faceted Navigation:	This is a way of personalising a webpage to help users find what they need more easily. Facets are indexed categories that narrow down a search listing. On an eCommerce or retail website, facet filters can typically be found on the left- or right-hand side of a webpage.
Featured Snippet	These are selected and highlighted search results that are shown above Google's organic results either before or after Google Ads. They typically try to answer a user's question, without them leaving the search results page.
Fetch and Render tool	A tool within Google's Search Console that enables you to test how a Google bot will crawl a webpage.

File Compression	A method for reducing the size of a file by 50%-90%.
Followed Link	A link on a website that a Search Engine bot will follow. When a webpage has an inbound link, it is looked upon more favourably by search engines and gets a small SEO boost.
Form	A web form or HTML form enables a user to input information on a webpage. The information is then sent to a server for processing.
Frequency	The number of times a target audience will be exposed to an advert.
Fresh Web Explorer	An SEO and link building tool from SEOmoz.
Friction	Friction in marketing is a sticking point that potentially holds back, slows, or stops a customer from completing a desired outcome. Friction on a webpage is any factor that inhibits a user completing a desired task.
Geographic Modifiers	Also referred to as a geo-modifier, location modifier or location qualifier, is a search term that includes a reference to location. E.g., "Hotels in Edinburgh".
Google Ads	Previously known as Google Adwords, Google Ads is a pay-per-click advertising platform managed by Google.
Google Analytics	A website analytics tool that tracks and reports website traffic.
Google Analytics goals	A range of measure to assess how well an app or website is performing against its target objectives.
Google My Business:	A free Google listing service used to find local businesses.
Google Panda	A Google algorithm update designed to reduce low-quality content in search results. Released in 2011.
Google Penguin	A Google algorithm update designed to reduce webspam and unethical 'black hat' SEO and link building tactics. Released in 2012.
Google Quality Guidelines:	Quality control guidelines that are given to Google employed search quality raters to evaluate search results. They are based on what Google believes the search users wants.
Google RankBrain	A machine learning-based search engine algorithm used by Google to determine the most relevant search results.
Google Search Console	Formerly known as Google Webmasters Tools, this is a web service that audits the indexing and optimisation status of a website.
Google Search Operators	Commands used in Google search to refine search results.

Google Tag Manager	A tool that manages and deploys marketing tags on a website without changing the code.
Google+	A social media platform owned by Google. Launched in 2011 its aim was to compete with other social media platforms such as Facebook. Due to low user numbers, it was deemed a failure and was shut down in 2019.
Googlebot / Bingbot	Automated web crawler software that mimics a website user, in order to build a searchable index for Google or Microsoft.
Gross	In marketing this is advertising cost terminology referring to rate card price minus any discount.
Gross Rating Point (GRP)	Typically refers to how many times a person will need to be exposed to an advert before they can recall it or carry out a specified call-to-action, such as purchasing a product or service.
Guest Blogging	This involves writing content for a third-party website. In general, this is a good way to drive more traffic to your own website by reaching a larger or new target audience.
H1 – H6	HTML tags that define different levels of headings. H1 are the most prominent headings, H6 are the least prominent.
Hard Offer	A commitment to purchase a product or service with an advance payment.
Hashtag	In social media marketing a hashtag (#) is typically used to label a post in order to connect and engage with other users based on a common theme or interest.
Head Term	Also known as head keywords, these are typically short popular keywords that have a high search volume.
Header tags	HTML tags used to separate headings and subheadings on a webpage. Also known as heading tags.
Heading Tags	HTML tags used to separate headings and subheadings on a webpage. Also known as header tags.
Headings	Titles that signpost and guide a reader through an article giving an indication of what the content below them is about.
Headline	Text indicating the nature of the content below it. In SEO a headline helps search engines decide whether content matches what users are looking for.
Hidden Text	In SEO hidden text or links in content is sometimes used to mislead search engine ranking. This is a black hat SEO technique that goes against Google guidelines, and should be avoided.

Hilltop Algorithm	A search engine algorithm used to find documents meeting a specific keyword topic.
HITS Algorithm	A link analysis algorithm that rates webpages. It is short for Hyperlink-Induced Topic Search Algorithm.
Holistic SEO	Improving all important aspects of a website to improve and optimise its search engine ranking.
Home Page Take over (HPTO)	An advertising option that allows businesses to display their advertising exclusively on a website homepage for a specified length of time.
Homepage	The main introductory page of a website, that typically loads when you type in a domain name. It commonly hosts a menu and main links to other areas of the website to aid user navigation.
Hreflang	A HTML attribute used to define the language and geographic targeting of a webpage.
Hreflang Tags	A technical solution for website with similar content but published in different languages.
Htaccess File	A hypertext access file is used to configure additional features for websites.
HTML	A website creation computer language. It stands for Hypertext Mark-up Language.
HTTP	Hypertext Transfer Protocol (HTTP) is the fundamental building blocks of the World Wide Web. It is used for load webpages using hypertext links.
HTTPS	Hypertext transfer protocol secure (HTTPS) is a secure version of HTTP used to exchange data between a website and an internet browser.
Hub Page	A central page featuring specific themes with interlinked, related content that links back to the page. The page informs search engines like Google how a website's pages relate to each other.
Image Carousels	A rotating set of images in a banner format or a slideshow display on a webpage.
Image Compression	Data compression applied to digital images to reduce file size.
Image Sitemap	A list of all images on a website that should be indexed by a search engine.
Impacts	In media planning, Impacts are a measure of target audience volume that an advert will reach.
Impressions	The number of times your advertisement is displayed.

In scope	Falling within the specified remit, objectives, outputs or outcomes of a project.
Inbound Link	A link directed at your website from another website.
Inbound Marketing	A marketing technique used to attract customers and sell products and services using content, social media, SEO and promotional brand activity.
Index	In SEO, an index is a database used by search engines to record information about your website.
Index Coverage report	A report detailing how well a website has been indexed by Google.
Indexability	The relative ability of a search engine to analyse and add a page to its search index.
Indexed Page	A website page that has been analysed by a search engine and added to its database.
Indexing	The process of storing and arranging content discovered by search engine crawlers.
Infographic	A visual representation of data, information or knowledge in a quick and easy to understand graphical format.
Information Architecture (IA)	The practice of structuring information to match user needs, such as the contents, layout and organisation of a website. A visual blueprint.
Information Retrieval (IR)	The process of obtaining resources from an information system.
Informational Queries	Informational search queries are search engine queries that cover a broad topic where typically there may be thousands of results.
Instagram	A popular video and photo sharing social network owned by Facebook.
Intent	Search intent is the main reason why a user has conducted a keyword search.
Internal Link	A link on your website that points to another link on your website.
IP Address	A numerical label assigned to and used to identify devices connected to a computer network. It stands for Internet Protocol Address.
JavaScript (JS)	A computer programming language or script, that is commonly used for building web pages.
JSON-LD	JavaScript Object Notation for Linked Data (JSON-LD) is a format of linking and structuring data

Kanban	A scheduling and workflow management system aimed at helping you visualize your work.
Key Performance Indicator (KPI)	A measurement used to evaluate the success of an organisation, project or activity (Abr. KPI).
Keyword	A word, phrase or question a user enters into a search engine as a search query.
Keyword Cannibalisation	A phenomenon that occurs in SEO when two or more pages on a website compete for the same keyword search.
Keyword Density	The number of times a keyword or phrase appears on a web page or within a piece of content, expressed as a ratio or percentage of the overall word count.
Keyword Difficulty	A measure of how difficult it is rank on a search engine for a specific keyword.
Keyword Explorer	A keyword research tool that finds keywords and organises them into lists.
Keyword Research	An SEO practice aimed at researching appropriate keywords for finding specific products, services, or online information.
Keyword Stuffing	A black hat SEO technique where excessive keywords are loaded into a webpage to boost search engine rankings. It is often referred to as webspam or spamdexing.
Knowledge Graph	Information gathered from a range of different sources that is used by Google to enhance search results. Commonly used for knowledge panels, snippets, carousels, and other rich result displays.
Knowledge Panel	Snapshot information boxes that appear on the right-hand side of Google's search pages showing rich results for common searches such as people, places, organisations, and objects.
Landing Page	A webpage that users are directed to when they click on an advert, marketing promotion, marketing email link, or campaign call-to-action.
Latent Semantic Indexing (LSI)	Also known as latent semantic analysis, this is a mathematical practice that classifies and finds information covering specific key terms or concepts.
Lazy Loading	A design pattern frequently used in web design to delay the initialisation of an object until the point when it is needed.
Lead	In marketing and sales, a lead is a contact that has been identified as a prospective customer. Sometimes referred to as a 'prospect'.

Lead Generation	An activity aimed at first getting a prospective customer interested in an organisation's products or services.
Lead Nurturing	The process of looking after and developing customer relationships at every stage of the customer journey.
Lifecycle Stages	A lifecycle stage represents the different points a prospective customer can go through during their buying journey.
Lifetime Value (LTV)	An estimate of the total revenue a customer is likely to bring in over their entire relationship with a business.
Link	Also known as a hyperlink, a link is a reference point that when clicked or tapped, leads a user to a specific document or text in another location.
Link Accessibility	The factors that have an impact on how easy a link is to find, understand and follow.
Link Bait	Creating content with the primary aim of getting individuals to share it or link to it.
Link Building	The process of getting other websites to link back to your website.
Link Equity	Also known as link juice, is a measure of how much power, influence and strength a backlink gives to another website.
Link Exchange	The process of finding a partner website and agreeing to link to it, in exchange for a link back to your site.
Link Explorer	A tool created by Moz.com for gaining insight into a website's authority, link equity and rankings.
Link Farm	A group of websites that all link together for the purpose of boosting their SEO rankings.
Link Juice	A measure of how much power, influence, and strength a backlink gives to another website.
Link Profile	The number and makeup of hyperlinks pointing to a specific website.
Link Velocity	The speed at which a website's link profile grows over time.
Link Volume	The number of links on a specific webpage.
Linked unstructured citations	In SEO, this refers to a mention on a website or app that isn't specifically structured for the content or listing e.g., a reference to a business within a news story.
LinkedIn	A business networking social media platform owned by Microsoft.
List Segmentation	The process of subdividing a contact list into smaller groups that have one or more factors in common.

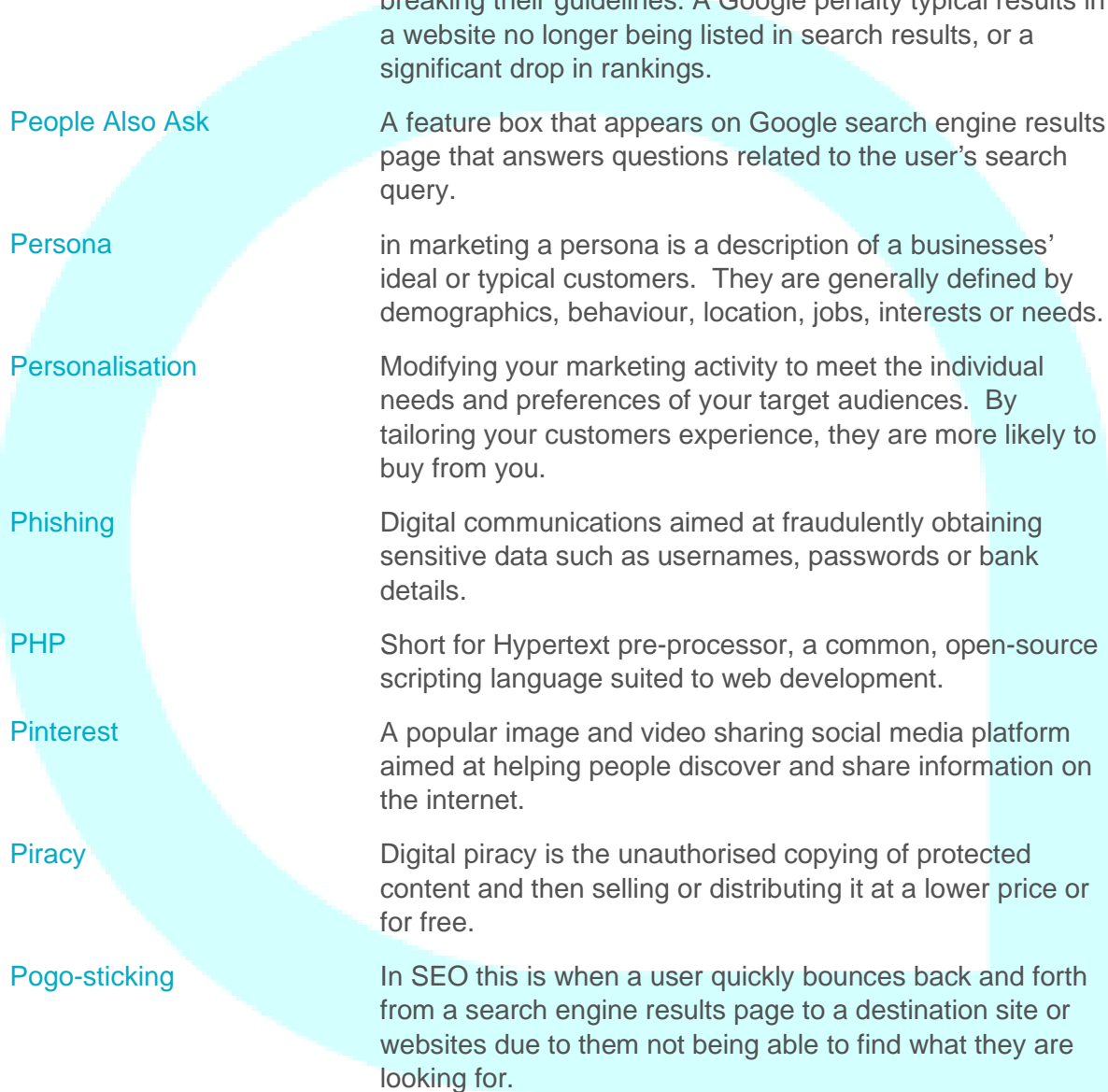
Local Business Schema	Code added to a website so that search engines can more easily identify what a business does.
Local Marketing	A marketing strategy that targets potential customers within a specified local area.
Local Pack	A search engine results page feature that displays useful information in response to a local search. E.g., map of a business' location.
Local Queries	An internet search request that has a local focus e.g., Pubs in Altrincham.
Local Search	A search engine query that has a local focus e.g., Barbers in Knutsford.
Log File	A computer file that records events on an operating system or other software.
Login Forms	A data input format used to enter authentication details required to access a webpage.
Long Tail Keyword	Longer search terms or key phrases that are used by searchers that have more specific and complex search requirements. They typically have lower search volumes but higher conversion rates.
LTV:CAC	Lifetime value per customer (LTV) compared to customer acquisition cost (CAC). A calculation of lifetime customer revenue compared to the cost of initially acquiring them.
Machine Learning	The application of artificial intelligence (AI) to enable computer systems to learn from experience without being programmed. Search Engines use machine learning to better answer search queries and far faster than could be done manually by a human.
Makeshift Marketing	The poor practice of using multiple single-purpose marketing tools or software that were not really designed for the job.
Manual Action	Search engines can issue 'manual action' against a website if it deems the website to be non-compliant. This is typically in response to a review by a human working for the search engine rather than automated.
Manual Penalty	In SEO this typically refers to a Google issued penalty against a website for breaking their code of practice. E.g., use of 'black hat' SEO techniques.
Market Share	The percentage of all customers within a market that are customers of a specific company.
Marketing Analytics	The practice of measuring, managing, and analysing the performance of marketing activity to improve efficiency and return-on-investment.

Marketing Automation	Use of software and technologies used to improve the efficiency of marketing activity by introducing automation for repetitive, complex or resource intensive tasks.
Marketing Funnel	Breaking down a customer journey into defined stages e.g. From lead generation to sale of a product and all stages in between.
Marketing Mix	A theory used by marketers to analyse all the main internal environmental factors that contribute to a good marketing strategy. First used in the 1960s, it is sometime referred to as the 4Ps (Product, Place, Price, Promotion) or in the case of service sector marketing, the 7Ps (Product, Place, Price, Promotion, People, Physicals, Process)..
Marketing Process	All the steps involved in putting together, delivering, and evaluating a robust marketing strategy and plan. Typically stages consists of situation analysis, strategy, marketing mix decisions, implementation, and control.
Marketing Qualified Lead (MQL)	A lead whose behaviour, action and engagement with a brand or website indicate that they are more likely to convert to a customer.
Meta Description	A HTML element that details the contents of a webpage, for the benefit of users and search engines (also called a meta-attribute or tag).
Meta Directive	HTML code that gives search engine bots instructions on how to crawl or index the content of a webpage.
Meta Keywords	A type of meta tag found in the HTML source code of a webpage that describes its content.
Meta Robots Tag	HTML code that provides search engine bots directives on how to crawl or index a web page.
Meta Tags	Descriptors in a webpage's HTML source code that tell search engines what the webpage's content is about.
Metadata	Data that provides information about other data.
Metric	Measurements used to demonstrate the effectiveness of marketing campaigns and initiatives.
Microsite	A microsite is a branded content website or page that sits separately from an organisation's main website homepage URL or brand.
Middle of the Funnel	This refers to content, activity or assets that target prospective customers who have already engaged with your brand in some way previously. I.e., engagement or refinement in the in between stages of a customer journey.
Minification	The process of minimising code and mark-up on web pages to reduce load speed and use of bandwidth.

Minimum Viable Product (MVP)	A version of a product with minimal features, but good enough to appeal to early adopters so that they can provide feedback for future development.
Mobile First	Designing a website or app where priority is placed on mobile user experience as opposed to desktop.
Mobile Marketing	Multi-channel marketing approach targeting smartphone users.
Mobile Optimisation	Adjusting and refining a website to ensure that smartphone users have the best possible experience.
Mobile-First Indexing	The use of a mobile version of a website by a search engine for indexing and ranking.
Monthly Recurring Revenue (MRR)	Income that a business can rely on bringing in on a monthly basis.
MozBar	A free browser extension that provides access to on-page link metrics and website analysis tools.
MozRank	A metric that indicates the popularity of linking to a website on a scale of 0-10.
Multivariate Testing	Also known as A/B testing or split testing is a process of showing two variants of the same web page or email to different target audiences in order to analyse differences in performance.
Native Advertising	A type of digital advertising that mirrors the look and function of the website it appears on, so that it feels more integrated with the on-page content.
Natural Link	This is where website owners or bloggers link to your content, because they believe it will add value for their users.
Navigation	Navigation on a website refers to the internal link architecture or more simply, how the webpages on a website link together to make it easier for users to find stuff.
Navigational Queries	An internet search aimed at finding a specific website or webpage.
Negative SEO	A malicious 'black hat' SEO practice aimed at sabotaging a website's search rankings.
Net	In marketing this is advertising cost terminology referring to rate card price minus any discount, minus agency costs.
Net Promoter Score (NPS)	A customer loyalty and satisfaction metric. It is calculated by subtracting the percentage of brand detractors from the percentage of promoters.
News Feed	A list of the most recent content published on a website or social media platform.

Niche	Niche marketing is selling or promoting specialist products or services to a small segment of the marketplace.
Noarchive Tag	A HTML directive aimed at search engines, to prevent them from presenting a cached version of a webpage.
NoFollow	A HTML instruction to search engines to ignore crawling and indexing specific links.
Nofollow Attribute	A HTML instruction to search engines to ignore crawling and indexing specific links.
Nofollow Link	A HTML instruction to search engines to ignore crawling and indexing specific links.
NoIndex	An meta tag that instructs a search engine to avoid indexing a page.
Noindex Tag	An meta tag that instructs a search engine to avoid indexing a page.
Nosnippet Tag	A meta tag that instructs a search engine to avoid showing a snippet (short description) under your listing.
Offer	A marketing or sales offer is a proposal to a prospective customer to take up a specific action, such as buying a service or product at a discounted price.
Off-Page Optimisation	In SEO, this is all actions that can be taken outside of a website to improve its position in search rankings.
Off-Page SEO	All actions that can be taken outside of a website to improve its position in search rankings.
Omnichannel Marketing	Omnichannel marketing is a method of creating a seamless customer experience and journey from the first communications touchpoint to the last.
Onboarding	The process of introducing a new customer to your products or services.
On-Page Optimisation	All actions that can be taken on a webpage to improve its position in search rankings.
On-Page SEO	All actions that can be taken on a webpage to improve its position in search rankings.
On-Site Optimisation	All actions that can be taken on a website to improve its position in search rankings.
Open Rate	Open rate is the percentage of people that open an email you send to them.
Opportunity to Hear (OTH)	The number of times a listener will have the opportunity to hear an advertisement.

Opportunity to See (OTS)	The number of times an individual will have the opportunity see an advertisement.
Opt In Form	A form to capture consent from an individual to take specific action e.g., permission to pass on their contact details to a third-party.
Organic Search	Placement in search results that is achieved without the help of paid adverts.
Organic traffic	Internet traffic that occurs without being driven by paid advertising.
Orphan Page	Website pages that are not linked to or from any other page on a website.
Out of Home (OOH)	Outdoor advertising, such as billboards or bus advertising.
Out of Scope	Falling outside of the specified remit, objectives, outputs or outcomes of a project.
Outbound Link	An external link from your website to another website.
Page Authority (PA)	A metric that predicts how well a web page will rank on search engine result page.
Page Rank	A metric that predicts how well a web page will rank on search engine result page. See page authority.
Page Speed	A measurement of how fast a webpage and its content loads.
Page Title	The title of a webpage that features at the top of a browser and on a search engine results page.
Page Views	A website analytics metric showing total number of views of a page or pages on a website.
Pages Per Session	The number of pages on a website viewed by a user in a single session.
Pageview (PV)	Sometimes called a page impression, is a request to load a single HTML file of a website.
Pagination	The division and layout of content on a website or printed document.
Paid Search	This typically refers to pay-per-click (PPC) advertising on search engine results pages using advertising platforms such as GoogleAds or Bing [insert AD service link] .
Panda	A Google algorithm update aimed at lowering the search rankings of website with low quality content. (Released in 2011).



Pay-Per-Click (PPC)	A type of digital advertising where advertisers are charged a fee based on the number of times their advert is clicked on.
PDF	Portable Document Format (PDF) is a common file format used for documents, formatted text and images.
Penalty	A Google penalty is enforcement issued by Google for breaking their guidelines. A Google penalty typical results in a website no longer being listed in search results, or a significant drop in rankings.
People Also Ask	A feature box that appears on Google search engine results page that answers questions related to the user's search query.
Persona	in marketing a persona is a description of a businesses' ideal or typical customers. They are generally defined by demographics, behaviour, location, jobs, interests or needs.
Personalisation	Modifying your marketing activity to meet the individual needs and preferences of your target audiences. By tailoring your customers experience, they are more likely to buy from you.
Phishing	Digital communications aimed at fraudulently obtaining sensitive data such as usernames, passwords or bank details.
PHP	Short for Hypertext pre-processor, a common, open-source scripting language suited to web development.
Pinterest	A popular image and video sharing social media platform aimed at helping people discover and share information on the internet.
Piracy	Digital piracy is the unauthorised copying of protected content and then selling or distributing it at a lower price or for free.
Pogo-sticking	In SEO this is when a user quickly bounces back and forth from a search engine results page to a destination site or websites due to them not being able to find what they are looking for.
Position	In SEO, 'position' refers to search engine ranking for a specific page or pages. E.g., No1 position on Google, is the first organic search result that is displayed after a specific keyword search.
Position Zero	Whatever appears at the very top of the organic search results, often a Featured Snippet.
Private Blogging Network (PBN)	A Private Blogging Network is the linking together of websites in order to build link authority and manipulate

	<p>search engine results. This is a black hat SEO technique and should be avoided.</p>
Product Matrix	<p>Sometimes referred to as Ansoff's Matrix, this is a marketing planning model that helps determine product and market growth strategy.</p>
Programming language	<p>Programming languages are a series of instructions used to instruct computers to implement algorithms and perform specific tasks.</p>
Prominence	<p>In SEO, this refers to the prominent placement of keywords or phrases on a webpage.</p>
Protocol	<p>In web development, a protocol details how a web browser should retrieve and display information.</p>
Pruning	<p>SEO pruning is the process of removing or editing underperforming webpages to enhance the strength and performance of a website.</p>
Purchased links	<p>The buying of links from a third party in order to increase search engine ranking potential. Also known as paid links.</p>
QDF	<p>Query Deserves Freshness' is a Google ranking algorithm. Most searchers are looking for up-to-date content and QDF relates to how current or newsworthy specific queries are.</p>
QR Code	<p>Quick Response (QR) code is a matrix barcode able to communicate a wide range of information instantly using a mobile device scanner.</p>
Qualified Lead	<p>A lead whose behaviour, action and engagement with a brand or website indicate that they are more likely to convert to a customer. See Marketing Qualified Lead.</p>
Qualified Traffic	<p>Visitors to your website that have previously shown interest in your products and services and are therefore more likely to convert to customers.</p>
Quality Content	<p>Content that adds value to your business and has a measurable success factor associated with it.</p>
Quality Link	<p>In SEO a 'quality link' or high-quality link is one that is natural, reputable, and relevant. Its impact is typically measurable.</p>
Query	<p>Search words, terms and phrases entered into a search engine.</p>
Rank	<p>The order of relevant search results in response to a search engine query.</p>
RankBrain	<p>A machine learning element of Google's core search algorithm.</p>
Ranking	<p>A webpage's position on a search engine results page.</p>

Ranking Factor	Any aspect that has a direct impact on a website's position on a search engine results page.
Rate Card	In marketing and advertising, rate card is a list of prices and descriptions for a business's products and services. Rate card is typically the standard price without any discount applied.
Reach	In advertising and marketing, reach is the total number of people who see your advert or content.
Real Time Bidding (RTB)	Real-time bidding is a method for buying and selling digital advertising. Advertising impressions are sold by means of an online auction process in the split second it takes for a webpage to load.
Reciprocal Links	A reciprocal link is a set of hyperlinks between two websites that point both ways.
Redirect	An automated instruction that directs a browser from one URL to another URL
Redirection	Also referred to as URL forwarding, this is a technique for making a web page available under more than one URL address.
Referral Traffic	Website visitors that arrive on a website from another website without using a search engine.
Referrer	The webpage that sends users to your website using a link.
Referrer String	The data transmitted by a browser when navigating from one website to another.
Regional keywords	Keywords that are unique to a geographic area. Eg Regional colloquial terms such as 'barm cake' in the North West of England.
Reinclusion	In SEO, reinclusion is the term used for contacting Google and appealing to have excluded content put back into search engine results.
Rel=canonical	Also known as a canonical tag is a HTML tag that informs search engines that a URL represents the master version of a webpage.
Relevance	In SEO this can refer to links, keywords, or content. In basic terms it is how closely your assets meet the needs and requirements of customers, stakeholder, or search engine users.
Render-Blocking Scripts	Code that prevents a webpage from loading quickly. They may not be essential for immediate user experience, so they can be removed or delayed until the browser needs them.

Rendering	The process where a search engine crawler retrieves a webpage, runs code, and analyses its content and structure. In digital photography, rendering refers to the application of algorithms to manipulate a digital image file.
Reputation Management	Online Reputation Management (ORM) is the practice of shaping and protecting the public perception of an individual, brand or organisation by managing the information that is published on the internet and social media. [AD link to service page]
Resource Pages	A page on a website that provides useful links, resources, or contact details related to a specific subject, product, or service.
Responsive Web Design (RWD)	Responsive web design is design and development that responds to a user's behaviour and environment, based on platform, orientation, and screen size.
Responsive Website	A website designed using Responsive Webs Design that renders well on a wide range of devices, platforms, and screen sizes.
Retargeted	A term used in advertising to describe adverts and campaigns that target prospective customers after they have browsed your website. A tracking pixels or cookie is used to follow a user and present adverts to them on different platforms apps and websites after they leave.
Return on Investment (ROI)	Return on investment is a financial measure analysing the relationship between net profit and the cost of investment. It is a ratio that compares the gain or loss from an investment relative to its overall cost. Calculated by dividing the profit by the cost and can be expressed as a percentage.
Retweet (RT)	A Retweet is the action of re-posting a 'Tweet' on popular social media platform, Twitter. I.e.. Sharing another person's post.
Rich Snippet	Rich snippets are enhanced organic search results that have been highlighted by Google to give them prominence on a search results page. They typically have a higher click-through rate than regular snippets.
Robot.txt	A file that informs a search engine bot which pages or files it can and can't access on a website.
RSS Feed	A feed on a website that provides visitors and applications access to the latest updates and news.
Sales Qualified Lead	A lead that has been identified as being suitable to be contacted by a company's sales team.

Schema	A semantic vocabulary of data tags that can be added to a webpage's HTML code to improve the manner in which search engines read and present the page in a search.
Schema Mark-up	Website code to help the search engines return more informative results. See Schema.
Schema.org:	Website containing code and other resources to help developers and webmasters to create, maintain and promote schemas.
Scrape	Using bots to extract content and data from a website. Search engine scraping is the process of collating URLs, descriptions, and other information from search engines.
Scraped Content	Content gathered by scraping a website. Lifting original content from one website and publishing it to another without permission is in many cases copyright infringement and should be avoided.
Scroll Depth	A Google Analytics plugin that tracks how far down a webpage user are scrolling.
Scrum Board	A visual project management tool used in Agile Project Management. It is essentially a task board that helps teams manage project management sprints. Commonly used in software development.
Search Engine	A software system designed to carry out searches and find items and content, particularly on the world wide web. E.g., Google, Bing, Yahoo, Duck Duck Go.
Search Engine Marketing (SEM)	Digital marketing aimed at increasing traffic to a website. SEM strategy can involve social media, search engine optimisation, PPC, Google Ads, Google shopping and a range of other digital marketing tactics.
Search Engine Optimization (SEO)	The process of improving the amount and quality organic traffic driven to a website or webpage by a search engine.
Search Engine Results Page (SERP)	The webpage displayed after conducting an internet search.
Search Forms	A search box, field or bar used in computer software, web browsers, and on websites so that users can enter information into it to carry out a search.
Search History	A record of webpages visited by a user over a set time period.
Search Never Sleeps	A campaign strapline coined and trademarked by UK based digital marketing agency, Aqueous Digital www.aqueous-digital.co.uk
Search Quality Rater Guidelines:	These are guidelines given to Google employees for the purpose of rating websites. Google's raters are spread

across the world and are trained to give feedback and suggestions on how search could be improved.


Search Term	The word or phrase a person types into the search engine search bar or asks a search engine to find results for.
Search Traffic	Refers to users that visit a webpage or website from a search engine results page.
Search Volume	The number of times a specific search is carried out by a search engine over a set period. E.g. the number of times the same keyword is entered into Google per month.
Seasonal Marketing	Seasonal marketing involves adjusting and adapting your marketing campaigns and activity to respond to and take advantage of ongoing events or trends. E.g. Christmas holidays, or demand for certain products and services in warmer or colder seasons.
Seed keywords	These are short keywords that have been condensed down into their shortest form and could just be one word such as 'watch'.
Sender Score	In email marketing this is a numerical representation of an organisations sending reputation. Typically expressed on a scale of 1 to 100.
Sentiment	The process of analysing content to assess the emotional tone of the author (e.g. positive, negative or neutral). Both Google and Bing search engines have algorithms to detect sentiment and apply this to search results.
SEO	Search Engine Optimisation. The process of improving the amount and quality of organic traffic driven to a website or webpage by a search engine. [link to AD services page] .
SERP	Search Engine Results Page. Essentially, this is the webpage you will see after doing an internet search.
SERP features	The different elements that appear on a search engine results page. E.g. Featured snippets, Google Ads, Related Questions, Local Packs etc.
Service Level Agreement (SLA)	A formal or informal contract between a supplier and a customer detailing the level of service expected, the way the service will be measured and any penalties, remedies or contingencies that will be implemented, should the service not meet with expectations.
Share of Voice	A measure of the proportion of the overall market a brand owns in comparison to competitors.
Short-Tail Keywords	These are search queries comprising of only one or two words.
Site Speed	How fast a browser can load webpages from a website.

Site Structure	How a website's content is organised and displayed.
Sitelinks	These are links to webpages or sections of pages that feature in the results of a search engine's results page.
Sitemap	A directory or guide that provides information about the pages, content and assets of a website and how they are connected.
Sitemap.xml	A file containing a list of all the pages of a website. They provide information to search engines about the structure of a website.
Sitewide Links	A link that appears on almost all of a website's pages.
Small-to-Medium Business (SMB)	In the US a small to medium sized business is defined as follows: 0-100 employees are considered a small-sized business. 100-999 employees are considered a medium-sized business. Typical turnover of a SMB \$5-\$10million.
Small-to-Medium Size Enterprise (SME)	In the UK, this is a business with less than 250 employees. In the European Union SME is a business with between 101 and 500 employees.
Smarketing	Integrating the sales and marketing processes of a business.
Snapchat	A multimedia messaging app that allows users to send photos and videos (called snaps) to other users.
Snippet	A search result Google shows to the user in the search results page. It typically consists of a title, URL, and a description of the webpage.
Social Media	Websites and software applications that allow people to create and share content or take part in social networking.
Social Media Impression	The number of times content is shown in a social media feed.
Social Proof	Social proof is an approach used in marketing where psychology is used to assume the actions and behaviour of others in a given situation.
Social Signal	A webpage's total shares, likes and social media visibility as interpreted by search engines. This is a contributing factor in search engine ranking.
Software-as-a-Service (SaaS)	Occasionally referred to as software-on-demand, this is a software licencing model where the right to use the software is sold on a subscription basis. Examples include Microsoft Office 365 and Adobe Creative Suite.
Spam	Unwanted and unsolicited digital communications that are typically sent in bulk.

Spam Score	A metric indicating the likelihood of an email or webpage being detected as having low quality content and being registered as spam. Typically expressed as a numerical scale of spamminess from low to high.
Spammy Tactics	Unethical practices that go against search engine quality guidelines.
Spider	A search engine spider is a program used by search engines to collect data from the internet. Also known as a crawler or bot.
Split Testing	Also known as A/B testing or multivariate testing is a process of showing two variants of the same web page or email to different target audiences in order to analyse differences in performance.
SRCSET	An attribute that details different types of images for different displays, screens, and orientations.
SSL Certificate	A digital certificate that demonstrates ownership of a domain and provides authentication for an encrypted connection.
Status Codes	In HTTP, Status Codes are short messages from a server indicating how the request to view a page went.
Stop Word	This is a word that search engines are programmed to ignore when crawling and indexing content.
Structured Data	Standard formatted information that allows search engines to understand the content of a web page.
Subdomain	A domain that is a part of another domain but below it in system hierarchy.
Target Keywords	A word or phrase that you predict a customer could use to find your website using a search engine query.
Taxonomy	Website taxonomy is the way a website is structured. It is essentially a logical classification that makes it easier for users to search and find content on your site.
Technical SEO	The process of optimising a website to improve organic search rankings. Important technical aspects addressed during this process include load speed, rendering, website architecture and search engine crawling and indexing. [Link to AD services] .
Thin Content	Poor quality content that has very little value for the end user.
Through the line (TTL)	Through the line marketing is marketing strategy that uses both paid for mass media formats and earned media such as SEO and media relations. It is a mix of using both above the line and below the line tactics.

Thumbnails	Reduced sized versions of images and videos that serve as placeholders. They visually aid searching and finding content.
Time on Page	The length of time a visitor spends on a webpage.
Title Tag	HTML that states the title of a webpage. In SEO, the title tag should contain all the keywords you want that page to rank for.
Title	A name that describes your webpage. See Title Tag.
TLC	An abbreviation used to describe the values of UK Digital Marketing Agency, Aqueous Digital. It stands for Trust, Loyalty and Collaboration. [link to AD values page]
Top of the Funnel	Top of the funnel in marketing is the first touchpoint of a customer journey.
Top-Level Domain (TLD)	Domains at the highest level of the Domain Name System i.e. in the DNS root zone of the Domain Name System.
Toxic Backlinks	These are bad links that can damage your search engine ranking and result in penalties being applied. They can occur organically, or as a result of black hat SEO tactics and spammers.
Tracking Pixel	Small snippets of code that enable you to collect information about a webpage's visitors.
Traffic Rank	A metric stating the search ranking of a website compared to all other websites on the world wide web.
Traffic	The number of visits to a webpage, website or from a specific link or location.
Transactional queries	A search query that shows a clear intent to make a purchase.
Trust	A search engine's interpretation of the integrity and trustworthiness of a website. The quality of website links combined with quality content are important factors influencing domain trust. See Domain Trust [hyper link] .
TrustRank	A Google algorithm that analyses websites to distinguish between those featuring high-quality content and links and those that are deemed spam or low quality.
TVR (Television rating)	A TVR is a metric used in TV that indicates the popularity of a programme, ad break or advert by comparing its audience to the whole population. 1 TVR = 1% of a target audience.
Twitter	A microblogging and social networking service where users publish and interact with short messages known as tweets.

Unique Visitor	A metric that indicates how many individuals have visited your webpage or website as opposed to the total number of times the page or site has been visited.
Universal Search	Also known as Blended Search or Enhanced Search, this is when a search engine draws information from multiple sources and presents them on the search engine results page as a mix of images, local businesses and rich snippets.
Unnatural Link	Unnatural links (or bad links) are typically bought or created by spammers. They are artificial links that are designed to manipulate search ranking. See Toxic Links.
URL	Short for Uniform Resource Locator, is a web address that specifies a location on a computer network and a way of retrieving it.
URL folders:	URL folders or URL directories are where URLs are stored hierarchically for every webpage. The individual files of a website are created in these folders.
URL Parameter	URL parameters, also known as string queries or URL variables inform search engines how they should deal with a website based on its URLs. They are the portion of the URL that follows a question mark.
User Agent	Any piece of software that performs the function of retrieving and displaying a webpage for a user such as a web browser.
User Experience (UX)	An individual's feelings, perceptions and emotions when using a system, product, or a website. UX web design is a process that focuses on developing the best possible, relevant experience for a website user.
User Interface (UI)	Is the point at which human interaction with a machine or software system occurs. A graphical operating system or Graphical User Interface (GUI) such as Microsoft Windows or Apple iOS are good examples of a User Interface.
User-Generated Content (UGC)	Any media created by individuals rather than by organisations, companies, or brands.
UTM Code	Short for Urchin Traffic Module code, this is a simple snippet of text that is added to the end of a URL so that you can easily track the performance of a digital marketing campaign or track where website traffic is coming from.
Vertical Search Engine	This is a search engine dedicated to searching a specialised or niche subject area.
Viral Content	Viral content is any media, text, images or video that becomes popular very quickly by being shared and



	<p>distributed across the internet using social media or website links.</p>
Virtual Assistant	<p>A virtual assistant or AI assistant is a software application that understands voice commands and carries out tasks in response to spoken instructions from a user. E.g. Apple Siri, Microsoft Cortana or Amazon Alexa.</p>
Visibility	<p>SEO Visibility is a percentage measurement of how much organic traffic a website is getting from a search engine for any given keyword.</p>
Voice Search	<p>The process of using a website or app that allows the user to search the internet using spoken voice commands.</p>
View Through Rate (VTR)	<p>An advertising metric indicating the total number of completed views of an advert over the number of impressions. It is essentially the percentage of people who viewed the advert fully.</p>
Webmaster Guidelines	<p>Regulations issued by search engines that give details of how best to optimise a website so that it can be easily found using a search.</p>
Webpage	<p>An individual page on a website. It generally hosts content of a similar theme and can be displayed in a web browser.</p>
Website	<p>A family of web pages and content that is grouped together under a common domain name and published on one or more web servers.</p>
Website Navigation	<p>Desirable website navigation refers to how a user moves from one webpage to another, finding all the information they need with ease and leaves having had a good experience.</p>
Webspam	<p>Webspam or search spam are webpages that have been created to artificially manipulate search engine ranking. They typically pretend to host quality content on a subject, but often have useless or thin content.</p>
White Hat SEO	<p>Ethical search engine optimisation practices that meet with a search engine's quality and good practice guidelines.</p>
Word Count	<p>The total number of words on a webpage, or within a specific piece of content.</p>
Word-of-Mouth (WOM)	<p>Word of mouth marketing is where customers actively talk about your brand, products or services to their friends, colleagues, family, followers, or their own target audience. This can be face-to-face, or by other communications channels such as social media and blogs. It can be an extremely powerful tool for promoting a brand, which is why many marketing strategies aim to facilitate and encourage it.</p>

WordPress	A popular free open-source website content management system.
Workflow	A sequence of tasks that processes a data set.
XML	Extensible Mark-up Language. A computer language similar to HTML.
XML Sitemap	A file containing a list of all the pages of a website. They provide information to search engines about the structure of a website.
X-robots-tag	A HTTP field in a webpage response header that gives permission for search engines to crawl the content of a URL.
Yahoo	A search engine and web service provider based in California. Yahoo was one of the early pioneers of internet search in the 1990s.
Yandex	The most popular search engine used in Russia. It is the fifth most popular search engine in the world.
YouTube	An online video sharing social media platform owned by Google.

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