

Glossary

ALT TEXT/TAG/ATTRIBUTE

All essentially refer to the same thing. Text that provides alternative, descriptive information for an image if a user for some reason cannot view it.

INBOUND/OUTBOUND LINKS

Any link to a site from another website, social media platform etc.

BROKEN LINK/DEAD LINK

A web link that now points to a non-existent page or resource . Covers outgoing links to other sites, backlinks from other sites or internal website links. Are detrimental to your site's search engine ranking so fix or remove wherever possible.

DUPLICATE LINK

Similar or exactly the same content on another page or website. To be avoided unless you have the canonical URL set. Excessive duplicate content on your website is likely to have it considered as spam by the search engines.

GOOGLE MOBILE FIRST INDEXING

2017 will see Google experiment with [preferring mobile versions of websites](#) when it comes to indexing and ranking. Thus a poorly configured mobile site might negatively impact your search engine standing.

HTTPS

A protocol for secure communication over a computer network.



Glossary

KEYWORD STUFFING

If your content is written with an unnaturally high keyword density then it is likely that not only will it appear to readers as awkward and unpleasant to read, but will likely attract the ire of search engines.

LANDING PAGE

The page a visitor arrives on. Although the front / home page is most popular, well ranked inner pages may also have decent numbers.

LONGTAIL KEYWORDS

A search query phrase which is longer, more precise and specific. As they're more specific there is often less competition in search indexes than for shorter, generic keyword terms.

META TAGS

The general term for several code snippets that are often incorporated in the head section of a web page. These include the Meta Title, Meta Description, Meta Keywords & Meta Robots.

SEARCH ENGINE OPTIMIZATION

Stands for search engine optimization, the processes used to increase website visitor numbers by achieving high rank in the search results indexes.

SITEMAP

A page on your site with active links to all other pages. Used as an alternative navigation system.

