



# SEO Terminology Cheat Sheet **For Beginners**

## 1 Title Tag

- HTML code that provides the title of a web page
- Appears at the top of web pages, on browsing tabs, and in social networks and search engine results pages
- Should be 40 to 60 characters long

**Important because...** it grabs the reader's attention and can be optimised for rankings.

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## 2 Meta Description

- HTML code that's displayed beneath the title tag in search results
- Previews what the article or web page is about
- Average length is 160 characters for desktop and 130 characters for mobile

**Important because...** this is your opportunity to entice readers to click your page.

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## 3 Structured Data for SEO

- Additional key information that appears alongside the title and meta description in search engine results
- Can include things like your address, sale items, a star rating, product prices, and more

**Important because...** a web page or article can rank higher in the search engine results with it, and web users can find essential info quicker.

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## 4 CTR (Click Through Rate)

- Measures how many times a link is clicked on when it appears in search engine results
- Calculated by dividing number of times a link is clicked by number of times it appears

**Important because...** it measures how effective your content is for bringing organic traffic to your site. Consistent CTR can also lift rankings.

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## 5 SERP

- Search Engine Results Page
- Displays the web pages that come up in search queries in Google and other search engines
- Shows both organic and paid results
- Affected by factors such as geo-location and browser history

**Important because...** they're the battleground for organic rankings and provide essential information about webpages through title tags and meta descriptions.

6

## Backlinks

- Links from any page or website that lead to another page on a different website
- Any links to your site from other domains make up your backlink profile

**Important because...** they help users find related content to engage in and help determine a page's authority.

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7

## Internal Links

- Hyperlinks that connect one page on a website to another page on the same site

**Important because...** they link similar content together and help Google decipher the value and relationships of a site's pages plus the website as a whole.

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8

## Duplicate Content

- Similar or identical content that shows up in multiple places on the web
- Not always bad – if you have multiple pages that need to portray the same information, you can prevent any backlash using canonical tags

**Important because...** it affects search engine rankings as search engines don't want to display the same content multiple times in their SERPS. It can also prevent your pages from ranking.

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9

## Canonical Tag

- HTML code that can be placed on a website to tell search engines there's intentional duplicate content on a certain page and to therefore ignore it in the search results

**Important because...** multiple pages can devalue content, which plays a part in determining rankings. Canonical tags let unique URLs be found by search engines for better rankings.

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10

## LSI Keywords

- Latent Semantic Indexing
- Keywords that are closely associated to the primary term entered into a search engine
- Refer to similar topics, not similar words

**Important because...** they help determine the relevance and quality of web pages. Search engines can use them to show users information related to their search.

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11

## Link Bait

- Quality content created with the intention of appearing incredibly linkable and useful, so other domains will naturally reference and link to it

**Important because...** it allows you to develop truly meaningful content and drive traffic to your site.



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