Glossary terms from module 3

Terms and definitions from Course 2, Module 3

Alt text: A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

Anchor text: The visible text in a hyperlink

Backlink: A link that points to a website from another site

External link: A link on a website that leads to content on other sites

Google Search Console: A no-cost tool that helps users better understand how a website is performing on Google Search

Internal link: A link on a website that points to other pages on the site

Manual action: Google's way to demote or remove webpages that are not compliant with its webmaster quality guidelines

Meta description: Text that provides the search engines a summary of what the page is about

Nofollow link: A link that features HTML code that tells search engines to ignore that link

Schema: The type of code used for structured data markups

Sitemap: A file that provides information about the pages, videos, and other files on a site and the relationships between them

Structured data: Code used to describe a webpage's content to search engines

Webpage title element: Text that provides both the users and search engines with a page's topic

Terms and their definitions from previous module(s)

#

404 page: A URL that tells the visitor that the webpage does not exist

A

A/B testing: A method of testing where two versions of content with a single differing variable are compared to determine which yields better results

Abandoned cart: When a potential customer adds an item to their cart but doesn't complete the purchase

Algorithm: An automated software that helps locate information to answer a user's query

Awareness stage: The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service

B

Bounce rate: The percentage of website visitors who view one page and then leave the site

Breadcrumbs: A row of internal links at the top or bottom of the page that allows visitors to quickly navigate back to a previous section or the homepage

Broken link: A link that leads to a webpage that no longer exists

C

Consideration stage: The second stage of the marketing funnel, when a potential customer's interest builds for a product or service

Content marketing: A marketing technique that focuses on creating and distributing valuable content

Conversion rate: The percentage of users or website visitors who take a desired action

Conversion stage: The third stage of the marketing funnel, when marketers capitalize on the interest people have already shown

Copy: Any written material that encourages a customer to buy a product or service

Crawling: The process of finding new or updated webpages

Customer persona: Represents a group of similar people in a desirable audience

Customer persona barrier: What is preventing the customer from achieve their goal

Customer persona goal: What the customer wants to achieve

D

Demographics: Information specific to the customer, such as age, gender identity, income, family size, occupation, education, and location

Display ad: A visual ad format placed on websites or applications

Domain: The core part of a website's URL, or internet address

E

Email marketing: Sending messages to a list of existing subscribers to share information, drive sales, or create community

F

Featured snippet: A special box that displays information about a search in the results page

G

Google Business Profile: A tool that allows local businesses to tailor how their information appears on Google Search and Google Maps

Google knowledge panels: Information boxes that appear on Google when someone searches for people, places, organizations, or things that are available in Google's knowledge database

Googlebot: The generic name of Google's crawler

H

HTTPS: An internet communication protocol that protects the integrity and confidentiality of data between the user's computer and the site

I

Indexing: The process of Google saving and organizing website information to display in the search engine

Influencer marketing: Involves a brand collaborating with an online influencer to market one of its products or services

K

Keyword: A search term people use to find information, products, or services online

Keyword research: The process of finding terms and phrases that people use in search engines

Keyword stuffing: The practice of loading a webpage with keywords or numbers in an attempt to manipulate a site's ranking in the search results

L

Loyalty stage: The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates

M

Meta description: Provides the search engines a summary of what the page is about

Mobile-friendly webpage: A webpage that is designed to load quickly and render well on a phone screen

O

Organic search: Unpaid results a search engine produces when a search is performed

Q

Query: The words typed into a Google Search bar

R

Rank: A webpage's position in the search engine results pages (SERPs), which is determined by an algorithm

Remarketing ads: An advertisement delivered to previous purchasers, subscribers, or visitors to a brand's website or social media

Rich results: Enhanced results in Google Search with extra visual or interactive features

S

Search algorithm: An automated process that helps locate information to answer a user's query

Search engine: Software that provides information on a search query

Search engine marketing (SEM): Increasing a website's visibility in a search engine through paid advertising

Search engine optimization (SEO): The process of increasing the visibility of website pages on search engines in order to attract more relevant traffic

Search engine results pages (SERPs): The results pages that appear when someone performs a search query

Sitemap: A file that provides information about the pages, videos, and other files on a site, and the relationships between them

Social media marketing: The process of creating content for different social media platforms in order to drive engagement and promote a business or product

Social share: When a customer shares a product or service with their social media followers

Strategy: A plan to achieve a marketing goal

Structured data: Code used to better describe a webpage's content to search engines

Subdomain: The subset of a larger domain used to organize an existing website into a different page URL

Subpage: A lower-level page that appears below the homepage of a website

T

Tactic: An action a marketer takes to make a marketing goal happen

U

Unique selling proposition (USP): An explanation of why a product or service is better than the competition

URL: The address of a webpage or file on the internet

W

Webinar: A presentation, typically educational, that is provided online

Webpage title element: Provides users and search engines the topic of a particular page