

THEO RUBY

SEO Glossary

Algorithm: A set of rules that search engines use to determine the relevance of a website to a search query.

Backlink: A link from one website to another.

Bounce rate: The percentage of visitors who leave a website after only viewing one page.

Domain authority: A measure of the strength and authority of a website's domain.

Keyword: A word or phrase that people use to search for information online.

Keyword density: The number of times a keyword appears on a web page divided by the total number of words on the page.

Meta description: A brief description of a web page that appears in search engine results.

Meta tags: HTML tags that provide information about a web page to search engines.

Organic traffic: Visitors who come to a website from search engines.

PageRank: A measure of the importance of a web page based on the number and quality of backlinks it has.

Paid traffic: Visitors who come to a website from paid advertising.

Redirect A way to send visitors from one URL to another.

Robot.txt: A file that tells search engines which pages on a website to crawl and index.

Search engine optimisation (SEO): The process of optimising a website to improve its visibility and ranking in search engine results pages (SERPs).

SERP: A search engine results page, which is the page that appears after a user performs a search query.

Title tag: The title of a web page that appears at the top of the browser window and in search engine results.

User experience (UX): The overall experience that a user has when interacting with a website.

Webmaster tools: Tools provided by search engines to help website owners monitor and

improve their website's performance.

Get The Essential SEO Guide by visiting www.theoruby.com/seo-guide



Frequently Asked Questions on Search Engine Optimisation (SEO)

1. What is SEO?

SEO stands for Search Engine Optimisation, a process of optimising a website to improve its visibility and ranking in search engine results pages (SERPs). The goal of SEO is to increase organic traffic to a website, which can lead to more leads, sales, and brand awareness.

2. Why is SEO important for businesses?

SEO is important for businesses because it can help them:

- Increase website traffic
- Generate leads and sales
- Build brand awareness
- Improve customer experience
- Drive long-term growth

3. How does SEO work?

Search engines like Google use algorithms to determine the relevance and authority of websites. These algorithms consider various factors, including the website's content, technical structure, and backlinks. By optimising these elements, businesses can improve their chances of ranking higher in SERPs.

4. What are some key SEO ranking factors?

- Keyword optimisation
- High-quality content
- Mobile-friendliness
- Fast loading speed
- Secure website (HTTPS)
- User experience
- Backlinks from high-authority websites
- Domain authority

5. How can I improve my SEO?

- Creating high-quality, keyword-rich content
- Optimising your website's title tags and meta descriptions
- Building backlinks from high-authority websites
- Improving your website's loading speed

- Making your website mobile-friendly
- Ensuring your website is secure (HTTPS)
- Submitting your website to search engines
- Creating a sitemap
- Using structured data

Get in touch for a personalised SEO audit and rank higher on Google!