SEO Terminology | Reference Guide

What are citations?

Citations are mentions of your business name, address, phone number (NAP), and other relevant business information that is shared across online directories, maps, social media platforms, and review sites. Citations are important to improve your business's local search ranking and ensure that potential customers can find you easily and quickly! We ensure your local citations are up-to-date and synced to your Google Business Profile data. There are many types of citations for different types of industries such as attorneys, health care, real estate, etc…while some citations have a higher domain authority than others, the category relevancy is more important than the domain authority. That is why getting listed in the correct category and industry with your citation buildout is important.

Why are citations important?

Improve Local Rankings: Having your business listed in trusted online directories sends signals to Google to improve the legitimacy of your business. The quantity, accuracy, and quality of your citations affect how Google digests your online presence.

Piggy Back Page One Results: Ever search a competitor and notice they are dominating the 1st page of Google? Building citations helps businesses dominate page results. We prioritize the sites that help you rank high for local search.

What is keyword integration?

Implementation of best keywords for your business into your website and other marketing strategies. Our team tracks the best keywords and stays up to date on all the web standards for integration.

What is technical SEO?

Unlike on-page SEO (which focuses on content and keywords) and off-page SEO (which involves link building), technical SEO ensures that your website is search engine-friendly, fast, secure, and easily navigable. Technical website schema buildouts for website pages, blogs, and other relevant webpages.

What is a schema markup and why is it important?

Schema markup, also known as structured data, is the language search engines use to read and understand the content on your pages. The semantic vocabulary helps search engines characterize the content of web pages. Although search engines are powerful tools, using advanced algorithms, they stil need help reading, identifying, and categorizing content on your website. We buildout your schema code in the form of structured data that communicates the meaning of your page, services, elements, and how users should interact and engage with your website.

What are rich results?

Rich results appear on the search engine result page (SERP), but search engines extract relevant information from the page's structured data to display to the user (dates, reviews, cooking time, locations). They can also be referred to as rich snippets, rich cards, or enriched results. The preferred term by Google is rich results.

Impressions

Impressions on a Google Business Profile (GBP) refer to the number of times your profile is shown in search results. These can happen in two ways: direct impressions and discovery impressions. Direct impressions occur when someone searches for your business name or address, and your GBP panel is displayed because the user's intent is to find your specific business or when you are the only competitor in your area. Discovery impressions happen when your profile is displayed because someone is searching for generic search phrases, and you appear as a result.

New Users

New users are defined as individuals who have never visited your website or app before within the specified reporting timeframe.

Engagement Rate

Engagement rate is a metric that measures how users interact with your website or app. It captures the percentage of sessions in which users engaged with your site, such as clicking on a link, watching a video, or scrolling through content.

Sessions

A user is an individual who visits your website and starts a session.

Total Users

Represents the number of unique individuals who accessed a website or app within a specified time frame, regardless of their level of engagement or the number of visits they made.

Keywords by Intent

Informational: The purpose of a search query where the users is looking to gain knowledge or learn about a specific topic.

Navigational: These search queries contain the name of the brand, product, service or technology they're interested in. Navigational keywords can help brands in the "interest", "consideration" and "retention" of their marketing funnel.

Transactional: Keywords used when steps away from purchasing. Queries include "buy", "for sale", etc…These are used in a conversion stage of the marketing funnel.

Commercial: These keywords are used during the "consideration" stage of the marketing funnel. These keywords signal interest in a particular product or service and usually lead to a purchase.

Backlinks Explained

What are backlinks?

Hyperlinks that take users from one web page to another, and they form the strongest referral network in online search. The most critical factors are the quality and relevance of the referring domains and pages. Relevant backlinks from authoritative sites signal to Google that your page is worthy of attention. **We aim for QUALITY over QUANTITY to build your domain authority.**

How they add value to your website

1. **Increased organic traffic:** Backlinks are one of the leading search ranking factors. All other considerations being equal, a page with relevant, authoritative backlinks is more likely to rank on page one of Google for its target queries.
2. **Increased referral traffic:** Links from high traffic sites and pages tend to increase traffic to your website via clicks from the referring page.
3. **Credibility with Google:** Google assesses a site's content quality based on signals that indicate expertise, authority, and trustworthiness (E-A-T). Backlinks are a sign that your page knows what is talking about and can be trusted.
4. **Credibility with Readers:** Pages with links from websites established in their industry are more likely to be convincing and reliable to the people you want to reach.
5. **Faster Indexing Time:** When you publish a page with internal backlinks from already-indexed pages, Google is faster to discover and crawl the new page.

Referring domain: The web domain where a backlink originates from.

Referring page: The specific page where the backlink is found.

Broken backlink: When a backlink points to a page that is inaccessible or no longer exists, most often identified with the 404 error code.

Internal backlink: A backlink between two pages on the same domain.

Anchor text: The text on a referring page on which a link to your page/site is placed.