

# SEO Terms Glossary

We know SEO can be a little bit intimidating... here's a list of terms you should know before we get started.

**SEO**: Search Engine Optimization - practices designed to improve the appearance and positioning of web pages in organic search results.

**Ranking**: The order in which search results appear by relevance to the search term

**Query**: Words typed into the search engine bar

**Backlinks**: Links from other websites that direct to your website (also called an inbound link)

**Internal links**: Links in your own website that point to other pages within your website

**External links**: Links on your website that point to another website. (also called an outbound link)

**Keywords**: Ideas/topics/words/phrases that define what your content is about OR what a user may be typing into the search engine for more information

**Keyword Research**: Using SEO tools to discover what your target audience is searching for. You then use these terms to create your content.

**Keyword difficulty**: An SEO tool's metric of how difficult it is to rank for this keyword

**Keyword density**: Percentage of total words on a page that are the specific keyword

**Alt-Text**: Text that describes the images you are using on your web page (in HTML code)

**Title Tag**: HTML element that specifies the title of your blog post or web page

**Header Tag**: An HTML element used to designate headings on your web page

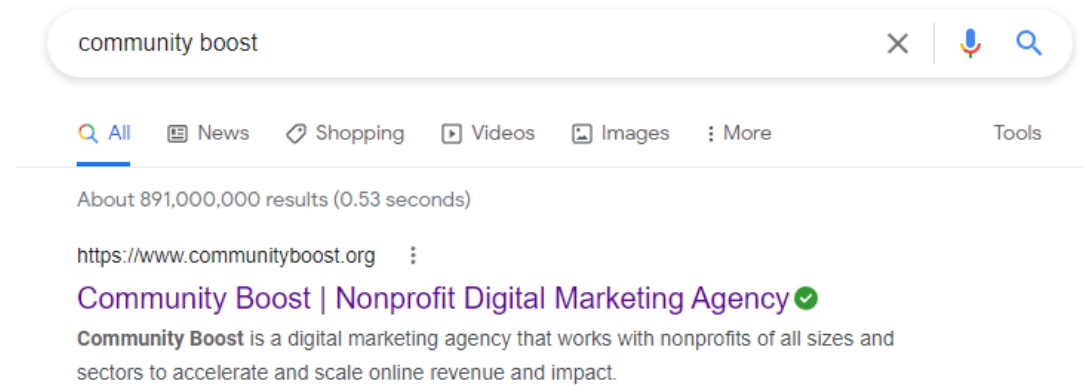
H1: Header Tag 1 - The main title of your blog

H2: Header Tag 2 - Secondary titles within your blog

H3, H4, etc.

**Meta Description**: The description of your page that appears in the search engine results below the title / URL of your page (An HTML attribute)

# SEO For Nonprofits: The Complete Guide To Ranking Higher



**Search Volume** - The number of times a keyword was searched per month on average

**HTML**: Hypertext Transfer Protocol. How data is transferred from a computer server to a web browser

**Organic Search Results**: non-paid for search results that appear when using a search engine that cannot be bought or influenced by advertisers

**Organic Traffic**: Traffic from a search engine's organic results

**Page Speed**: The measurement of how long it takes your page to load