

# SEO JARGON

KEY SEO RELATED TERMINOLOGY AND CONCEPTS YOU SHOULD KNOW

## Backlinks

/ Anchor & URL

/ Contextual Links, Image Link, Sidebar Widget,

Sitewide Link ... where link appears

## Types of Backlink Sources

Blog, Company Site, Directory, Guest Post,  
Comment, Web2.0 site, Social Media, Wiki, Social  
Bookmark, PBN, Press Release... *there's a ton!*

## Keywords

Keyword Research, Monthly Search Volumes, LSI  
(Latent Symantic Index), Primary & Secondary  
Keywords, Keyword Stuffing, Keyword Difficulty

**Keyword Anchor Ratios**

/ Anchor Text Ratios

/ Anchor Cloud

SERPs

Search Engine Result Pages

## Organic SEO vs Local SEO

Different Algorithms for each

Maps Ranking, 3 Pack, Google My Business (GMB)

Citations via NAP (Name, Address, Phone)

# Monthly Search Volumes

Global, Local Country Search



# DoFollow vs NoFollow

## META Tags and Attributes

Title, Description, Canonical, No-Index, H1 H2 H3,  
Image Optimization, Canonical Tag

URL “Slug”

sitename.com/[buy-drones/](#)

## Link Juice

Link Power ...ability to move rank

/ Link Velocity

/ Link Echo

# Spam

Link Spam, Content Spam / Web Spam, Search  
Index Spam,

# Brand Mentions

Google Autosuggest

## Algorithm Updates

Panda, Penguin, Hummingbird, Rank Brain, Possum,  
Fred...

/ New vs Incremental Version roll outs

/ Rolling Updates



## Google Penalties

Manual Action, Algorithmic Action, Recover from  
Penalty, Disavow Request

## Keyword Types

Exact Match, Phrase Match, Broad Match

# Google Search Parameters

site:

inurl:

allintitle:

Example – [site:mydroneshop.com + DJI](#)

## SEO Tools

Rank Trackers, Link Submitters, Keyword  
Researchers, AHrefs, Majestic, Moz, SEcockpit,  
SERPworx, KeywordResearcherPro, WP Plugin -  
SEO Yoast, Scrapebox, Search Console (WMT),  
Google Analytics, Google Trends

## SEO Tools Metrics

TF, CF, DR, UR, PA, DA, Keyword Difficulty...

Site Authority

/ Site Trust

Long Tail

/ Long Tail Keywords

# URL Parameters



UX, UI

Bounce Backs, Dwell Times

CTR

Click Through Rates

# Page Speed

Mobile Index

Mobile First Index

# Responsive Web Design

## Server Response Code

301s - Redirects

404 - Page Not Found,

500 - Server Error

200 - OK

# Technical SEO

## Site Crawlers and Spiders

Desktop Crawlers – Screaming Frog, Xenu,  
Scrapebox

Server SAAS based Crawlers – Ahrefs, Majestic etc  
... and Google! / Googlebot



Scraping

/ Content

/ Data

# Proxies

## Content Spinning

Spintax, Doorway Pages, Page Farms, Spam

Landing Page

/ Money Page

/ Money Site

Page Quality

Duplicate Pages

Unique Pages (Copyscape Check)

Outreach

Link Building through outreach

PPC (Pay Per Click), CPC (Cost Per Click)

Sitemap

Sitemap.xml



Robots File

Robots.txt

`.htaccess`

# Schema Markup

/ rich snippets

/ knowledge graph

Googlebot

Discover, Crawl, Index

## PBNs (Private Blog Networks)

Download my 60+ page PBN Guide Here (free)

<https://inspiremelabs.com/pbn-guide-seo/>

Expired Domains, Auction Domains

For Ranking the Keyword - buy drones

**EMD (Exact Match Domain)**

buydrones.com      *or .net .org .cc or any TLD*

**PMD (Partial Match Domain)**

buydrones123.com      *or .net .org .cc or any TLD*

# CMS (Content Management Systems)



VAs (virtual Assistants)

VPS (Virtual Private Server)

# Tiered Link Building

T1, T2, T3...

Link Wheels

## Web Spam Tools

GSA, Xrumer, Senuke...

# Backhat SEO vs Whitehat SEO

The Ongoing Debate