30 Must-Know SEO Terms Beginner's Guide

1. **Search Engine Optimization (SEO):** Improving a website's visibility in organic search results by optimizing content, structure, and backlinks.
2. **Keyword:** Words or phrases users type into search engines to find information.
3. **Long-Tail Keyword:** Longer, more specific phrases (3+ words) with lower competition.
4. **Keyword Research:** The process of discovering the best keywords to target for your site.
5. **Keyword Density:** The percentage of times a keyword appears on a page relative to total words.
6. **Keyword Stuffing:** Overloading content with keywords to manipulate rankings-penalized practice.
7. **Search Engine Results Page (SERP):** The page shown after a search query, listing results and features.
8. **On-Page SEO:** Optimizations applied on your site: content, HTML tags, images, internal links.
9. **Off-Page SEO:** Actions taken off your site, like link building and social engagement.
10. **Meta Tags:** HTML snippets (title, description) that help search engines understand pages.

11. **Title Tag:** An HTML element defining a page's title, shown in search results and browser tabs.
12. **Meta Description:** Summary of a webpage displayed on SERP; may influence click-through rate.
13. **Alt Text:** Image text descriptions used by search engines and screen readers.
14. **Anchor Text:** Clickable text in a link that tells search engines what the linked page is about.
15. **Backlink:** Inbound link from another site; quality backlinks boost SEO.
16. **Link Building:** Efforts to get high-quality backlinks from other websites.
17. **301 Redirect:** Permanent redirect from one URL to another, passing ranking value.
18. **Canonical Tag:** HTML code to tell search engines which version of a page is primary.
19. **Internal Link:** Link from one page to another within the same website.
20. **Broken Link:** A link that leads to a non-existent page (404 error).

21. **404 Error:** HTTP code meaning "Page Not Found" (missing content).
22. **Robots.txt:** File telling search engines what content not to crawl.
23. **Sitemap:** An XML file listing site pages to help search engines crawl better.
24. **Crawl Budget:** The number of pages a search engine will crawl on your site in a given time.
25. **Crawlability:** How easily search engines can discover and access your pages.
26. **Core Web Vitals:** Google's measurements of user experience: loading speed, interactivity, and visuals.
27. **Mobile-Friendly:** Website design optimized for mobile devices-critical ranking factor.
28. **Local SEO:** Optimizing a site to rank for local searches (e.g., city-based queries).
29. **Black Hat SEO:** Using manipulative tactics that break search engine rules-risky and penalized.
30. **Spamdexing:** Trying to deceive search engines through tactics like hidden text or link farms.