

The terms need to know in SEO

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SEO website process on Top Google

1. SEO: The abbreviation of **Search Engine Optimization** is the **search engine optimization** work that helps the website achieve high rankings when users search for keywords related to products and services that are in business. .

2. CTR: The ratio of the number of people who click on the website on the number of impressions of the website. For example: There are 100 people searching and seeing your website on google but only 10 people click on the website view ==> CTR = 10%. To achieve a high CTR, the title + site description must be attractive.

3. CRO: Abbreviation of **Conversion Rate optimization** - Optimizing conversion rates, turning customers into websites into potential customers (*able to make purchasing decisions*).

For example: 100 customers access the website but only 5 customers make a decision to buy goods (*order, pick up the phone to buy goods*), the conversion rate is 5%.

(*) Note: Conversion rate depends on a number of factors such as:

- The professional level of the website.
- Prices of products and services on your website compared to competitors.
- Brand of the company.
- Professionalism in consulting, customer care .

4. PR (Page Rank): The index assesses the level of credibility of the website given by Google rankings from 0 - 10. The higher the PR index, the higher the level of reputation of the website. Google PR ranking for website depends on the number of + quality backlinks pointing to the site.

5. Index: The process of google bot get website data and save in Google memory (*indexing*). Only when the website is indexed will it appear when the user searches.

6. Robots.txt: Is a navigation file that allows search engines to index content within the site. Suppose that in the website there is an article that you do not want to appear on google, you can use Robots.txt file to block google bot index this article.

7. DA, PA: Abbreviation of the phrase **Domain Authority** and **Page Authority** is the index of the level of prestige of the website given by Seomoz (*similar to Google's PR but now these 2 indicators are more popular*)

DA and PA ranked from 0-100. DA, PA higher, the higher the level of reputation of the website. The project index evaluates the general level of prestige for the whole site (*1 domain name*), PA evaluates the level of prestige of each article and column within the website. You can install the Mozbar addon to see the PA and DA indicators for the site.

8. Backlink: Link from another website pointing to your website. Google considers backlink as the second most important factor after the content to evaluate and rank the website.

9. Internal Link is a link between pages within the scope of a website.

10. Anchor Text: Also known as anchor text are words or phrases (*usually keywords*) used to attach links to navigate users and search engines.

11. Onpage Seo: It is the elements of Seo made inside the website that make the website more search engine friendly.

12. Offpage Seo: Is the elements of Seo done outside the website (*this is the process of building a backlink pointing to the website*).

13. ALT Tag: Image description tag, which helps search engines understand what the image is about.

14. Meta Description: The tag describes the content of the website.

15. Title: Web page title tag.

16. Sitemap: Site map, help users and search engines understand the structure of the website. Sitemaps have 2 types of user sitemaps (*sitemap.html*) and sitemaps for reading and reading engines (*sitemap.xml*).

17. Rich Snippets: Is additional display information next to the search results (*displayed in the form of an asterisk, number of reviews, author images* .) to help highlight the search results from That increases CTR rate.

18. Domain Age: The age of the domain name (*calculated from the time of domain registration*). Like a long-time employee in a company, the higher the website's age, the higher the prestige.

19. Heading: Title tags (*from H1-H6*) are used to emphasize the important content of the website to search engines.

20. Domain Keyword: **Domain** names contain keywords - one of the google ranking factors for websites.

21. RSS: Feed, allow websites, or users are allowed to retrieve news automatically from the website.

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