

SEO GLOSSARY FOR A

1. **Ad:** Ad or advertisement is used to promote or market a product or service. There are many places where ads appear like print ads in newspapers and magazines, TV commercials or online ads. In the online world, a searcher views ads when he performs a search by submitting a keyword. In Pay Per Click (PPC) ads, a particular format needs to be followed. PPC ads need to have a Title, Description and URL. PPC ads appear on the right side of the search listings page and on top of the organic listings. There are four types of ads in PPC campaigns i.e. Text ads, Image ads, Flash ads and Video ads.
2. **Ad Copy:** Ad Copy is the content of an advertisement. In PPC ads, ad copy refers to the short and crisp descriptive text that appears below the Ad Title. Ad copy is followed by the website URL. The objective of ad copy is to attract targeted customers.
3. **Ad Title:** Ad Title is the first line of ad that needs to be catchy and impressive. It is the headline of the ad and is crucial to compel the web surfer to click the ad.
4. **Ad Views:** Ad Views refer to the number of times an ad is displayed on a Web page.
5. **Anchor Text:** Anchor text or hyper link is the visible and clickable text. When a user clicks on the anchor text, he is taken to a page that is hyperlinked. It is a good strategy to make useful keywords anchor text as it gives search engines the hint that the web page is about that keyword. However, making too many same keyword hyperlinks or anchor text on the same web page is considered manipulation and is not recommended.
6. **Affiliate Marketing:** Affiliate marketing is a very effective way of promoting products or services. This form of marketing is a win-win situation for both the merchant and the marketer. In this type of marketing model, the affiliate marketer promotes the product or service of a company by advertising them on his own website and thus directing more customers to the product owner's or service provider's site. In return, he gets a fixed commission or referral fee. Successful marketing campaigns can help in increasing sales tremendously.
7. **AdWords:** Adwords is an exclusive marketing program by Google in which the advertiser needs to pay for every click. Ads in an Adwords program are displayed based on various factors like keywords, demography, or category. Each keyword has a price depending on how competitive the keyword is and how many people want their ad to appear when a user searches with a particular keyword. In Adwords, the campaign owner has complete control over how much money he wants to spend per day. Apart from Google's search engine result pages (SERPs), the AdWords listings or ads are also displayed on sites who have registered for Google AdSense advertising program. There are many types of ads in Adwords like text ads, image ads, animated ads, and video ads.
8. **AdSense:** AdSense is a very popular marketing strategy by Google that gives website/blog owners a perfect opportunity to earn revenue by allowing Google to display Adwords ads on their website. Once a website/blog owner submits an application for Google AdSense, it is screened by Google's team. Once the application is approved, Google starts displaying ads on the site or blog that are relevant to the content. Number of clicks, determine AdSense revenue. Google has a way of determining that the clicks are genuine.

AdSense is a very intelligent Google's strategy to drive targeted traffic to the advertiser's website and gives the website owner a perfect way to earn revenue. Many website owners create a content-rich website only with the aim to earn revenue through Goggle AdSense program.
9. **Alexa Ranking:** Alexa is a search engine that is owned by Amazon.com. This search engine helps in monitoring traffic and performance of the website based on comparative competitors' analysis.
10. **Alt Text:** Alt Text is also known as Alt Tag or Alt Attribute. It is a text label or short description that appears on image mouse over. This textual description or labels helps search engine spiders know more about a picture's

relevance. Also, web browsers used by visually impaired people for surfing read everything aloud to help the user know what is there on the web page. These browsers read the Alt Tag using the text-to-speech software to let the blind web users know what image is being displayed.

11. **Algorithm:** Algorithms are pre-determined set of standards, rules or mathematical formulas that are used by search engines to evaluate a website and display it as a result of a search query. All search engines such as Google, Yahoo! and MSN keep devising new algorithms that need to be followed by webmasters if they want their website to appear in that particular search engines rankings. A very popular Google's algorithm is their patented PageRank™ algorithm.
12. **Analytics:** Popularly known as Google Analytics, it is an excellent facility provided by Google to help webmasters get details of web traffic and other important statistics about site visitors. In order to get these statistics, a site owner needs to add a JavaScript code in the code of web page for which visitors statistics need to be collected. The Google Analytics Tracking Code (GATC) is easily available by logging on to the website's Google Analytics account.
13. **Add URL:** Add URL is a search engine/directory feature that allows webmasters to submit their website to search engines. It is very important to submit a website on search engines and directories to improve its chance of appearing in search engines.
14. **Age:** Age of a site or webpage refers to how old the website or web page is. Most popular search engine Google considers site age as one of the search engine listing criteria.
15. **Authority Site:** Authority Site is the term that is used to describe a website that is most prominent when it comes to a certain topic or subject matter. An authority website has several inbound links from high-quality relevant informative websites.
16. **Automated submissions:** Automated submissions are a way to submit websites on search engines and directories using submission softwares. Automated submissions are not considered good for a website, and manual submissions are preferred over automated submissions.
17. **Article submission sites:** Article submission or article syndication websites allow webmasters to submit informative articles that are related to their website's product or service. These websites generate revenues through advertisements displayed on their website and do not charge for article submissions. Article submission is a very good content publicity strategy used by search engine optimization experts to attain backlinks and drive traffic to the website.
18. **Accessibility:** Accessibility means implementing all those practices in a website that makes it accessible to everyone especially the visually impaired. Such websites have alt tags for images and name the links suitably. The visually impaired can know about images and hyperlinks when the text-to-speech software reads the alt tags and link names aloud.
19. **Average Page Depth:** Average Page Depth means the number of pages viewed by a visitor on an average in a single session. This helps the online marketing experts know more about visitor behavior.
20. **AdCenter:** AdCenter is ad network program of Microsoft that is similar to Google AdWords but is not as popular.