

## A GLOSSARY OF SEO TERMS

**Algorithm:** The technology that a search engine uses to deliver results to a query. Search engines utilise several algorithms to deliver search results.

**Back Links:** A back link is any link received by a web page; directory; or website. These back links bring traffic to a web page. Back links are an important element that most search engine algorithms use to measure the popularity of a web page.

**Blog:** A personal or themed journal published online, consisting of entries ("posts") displayed in chronological order, typically expressing the interests or expertise of the writer.

**Click Through Rate (CTR):** The rate (expressed in a percentage) at which users click on an ad. This is calculated by dividing the total number of clicks by the total number of ad impressions. CTR is an important metric for online marketers to measure the performance of an ad campaign.

**Directory Indexing:** One of the key factors of online directory submissions is the creation of backlinks to a site. By listing a website in the top directories, a website will get the required exposure online. This will then mean that the website will be indexed through search engines and improve rankings.

**Keyword:** One or more words that are typed into the search bar by a user. By clicking search, the search engine will return a list of webpages that hone in on the keyword(s). As a business your website needs to appear as early as possible in the results.

**Keyword Density:** Ensuring that content reads naturally and detracts from 'keyword stuffing' (when keywords are continually being mentioned). Content that is not dismissed as spam and therefore not a negative effect on SEO.

**Link Bait:** Editorial content, which is often sensational in nature, posted on a web page and submitted to social media sites in hopes of building inbound links from other sites.

**Link Building:** The process of getting quality websites to link to your website, in order to improve search engine rankings. Link building techniques can include buying links, reciprocal linking, or entering barter arrangements.

**Meta Tags:** Information placed in the HTML header of a web page, providing information that is not visible to browsers, but can be used in varying degrees by search engines to index a page. Common meta tags used in search engine marketing are title, description, and keyword tags.

**On-page/Off-page Optimisation:** SEO is divided into two key areas. On-page optimisation which covers improvement to the pages themselves (content, keywords, meta description tags, ALT tags, internal linking, keyword density, and usability). Off-page optimisation is the activity that can be done off the pages of a website to maximise its ranking in search engines (link building, inbound links, adword campaigns, and tracking all active keywords).

**Organic Links:** To help generate backlinks to a website it is important to build up organic links to a site. Search engines register the links as recommendations to a site and the more people you have sharing content, the more you will improve on SEO rankings.

**Pay Per Click (PPC) or Cost Per Click (CPC):** A performance based advertising model where the advertiser pays a set fee for every click on an ad. The majority of text ads sold by search engines are billed under the PPC model.

**Search Engine Marketing (SEM):** The process of building and marketing a site with the goal of improving its position in search engine results. SEM includes both search engine optimization (SEO) and search advertising, or paid search.

**Search Engine Optimisation (SEO):** The process of making a site and its content highly relevant for both search engines and searchers. SEO includes technical tasks to make it easier for search engines to find and index a site for the appropriate keywords, as well as marketing-focused tasks to make a site more appealing to users. Successful search marketing helps a site gain top positioning for relevant words and phrases.

**Social Media:** A category of sites that is based on user participation and user-generated content. They include social networking sites like Twitter, LinkedIn, and Facebook or user generated sites like YouTube, Pinterest, and Instagram.

**Webinar:** A virtual web-based seminar. These can take the shape of a panel discussion, lecture, presentation, workshop, or seminar. Webinars are becoming more and more effective and a cost effective way of sharing knowledge and skills to a wider audience.



## Passnotes Best Practice in PR and Marketing



THE HENLEY GROUP INTERNATIONAL

Copies of other Passnotes, the Henley Group's guides to best practice in PR and marketing, can be downloaded at [www.henley.co.uk](http://www.henley.co.uk)



The Henley Group is a specialist PR agency with over thirty years' experience helping mainly B2B organisations realise their PR and marketing goals. Client experience includes work for some of the best known technology and industrial brands, as well as high-tech start-ups, not-for-profits and businesses seeking to secure a foothold in the UK.

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## Unlock The Code For Online Success: Bringing SEO to the Forefront

With over 4 billion web searches each day, how can you ensure potential customers will find your brand, product or service? When they click on the search button, will you appear on page 1 or page 10? Will you appear at all?

Search Engine Optimisation (SEO) makes a website interesting to search engines such as Google, Bing, Yahoo and Ask, amongst others. It ensures that those who use search engines to locate products and services are shown yours first, before those offered by your competitors.

SEO can be time consuming and confusing for businesses to implement. It involves looking 'under the bonnet' of a website and ensuring that it is optimised for easy searching and indexing by search engines. Regular changes to the algorithms that search engines employ can make it hard to keep up. However, it's not all about keywords and meta tags...

## CONTENT IS KING

Recent changes to how search engines rank web pages continue a trend whereby greater emphasis is being placed on the content of the website itself. More attention is being paid to the very words and images employed on a site, the frequency with which this content is updated, and whether it is shared across social media.

SEO can be daunting. It needn't be. But it needs handling by experts – who understand the 'nuts and bolts', yet who can also generate powerful and stimulating content. Content that is tuned and tweaked to meet SEO needs, but is well crafted, stimulating and integrated with an organisation's overall marketing efforts.

Few SEO agencies do both well. The Henley Group combines thirty years' of PR and corporate communications with SEO expertise, and makes SEO easy by addressing the three sweet spots crucial to success:

### Social Media + Content + Links = SEO Success

## HITTING THE SEO SWEET SPOTS

The Henley Group provides a range of offerings to enhance SEO - starting with off-page activities like social media, through to the development of content for blogs and on-page activity on link building, tagging and indexing. These are provided as three distinct modules, tailored to meet a variety of budgets and needs.

Each will help you:

- ✓ Boost your organisation's search rankings
- ✓ Increase organic traffic to your website
- ✓ Improve your website's usability
- ✓ Create permanent results
- ✓ Reach new markets

## SEO IN NUMBERS

1. There are over two billion people online - 38 million of them are in the UK
2. 93% of online experiences begin with a search engine
3. Google owns 68% of the search engine market share
4. 70% of the links search users click on is organic
5. 70-80% of users ignore the paid ads, focusing on the organic results
6. Search is the #1 driver of traffic to content sites, beating social media by more than 300%
7. SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate
8. 75% of users never scroll past the first page of search results
9. The higher the rank position the better on Google:  
18% of organic clicks go to the #1 position  
10% of organic clicks go to the #2 position  
7% of organic clicks go to the #3 position

Reference: [www.searchenginejournal.com](http://www.searchenginejournal.com)

## HOW WE CAN BRING THREE IMPORTANT SERVICES TOGETHER



### SOCIAL MEDIA

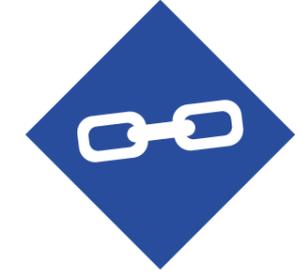
- **Planning** a strategy for social media (to address platforms and tone of voice)
- **Setting up** and managing suitable key social media & dashboard platforms
- **Researching** and developing online communities
- **Generating posts** and messages
- **Repositioning** existing content and promoting via social media channels
- **Handling** all social media activity around exhibitions and events
- **Social media training** and consultancy
- **Analysis and reporting**



### CONTENT

As per social media but also including:

- **Planning** a content strategy
- **Creating** and managing monthly blogs
- **Setting** and analysing keyword density targets for content
- **Examining** existing content for keyword targets and readability
- **Planning** and producing quarterly webinars
- **Positioning** new and existing content through social media channels and link building
- **Monitoring** for trends that provide opportunities to comment
- **Analysis and reporting**



### LINKS

As per social media and content activity, but also including:

- **Distributing** strategic articles
- **Developing a database** of key online opportunities
- **Creating viral links** and encouraging social sharing and back link development
- **Producing link analysis** on websites that are linking back to competitors
- **Directory indexing**
- **Meta tagging**
- **Implementing pay-per-click** management (if applicable)
- **Creating** on-site and off-site optimisation
- **Analysis and reporting**

