# ETERNITY

# 11 Search Engine Optimization Terms

**#1 Alt-Text:**
Also known as 'Alternative Text', is a short written description of an image, which is then read to users who are unable to view the image. This helps improve a website's accessibility.

**#2 Anchor Text:**
The text that is linked, which indicates what a user will see on the linked page if they were to click it. This helps provide context to both users and search engines as to where that link will take them.

**#3 Backlink:**
This is when one website hyperlinks to another website using HTML href code. Backlinks are a major factor used by Google in determining organic rankings.

**#4 Bread Crumbs:**
Links that appear at the top of a webpage that helps a page visitor better understand where they are within the website. These links often appear as: Home > Services > Specific Service.

**#5 Canonical Tag:**
A bit of code that tells search engines which page is preferred when two URLs are similar or duplicate. (Most commonly, this tag is used when you have products or content that is accessible by multiple URLs.)

**#6 Keyword Stuffing:**
The act of filling a webpage with keywords in an attempt to manipulate a site's ranking. This is a bad practice and you should not take part in it.

**#7 Long Tail Keywords:**
The specific, three- or four-word phrases that potential customers use when searching for your product or service. These are often easier and quicker to rank for in search engines and can account for the bulk of a website's traffic.

**#8 Meta Description:**
An HTML tag used to describe the content of a landing page. Usually between 140-160 characters.

**#9 Meta Tag:**
Hidden bits of code on your website that help determine the various ways that your site appears within search engines, from supplying the "title" and "description" that appear in Google to telling search engines what kind of business you are and what products you offer.

**#10 Rankings:**
A term for where a website appears in search engine results. A site's ranking may increase or decrease over time for different search terms, or queries.

**#11 Schema Markup:**
A piece of code you can add to a page's HTML to help search engines understand what your website is about and what type of information it contains.