

# Commonly Used Terms

**AI:** Short for Artificial Intelligence .

**Algorithm:** A process or set of rules to be followed in calculations or other problem solving operations, especially by a computer.

**Backlink:** The mention of a website or blog on another website or blog, along with adding a hyperlink.

**CMS:** Short for Content Management System - a way of updating the content, text and images on a website.

**Domain Authority:** 1) the prestige or trustworthiness of a website and its authors  
2) a measure of the power of a domain name

**Keywords:** Ideas and topics that define what your content is about. In terms of SEO, they are the words and phrases that searchers enter into search engines.

**Page Load Speed:** The time it takes your page to load on an average speed internet connection.

**Panda Algorithm:** Google's calculations that prioritize a website based on the quality of its content

**Penguin Algorithm:** Google's calculations that deprioritize low quality backlinks.

**Search Engine:** a program that searches for and identifies items in a database, used especially for finding websites on the World Wide Web. Google, Bing and Yahoo are some well known search engines.

**SEM:** Short for Search Engine Marketing - the process of gaining traffic and visibility from search engines through both paid and unpaid efforts.

**SEO:** Short for Search Engine Optimization - the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results.

**SERP:** Short for Search Engine Results Page - the pages displayed by search engines in response to a query by a searcher.

**User:** Any visitor to your website.

**UX:** Short for User Experience - all aspects of a person's interaction with your website, mobile app and/or other digital platforms.

# Useful Websites

**<https://tinypng.com>**

Compress JPG and PNG images for smaller file sizes leading to faster page loading

**<https://developers.google.com/speed/pagespeed/insights/>**

Test your website page load speed

**<https://analytics.google.com/>**

Free website analytics tool from Google including online training

**<https://www.google.com/business/>**

Claim locations, build and manage reviews

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