



## Key SEO Terms

**Key phrase density-** The percentage of times your key phrase appears in the text of your web page. *Key phrase density should ideally be between 0.5% and 3.0%.*

**Key phrase distribution-** How your key phrase is distributed throughout the document. You want it distributed evenly. You don't want it to appear four times in one paragraph and nowhere else in the page. *The key phrase should appear in the first 150 words of your page and be distributed evenly throughout the page or post.*

**Key phrase stuffing-** When you use the key phrase too many times. This is important for two reasons: (1) Google does not like people trying to "game the system." If you try and put your key phrase in 10% of your text, it will penalize you. (2) As we learned in Module 1, Google's algorithms prize quality content above all else. No one wants to read an article that is filled with the same words over and over.

**Slug-** The part of the url that appears after the site title. The slug of this page, for example, is: on-page-seo. If you don't specify a slug, WordPress will create one for you from your page title. This page is a really good example of why you might want to change the slug. If I let WordPress create the slug, it is on-page-seo. The two dashes just look funny (and like an error to people

that are familiar with urls), so I removed one. For SEO purposes, you want to keep the slug as short as possible. I don't worry about that for this course because these pages are behind a paywall. *In general, key phrases should be as short as possible and ideally not use words such as "a," "the," "and," etc.*

**Stopword-** Frequently appearing and irrelevant words used in search queries. For example: "a," "the," "and," etc. Technically you are not supposed to use these in your slugs. However, this is becoming less important as Google becomes more sophisticated.

**Headings-** These come in different sizes. This largest is called H1. This is what you use for the title of your page (or blog post). The next largest is H2, which is the largest subheading size. Then there is H3, H4, H5 and H6. You don't need to use anything smaller than H4. They have these names because, before plugins such as Yoast, you had to use the programming language HTML to display various headers, so these names are actually how one creates them in HTML. *You want your key phrase to appear in your page title and at least one H2 subheading and one H3 subheading.*

To better understand this, scroll up this page and look at the headings and subheadings. They are:

# On-Page SEO: This is an H1 heading

## WordPress: This is an H2 heading

### Why focus on WordPress?: This is an H3 heading

## SEO Terminology: This is an H2 heading

**Page title, or SEO title-** The first line you see displayed in a search engine result. Somewhat confusingly (and I think the reason why people are now starting to call them SEO titles), it is not just the name of the page (On-Page SEO for this page), but includes the name of the page, the name of the site and sometimes other information as well. *SEO titles should be under 60 characters and contain your key phrase.*

**Snippet-** The short summary that appears underneath the title tag in a search engine results. The name "snippet" was originally a computer programming term. *Snippets are arguably the most important part of your on-page SEO.*

**Alt tags-** An abbreviation for what are technically called “alt attributes.” Again, the name comes from HTML. These are words that are attached to images that describe the images to web browsers (because computers don’t have eyes). If you are a photographer and selling your images, it’s worth it to take the time to write a full description of the photograph. The key is to write is as if you are explaining the photo to a blind person. But keep it under 125 characters. *Otherwise, use your key phrase as the alt attribute. But don’t use it in more than 50% of your images or you might get penalized for keyword stuffing.*

**Featured image-** This is the image that, in a mobile search, appears in the SERPs for a key phrase. It also appears if you share a link to the page/post on social media.

**Internal links-** Links to another page of your website. [This is an example of an internal link.](#) *You should have at least one internal link in your page, if possible.* If you are optimizing your web pages (not posts, events, galleries or portfolios), you can add a call to action and link to your content page.

**External link-** Link on your page to another website. [This is an example of an external link.](#) *You should have at least one external link on your blog posts.* For this course, which focuses on on-page SEO, it probably doesn’t make sense to use too many external links as you want to keep people on your website and not redirect to others.

**Secondary key phrase-** When you optimize your page or post using a second key phrase. This is an advanced technique which we will cover in later courses.

**Readability-** As you have learned in this course, Google values the user experience. Information should be easy to acquire and digest. For this reason, an easy to read website positively affects SEO. Since people don’t have the attention spans they used to, it is important that your pages should be easy to read. This means:

- No paragraph should be more than five lines long
- It is ok to make one sentence paragraphs
- Sentences should be short
- No more than 10% of your sentences should contain passive voice
- Make ample use of subheadings
- Don’t use a flowery, arcane word when a simple one will do. Write like Hemingway: not F. Scott
- The Flesch reading score of your website should not be lower than 60. Meaning, a 15 year old should be able to comprehend it.
- All images should have captions
- Use images and graphics to hold people’s attention