

Activity for Lesson 5 “Tips and Tricks”

Task 1: Find the correct definitions for the terms on the left-hand side.

Hint: There is no appropriate definition for a term. This leaves one term and one definition. But perhaps you can define the remaining term and perhaps you know the term for the remaining definition?

Link building

Results in SEPRS are unpaid and they appear because a page is relevant to the search query.

SEPRS

The position where a webpage shows up in search results. It depends on how relevant and important the page is for what someone is searching for.

Organic result

Terms users enter into search engines to find relevant content. You incorporate them into your content to match search intent and improve your site’s visibility in related searches.

Search engine optimization

You aim to acquire links from reputable websites to establish authority and credibility for your site.

Page ranking

Stands for Search Engine Result Pages, and it refers to the pages displayed by search engines in response to a user’s query.

Keyword

Any actions you make to enhance your search engine rankings outside your website, such as backlinks from other websites or guest blogging.