

GOOGLE WORDS

you need to know

Google Business Profile

Your free business listing on Google that shows up when people search for you or businesses like yours. Think of it as your business card that Google shows to potential customers.

Search Engine Optimization

Making your website and online presence more attractive to Google so you show up higher when people search for what you offer. It's like organizing your store so customers can find what they need.

Keywords

The actual words and phrases your customers type into Google when they're looking for your business or services. For example, "pizza near me" or "best dentist in Chicago."

Organic Results

The "free" search results that appear because Google thinks they're relevant, not because someone paid for them. These are the listings you want to show up in naturally.

Google Analytics: Sessions

Each time someone visits your website, that's one session. If the same person visits three times in a day, that's three sessions.

Google Analytics: Users

The actual number of different people who visited your website. One person might have multiple sessions, but they're still just one user.

Google Analytics: Engagement Rate

The percentage of people who interact with your content through comments, shares, clicks, or reactions—showing how interesting or useful they found it.

Conversions

When someone does what you want them to do on your website - like making a purchase, filling out a form, or calling your business.

Page Views

How many times people looked at pages on your website. If someone visits 5 different pages, that's 5 page views.

Google Ads: Impressions

How many times your ad was shown to people, whether they clicked on it or not. Think of it like how many people saw your billboard.

Google Ads: Clicks

How many people actually clicked on your ad to visit your website. These are the people who were interested enough to take action.

CTR: Click-Thru Rate

The percentage of people who saw your ad and actually clicked on it. If 100 people saw your ad and 5 clicked, your CTR is 5%.

CPC: Cost-Per-Click

How much you pay each time someone clicks on your ad. If your ad gets 10 clicks and costs \$50, your CPC is \$5.

Google Ads: Quality Score

Google's grade for how relevant and useful your ad is. Better quality scores mean you pay less for the same results.

Search Queries

The actual words people typed into Google that led them to find your website.

SERP Search Engine Results Page

The page you see after you search for something on Google - it shows all the results, ads, and other information.

Crawling

When Google's robots visit your website to see what's on it and decide how to show it in search results.

Indexing

Google adding your website pages to their giant library so they can show them in search results when relevant.

Landing Page

The specific page people arrive at when they click on your ad or link. It's designed to get them to take one specific action.

Domain

Your website's address on the internet (like "yourbusiness.com"). Think of it as your digital street address.

URL

The full web address of a specific page (like "yourbusiness.com/about-us"). It's like the complete address including the room number.

Title Tag

The clickable headline that appears in search results and browser tabs, telling both Google and humans what your page is about.

Meta Description

The short description that appears under your website link in Google search results. It's your chance to convince people to click.

Alt Text

Hidden descriptions of images on your website that help Google understand what the pictures show.

Funnel

The journey your customers take from first hearing about you to actually buying from you. Wide at the top (lots of people), narrow at the bottom (paying customers).

Lead

A potential customer who has shown interest in your business by giving you their contact information or engaging with you somehow.

ROI (Return on Investment)

How much money you make compared to how much you spent on marketing. If you spend \$100 and make \$300, your ROI is 200%.

Attribution

Figuring out which marketing efforts actually led to a sale. Did they find you through Google, Facebook, or word of mouth?

Local SEO

Optimizing your online presence so you show up when people in your area search for businesses like yours.

NAP Name - Address - Phone

Your basic business information that needs to be exactly the same everywhere online for Google to trust you.

Local Pack

The map and 3 business listings that show up at the top of Google when someone searches for local businesses.

Citation

Any online mention of your business name, address, and phone number. More citations from trusted sites help your local SEO.

Website Backlink

A backlink is when another website links to your website, which tells Google "hey, this site is trustworthy and worth showing to people."