Glossary

Terms used in presentations at the Google for Communicators Virtual Boot Camp.

SERP: Search engine ranking page—a page of results for a given search query

TTFB: Time to First Byte, or how fast your server starts to respond.

Page Load Time: How fast your page renders in the browser - combination of TTFB, how your site is built, and how fast resources load.

Crawl Budget: Amount of time Google will spend crawling your site.

EAT: Expertise, Authority, Trust—What Google content evaluators rank your pages by

BERT: Bidirectional Encoder Representations from Transformers—Google algorithm models that process words in relation to all the other words in a sentence, rather than one-by-one in order. This is particularly useful for understanding the intent behind search queries.

Keyword stuffing: Filling a web page with keywords as many times as possible to manipulate search rankings

TDI/IDF LSI: A way of showing expertise to google by integrating related topics and concepts

POPping: Tactic of using Page optimizer pro—a free service that will tell you what keywords to include and how many times to help your page ranking

Link building: Process of getting more inbound links to your website to increase your ranking

PageRank: Works by counting the number and quality of links to a page to determine a rough estimate of how important the website is.

Keyword Planner: Offers suggested bid estimates for each keyword.

Reach Planner: Helps you target the YouTube audiences that matter most.

YouTube Video Builder: Animates static assets – images, text, and logos – with free music from YouTube's library.

A.R.C= Awareness, Research, and Conversion. Three stages of appealing to your audience.

Smart Goals: Uses machine learning to optimize your Google Ads performance.

Performance Planner: Lets you create plans for your advertising spend, and see how changes to campaigns might affect overall performance.

Mobile optimization: The process of ensuring that visitors who access your site from mobile devices have an experience optimized for the device.

VSO: Voice search optimization-- entails optimizing your content, location, and brand information to increase your likelihood of powering voice search results.

Google Data Studio: Handles the data authentication, access rights, and structure for use in calculations, transformations, and data visualizations. With pre-built data connectors, you can easily import data from sources like Analytics, Google Ads, Google BigQuery, Campaign Manager, MySQL and more.