

# SEO Abbreviations

## A

<b>Acronym</b>	<b>Meaning</b>
AJAX	Asynchronous JavaScript and XML
AOV	Average order value
API	Application Program Interface
AR	Augmented reality
AS	Article Submission
ASP	Application service provider
ASP.NET	A program that runs inside IIS which allows web programmers to build dynamic websites on Microsoft servers.
ATD	Agency trading desk
AV	AltaVista

**B**

<b>Acronym</b>	<b>Meaning</b>
B2B	Business to Business
B2C	Business to Consumer
BH	Blackhat
BHW	Blackhat world
BL	Backlink
BR	Bounce rate

**C**

<b>Acronym</b>	<b>Meaning</b>
ccTLD	country code top-level domain
CAPTCHA	Completely Automated Public Turing Test to Tell Computers and Humans Apart
CF	Citation flow
CGI	Common Gateway Interface
CLV	Customer lifetime value
CMS	Content Management System
COA	Cost of Acquisition
CPA	Cost Per Acquisition

<b>Acronym</b>	<b>Meaning</b>
CPC	Cost per Click
CPI	Cost Per Impression
CPL	Cost Per Lead
CPM	Cost Per Thousands
CPO	Cost Per Order
CPV	Cost Per View
CR	Conversion rate
CRM	Customer relationship management
CRO	Conversion Rate Optimization
CSE	Comparison Shopping Engine/Custom Search Engine
CSS	Cascading Style Sheets
CTA	Call to Action
CTR	Click Through Rate
CX	Customer experience

**D**

<b>Acronym</b>	<b>Meaning</b>
DC	Data Center
DFO	Data Feed Optimization
DKI	Dynamic Keyword Insertion
DLP	Directory Listings Page
DLR	Deep Link Ratio
DMCA	Digital Millennium Copyright Act
DMOZ	Directory – Mozilla
DMP	Data management platform
DNS	Domain name system
DR	Domain Ranking
DR	Direct response
DS	Directory Results Pages
DRPs	Directory Submission
DSP	Demand-side platform
DSRP	Directory Search Results Page

**E**

<b>Acronym</b>	<b>Meaning</b>
ECPC	Enhanced Cost Per Click
EMD	Exact Match Domain
EPC	Earnings per click
EPM	Earnings per thousand
ERD	Education referring domains
ESP	Email service provider

**F**

<b>Acronym</b>	<b>Meaning</b>
FBML	Facebook Markup Language
FCP	Frequently Cached Page
FFA	Free For All Pages
FTP	File transfer protocol

**G**

<b>Acronym</b>	<b>Meaning</b>
G+	Google Plus
GA	Google Analytics
GAP	Google Advertising Professional
GAS	Guaranteed Article Submission
GDS	Guaranteed Directory Submission
GIS	Google Image Search
GIY	Google It Yourself
GRD	Government referring domains
GSC	Google Search Console
GTM	Google Tag Manager
GUI	Graphical user interface
GWT	Google Webmaster Tools
GYM	Google Yahoo MSN

**H**

<b>Acronym</b>	<b>Meaning</b>
H1	Level 1 heading markup
H2	Level 2 heading markup
H3	Level 3 heading markup
H4	Level 4 heading markup
H5	Level 5 heading markup
Href	Hypertext Reference
HTML	Hypertext Markup Language
HTTP	HyperText Transfer Protocol
HTTPS	Hypertext Transfer Protocol Secure

**I**

<b>Acronym</b>	<b>Meaning</b>
IBL	In Bound Links
IDF	Inverse Document Frequency
IFTTT	If this than that
IM	Internet Marketing
IP	Internet Protocol (Address)
ISP	Internet Service Providers

**J****Acronym****Meaning**

JGI

Just Google It

**L****Acronym****Meaning**

LB

Link Building

LPO

Landing Page Optimization

LSA

Latent Semantic Analysis

LSEO

Local SEO

LSI

Latent Semantic Indexing

LTKW

Long Tail keyword

LTV

Lifetime value

**M**

<b>Acronym</b>	<b>Meaning</b>
MCP	Moderately Cached Page
MFA	Made For Advertising
MLQ	Marketing qualified Lead
MTO	Meta Tags Optimization
MVT	Multivariate testing

**N**

<b>Acronym</b>	<b>Meaning</b>
NAP	Name Address Phone Number
NSEO	Negative SEO

**O**

<b>Acronym</b>	<b>Meaning</b>
OBL	Outbound Link
ODP	Open Directory Project
ORM	Online Reputation Management
OS	Operating system (sometimes this is used for 'open source')
OSE	Open Site Explorer
OWBL	One Way Back Link

**P**

<b>Acronym</b>	<b>Meaning</b>
P4P	Paid For Placement
PBN	Private Blog Network
PDF	Portable Document Format
PFI	Pay For Inclusion
PFL	Paid For Listings
PFP	Pay for Performance
PHP	Hypertext Preprocessor
PPC	Pay Per Click

Acronym	Meaning
PPCSE	Pay Per Click Search Engine
PPL	Pay Per Lead
PPR	Pay Per Rank
PPS	Pay Per Sale
PR	Press Release
PR	Page Rank
PV	Page views

## Q

Acronyms	Meaning
QA	Quality assurance
QS	Quality score

## R

Acronym	Meaning
RD	Referring Domains
RFI	Request for information
RI	Regular index
RM	Reputation management

Acronym	Meaning
ROI	Return on Investment
RON	Run of network
ROR	Ruby on Rails
ROS	Run of site
RSS	Really Simple Syndication or Rich Site Summary
RTD	Real time data
RTL	Regional Long Tail

## S

Acronyms	Meaning
SaaS	Software as a service
SB	Social Bookmarking
SD	Semantic Distance
SE	Search Engine
SEM	Search Engine Marketing
SEO	Search engine optimization
SEOs	Search Engine Optimization Performance
SEP	Search Engine Positioning

<b>Acronyms</b>	<b>Meaning</b>
SER	Search Engine Ranking
SERM	Search Engine Results Management
SERP	Search Engine Results Page
SES	Search Engine Strategies
SEW	Search Engine Watch
SI	Supplemental Index
SLA	Service level agreement
SMB	Small and Medium Businesses
SMEs	Small And Medium-Sized Enterprises
SMM	Social Media Marketing
SMO	Social media optimization
SMP	Social media platform
SNS	Social Networking Service
SQL	Sales qualified lead
SRM	Search Reputation Management
SSI	Server Side Includes
SSL	Secure Sockets Layer

<b>Acronyms</b>	<b>Meaning</b>
SSP	Supply-side platform
STW	Search The Web
SWL	SiteWide Link

**T**

<b>Acronym</b>	<b>Meaning</b>
TBPR	Toolbar PageRank
TF	Trust Flow
TF-IDF	Term frequency-inverse document frequency
TLD	Top level domain
TLP	Top Level Page
TOS	Terms of service
TR	Trust Rank
TSETSB	The Search Engine That Spam Built
TTF	Topical Trust Flow

**U**

<b>Acronym</b>	<b>Meaning</b>
UCD	User-centric design
UI	User interface
UR	Url Ranking
URL	Uniform Resource Locator
USP	Unique Selling Point
USP	Unique selling proposition
UTM	Urchin Tracking Module
UV	Unique visitor
UX	User experience

**V**

<b>Acronym</b>	<b>Meaning</b>
VA	Virtual Assistant
VIPS	Visual-block Page Segmentation
VOD	Video on demand

**W**

<b>Acronym</b>	<b>Meaning</b>
W3C	World Wide Web Consortium
WH	Whitehat
WMT	Web Master Tools
WMW	Webmaster World
WOMM	Word of mouth marketing
WWW	World Wide Web
WYSIWYG	What you see is what you get

**X**

<b>Acronym</b>	<b>Meaning</b>
XHTML	Extensible HyperText Markup Language
XML	Extensible Markup Language

**Y**

<b>Acronym</b>	<b>Meaning</b>
Y!	Yahoo!
Y2K	Year Two Thousand
YOY	Year on year
YTD	Year to date

## Numbers

Acronym	Meaning
301	Resource Moved Permanently (A permanent redirect code to a new domain or location)
302	Resource Moved Temporarily (A temporary redirect code to a new domain or location)
401	Unauthorized Access to Resource (requires authentication)
403	Forbidden (Access not allowed (server understood the request but refuses to fulfill it))
404	Resource (page) not found
503	The server is unavailable (usually a temporary response due to overloading or maintenance)