

# SMASH YOUR SEO: JARGON BUSTER

WITH MADDY SHAW ROBERTS

DIGITAL MANAGING EDITOR AT CLASSIC FM

Search Engine Optimisation (SEO): The art of making your website and content more visible online, by bumping it further up the search engine results.

## Backlinks

Also known as inbound links, these are links from other websites that point to your website.

## Crawling

The process by which search engines find your webpage

## Dwell time

The amount of time that people spend on your site once they enter.

## Generic Keywords

These keywords have high search volume and tough competition (e.g. 'charity,' which gets 45 000 monthly searches in the UK)

## Keywords

These are the parts of your site that Google 'hooks' onto in order to return results. You need to ask yourself, 'what keywords do I want to be discoverable for?'

## Keyword Research

The act of researching popular search terms people type into search engines like Google, and including them strategically in your content so that your content appears higher on a search engine results page

## Keyword stuffing

Overuse of important keywords and their variants in your content and links in a spammy way.

## Long-tail Keywords

These are longer search terms with more defined user intent and less competition (e.g. 'charity that plants trees:' 210 monthly searches in the UK)

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## Metadata

This is the text that appears under the page title on the search results page. Google looks for keywords in this data to work out what the page is about, and users use it to decide whether to visit

## Pillar Page

A pillar page is an overview of a broad topic, which then links to more detailed pages about subtopics. Think of it like a table of contents, and the cluster pages like individual chapters.

## Ranking

The order of search results by relevance to the query - ideally you want your page to rank as high as possible, because who really goes past the second page?

## Topic Cluster

This is a handful of content written on the same key topic, ideally a topic you want your site to rank for. Try it out: visit the following page on Classic FM  
<https://www.classicfm.com/discover-music/tokyo-2020-opening-ceremony-music/> This is one of the website's pillar pages. As you scroll down, notice how many links there are to other pieces of content. These make up the topic cluster.

[Musicians' website essentials](#)

[The Beginner's guide to SEO](#)

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