

SEO Vocabulary Match-Up Worksheet

Match the SEO term in Column A with the correct definition from Column B. Write the correct letter next to the Column B. One is done for you.

A	Keyword	The clickable text in a hyperlink, often containing keywords.	H
B	Backlink	The percentage of visitors who leave a website after viewing only one page	
C	Alt Text	A short summary of a webpage's content, often displayed in search engine results.	
D	SERP	The specific words or phrases people type into search engines to find information.	
E	Meta Description	A description of an image for accessibility and SEO purposes.	
F	Bounce Rate	Traffic to a website that comes from unpaid search engine results.	
G	Organic Traffic	The purpose behind a user's search query, such as finding information or making a purchase.	
H	Anchor Text	A link from another website pointing to your site, which helps improve authority and rankings.	
J	Title Tag	A webpage element that appears as the main headline in search engine results.	
K	Search Intent	The page displayed by a search engine in response to a user's query.	