



**All the Blogging Terms
You Need to Know**

101



All the **blogging terms** you need to know

There are many terminologies and acronyms bandied around online. The world of blogging is no exception. As a new blog writer, there are some terms you need to know and others you may hear of that are more, well, silly. So you can get your head around them all, here's an explanation of the most common blogging terms:

1. What is a blog?

Blogs typically come in two forms:

- I. A dedicated website for written articles based around a niche topic, for example, travel, entertainment, fashion, dogs, cars, in fact, almost anything you can think of.
- II. A section of a website (a dedicated web page) that houses 'blog posts', usually in chronological order. A 'library' of that website's blog posts. Blog posts are topic-specific to the website, generally educational, and are used for marketing the business.

Blogs are in written form but can also contain videos, photographs, infographics, podcasts, quotes, graphs and links to other blogs and information on the web.

2. * What is a 'blog post'?

A blog post is the writing or other content forms published on a blog.

3. What does BLOG stand for?

The word BLOG derives from the term Weblog, first coined in 1997 by American, Jorn Barger, to describe the process of 'logging the web' as he surfed.

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In 1999 the term was jokingly referred to as 'we blog' by American programmer Peter Merholz. It caught on quickly. In 2004, the word 'blog' was honoured as Word of the Year by the Merriam-Webster Dictionary.

4. What does the term blogging mean?

The term 'blogging' is a verb and means to blog. The act of writing a blog.

5. What is a 'blogger'?

A blogger is a person who writes a blog—usually either a business owner, a representative of the business or a marketer.

6. What is a Featured Image?

A featured image is the image that appears at the top of a blog post. The main image. Usually below the header.

7. What is an Alt Tag (alt text)?

An alt tag (alternative text) describes the appearance and function of an image on a website page. They are used specifically for the visually impaired, who use screen readers to understand the image on the page. Alt tags are important for SEO as search engines cannot index images; therefore, alt tags help them do it.

8. What does Blogosphere mean?

A silly phrase really. A blogosphere refers to the 'social universe of bloggers'.

9. What is a link? What are they used for?

The term 'link' is short for 'hyperlink'. A link is a line of text, usually 2-3 words, used within a blog post that links to other information on the internet (usually, but not always, to another blog post).

Links can be internal (linking to pages within the same website) or external (linking to other website pages).

Contextual links are links written in natural language within the context of the sentence. They are used within a blog post to link to external content.

Links strengthen a blog post, particularly when citing sources. In addition, links direct a reader to further in-depth information you've referred to in your blog post.

Links are essential for SEO. They should be composed of mainly prime keywords, which help search engines determine the relevancy of the text when performing search queries. In addition, linking internally links keep readers on your website for longer.

External links to trusted, authoritative sites increase your digital footprint and the potential to attract visitors to your website.

10. What is SEO? Is it important for blogging?

SEO – an acronym for Search Engine Optimization. SEO is the process of making your text and website optimal for the attention of search engines, like Google. Done well, SEO helps search engines find your blog and helps with traffic and higher ranking in Search Engine Results.

11. What does SERPs stand for?

SERPS is an acronym for Search Engine Results Pages. The pages that come up when you type in a search term on Google.

12. What is organic traffic?

Organic traffic is traffic that finds your blog or website by searching on Google. It is the opposite of 'paid traffic' – website visitors who discover your blog post through paid advertising.

13. What is a Bounce Rate?

A Bounce Rate is a percentage measure of how long, on average, visitors spend on a website page in a single session. A 'bounce' is when a visitor visits your site then immediately leaves (usually within a couple of seconds). Here's an [in-depth explanation of bounce rate](#) from Google.

14. What is Yoast SEO?

[Yoast SEO](#) is a WordPress website plug-in (a piece of software) that helps you improve your SEO.

15. What is a Host?

A host is a company that provides space on its servers to store your website.

16. What does Inbound Marketing mean?

Inbound marketing is a marketing process used to attract the attention of your ideal prospect, then nurturing them towards a journey of becoming customers and promoters of your business.

17. What is Content Marketing?

Content marketing is a strategic online marketing approach that involves creating and distributing online material to educate your clients in a valuable and relevant way. It is used to stimulate interest in your business and ultimately in its products and services. Content marketing uses various content formats such as blogs, video, podcasts and social media to drive profitable customer action. It goes hand in hand with blogging and social media.

18. What is a Keyword?

A keyword is a search term, a word or phrase (long-tail keyword), or a synonym of a word or phrase that people type into search engines to get information. Keywords are used everywhere on the internet. It's how search engines find your website and blog and deem it relevant to a search term. Keywords are crucial for SEO. Without them, your website is practically invisible.

19. What is a Lead Magnet?

A lead magnet is an incentive – an offer or free information – used to generate leads by directing your ideal client prospect to your website in exchange for their contact information. The most common lead magnets are eBooks, short video series, webinars, discount coupons, guides, checklists, case studies, free trials, resources and cheat sheets. Lead magnets are only successful if your prospect deems the offer irresistible enough to hand over their details, knowing they will receive emails from you in return. A blog post is an ideal platform for promoting lead magnets.

20. What is a Meta Description?

The meta description is a snippet of up to about 155 characters – a tag in HTML – which summarises a page's content. Search engines show the meta description in search results mostly when the searched-for phrase is within the description, so optimizing the meta description is crucial for on-page SEO. (Yoast SEO definition). It looks like this:

How to create the right meta description • Yoast

<https://yoast.com> › [SEO blog](#) › [Content SEO](#) ▾

Nov 26, 2018 - The **meta description** is a snippet of up to about 155 characters – a tag in HTML – which summarizes a page's content. Search engines show the **meta description** in search results mostly when the searched-for phrase is within the **description**, so optimizing the **meta description** is crucial for on-page SEO .

21. What is Evergreen content?

Evergreen content is a term used to describe content that doesn't date. This is core content that generally takes a long time to create. It is always relevant and continues to drive traffic long after it's published.

22. What does CTA stand for?

CTA stands for Call to Action. A CTA is generally a clickable button on a website page or blog post or a line of text that calls a person to take action. CTAs help a business to convert a visitor into a lead. Common CTAs are: Sign Up for Free, Subscribe, Get Started and Click Here to Get Started. All blog posts should include a CTA.

23. What is a Blog Listing Page?

A blog listing page is a page on your website that is the home page for your blog posts. Typically, when someone visits this page, they will see a preview of your blog posts, the image for those blog posts, and the author, date published and category it belongs to.

24. What is Ungated Content?

Ungated content is content that the content is not locked behind a form – you don't have to give your details to get the content.

25. What is Owned Media?

Owned media is media that you own and can control. For example, your website, blog and newsletters, YouTube channel and videos, email, and social media pages. Even though you don't actually 'own' your social media pages, you control the content on them.