

The Anti-BS SEO Glossary

Finally, SEO terms explained like you're a smart person who doesn't speak robot

This glossary isn't here to impress anyone. It's here to translate the nonsense your "SEO expert" keeps mumbling into actual human language. No buzzwords. No fluff. No pretending you've known what a canonical tag is this whole time.

By the end of this PDF, you'll be able to sit in an SEO meeting without having to Google under the table. You're welcome.

By [@alexcornici](#) | [What is SEO](#)

SOME TERMS YOU SHOULD DEFINITELY KNOW BY NOW

Title Tag

The blue link you click in search results. It's the name of your page. Don't make it "Home."

Meta Description

The little summary under the title in search results. It doesn't affect rankings, but it *does* affect whether anyone clicks. So stop ignoring it.

Alt Text

Text that describes an image. Helps screen readers and Google understand what your image is. "screenshot-44-final.jpg" doesn't count.

H1, H2, H3...

Header tags that structure your content. H1 is your main headline. There should be one. Only one. Calm down with the H2 spam.

Keyword Stuffing

Shoving the same keyword into your content 37 times and hoping Google is too tired to care. Spoiler: it's not.

Backlink

A link from someone else's site to yours. Google sees it and thinks, "Hmm, maybe this site isn't total trash."

Internal Linking

Linking between pages on your own site. Helps users and search engines navigate your mess more easily.

Canonical Tag

Tells Google which version of a page is the “real” one. Useful if you’re into duplicate content, which you shouldn’t be.

Sitemap

A file that says “Hey Google, here’s what’s on my site.” If you don’t have one, Google’s just guessing.

Robots.txt

A file that tells search engines what not to crawl. Great for keeping bots out. Also great for accidentally blocking your whole site if you don’t know what you’re doing.

Core Web Vitals

Google’s way of saying “Your site better be fast, stable, and not annoying.” LCP, CLS, INP. Look them up. Or don’t, and keep wondering why people bounce.

Bounce Rate

The percentage of people who land on your site and immediately regret it.

Use this glossary to sound smart. Or at least less confused.

Tape it to your wall. Print it out and glare at it until the words make sense. Or just hand it to your boss so they stop asking if “we’re ranking yet.”

And if you want to go from fake-it-til-you-make-it to actually knowing your SEO stuff, message me. I don’t just define this stuff. I make it work.