Keyword

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A keyword refers to common denominator search phrases that people search for when looking for transactional, navigational and informational content. When implemented correctly on relevant pages, they enable users to find your website in the search results. Keywords can be tracked in order to review site performance and optimised further to improve rankings.

Revision #3
Created 5 July 2026 10:11:22 by Waleriidao
Updated 19 July 2026 13:16:37 by Waleriidao