

Organic Traffic

Summary

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

Definition

This is the number of people who visit your website through natural search engine listings, i.e. without clicking an advertisement or a referral link. Similarly, you can also receive traffic through Organic Social – again, via users who found you on social media through unpaid means – though this is often tagged simply as “Social” through analytics platforms. Organic Traffic does not include what is called “Direct Traffic” – when a user types your URL directly into the search bar, or clicks on their saved bookmark.

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