

## 15.2: Key terms and concepts

Table 15.2.1

Term	Definition
Algorithm	An algorithm is a mathematical, computational or statistical method pre-determined to take a number of variables into account and output a single, quantifiable result that is a function of all the variables. A good example of a commonly used algorithm is the one used by Google to determine which pages rank more highly on SERPs.
Content audit	An examination and evaluation of the existing content which a brand publishes.
Editor	A person who determines the ultimate content of copy, traditionally understood to be in the newspaper, magazine or publishing industry context.
Information architecture	The way data and content are organised, structured, and labelled to support usability.
Persona	In this context, a character created to define a group of users in order to speak to them as though they were a unique user. Usually a hypothetical character created to represent and personify a set of traits.
Usability	A measure of how easy a system is to use. Sites with excellent usability fare far better than those that are difficult to use.

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