

Web Design Terminology



Web Page Terminology

Links	Shareware
Anchor	Organic Search
Marquee	White Space
Backlink	HTML
Bounce Rate	Markup
Firewall	Impression
SEO	Landing Page
Exit Page	E-commerce
Multi-media	Form
Intranet	Thumbnail
Hyperlink	Newsgroup

**Find the definitions
to each of these web
design terms by
doing an on-line
search**

Web Page Terminology Definitions

- **Link**. A connection between two documents on the Web.
- **Anchor**. One end of a link between two files. When you look at a web page, the underlined, colored text that you see is an anchor at one end of a hypertext link.
- **Marquee** - In HTML, a marquee is a small section of the browser window that displays text that rolls across the screen.
- **Backlink** - a link coming from another website to your own. The number and quality of backlinks that your site has can affect your search engine optimization efforts, as some search engines provide significant weight to the backlinks of a site.
- **Bounce rate** is the percentage of visits that come to the site and only view one page. This is a good metric to have as you can then determine how popular your site is as well as how effective (or not effective) your navigation is.

Web Page Terminology Definitions

- **Firewall.** Hardware, software, or a combination that protects a network from unauthorized access while allowing authorized access.
- **SEO** - Search Engine Optimization
- **Exit Page** - In Web analytics an exit page is a Web page that readers leave your Web site from. Generally it is interpreted in Web analytics as a page where readers didn't find what they were looking for and so went elsewhere.
- **Multimedia.** Literally means “many media”, such as animation, sound or video.
- **Intranet.** An internal network used for distributing information broadly within an organization, but not the general public.
- **Hyperlink** - An image or portion of text that is highlighted in some way (usually underlined on the web) and connects the current document to another.
- **Shareware.** Software that can be used for free for a limited period of time.

Web Page Terminology Definitions

- **Organic Search** - Most search engines offer two types of search results to their customers: paid results (typically at the top or on the side) and organic or natural results.
- **White space** is the empty spaces in a design. White space is used to separate disparate design elements and group similar ones. White space is the lack of graphics or text in the layout.
- **HTML**. Hypertext Markup Language. The language used to “mark-up” text documents so that they can be linked to other documents for use on the World Wide Web.
- **Mark up Definition**: The characters and codes that change a text document into an XML or other Markup Language document.
- **Impression**. An impression is an advertising term referring to each time an advertisement is loaded on the screen. Whenever a customer loads an advertisement, that is an impression.

Web Page Terminology Definitions

- **landing page**, sometimes called a destination page, is the web page that visitors arrive at after they click the link on a search engines results page
- **E-commerce** commerce conducted electronically (as on the internet)
- **Form**. An HTML defined way to specify text boxes and pull-down menus to enable users of a Web page to enter data.
- **Thumbnail**. A small graphical image that serves as a preview of a larger image.
- **Newsgroup**. An ongoing exchange of electronic messages about a specific topics such as pets or restaurants.

Bibliography

1. <http://sarahlynndesign.com/learn/entry/website-design-terminology>
2. About.com. web design terms.
3. Bud. E. Smith and Arthur Bebak. **Creating Web Pages for Dummies 8th edition**. Wiley Publishing Inc. 2007.



Specializing in
PowerPoint
presentations
that share
cutting edge
technology and
examine
revolutionary
businesses

Link to store

<http://www.teacherspayteachers.com/Store/Gavin-Middleton>

Thank you for downloading this PowerPoint

- I hope that you and your students enjoyed it!
- If you provide **Positive Feedback** and **Follow Me**, I will send you a Free Lesson of your choice (\$4 or less value).
- E-mail me at **gavin@eastdalebusiness.com** to receive your free PowerPoint.
- Could you please let me know how you discovered my store in your email...
 - ☐ Teachers Pay Teachers Search
 - ☐ Google Search
 - ☐ Flyer Mailed To My School
 - ☐ Pinterest
 - ☐ TPT Newsletter (December 2012)
 - ☐ Other (please specify)

To view or purchase more materials here is a link to my store
<http://www.teacherspayteachers.com/store/gavin-middleton>