**Definition(s)**

**Back End**: The **Back End** of a website is the part hidden from view of regular website visitors. The back end generally includes the information structure, applications, and the CMS controlling content on the site.

Bandwidth:

**Browser**: Refers to the program a website visitor is using to view the web site.

**Client-side**: Refers to scripts that are run in a viewer’s browser, instead of on a web server. **Client-side** scripts are generally faster to interact with, though they can take longer to load initially.

**Comment**:Code that is ignored by the browser and is solely there to help the designer read the code and understand it.

**DNS**: **Domain Name Service**. It’s the thing that converts IP addresses into domain names. **DNS** servers are provided with the IP address of your web server when you assign your domain name to those servers.

**Domain**: The **Domain** is the name by which a website is identified. The **Domain** is associated with an IP address. **Domains** can be purchased with any combination of letters, hyphens, and numbers. Can also have extensions such as .com, .net, .org and more.

**E-Commerce**: Short for **Electronic Commerce**. It’s the buying and selling of goods online, through websites. Products sold through **E-Commerce** can be physical products that require shipping, or digital products delivered electronically.

**EM**: A unit of measurement for sizing fonts and other elements within a web page relative to the item’s parent element.

**EX**: A measurement for font height or size relative to the height of a lowercase “x” in that font family.

**Favicon**: **Favicons** are tiny customizable icons displayed in the web address bar in most browsers next to the web address.

**Fixed Width Layout**: A **Fixed Width Layout** has a set width (generally defined in pixels) set by the designer. The width stays the same regardless of screen resolution, monitor size, or browser window size.

**Front-End**: The **Front-End** is all the components of a website that a visitor to the site can see. It’s the interface that visitors use to access the site’s content. It’s also sometimes referred to as the User Interface.

**Graphical User Interface**: A **GUI** uses an input device and visual representations of how the user is able to interact with a web application. Its purpose is to allow you to interact with a web application without having to enter code.

**Http:** Stands for **Hyper Text Transfer Protocol**, which is a set of rules for transferring hypertext requests between a web browser and a web server.

**Hyperlink:** A **Hyperlink** is a link from one web page to another, either on the same site or another one.

**Landing Page**: A **Landing Page** is the page where a visitor first enters a website. Oftentimes, a special **Landing Page** is created to elicit a specific action from the new visitor

**Liquid Layout**: A **Liquid Layout** is one that is based on percentages of the browser window’s size. The layout of the site will change with the width of the browser, even if the visitor changes their browser size while viewing the page.

**Navigation**: **Navigation** refers to the system that allows visitors to a website to move around that site. Examples are menus and links within the page.

**Open Source**: **Open Source** refers to the source code of a computer program being made available to the general public. **Open Source** software includes both web-based and desktop applications.

**Script**: Refers to a portion of code on an HTML page that makes the page more dynamic and interactive.

**Server-Side**: **Server-Side** refers to scripts run on a web server, as opposed to in a user’s browser. **Server-Side** scripts often take a bit longer to run than a client-side script, as each page must reload when an action is taken.

**Template**: A **Template** is a file used to create a consistent design across a website. **Templates** contain both structural information about how a site should be set up, but also stylistic information about how the site should look.

**URL**: Stands for **Uniform Resource Locator**. A site’s **URL** is its address, the item that specifies where on the Internet it can be found.

**Web Server**: A **Web Server** is a computer that has software installed and networking capabilities that allow it to host web sites and pages and make them available to Internet users located elsewhere.