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| Term | Definition |
| Back End | A developer term in general usage. The back end is everything other than what a visitor will see in the browser. For example, the WordPress dashboard, and your web hosting control panel. |
| Block Editor | The default way you build content within WordPress. It uses modular blocks to carve out your design, and you’re able to add lots of various elements and features to your posts and pages. |
| Core | WordPress’ default features and functionality – without any user customization - out of the box. |
| Dashboard | AKA wp-admin, it’s the place you come to when managing your site. Along the top you have a toolbar of quick options, and the sidebar contains the different panels relating to your site’s functionality. |
| Database | Holds all of the information your site contains organized into tables. Without a database your site would not be able to work with form data, user input, and many other essential elements of your site – it might not even load. |
| Domain Name | The address of your website on the internet. |
| Front End | A developer term in general usage. The front end is everything a visitor will see in the browser (your site). |
| Hosting | Web hosting is where your website is stored. In part, it’s a high-powered server stored in a safe location. You’ll need hosting to run a WordPress website. |
| Pages and Posts | While they both let you display content, pages are more permanent and posts are transient. Pages don’t change very much and are considered static. In contrast posts (aka, articles, blogs, blog posts) are dated and archived for future reading, but are designed to be replaced with similar yet fresher content on a regular basis. |
| Permalinks | AKA slugs, are the readable URL you’ll navigate to on the web. WordPress lets you choose a number of different formats for permalinks, although it defaults to the post or page title. It’s readable, and is simple to remember for a visitor. |
| Plugins | Plugins handle the functionality of your site. For example, Really Simple SSL helps you transition to more secure site connections, and Wordfence is a top-notch security plugin. |
| Revisions | Revision history and functionality has its own dedicated page within wp-admin. Depending on your site setup, it can store an almost unlimited number of revision points based on your saved changes. This could be vital if you need to roll back changes on a specific page, or find a phrase or section you once deleted. |
| SEO | Search Engine Optimization is the process of improving your website to increase visibility in Google, Microsoft Bing, and other search engines whenever people search for:   * Products you sell * Services you provide * Information on topics in which you have deep expertise and/or experience.   The better visibility your pages have in search results, the more likely you are to be found and clicked on. Ultimately, the goal of search engine optimization is to help attract website visitors who will become customers, clients or an audience that keeps coming back. |

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| Term |  | Definition |
| Taxonomies | | Categories and tags are a great way to organize your content for the benefit of users, search engines, and your own site’s navigation.  Together, they’re called taxonomies, and they split into the following roles:   * Categories are broad post topics, such as Plugins, Best Themes, and Tutorials. * Tags are micro-topical, and reference in-content subject matter, such as responsive design when talking about WordPress themes in general.   Categories are like the table of contents at the front of a book, while tags make up the index at the back. |
| Templates | | A developer-level way of building the underlying code of a page. Templates are typically used with other templates (e.g., in most cases a theme will consist of header, content, and footer templates). |
| Themes | | A theme is a formatted design for your website, aka skin. Themes dictate the look of your site. |
| Widgets | | These offer a contained feature, such as a signup form, a menu, or a block of text. They give you a way to add content to your site that would otherwise need coding or other technical skills.  WordPress includes a number of default widgets out of the box, but plugins and themes may add extra ones also. |