



Website, Content, and Design Glossary

ACCESSIBILITY: Relates to web design/coding standards and refers to how easy it is for everyone to use your website, including people who are visually impaired or in any way physically handicapped, or limited by older or less common computers and software.

ADDRESS BAR: The white bar towards the top of your computer screen. It will normally have something typed in it that starts with "http://" This is where you type in the address of a website that you want to visit.

ANCHOR TEXT: The text a link ([hyperlink](#)) uses to refer to your web page. These make a difference in your search engine results.

BANDWIDTH: It may help if you read "traffic" first, but very simply, bandwidth relates to how much a resource is used. An analogy would be a freeway.

BLOG: An online journal or diary and a very popular current method of sharing your thoughts with the world. It is also very popular as a marketing tool. This article is found within Thinking IT's blog.

BRANDING: A brand encompasses all messages, promotions, actions, products etc. that a particular business releases to the public. A common misconception is that a logo design is a business' brand.

BROWSER: When you visit a website, you are seeing it on a browser. Websites look very different in reality to what you see when you visit it. Everything is in fact encoded. A browser is the piece of software that decodes everything so that what you see is an attractive page rather than a lot of coding.

BUG FIXES: Are the features, enhancements or improvements new versions of a software.

CACHE: Every time you do anything on your computer, it stores this in memory so that the next time you try to do the same thing, it happens quicker than having to wait from scratch. The place where it stores all this is called the "cache". The irony is that if your cache gets too full, it in fact makes your computer work a lot slower. It's a good idea to empty your cache regularly to keep your computer working optimally.

SLIDER/CAROUSEL: In web design terminology, the term Slider is used for a slideshow added into a web page. There are many WordPress slider plugins available which allow you to create your own sliders and add them to your home page, landing pages, posts, or any where you want.



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CMS: "Content Management System". A dynamic website that is normally database driven and which enables the owner/user to manage the content of their own website (make changes) without needing to know any coding at all.

CMR: Stands for Customer Relationship Management

CODE: Nothing that you see on the internet is what it appears to be. Everything is coded in one way or another to achieve the exact look, layout and functions. There are different types of code and coding languages that are used to develop websites as well as all computer programs and software.

CONTENT MANAGEMENT SYSTEM: Also known as a CMS, the content management system is a back-end tool for managing a site's content that separates the content from the design and functionality of the website.

COOKIE: A small piece of information that certain websites store on your computer when you visit them. Cookies are normally harmless and the reasons for using them vary.

Sometimes it is to make sure that their website loads quickly when you next visit, by drawing the saved information from your own computer rather than from the website itself.

CSSS: Stands for "Cascading Style Sheet." Are used to format the layout of Web pages. They can be used to define text styles, table sizes, and other aspects of Web pages that previously could only be defined in a page's HTML.

DOMAIN: A domain is a person or organization's unique space on the internet. In layman's terms, it is commonly used to mean the name of your website.

DOMAIN NAME: A domain is identified by the number assigned to its unique space. To make it easier to use however, the number is given the name of your choice as this name is assigned to the number. In this way, people do not need to remember the number (IP) in order to visit a website, but can use the easier-to-remember domain name.

DOWNLOAD: When you transfer information from a website or server to your computer, this is called downloading. Collecting email is therefore a download, as is saving a document from the internet to your computer or installing a software program directly from the internet.

EMAIL MARKETING: Automatically deliver personalized messages user take action on the site.

GIF: A type of file used for images, especially animated graphics and line-drawn images (as opposed to photographs). A .gif image can be saved with a transparent background, making it ideal for graphic overlays.



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HOST / HOSTING: In order for you to have an email address or a website, a computer somewhere, with all the necessary software, has to provide you with 3 things: an IP (domain) address, physical space to store the information and bandwidth that accommodates the flow of information that is taking place on your behalf.

HTML: Hyper Text Markup Language. This is the base language that is used for creating websites. Common uses of the term are, "html coding" and "html website". A website created in pure html is also referred to as a static website. In other words, it does not interact with the visitor other than in the most basic ways. It stores no data and cannot return data other than

what is consistently on the page itself. Emails that use different fonts, colors, borders, backgrounds and graphics are also generally coded in html, with the alternative being plain text.

HTTP: HyperText Transfer Protocol. This is a method used to transfer information on the internet and normally precedes the "description" of the actual resource being accessed and transferred. For example, web sites and web pages are one type of resource, identified by their domain name (www.domain.com.au).

HTTPS: Similar to HTTP, HTTPS stands for HyperText Transfer Protocol over SSL (Secure Socket Layer) or, alternately, HyperText Transfer Protocol Secure. Like HTTP, it's a set of rules for transferring hypertext requests between browsers and servers, but this time it's done over a secure, encrypted connection.

HYPERLINK: A hyperlink is a link from one web page to another, either on the same site or another one. Generally, these are text or images, and are highlighted in some way (text is often underlined or put in a different color or font weight). The inclusion of hyperlinks are the "hyper" part of "hypertext."

HYPERTEXT: Hypertext is any computer-based text that includes hyperlinks. Hypertext can also include presentation devices like tables or images, in addition to plain text and links.

IP or IP ADDRESS: Internet Protocol. Very simply, the IP address refers to the actual number that a web address name translates to. (also see "domain"). The IP number is the real address.

JavaScript: Is a programming language commonly used in web development. It was originally developed by Netscape as a means to add dynamic and interactive elements to websites. While JavaScript is influenced by Java, the syntax is more similar to C and is based on ECMAScript, a scripting language developed by Sun Microsystems.

JPG: A type of file used for images, especially photographs. Images used on web pages work best as jpg or gif.



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PPC: Stands for “Pay per click” It’s a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

PLUG IN: A plug-in is a bit of third party code that extends the capabilities of a website. It’s most often used in conjunction with a CMS or blogging platform. Plug-ins are a way to extend the functionality of a website without having to redo the core coding of the site.

SEARCH ENGINE: A program that collects, stores, arranges and normally ranks the various resources available on the internet. It is most commonly on a website and used to find other websites – much like the yellow pages is used in the brick and mortar world.

SEO: Stands for "Search Engine Optimization" and very simply refers to the practice of tweaking website coding and content to achieve the highest possible search engine ranking. SEO practitioners are people who specialize in this (or claim to).

SITEMAP: Is a list of pages of a website there are three primary kinds of site maps:

- *For planning a website
- *Human visible listing
- *Structured listing

SOCIAL MEDIA: It refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks.

SUB PAGE: Any page on a website that isn’t the home page. Depending upon context, it could refer to pages “underneath” one of the pages in the main navigation.

TAG: A tag is a set of markup characters that are used around an *element* to indicate where it starts < > and ends </ >. Tags can also include HTML or other code to specify how that element should look or behave on the page.

UPLOAD: For a website to be visible to the world, it has to be put on the server that is hosting it. This process is called uploading because you are literally loading your information, pages, pictures, etc. up onto the server.

URL: Uniform Resource Locator. (Allows all resources on the internet to be located in a uniform manner). A URL is a website address that has all the pertinent information for finding the exact location attached to it. <http://www.thinkingit.com.au> is this website’s url and <http://www.thinkingit.com.au/glossary-website-terminology> is this exact page’s url (notice the extra part after the .com.au).

VISUAL STYLE: It is used to define the appearance of an application. It defines a common style to be used and adopted by multiple components.



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WEB PAGE or PAGE: Just one page rather than a complete website (see below). A page is not the same as, for example, the page in a book. The length is not limited by a fixed height and width, but by user-friendliness, good practice and practicality.

WEBSITE: The actual website itself. The website is the content that dictates what people see and do when they go to your website address, normally containing a number of web pages not just one page.

WEBSITE ADDRESS: This is the location of your website and is normally typed as `www.the-name-of-the website.com`.

WEBSITE STRUCTURE: It refers to how the website is set up. It is important that crawlers can find all subpages quickly and easily when websites have a large number of subpages.

WIREFRAME MODELS: It represents the shape of a solid object with its characteristics lines and points.

WWW: World Wide Web. Another name of the internet.