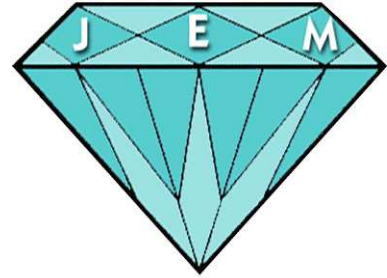


WEB Jargon - for Beginners



Banner Image

An image that is added to a banner region on a page. It could be a company logo or an image that reflects the theme of the site

Blog

Abbreviation of “web log” is a diary or journal on the internet. It can be used for news, reviews or for a business. It helps the user stay in touch with the website with new and up to date information. A fast and easy way to add new content to a site.

Browse

To look through something. You can browse (surf) the internet, or browse the files on your computer – look through them until you find the one you want.

Browser

Software that allows you to “browse” or “surf” the Internet. Examples include Internet Explorer (IE), Firefox, Safari, Opera.

Clickable

Text, image, icon or button that performs an action or takes you to new information when it is clicked on. This may be indicated by the mouse pointer changing from an arrow to a hand when the mouse cursor is dragged over the clickable element. Or the text (usually underlined) may change colors after clicked.

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- Wordpress
- Wikipedia
- Open Office
- Audacity
- Gimp
- Mozilla Firefox

Domain Name

A name that identifies a computer or computers on the Internet. These names appear as a part of a Website's URL. For example, in www.bestcakeserver.com - bestcakeserver is the domain name.

Header

Like a heading, a line or block of text at the top of a page.

Homepage

The first page created, like the "welcome mat" to the rest of the site. The landing page. An URL/index.html page.

Host

A computer connected to the internet where your site information is stored. If you publish a site with BlueHost, then BlueHost "hosts" your Web site.

HTML

HyperText Markup Language – the coding language used to markup web pages. This tells the computer how to display the information on your monitor.

Hyperlink (Link)

Reference or navigation element in a document to another section of the same document or to another document that may be on or part of a (different) domain. Click on a word (or image) and be taken to a new place (either a different location on your own site, or someone else's or to an email address, or a file).

Also called a link, or back link when coming from another site.

Index Page

Home page or landing page. The page address is abncparties.com/index.html

Keywords

A word or identifier that has a particular meaning to the programming language. What someone would describe your products or services as doing.

Link (see Hyperlink)

Also known as a Hyperlink.

Navigation

The process by which a web user accesses information on the internet. Navigation is facilitated by menus, links, images, icons, buttons, etc. It takes you from one location to another on the page, site or to another site.

Page Element

Widgets, images, menu's, banners are all elements, or parts, making up that page of a web page.

Page Rank

A link analysis algorithm (math formula) used by the Google Internet search engine. It assigns a numerical weighting to each element of a hyperlinked set of documents, such as the Web. The purpose is to "measure" the relative importance and assign a 'grade' or 'score'.

Search Engine

Enables searches for information on the Web. Google, Yahoo!, Lycos, MSN Search, AltaVista, Ask Jeeves, AOL are examples of search engines.

Sidebar

The menu and options that appear on the right or left hand sides of a Web page. May also be 'double' width.

Source Code

A collection of statements or declarations written in a human-readable computer programming language. Often used by programmers to specify the actions to be performed by a computer.

Collection of files needed to convert from human-readable form to some kind of computer-executable form. May be converted into an executable file by a compiler, or executed on the fly from the human readable form with the aid of an interpreter.

Subdomain

A domain that is part of a larger domain. i.e. abncparties.Wordpress.com

Subdirectory

A disk directory that is subordinate to (below) another directory. Also called a "subfolder." In order to gain access to a subdirectory, the path must include all directories above it. i.e. <http://www.diywebjem.com/blog/> is a blog in a subdirectory.

Tags

Keywords or terms associated with or assigned to a piece of information (a picture, a geographic map, a blog entry, a video clip etc.). They describe the item and enable keyword-based classification and search of information

URL

Uniform Resource Locator – a web page address

Web 2.0

A term describing a trend on the Web aiming to promote creativity, information sharing and participation. Characterized by web-based communities centered around blogging, social networking, social book marks, wikis, video sites, educational sites, encyclopedias, etc.

Widget

Components, gadgets or elements which allow content to be added to the site without having to write the code.

WYSIWYG (pronounced "wiziwig")

Stands for "What-You-See-Is-What-You-Get". An editor that allows you to see your content as it will appear in the end result (document, Web page etc). For a Website, it does not require you to write code (HTML) in order to build yours.

Please visit us again,
or contact me for further assistance
or one-on-one mentoring and coaching.

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