

Glossary of Web Terms

Banner Ad

The most visible form of Web advertising is the banner ad. Most often a rectangular image that contains images, text, and/or animations. Most banner ads are linked and will take you to the advertiser's web site.

Blog

Blog is short for "web log". A blog is an online log of entries, something like an online diary that is added to periodically (daily, weekly, monthly). Blog is also used as a verb indicating the act of "blogging".

Domain Name

A domain name is your identity on the web. Owned by a person or organization can be made up of letters, numbers, and hyphens and if followed by the Top Level Domain. Domain names have to be registered with ICANN (no duplicate names can be used on the web) and it is used on the Internet address to identify the location for a particular web page.

domain name: <http://www.yourdomainname.com/1stpage>

registered domain name: <http://www.yourdomainname.com/1stpage>

To find out if your name is available go to www.easywebstudio.com. Also see *Domain Name FAQs* for more information on domain names.

.GIF (graphics interchange format)

pronounced with a hard "g" as in gravy

An image file format designed specifically for use on the web. This format supports individual images or animations. This format doesn't work well for photos or images with continuous tone, but works very well for solid color art, such as diagrams, logos, text graphics, and other 1 or 2 color art. It provides a cleaner image for the types of applications mentioned above with an extremely small file size.

Hit

A single click on a button or hyperlink within a website. Hits can be tracked on websites collectively, by page, or by link for specific information about who is visiting what areas of a site.

Home Page

The opening or main page of a website. The page that is linked to the top level of the domain name is considered the home page.

Host

Any server that houses a website is a host. Businesses (including EasyWebStudio) offer hosting services, providing server space for storing websites. Hosting servers can be shared, housing a number of websites, or dedicated, ensuring greater access by multiple users at one time.

HTML (Hyper-Text Markup Language)

This is the programming language or code used to develop web pages. Web browsers are designed to read HTML and display web content as a result. HTML syntax relies on a series of tags that are used to describe how the content should be displayed.

Today, many software applications or web-based tools (such as EasyWebStudio's Website Tonight) allow users to create and publish web pages without seeing a speck of HTML code.

HTTP (HyperText Transfer Protocol)

The protocol used to transfer web page content (or HTML) across the internet is HTTP. Whenever you enter a web address into your browser and hit Go the computer is sending an http request to retrieve and display the web page on the screen.

Hyperlink aka Link

A hyperlink usually appears as underlined text on a web page or in a document that takes the viewer to another page or document on the web. It is created by adding code to a word or phrase that contains an instruction to "go to" the desired location or document.

Hyperlinks can also be used to link content not on the web. They often show up in presentations to help the presenter move through their content. They can be used in word processing documents, spread sheets, presentations, .pdf files, movies etc. It only takes a couple of steps to add a hyperlink; consisting of adding the link and naming the location it links to.

ICANN (Internet Corporation for Assigned Names and Numbers)

A non-profit organization responsible for overseeing the distribution of all domain names and numbers on behalf of the U.S. Government. Names and address were managed by InterNIC until 1998 when management switched to ICANN.

Internet

A network of networks linked together to transfer information and data around the world. The networks are made up of servers by government, educational, scientific, business, or public entities.

IP Address

An internet protocol address, consisting of a series of numbers (120.332.68.786) is the address of each computer on the internet. Addresses are given out by to Internet Service Providers. The ISPs then assign the computers connected to their network an address, either static (the same each time) or dynamic (assigned on the fly, possibly different each time).

.JPG (joint photographic experts group)

(pronounced j-peg)

An image file format used for photographs displayed on the web. The .jpg format allows for varying levels of compression so images can be optimized for faster display of lower quality images or slower display of higher quality images.

.jpg images can also be saved as “progressive” .jpps, which reveal themselves on the screen progressively revealing more detail until all data had been downloaded. The only other image file formats displayable on the web are .gif and .png.

Navigation

A system of buttons or hyperlinks that provides the means to move from page to page throughout a website.

.PNG (portable network graphic)

(pronounced ping)

An image file format designed for use on the web, with a broad range of capabilities. This format is used less often, but offers high end display of images with a broader number of options than either .jpg or .gif.

However file sizes tend to be larger than that of a .jpg or .gif. But, if you want to display a vector based file on the web or use the same file for print and web application .png may be the answer.

Publishing *(within a www context)*

The transferring of web pages from the computer or server they were stored on while they were created to a server that is accessible to/from the internet.

Site Map

A site map or sitemap is an image, diagram, or list that provides an overview of all the pages within a given site.

Most smaller, well designed sites shouldn't need a site map, but some people believe it's important to provide one as an alternative means of navigation. A sitemap usually links the images or list items to the corresponding page. Most site maps are constructed in outline form.

Sticky

Refers to the ability to keep a visitor at a site for a longer period of time. It is desirable to create and build a sticky site that holds a visitor's interest.

TLD aka Top Level Domain

Top level domains are indicated by the three digits following the dot in any domain name. Samples of top level domains include: .com, .net, .org, .biz, .mobi, .uk, .info. There are also country related top level domains such as .uk, .ca, and .au representing Great Britain, Canada, and Australia.

Traffic

The flow of visitors that come and go from a site. There are tools that allow website owners to measure and track the traffic to and from the site, what pages were visited, how long they stay, and more.

URL aka Uniform Resource Locator

The current protocol for specifying addresses on the Internet. There is a URL for every page or file residing on the internet as part of the world wide web. It usually consists of the protocol (http:/, followed by the domain name, and the specific page name from that site. The sections of the name are separated by /.

e.g. **http://easywebstudio.com/learningcenter**

Visit

A single visit by any visitor to a website. From the time a visitor enters the site to the time they leave is counted as one visit. Web site traffic can be tracked by visits or by unique visitors. A unique visitor may make a number of visits to the site, but only be counted as one unique visitor.

WWW aka World Wide Web

The WWW is the collective set of all web pages and documents residing on all internet servers that use the HTTP protocol. While the internet is the hardware providing the network, the www is the content available via the internet.

Website

A related set of web pages, linked together residing on the same server, accessed via the internet. One site or destination on the world wide web.

Website Address

www + Domain Name + Top Level Domain (extension)

e.g. **www. + easywebstudio + . com**