

MELLOWEB

WEB DESIGN FOR THE SMALL BUSINESS

Glossary

Accessibility	<p>Accessibility in web development is a approach to make the Web site is usable by people with disabilities. The World Wide Web Consortium (W3C) have defined a set of guidelines for making web pages accesible. Web pages often have access issues for the following groups of people:</p> <ul style="list-style-type: none">• Visually impaired people using screen readers• Hearing impaired people using browsers with no sound• Physically impaired people• Color blind people
Animation	<p>An image that moves such as a lightning flashes or a ball bouncing.</p>
Browser / Web Browser	<p>These are software programs allow you see the documents on the internet. The most popular browsers are Internet Explorer and Netscape Navigator.</p>
Cache	<p>When you visit a webpage the elements, text and graphics that make up that page are downloaded to your computer. These files can be stored or 'cached' and are accessed next time you visit the site by the browser so that it doesn't need to download it again and the page will load quicker.</p>
Cascading Style Sheet (CSS)	<p>A method of coding for the Web to define the style (look and feel) of a Web page. Cascading Style Sheets can define: fonts, colors, layouts, and more. It allows the web designer to separate the design elements of a web page from the text content.</p>
CGI	<p>Common Gateway Interface. CGI usually means the program that is run on the server to add dynamic actions to the Web site.</p>
Content Management Systems	<p>System for managing content of a Web site and allows the user to amend the content of the website without knowledge of web programming.</p>
Cookie	<p>Small data files written to a user's hard drive by a web server. These files contain specific information that identifies the user such as user preferences, passwords etc. Only the website that created the cookie can use its contents.</p>

Crawler / webcrawler / spider	<p>A web crawler (also known as a web spider or ant) is a program run by the search engines automatically to check the pages of the internet and index them with keywords. These are the words which will be matched when someone makes a search.</p> <p>Ranking by search engines is not only by keywords and use other sophisticated algorithms. .</p>
Discussion Group	<p>Discussion groups are also known as bulletin boards or newsgroups and exist on nearly every subject – hobbies, music, sport, news. The users post their message onto the server and other users can respond to them. A discussion group differs from a chat room as chat rooms are ‘live’ and allows users to have a ‘conversation’ on line.</p>
Domain name	<p>A domain name is the text identifying a website and must be unique. It is usually in the form of yourcompanyname.co.uk</p>
Domain Registration	<p>Domain names need to be unique so they are registered on a central database. Domain names are bought for a defined period of time and there is a renewal fee after your initial registration period expires.</p>
Download	<p>Downloading is copying a file from a server to your computer. How long it takes to download a file depends on how big the file is, how many people are downloading at the same time and your internet connection.</p>
E-Commerce	<p>E-commerce (electronic commerce) is the purchase and distribution of goods or services across the internet</p>
Encryption	<p>Encryption is a technique used to help safeguard private information while it is sent via the Internet and is often used for online credit card purchases. The data is scrambled and can only be read by the person sending or receiving it.</p>
Flash	<p>Flash is animation software from Adobe (previously Macromedia). Its use is popular in web pages for animation as they are quick to download, are high quality and look the same in all browsers.</p>
FTP	<p>File Transfer Protocol (FTP) is the system by which files are copied to or from a server across the internet</p>
GIF	<p>GIF stands for graphics interchange format. This format is used for graphics and photographs where there are only a few colours.</p>
Hits	<p>The number of times a web page has been viewed. Special Statistics software can be used to analyse the pages visited and how visitors reached those pages i.e. through a search engine or link from another web site.</p>
Hits	<p>Every time an element of a page of your web site is</p>

	downloaded, it is considered a hit.. One page with five graphics would result in six hits. Because the number of total hits on a site says nothing about the frequency of visits, it is recommended to analyze only the hits for the actual pages.
Home Page	It is a first page (also called opening page) of a Web site.
Hosting /Web Hosting	Web sites are hosted or stored on a special computer called a server. The server or host computer allows Internet users around the world to reach your site when they enter your domain address, for example www.yourcompany.co.uk.
HTML	Stands for HyperText Markup Language, the authoring and editing language used to create web pages on the World Wide Web.
Interactive	An interactive web page is a page that responds to the input from a user. Examples of this would be completing a form, banking, shopping carts.
Internet Service Provider (ISP)	A company that provides internet access
Internet/Web	A global network connecting millions of computers. Although 'internet' and 'web' are interchanged the internet provides the structure to access and provide information on the web while web is the content of that information such as the web pages. If you were having a telephone conversation the internet would be the phone line and your conversation would be the web.
IP Address	IP stands for Internet Protocol. All computers across the internet are assigned a unique identifier called an IP address. IP addresses are used like street addresses so other computers can locate them. IP addresses are numerical numbers between 0 and 255, separated by periods. For example, an IP Address may look something like: 56.234.22.12. Because it is difficult to remember these numbers a domain name can be assigned to them making them more memorable and easier to use.
Jpeg (JPG)	Stands for Joint Photographic Experts Group and is the format most commonly used for photographic images and graphics which have lots of different colours.
Keywords	A keyword is either a single word or short phrase to define the main topics of a website and what a user might type in to a search engine to find used by a search engine to find web pages like yours
Link /Hyperlink	Sometimes called hyperlink can be text or graphics that when clicked on will take the user to another web page or point on the same web page. The most common form of these are the navigation links on a website.
Merchant Account	A specialised bank account that allows you to process credit cards online.
MP3	Is the technology and format for compressing a sound sequence into a

	very small file by removing the frequencies not audible to the human ear and preserving the original level of sound quality when it is played
Pay Per Click (PPC) Advertising	Sponsored advertising on search engines where adverts are placed at the top of search engine results depending on how much as been bid on the searched keyword. Payment is only made if the user then clicks the advert to the site.
Payment Gateway	A software usually provided by a third party that allows a website to be integrated to a merchant account. Most major merchant account providers include a gateway with their services.
Plug-In	A plug-in works with your web browser to allow it to do other things such as play videos and music. Common browser plug-ins include Flash, QuickTime, Java
Search Engine	A search engine helps people find what they are looking for on the web when they enter keywords for the subject on which they want information. Some of the more common search engines are Google, Yahoo and Alta Vista. Details of websites need to be submitted to search engines before they will appear in their listings.
Search Engine Optimisation (SEO) or Website optimisation	Search Engine Optimisation is a process or strategy to improve a webpage's ranking on a search engine results page. The factors involved in optimising a website include the content and structure of the website's copy and page layout and the submission process. The higher a Web site ranks in the results of a search, the greater the chance that your site will be found by a search user.
Server	A server is a networked computer that allows other users to access files (e.g. webpages) and/or applications (e.g. email)
Shopping Cart	A shopping cart is a piece of software that acts as an online store's catalogue and ordering process. A shopping cart is the interface from a website that allows visitors to select the products they want to buy and make a purchase.
Site or Website	A collection of files that are arranged on the World Wide Web under a common address and allows retrieval via a browser.
Spam	Spam refers to the practice of blindly sending commercial messages or advertisements to email users or posting to newsgroups
Static Pages	Pages that don't change
Thumbnail	A small version of a bigger image on a web page. Usually containing a hyperlink to a full-size version of the image.
Traffic	Traffic describes the amount of visitors who come to your website. The more traffic, the more visitors
URL	The Uniform Resource Locator is a way of uniquely specifying the address of a website or file on the internet. The protocol used on the internet is Hyper Text Transfer Protocol (http). The URL is usually made up of four parts Protocol : http:// Domain or IP address: www.mycompany.co.uk Path : /public/ Filename : index.html

	When this is typed into the address bar of the browser as http://www.mycompany.co.uk/public/index.html it would take you to the index page of the my company website.
W3C	W3C is an acronym standing for the World Wide Web Consortium. This is the group that determines the standards for the technology behind the Web.
Web Page	A Web page is a document written in HTML and meant to be viewed in a Web browser on the Internet or World Wide Web such as Netscape, Internet Explorer, or Opera.