Glossary of Web Design Terms

Accessibility

A website's ability to be used by people with disabilities, including visually impaired visitors, hearing impaired visitors, color blind people, or those with other disabilities. Accessibility is important for sites providing information to those with disabilities, such as healthcare sites, government sites, etc., but it is important for all sites to include.

AJAX

Stands for Asynchronous JavaScript and XML. AJAX is used to create dynamic web applications and allows for asynchronous data retrieval without the need to reload the page a visitor is on. Javascript handles the basic functions of applications, so it performs like a program rather than a web-based program.

Anchor Text
The text that describes a link. Example "Learn More Here" is the anchor text for www.examplelink.com

**Attribute**

A part of an element that provides additional information about that element. (See Element)

**B**

**Back End**

The back end of a website refers to the part hidden from view of regular website visitors, often used to manage the site.

**Back Link**

Backlinks are links from other sites back to your own. Backlinks are extremely important for SEO as they are the web’s versions of recommendations.

**Below the Fold**

In newspaper days, “below the fold” meant content on the bottom half of the page (below where the paper folded). In web design terms, “below the fold” refers to the content below the point first viewable to the visitor. Content is below the fold if viewers have to scroll down to see the content.
**Bounce Rate**

The percentage of visitors to a site that leave without taking action. The lower the percentage, the better.

**CAPTCHA**

Stands for Completely Automated Public Turing test to Tell Computers and Humans Apart (say that 5 times fast). The part of a web form that attempts to make sure the visitor is an actual person, not an automated robot.

**Cascading Style Sheets**

"CSS" for short. Cascading Style Sheets define the look and feel of a website outside of the actual HTML files of the website.

**Cache**

Files that are saved or downloaded by a web browser, loading the page faster the next visit.

**CMS**

Stands for Content Management System. Tool that separates content from design and backend, making it easier to provide content to users. Example: Wordpress is a CMS.
D

**DHTML**

Stands for Dynamic HyperText Markup Language. Fuses XHTML and CSS and javascript to create dynamic interactive web pages.

**DPI**

Stands for Dots Per Inch; the resolution of a computer monitor

E

**Element**

In XHTML, a complete tag and all its contents, ex:

example paragraph

**Embed**

To embed means to incorporate an outside file, such as a video on Youtube, into a webpage without the user having to visit its original location.

**External Style Sheet**

This is a CSS document that is written in a separate, external document. The biggest advantage to using an external style sheet is it can be linked to by multiple
HTML/XHTML files (which means changes made to the style sheet will effect all the pages linked to it without having to change each page individually).

**F**

**Favicon**

Favicons are tiny (generally 16×16 pixels, but can be 32×32 pixels), customizable icons displayed in the web address bar next to the web address.

**Fold**

Where the natural page break of a website is; "above the fold" is the content the users sees without having to scroll.

**G**

**GIF**

Pronounced with a hard G (as in 'gift') by most, stands for Graphic Interchange Format, suited for flat color images and short video clippings.

http://24.media.tumblr.com/5b8557ed697342ccc5af437d798121c6/tumblr_mmm9mbNe381rw9d2101_500.gif
**Graphic User Interface/GUI**

pronounced "gooey"; refers to the front-end graphics that represent commands you see on a web application. Its purpose is to allow you to interact with a web application without having to know code commands.

**.htaccess**

The Apache directory-level configuration file. The .htaccess file configures the current directory with things like password-protection, URL rewrites, etc.

**HTML**

Stands for Hypertext Markup Language. Primary Language used write web pages.

**HTTPS**

Similar to HTTP, HTTPS stands for HyperText Transfer Protocol Secure. Like HTTP, it is the set of rules for transferring hypertext requests between browsers and servers, but this time it’s done over a secure, encrypted connection. You'll often see banks or financial records with "https://" instead of "http://". 
iFrame
Short for "Inline Frame". An iframe displays one or more web pages within another normal web page (one that isn’t a frameset page).

Inbound Link
a link that points to your website. (see: outbound link)

Inline Style
A CSS or cascading style sheets style that is written directly on the element it affects.

IP address
An IP address is the numerical designation of any computer attached to the Internet.

JPEG
Stands for Joint Photographic Experts Group. A lossy graphics format best for photographs and images with a lot of colors

K

Kerning
The adjustment of spacing between letters in words.
**LAMP**

Stands for Linux, Apache, MySQL, and PHP (or sometimes Perl or Python), and is referring to the specifications of a web server (defining the operating system, web server, database, and scripting language, in that order). LAMP setups are all free and open source.

**Landing Page**

The page on which a visitor first enters a website. Often, a special landing page is created to provoke a specific action from the new visitor, such as a contact form or sale page.

**Link Farm**

A link farm is a website whose sole purpose is increasing the link popularity of other sites by increasing the number of incoming links to those sites. These are often seen as black-hat or spammy to search engines, avoid them at all costs!

**Lorem Ipsum**

Placeholder dummy text used by designers in preliminary designs to highlight the design, font, colors, and layout of a page. It is a form of scrambled latin text that is
designed to mimic the flow of words, sentences, and paragraphs in English and other
latin languages.

M

**Markup**

The code applied to a text document to change it into an HTML, XML, or other Markup
Language document.

**Meta Data**

Meta data is the data contained in the header that offers information about the web page
that a visitor is currently on. Often optimized to include core keywords for SEO
purposes.

**Minify**

In web design and development, this is the process of removing unnecessary whitespace
and other characters from HTML, CSS, and JavaScript to make them download more
quickly.

N

**Navigation**
The system that allows visitors to a website to move around that site, such as menus, internal links, buttons, calls to action, etc.

**Non Breaking Space**

used in HTML to add a space between paragraphs, lists, etc. //"&(nbsp;)//

**O**

**Open Source**

Refers to the source code of a program made available to the public.

**Organic**

Organic in reference to web traffic is the traffic that comes in without advertising, referrals, or social media, often via search engines.

**P**

**Pageview**

A pageview occurs when a users views a page.

**PDF**
PDF stands for “portable document format”. It is a file format created by Adobe as a way to store documents for exchanging. The PDF format was meant to be independent of the hardware or platform it was being viewed on.

**Permalink**

A link that is the permanent web address of a given blog post.

**PHP**

Stands for “PHP: Hypertext Preprocessor (although the acronym is part of the definition of the acronym. That’s not confusing at all.) PHP is found on most web servers and is used by developers to create dynamic and database driven websites.

**R**

**Resolution**

The physical number of pixels displayed on a screen.

**Responsive**

A responsive website is one that adjusts the way a website looks based on the screen resolution of the device used to view the page. If a site is responsive, only 1 version will need to be created to fit all desktops, tablets, and mobile devices.

**RSS**
Stands for Really Simple Syndication. RSS is a standardized XML format that allows content to be syndicated from one site to another. It's most commonly used on blogs. RSS is often used to push blogs into feeds.

**S**

**Schema**

Schema.org refers to rich snippets, a label readable by search engines to help classify the page.

**Script**

Refers to a portion of code on an HTML page that makes the page more interactive. Scripts can be written in a variety of languages, including JavaScript.

**SEO**

Stands for Search Engine Optimizations - the changes and adjustments made to manipulate the Search Engine Results Page (SERP). The goal is generally to use SEO to rank on the first page of the search engine.

**SOAP**
Stands for Simple Object Access Protocol. An XML-based protocol exchanging information across the internet to allow an application on one site to access an application or database on another site.

Tag

The style of an element is the way it looks or acts on the Web page.

Text Editor

An application used to edit plain text files, often seen as .txt

TLD/TLDN

TLD stands for Top-Level Domain and TLDN stands for Top-Level Domain Name.

URI

Stands for Uniform Resource Identifier. It is a codification of addresses to internet objects.

URL
Stands for Uniform Resource Locator. A site's URL is its address, the item that specifies where on the Internet it can be found.

**Usability**

A website is considered usable if the customers coming to that site can find what they need and accomplish their goals.

**V**

**Validate**

When you validate a web language like HTML, XML, or CSS, you are checking it against the standard for that language.

**Void Element**

A void element is a tag that does not require a closing tag to be valid HTML, such as

**W**

**Web Log**

A Web page that has short, frequent updates made to it, such as a "latest news" section.

**Web Server**
A web server is a computer that has software installed and networking capabilities that allow it to host web sites and pages and make them available to internet users located elsewhere.

**XHTML**

Stands for Extensible Hypertext Markup Language, called an extensible language because it allows for the user to define the mark-up elements.