

# Website Terminology



## **Blog**

Blog is a word that was created from two words: “web log.” Blogs are usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video.

## **CMS / Content Management System**

A CMS or a ‘Content Management System’ quite literally allows you to control and manage the content within your website - without advanced technical training. Using this uncomplicated system you can very easily add, delete images and edit text in your website on the fly.

## **Code / Coding**

Coding is what makes it possible for us to create computer software, apps and websites. Your browser, the apps on your phone, Facebook, and this website – they’re all made with code.

## **Conversion Path**

A conversion path is simply the online path offered to web visitors after clicking on a landing page. The path should be well thought out and have a simple destination after the landing page.

## **CRM**

Customer relationship management (CRM) entails all aspects of interaction that a company has with its customers, whether it is sales or service-related.

## **Demographics**

A statistical view of a population, generally including age, gender, income, schooling, occupation and so on.

## **Facebook**

Facebook is a social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates. The platform currently boasts around 1.49 billion active users.

## **Google Analytics**

A web analytics program that provides data and information about website traffic and efficiency.

## **Google Webmaster Tools**

Gives the ability to check indexing status and optimize visibility of websites.

## **Inbound Links / Backlinks**

An inbound link (also referred to as a back link) is a hyperlink on a third-party web page that points to a web page on your site. Inbound links are important for search engine optimization (SEO) because Google and other search engines see multiple, relevant inbound links to a page as a sign that the content on that page is useful.

## **Internal Links / Hyperlinks**

Internal links are links that go from one page on a domain to a different page on the same domain. They are commonly used in main navigation of a website.

## **Instagram**

Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare.

## **Keywords & Phrases**

A keyword, in the context of search engine optimization, is a particular word or phrase that describes the contents of a web page. Keywords are intended to act as shortcuts that sum up an entire page. Keywords form part of a web page's metadata and help search engines match a page with an appropriate search query.

## **LinkedIn**

LinkedIn is a business-oriented social networking site with over 380 million members in over 200 countries and territories. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking.

## **Meta Descriptions**

A meta description is an element that describes your websites pages to search engines.

## **Meta Keywords**

These are the words that visitors use to find your website when using a search engine.

## **Page Headings (H1, H2, etc.)**

Every webpage (e.g. homepage, subpage) has its own title. Search engines display page titles in their search results. In addition, search engines use page titles in order to recognize what information the website contains.

## **PayPal**

Provides online payment and money transfer options.

## **Pinterest**

A photo sharing social network that provides users with a platform for uploading, saving, and categorizing "pins" through collections called "boards." Users have the ability to "pin" and "repin" content that they like to their respective boards.

## **Search Engines**

Online tools that allow you to find specific web pages by using a keyword search query. The three main search engines are Google, Yahoo, and Bing.

## **Search Engine Optimisation**

A methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine.

## **Social Media**

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Eg. Facebook, LinkedIn, Pinterest, Instagram, Twitter etc

## **Twitter**

Twitter is a real-time social network that allows users to share 140-character updates with their following. Users can favorite and retweet the posts of other users, as well as engage in conversations using @ mentions, replies, and hashtags for categorizing their content.

## **URLs**

A URL is the address of a specific website or file on the Internet.

## **User Experience**

A person's perceptions of different aspects of a website such as utility, ease of use and efficiency.

## **Visitor**

The person who goes to a website.

## **YouTube**

A free video-hosting website that allows members to store and serve video content. YouTube members and website visitors can share YouTube videos on a variety of web platforms by using a link or by embedding code.