

Website Terminology from Big Boom Design

Website Platforms

CMS – A “content management system” is software that keeps track of every piece of content on your Web site; much like your local public library keeps track of books and stores them. Content can be simple text, photos, music, video, documents, or just about anything you can think of. A major advantage of using a CMS is that it requires almost no technical skill or knowledge to manage. Since the CMS manages all your content, you don’t have to. WordPress and Joomla are both CMS platforms.

Open Source – is computer software in which the source code is considered public domain. This allows users to use, change, and improve the software, and to redistribute it in modified or unmodified forms. It is very often developed in a public, collaborative manner. Open-source software is often compared to user-generated content. The term open-source software originated as part of a marketing campaign for free software. One of the most successful open source products is the Linux operating system. Most importantly, Open Source means that it’s not proprietary. WordPress and Joomla are both Open Source platforms.

Joomla! – is an award-winning content management system (CMS), which enables you to build Web sites and powerful online applications. Many aspects, including its ease-of-use and extensibility, have made Joomla the most popular Web site software available.”

WordPress – is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. Primarily used as a blogging platform to help drive traffic to a website. A WordPress blog can look identical, similar, or completely different from the website that it is integrated with.

Blog – “Web Log” is a type of website, usually maintained by an individual or organization with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. The ability for readers to leave comments in an interactive format is an important part of many blogs but not a requirement.

Database – With a normal static website, the information that you see is on the page itself. It does not change unless someone manually edits the page. On a database driven website, the information is not stored on the page, but in a database “digital filing cabinet”. Every time someone visits a particular page, the information is drawn from the database in order to display it on the page. Information can therefore be easily cross-referenced and the same information applied in many different ways, using formulas and different variables.

Search Engine Related Terms

Meta Tag – Included in the “head” section of a web page and visible to search engines but not human visitors. Meta tags provide information about a webpage, like the topic (title), keywords, description and also instructions to search engine robots and visitor browsers.

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PHP - A programming language that is Linux based rather than Windows based. Normally used for increased functionality on a website or to work with a database. It works in conjunction with html and html variants and allows for functions to be run from the server rather than the visitor's browser.

Alt Tags – Similar to a Meta tag, Alt tags are used to help describe images and videos to the search engines. They are also seen if the image or video is having trouble loading on the web page.

Google Analytics – An online application that allows the owner of a website to track all incoming and outgoing information. This resource is extremely valuable in creating an educated marketing plan for a website or blog. With Google Analytics we're able to track data such as: Keywords, most popular content, referring websites, top exit pages, site visitor geographic location, etc...

SEO – "Search Engine Optimization" simply refers to the practice of tweaking website coding and content to achieve the highest possible search engine ranking.

SEF Links – "Search Engine Friendly Links" This relates to how well a site has been put together. A search engine friendly website is one that search engines can easily read and find all the links on.

Natural SEO – refers to the natural optimization of a website's pages and content. Natural SEO does not rely on costly Adword campaigns or website listing directories. Clean source code, proper alt tag use, and organized website architecture are all vital in accomplishing natural SEO.

Hosting Terms

Website Hosting – In order for you to have an email address or a website, a computer somewhere, with all the necessary software, has to provide you with 3 things: an IP (domain) address, physical space to store the information and bandwidth that accommodates the flow of information that is taking place on your behalf. The company that provides you with these facilities is your website hosting company.

Server – A server is a computer that is used to house websites and provide a physical storage area for websites and emails. Without a server, your website would not be viewable to the world. Servers are normally provided by hosting companies who keep the servers in special premises, under special conditions and with permanent connections to the internet.

Dedicated Server – is a type of Internet hosting in which the client leases an entire server not shared with anyone. This is more flexible than shared hosting, as organizations have full control over the server(s), including choice of operating system, hardware, etc.

FTP – The software program that you use to upload your website to a web server.

Bandwidth – relates to how much a resource is used. An analogy would be a freeway. The wider the freeway, the more traffic (users) it can handle. The narrower it is, the less people can use it at once (without problems). When a website gets a lot of visitors, it will use a lot of bandwidth.