

Web Terminology

Term Name	Definition
ActiveMovie	A web technology for streaming movies from a web server to a web client. Developed by Microsoft.
ActiveX	A programming interface (API) that allows web browsers to download and execute Windows programs.
ActionScript	An object-oriented programming language that is designed specifically for Web site animation.
Adobe AIR	<p>The Adobe Integrated Runtime (AIR) is an interesting development that enables web designers and developers to use the technologies used to build web sites - HTML, JavaScript, and Flash - to build applications that are used on the desktop.</p> <p>The types of applications being built with AIR are those that integrate closely with websites. Some are used to follow and analyze information published by web sites while others are used to updates web sites and blogs.</p> <p>Because they run on the desktop and not in a web browser they can offer more features and access and save files on the local hard drive or network. AIR also has built in database for storage and synchronization so you can work offline and then synchronize the information to your website at a later date.</p> <p>At present AIR runs on Windows and Mac OS X. A version for Linux is available to developers and a version for mobile devices is in development.</p>
Anchor	The starting point or ending point of a hyperlink.
Animation	A set of pictures simulating movement when played in series.
Authentication	The method used to verify the identity of a user, program or computer on the web.
AVI (Audio Video Interleave)	File format for video files. Video compression technology developed by Microsoft.
Bandwidth	A measure for the speed (amount of data) you can send through an Internet connection. The more bandwidth, the faster the connection.
Blogosphere	<p>The blogosphere is the entire collection of blogs. The term implies that all blogs, bloggers and the inter connections between them exist as a distinct part of the world wide web.</p> <p>The blogosphere is simply a section of the web. It can be argued that a blog is just a web site in which entries are displayed chronologically rather than hierarchically.</p>
Body Tag	<p>Body is an HTML tag. Web pages are created by placing the text of the page between special tags show their significance.</p> <p>For example if text is placed between a tag like this <code><h1></code> then this indicates that the text is a heading e.g. <code><h1>Story Heading</h1></code></p> <p>If text is placed between a tag like this <code><p></code> then it indicates that the text is just a normal paragraph e.g. <code><p>The start of the story...</p></code></p> <p>Not all of the content of a web page is displayed to the visitor. Some of the information in a web page is used only by the web browser and some of it is used by search engines.</p> <p>The part of the web page which <i>is</i> displayed to the visitor is held between the <code><body></code> tag.</p>

BMP (Bitmap)	A pixel-based image (.BMP). Its quality decreases when the image is enlarged.
Bookmark	A link to a particular web site, stored (bookmarked) by a web user for future use and easy access.
Broadband	A term that refers to a signaling method that includes or handles a relatively wide range of frequencies, which may be divided into channels or <i>frequency bins</i> . <i>Broadband</i> is always a relative term, understood according to its context. The wider the bandwidth, the greater the information-carrying capacity.
Browse	To read (websites) casually on the Internet.
BPS (Bits Per Second)	Term to describe the transmission speed for data over the web.
Cache	A web browser or web server feature which stores copies of web pages on a computer's hard disk.
Captivate	An electronic learning tool for Microsoft Windows which can be used to author software demonstrations, software simulations, branched scenarios, and randomized quizzes in .swf format.
Chat	An on-line text-based communication between Internet users.
CGI (Common Gateway Interface)	A set of rules that describes how a CGI program communicates with a web server.
CGI Bin	The folder (or directory) on a web server that stores CGI programs.
CGI Program	A small program that handles input and output from a web server. Often CGI programs are used for handling forms input or database queries.
Client/Server	The communication and separation of workload between a web client and a web server.
Click	A mouse click on a hyperlink element (such as text or picture) on a web page which creates an event such as taking a visitor to another web page or another part of the same page.
Click through Rate	The number of times visitors click on a hyperlink (or advertisement) on a page, as a percentage of the number of times the page has been displayed.
Cloaking	A system of delivering custom content to a spider but hiding the code and / or content from a user. Cloaking can be a dangerous method of getting listed in the search engines and may not be recommended. Also known as doorway.
CMYK (Cyan Magenta Yellow Black)	CMYK is a scheme for combining primary pigments. The C stands for cyan (aqua), M stands for magenta (pink), Y is yellow, and K stands for black. The CMYK pigment model works like an "upside-down" version of the RGB (red, green, and blue) color model. The CMYK model is used for printed color.
Cookie	Information from a web server, stored on your computer by your web browser. The purpose of a cookie is to provide information about your visit to the website for use by the server during a later visit.
ColdFusion	Web development software for most platforms (Linux, Unix, Solaris and Windows).
Crawler	A crawler is a program that visits Web sites and reads their pages and other information in order to create entries for a search engine index. Also know as robots and spiders.
CSS (Cascading Style Sheets)	A W3C recommended language for defining style (such as font, size, color, spacing, etc.) for web documents.
Dial-up Connection	A connection to Internet via telephone and modem.
DNS (Domain Name Service)	A computer program running on a web server, translating domain names into IP addresses.
DNS Server	A web server running DNS.

Domain Name	The name that identifies a web site.
Download	To transfer a file from a remote computer to a local computer. To transfer a file from a web server to a web client.
Dreamweaver	Powerful website authoring software from Adobe enabling creation of sites containing graphics and multimedia elements. It is one of the best programs for creating JavaScript and DHTML animations.
DSL (Digital Subscriber Line)	An Internet connection over regular telephone lines, but much faster. Speed may vary from 128 kilobit per second, up to 9 megabit per second.
DTD (Document Type Definition)	A set of rules (a language) for defining the legal building blocks of a web document like HTML or XML.
Dynamic IP	An IP address that changes each time you connect to the Internet.
E-learning	The delivery of a learning, training or education program by electronic means. E-learning involves the use of a computer or electronic device (e.g. a mobile phone) in some way to provide training, educational or learning material.
E-mail (Electronic Mail)	Messages sent from one person to another via the Internet.
E-Mail Address	The address used for sending e-mails to a person or an organization. Typical format is username@hostname.
E-Mail Server	A web server dedicated to the task of serving e-mail.
Encryption	To convert data from its original form to a form that can only be read by someone that can reverse the encryption. The purpose of encryption is to prevent unauthorized reading of the data.
External Link	Like inbound links, external links play a role in Search Engine Optimization. Search engines, like users, follow the external links that direct them to other domains. If these destinations are found to be of low quality or altogether irrelevant, they will only harm the website's ranking and popularity. High quality and relevancy external links count more than sheer mass.
Firewall	Software that acts as a security filter that can restrict types of network communication. Most often used between an individual computer (or a LAN) and the Internet.
Flash	A vector-based multimedia format developed by Macromedia for use on the web.
FLC	An animation file format from Autodesk, Inc., Sausalito, CA, that is commonly known as a "flick" file. It uses the .FLC file extension and provides a 640x480 resolution. An earlier .FLI format provides 320x200 resolution. Both FLC and FLI files provide animated sequences, but not sound. FLI and FLC formats were introduced respectively with Autodesk's Animator and Animator Pro programs for DOS.
Forum	An online community where visitors may read and post topics of common interest.
Frame	A part of the browser screen displaying a particular content. Frames are often used to display content from different web pages.
FrontPage	Web development software for the Windows platform. Developed by Microsoft.
FTP (File Transfer Protocol)	One of the most common methods for sending files between two computers.
FTP Server	A web server you can logon to, and download files from (or upload files to). Anonymous FTP is a method for downloading files from an FTP server without using a logon account.
Gateway	A computer program for transferring (and reformatting) data between incompatible applications or networks.
GIF (Graphics Interchange Format)	A compressed format for storing images developed by CompuServe. One of the most common image formats on the Internet. Supports transparency to

	differentiate between GIF and JPG.
Graphics	Graphics describe pictures (opposite to text).
GUI	A <i>graphical user interface</i> (GUI) is a <i>human-computer interface</i> (i.e., a way for humans to interact with computers) that uses <i>windows</i> , <i>icons</i> and <i>menus</i> and which can be manipulated by a mouse (and often to a limited extent by a keyboard as well).
Host	A web server that "hosts" web services like providing web site space to companies or individuals.
Home Page	Refers to the first document you come to at a Web site.
Hosting	The action of providing web host services.
Hotlink	A link between two applications such that changes in one affect the other.
HTML (Hypertext Markup Language)	HTML is the language of the web. HTML is a set of tags that are used to define the content, layout and the formatting of the web document. Web browsers use the HTML tags to define how to display the text.
HTML (Document)	A document written in HTML.
HTML DOM (HTML Document Object Model)	A programming interface for HTML documents.
HTML Editor	A software program for editing HTML pages. With an HTML editor you can add elements like lists, tables, layout, font size, and colors to a HTML document like using a word processor. An HTML editor will display the page being edited exactly the same way it will be displayed on the web.
HTML Form	A form that passes user input back to the server.
HTML Page	A Web page with user interface and content information that does not go through any server-side processing. Typically these pages contain explanatory text, such as directions or help information, or HTML input forms. When a Web server receives a request for an HTML page, the server simply retrieves the file and sends it without filtering back to the requesting client.
HTML Tags	Code to identify the different parts of a document so that a web browser will know how to display it.
HTTP (Hyper Text Transfer Protocol)	The standard set of rules for sending text files across the Internet. It requires an HTTP client program at one end, and an HTTP server program at the other end.
HTTP Client	A computer program that requests a service from a web server.
HTTP Server	A computer program providing services from a web server.
HTTPS (Hyper Text Transfer Protocol Secure)	Same as HTTP but provides secure Internet communication using SSL.
Hyperlink	A pointer to another document. Most often a pointer to another web page. A hyperlink is a synonym for a hotlink or a link, and sometimes called a hypertext connection to another document or web page.
IIS (Internet Information Server)	A web server for Windows operating systems. Developed by Microsoft.

Image Replacement Techniques	<p>Image replacement techniques are used by web designers to add visual appeal to a web site while maintaining information that is important for search engines and people using a screen reader.</p> <p>Where a web designer needs to use specific font for things such as logos and headings on a web site they will often use graphics in stead of text. This is because they cannot ensure that the person visiting the website will have the required font on their computer.</p> <p>By using a graphic instead of text for key elements of the site such as headings and logos they are able to maintain the organizations brand identity. However, a lot of the important words that would benefit the organization in search engines are lost because graphics have been used instead of text.</p> <p>To ensures that brand identity and the meaning of the text in headings etc is preserved image replacement techniques are used to present:</p> <ol style="list-style-type: none"> 1. text to people using a screen reader because they have a visual impairment or are blind 2. text to the search engine to ensure that the important keywords are preserved 3. graphic versions to people using an ordinary web browser <p>Because screen readers and search engines are only interested in the text of a page they ignore the parts of a web page that deal with presentation. It is therefore possible to write some presentation code which moves certain pieces of text such as the name of the company and article headings off screen and replace them with an image using the company's house font. The majority of people will see the fancy graphics, while the search engine will derive the meaning from the text and the screen reader will read the text out loud.</p> <p>Current developments in web browser technology mean that in future it will be possible to download the required font along with the web page making image replacement techniques unnecessary.</p>
IMAP (Internet Message Access Protocol)	A standard communication protocol for retrieving e-mails from an e-mail server. IMAP is much like POP but more advanced.
Internal Link	An internal link allows you to link to another section on the same web page, so it basically scrolls the page up or down to the desired location. This is helpful to the user to quickly jump to the information he/she is looking for.
Internet	A world wide network connecting millions of computers.
Internet Browser	A client program that knows how to interpret <i>HTML</i> code and display information and graphics to a client.
Internet Explorer	A browser by Microsoft. The most commonly used browser today
Internet Server	A server is a computer that delivers services or information to other computers. It delivers web content to web browsers.
Intranet	A private (closed) Internet, running inside a LAN (Local Area Network).
IP Address (Internet Protocol Address)	A unique number identifying every computer on the Internet (like 197.123.22.240).
IP Number (Internet Protocol Number)	A 4-part number, separated by dots, which identifies a specific machine on the Internet.
ISP (Internet Service Provider)	A service that provides access to the Internet and web.
Java Script	The most popular scripting language on the internet, developed by Netscape.

JPEG (Joint Photographic Expert Group)	The organization that promotes the JPG and JPEG graphic formats for storing compressed images.
JPEG and JPG	Graphic formats for storing compressed images. Does not support transparencies.
Link	A segment of text or a graphical item that serves as a cross-reference between parts of a hypertext document or between files or hypertext documents.
Mosaic	The first commonly available web browser. Mosaic was released in 1993 and started the popularity of the web.
MOV	A codec for computer video developed by Apple. Common file extension for QuickTime multimedia files.
Mozilla Firefox	<p>Mozilla Firefox is a web browser that has steadily grown in popularity over the last few years. It's currently used by about 15% of the world's Web browsers.</p> <p>Firefox is free and open source software developed by the Mozilla Corporation and a community of external contributors.</p> <p>This cross-platform browser, provides support for Microsoft Windows, Mac OS X, and Linux.</p> <p>The latest version 2.0.0.7 was released on September 18, 2007.</p>
MP3 (MPEG-1 Audio Layer -3)	An audio compression format specially designed for easy download over the Internet.
MP3 File	A file containing audio compressed with MP3. Most often a music track.
MPEG (Motion Picture Experts Groups)	MPEG is an international standard for video compression and desktop movie presentation. A special viewing application is needed to run MPEG files on your computer.
MPG	Common file extension for MPEG files.
Multimedia	A presentation combining text with pictures, video, or sound.
Navigate	Term to describe a user's movement across the web, moving from page to page via hyperlinks, using a web browser.
Netscape	The browser from the company Netscape. The most popular browser for many years. Today IE has the lead.
Newsgroup	An on-line discussion group (a section on a news server) dedicated to a particular subject of interest.
News Reader	A computer program that enables you to read (and post messages) from an Internet newsgroup.
News Server	An Internet server dedicated to the task of serving Internet newsgroups.
Node	A computer connected to the Internet, most often used to describe a web server.
Opera	The browser from the company Opera.
Optimized HTML Code	To fine-tune a program so that it runs more quickly or takes up less space.
Packet	The unit of data that is routed between an origin and a destination on the Internet or any other packet-switched network.
PDF (Portable Document Format)	A document file format developed by Adobe. Most often used for text documents.
Photoshop	A professional image-editing and graphics creation software from Adobe. It provides a large library of effects, filters and layers.
PHP (PHP: Hypertext	A technology allowing the insertion of server executable scripts in web pages.

Preprocessor)	Mostly for Unix, Linux and Solaris platforms.
Ping	A method used to check the communication between two computers. A "ping" is sent to a remote computer to see if it responds.
Platform	The computer's operating system like Windows, Linux, or OS X.
Plug-In	An application built into another application. A program built in (or added) to a web browser to handle a special type of data like e-mail, sound, or movie files.
PNG (Portable Network Graphics)	A format for encoding a picture pixel by pixel and sending it over the web. A W3C recommendation for replacing GIF. Supports transparencies.
POP (Post Office Protocol)	A standard communication protocol for retrieving e-mails from an e-mail server.
Port	A number that identifies a computer IO (input/output) channel. A number that identifies the I/O channel used by an Internet application (A web server normally uses port 80).
Protocol	A set of standards that define how traffic and communications are handled by a computer or network routers.
Proxy Server	An Internet server dedicated to improve Internet performance.
QuickTime	A multimedia file format created by Apple.
Router	A hardware (or software) system that directs (routes) data transfer to different computers in a network.
Redirect	The action when a web page automatically forwards (redirects) the user to another web page.
RGB (Red Green Blue)	The combination of the three primary colors that can represent a full color spectrum. The RGB scheme is used mainly for computer displays.
RSS Feeds	A family of Web feed formats used to publish frequently updated content such as blog entries, news headlines, and podcasts in a standardized format.
SGML (Standard Generalized Markup Language)	A system for organizing and tagging elements of a document. SGML was developed and standardized by the International Organization for Standards (ISO) in 1986. SGML itself does not specify any particular formatting; rather, it specifies the rules for tagging elements. These tags can then be interpreted to format elements in different ways.
Shockwave	A format (technology) developed by Macromedia for embedding multimedia content in web pages.
Shopping Cart	Software used to make a site's product catalogue available for online ordering, whereby visitors may select, view, add/delete, and purchase merchandise.
SMTP (Simple Mail Transfer Protocol)	A standard communication protocol for sending e-mail messages between computers.
Site Map	A hierarchical visual model of the pages of a Web site. Site maps help users navigate through a Web site that has more than one page by showing the user a diagram of the entire site's contents.
Source Code	The original work created by a developer. Source code is compiled, or published, into a new file. This compiled file is what users will see, not the source itself.
SOAP (Simple Object Access Protocol)	A standard protocol for letting applications communicate with each other using XML.
SPAM	The action of sending multiple unwelcome messages to a newsgroup or mailing list.
Spoofing	Addressing a web page or an e-mail with a false referrer. Like sending an e-mail from a false address.
Spyware	Computer software hidden in a computer with the purpose of collecting

	information about the use of the computer.
SQL (Structured Query Language)	An ANSI standard computer language for accessing and manipulating databases.
SSI (Server Side Include)	A type of HTML comment inserted into a web page to instruct the web server to generate dynamic content. The most common use is to include standard header or footer for the page.
SSL (Secure Socket Layer)	Software to secure and protect web site communication using encrypted transmission of data.
Static IP (address)	An IP address that is the same each time it connects to the Internet.
Streaming	A method of sending audio and video files over the Internet in such a way that the user can view the file while it is being transferred.
Streaming Format	The format used for files being streamed over the Internet.
Tag	Notifications or commands written into a web document.
TCP/IP (Transmission Control Protocol / Internet Protocol)	A collection of Internet communication protocols between two computers. The TCP protocol is responsible for an error free connection between two computers, while the IP protocol is responsible for the data packets sent over the network.
TCP/IP Address	An identifier for a computer or device on a TCP/IP network.
TCP/IP Packet	A "packet" of data sent over a TCP/IP network. (data sent over the Internet is broken down into small "packets" from 40 to 32000 bytes long).
TIFF	Tagged Image File Format. A graphic file format for PC and Macintosh (.tif). It is compatible with most image-editing software.
Typography	Study of the design of typefaces, and the way in which the type is laid out on a page to best achieve the desired visual effect and to best convey the meaning of the reading matter.
Upload	To transfer a file from a local computer to a remote computer. To transfer a file from a web client to a web server.
URL (Uniform Resource Locator)	The unique web address for a file that is accessible on the Internet.
USENET	A world wide news system accessible over the Internet.
User Agent	A client program that is used to access servers on a network, typically the Internet. It may refer to an e-mail client, a Web browser, search engine or any other program in the user's machine that is accessing a service on the Internet.
VBScript	A scripting language from Microsoft. VBScript is the default scripting language in ASP. Can also be used to program Internet Explorer.
Visit	A visit to a web site. Commonly used to describe the activity for one visitor of a web site.
Visitor	A visitor of a web site. Commonly used to describe a person visiting (viewing) a web site.
Web Address	The standard way to address web documents (pages) on the Internet.
Web Applet	A program that can be downloaded over the web and run on the user's computer. Most often written in Java.
Web Client	A software program used to access web pages. Sometimes the same as a Web Browser, but often used as a broader term.
Web Browser	A software program used to display web pages.
Web Document	A document formatted for distribution over the web. Most often a web document is formatted in a markup language like HTML or XML.
Web Design	Theoretical layout of graphics, text, and images which will eventually be

	developed into a Web site.
Web Error	A message from a web server indicating an error. The most common web server error is "404 File Not Found".
Web Hosting	An Internet web hosting service rendered by Provider that includes the installation, maintenance, repair, and the 24 hour Internet connection of one or more shared or physical computers for use by Customer.
Web Page	An HTML document that is accessible on the Web.
Webmaster	This term refers to the person in charge of administrating a World Wide Web site.
WML (Wireless Markup Language)	A standard for information services on wireless terminals like digital mobile phones, inherited from HTML, but based on XML, and much stricter than HTML
WML Script	Scripting language (programming language) for WML.
XForms	A future version of HTML Forms, based on XML and XHTML. Differs from HTML forms by separating data definition and data display. Providing richer and more device independent user input.
XHTML (Extensible Hypertext Markup Language)	HTML reformulated as XML. XHTML is the latest version of HTML. Developed by W3C.
XPath	XPath is a set of syntax rules (language) for defining parts of an XML document. XPath is a major part of the W3C XSL standard.
XQuery	XQuery is a set of syntax rules (language) for extracting information from XML documents. XQuery builds on XPath. XQuery is developed by W3C.
XML (Extensible Markup Language)	A simplified version of SGML especially designed for web documents, developed by the W3C.
XML Document	A document written in XML.
XML DOM (XML Document Object Model)	A programming interface for XML documents developed by W3C.
XML Schema	A document that describes, in a formal way, the syntax elements and parameters of a web language. Designed by W3C to replace DTD.
XSL (Extensible Stylesheet Language)	A suite of XML languages developed by W3C, including XSLT, XSL-FO and XPath.
XSLT (XSL Transformations)	An XML language for transforming XML documents. A part of XSL developed by W3C.