# Web Design Terms & Definitions

**Applet:** Short name for application.  An applet is a special program that is embedded in a web page that creates motion and interactivity on the web page

**Domain Registration:** A unique name that identifies every web site that you visit; the ability to secure a unique domain name on the World Wide Web (like www.abusywebdesigner.com). There are a variety of different registration companies to choose from. Ownership of a specific domain name varies in duration given the plan, and the registration company you choose. An example of a registration company is: www.register.com, www.godaddy.com.

**Home Page:** Is typically the entry page to your web site.

**ISP:** Internet Service Provider provides you a location to connect to the internet.

**Java Script:** JavaScript is a scripting language that allows movement and animation on your web page.

**Maintenance/ Updates:** are alterations, add-ons, and "cleaning" associated with maintaining a functional, accurate web presentation. Maintenance can include: the repairing of broken links (links that are inactive or related to inactive sites, or behaviors that are subject change with time), removal of old files that take up space, modifying the website programming language (HTML) to stay competitive with the evolving technologies, image pixel modifications to maintain speed with new browsers. Updates can include: adding or changing information on existing pages, adding new pages, graphics, forms, behaviors, unique attributes to increase exposure to new search engines, and more.

**Meta Tags, Keywords, & Definitions:** Keywords and descriptions are words used by a search engine in its search for relevant Web pages. The way your site shows up in a search engine is largely determined by the keywords and descriptions known as "Meta Tags" in your site, which is a special HTML tag that provides information about a Web page. Search engines send out what is referred to as "spiders" or "crawlers" to new sites. The spider examines the text within your site to determine how you site will be listed. If there are no keywords, you may not be listed at all.

**Search Engine:** A web site where you can search the Internet for a specific term or phrase.  The most popular search engines today are Google, Yahoo, MSN, AllTheWeb, Excite, Lycos, AOL, HotBot, Altavsta. There are several thousand search engines and growing every day.

**Search Engine Optimization:**  Search Engine Optimization (SEO) is a process designed to increase your ranking in the search results of a Search Engine.  The higher a web site ranks, the greater the chance that the site will be visited.  Creating a search engine friendly web site take time and evolves as search engine strategies change.

**Title:** Each web page should have a unique page title. This will show up when people bookmark you site. The title plays a critical role in how your site ranks in the search engines.

**URL**- (Uniformed Resource Locator) A string that supplies the Internet address of a Web site or resource on the World Wide Web.

**Web Hosting:** everything on the web is sitting on a server. Internet service providers offer space to "house" your website. You pay to upload your web site to their servers. (you must have a domain name to do this) Can be paid for monthly or yearly.

**Web Search Engine Directories:** search engines crawl the web looking for keywords. They act as the Internets evolving list of databases that are used to find sites that pertain to information specified by the user. Alta visa, Google, Hot Bot, and C4 are just a few of the many search engines that exist on the WWW.

**Data Transfer or Bandwidth:** In web hosting term, bandwidth normally refers to limit on the amount of data that can be transfer to and from a web site through the web hosting company within any given month. Many

web hosts offers around 50GB of data transfer (or bandwidth) in typical package which is more than plenty for most web sites.