

Building & Maintaining a Website

Advertising

similar to promoting but generally considered more long-term; paid for by the company

Banner Advertisements

advertisements on a website; usually shaped as rectangles

Bugs

problems which occur when the website does not function as expected

Cascading Style Sheets (CSS)

language which formats and styles text on a website

Extensible Markup Language (XML)

programming language allowing computer applications to talk to each other

Font

typeface of letters displayed on a computer

Hypertext Markup Language (HTML)

programming language used by pages on the World Wide Web

Key Word

word or phrase used to find Web pages in a search engine

Layout

how one lays out a Web page with images and text

Links

mechanisms through which pages connect to each other

Adobe® Flash®

computer program which produces animations and navigation interfaces for websites; good for creating dynamic content on websites

Navigation Menus

areas allowing users to traverse a website; usually located on the top or left-hand side of a website

Structured Query Language (SQL)

programming language which “talks” to databases

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RSS (Really Simple Syndication)

format for displaying constant feeds information such as news, sports scores and website updates; generated automatically and then can be presented on a website

Search Box

allows a user to search within your site, much like using a search engine like Yahoo.com; involves programming the search engine into the Web page

Search Engine Optimization

practice of getting a website to rank highly on the list of search engine results

Search Engine

website which searches the Internet for key words; for example Google.com, Yahoo.com and Live.com

Site Map

matrix-like visuals of a website and its links; can be used by customers to navigate a website; can be used by businesses to plan a website

Title Bar

located at the top of a Web browser; usually the title of the website; may include the name of the Web page; may also include a short description; used as titles in bookmarks and favorites

Web Design Process

process which helps a company develop a website; steps include planning your website, registering your website, selecting a Web host, building a website and maintaining a website

Web Host

a company which facilitates placing websites online and delivers the data to and from computers

WYSIWYG Editor

stands for “What You See Is What You Get”; pronounced “wizzy-wig”; takes the hard work of writing programming code out of building a website by letting the builder place the images and text how they want and then automatically generating the HTML code