



# Web Jargon 101

Acquire web-related terminology to better understand when discussing your chapter's online presence. Make your members ROAR with branding your group, sharing documents, collaborating online, and adopting social media guidelines.

**Key Presenter:** Daina Mirsch-Wenner, MNWT Webmaster

**Target Audience:** Individuals unfamiliar with terminology used in conjunction to computers, the Internet, social media, and online collaboration.

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The web can be confusing, and we've all come across some terms that don't make much sense. Like viruses. Or IP addresses. Or spyware. We've made a list of some common technical words and explained them here as simply and accurately as we can.

## above the fold

Term that refers to what the user will see without having to scroll. It is based on a newspaper term that refers to content on the top half of the paper.

## admins

Individuals designated to maintain and update online resources used by chapters, state organizations, etc. They are given full editing rights and have the ability to add, delete, and modify content on sites as well as give other individuals access rights.

## adwords

A Pay-Per-Click method of advertising on Google by paying for clicks on specific "ad words."

## algorithm

The mathematical calculation used by search engines in determining the order in which webpages are ranked in search results.

## analytics or Google Analytics

An application developed by Google that lets website owners the ability to track specific website statistics such as number and source of visitors, keywords searched, top pages viewed, etc.

## applets

Small software applications that download with a Web document, enhancing its presentation on your screen and eliminating the need for specialized viewing software to be permanently installed on your computer.

## back / forward

Buttons in most browsers' Tool Button Bar, upper left. BACK returns you to the document previously viewed. FORWARD goes to the next document, after you go BACK. If it seems like the BACK button does not work, check whether you are in a new browser window; some links are programmed to open a new



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window. Each window has its own short-term search HISTORY. If this does not work, right click on the BACK button to select the page you want (some webpages are programmed to disable BACK).

## back-end

The side of your website that is not visible to visitors; it is where content is managed.

## backchannel

Provides audience members in a webinar or online training the opportunity to have real time conversation, ask questions, provide answers or responses without interrupting the presenter (todaysmeet.com, twitter using hashtags, etc.)

## bandwidth

A measure of the speed of data transfer between computers, measured in Kbps (Kilobits per second) or Mbps (Megabits per second).

## BBS (bulletin board system)

An online forum for users to browse and exchange information; a public discussion area where members can access at any time to post and/or read messages.

## blog

A blog (short for "web log") is a type of webpage that offers a series of posted items (short articles, photos, diary entries, etc.) or personal pages by "bloggers." Blogs are used to communicate personal, professional and news-type information. Blogs usually include a searchable archive of old postings. Blogs have become a common medium for communication in professional, political, news, trendy, and other specialized web communities. Many blogs provide RSS feeds, to which one can subscribe and receive alerts to new postings in selected blogs.

## bookmarks, favorites

All major web browsers include a way to store links to sites you wish to return to. Netscape, Mozilla, and Firefox use the term Bookmarks. The equivalent in Internet Explorer (IE) is called a Favorite.

To create a bookmark, click on BOOKMARKS or FAVORITES, then ADD. Or left-click on and drag the little bookmark icon to the place you want a new bookmark filed. To visit a bookmarked site, click on BOOKMARKS and select the site from the list. Most browsers also include commands to Import and Export lists of bookmarks. An alternative method is to store your bookmarks on a website that lets you access them from any computer on the Internet and see what others have bookmarked.



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## BPS (bits per second)

The speed at which information is transmitted via a modem.

## branding

Name, term, sign, symbol and/or design that distinctly identifies your group. It is important to identify your brand and use in all your public relations and marketing materials, i.e. email address, and/or website, Facebook profile, Twitter, Pinterest address.

## breadcrumbs

A trail of your progress through a website, often visible in the navigation area of the site, which allows you to retrace your steps within the site.

## browse

To browse through a page, exploring what's there and seeing where the links take you, is a bit like window shopping. When you browse, you have to guess which words and links on the page pertain to your interests. The opposite of browsing is searching.

## browser

Also called a web browser, is the program on your computer that you use to visit websites. Software programs that enable you to view webpages and other documents on the Internet. They "translate" HTML-encoded files into the text, images, sounds, and other features you see. The most commonly used browsers are Microsoft Internet Explorer (often called IE), Firefox, Mozilla, Safari, Opera, and Chrome. Websites may look or act differently in the different browsers.

## cache

In browsers, "cache" is used to identify a space where webpages you have visited are stored in your computer. A copy of documents you retrieve is stored in cache. When you use GO, BACK, or any other means to revisit a document, the browser first checks to see if it is in cache and will retrieve it from there because it is much faster than retrieving it from the server.

## cached link

In search results from Google, Yahoo! Search, and some other search engines, there is usually a Cached link which allows you to view the version of a page that the search engine has stored in its database. The live page on the web might differ from this cached copy, because the cached copy dates from whenever the search engine's spider last visited the page and detected modified content. Use the



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cached link to see when a page was last crawled and, in Google, where your terms are and why you got a page when all of your search terms are not in it.

## cascading style sheets (CSS)

Allow you to control the presentation of information within a website, to make each page in the site consistent in terms of typefaces, colors, text sizes, borders, link colors, etc.

## case sensitive

Capital letters (upper case) retrieve only upper case. Most search tools are not case sensitive or only respond to initial capitals, as in proper names. It is always safe to key all lower case (no capitals), because lower case will always retrieve upper case.

## chat

A method of online communication that allows users to communicate in "real time." Information is typed on one user's computer and immediately is displayed on the other user's computer.

## click-through

When a user selects a hypertext link to visit another webpage, the action is called a click-through. Click-through statistics are important, since they show action taken by the web visitor.

## cloud storage

Refers to file storage "in the cloud"; user is able to access and edit documents from devices with web browsers.

## compression

A method of "shrinking" a file to be downloaded in order to reduce transmission time. Most downloadable files on the Internet are compressed and require a special utility in order to be restored to their original size after downloading.

## content

The information available on a website, typically in the form of images, words, sounds or video.

## content management system (CMS)

A tools which allows the web owner, often without knowledge of HTML, the ability to create, modify, re-organize or remove information from a website.



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## conversion rate

The relationship between the number of visitors to the number of actions (or sales) taken by those visitors. If 4 out of 100 visitors make a purchase on a site, the conversion rate is 4%.

## cookie

A piece of code saved to the hard drive of a website visitor that stores information to personalize the site upon their return. A message from a WEB SERVER computer, sent to and stored by your browser on your computer. When your computer consults the originating server computer, the cookie is sent back to the server, allowing it to respond to you according to the cookie's contents. Cookies can be used to retrieve passwords, save preferences or otherwise customize the site experience. Cookies can be blocked by individual users through their browser settings. The main use for cookies is to provide customized webpages according to a profile of your interests. When you log onto a "customize" type of invitation on a webpage and fill in your name and other information, this may result in a cookie on your computer which that webpage will access to appear to "know" you and provide what you want. If you fill out these forms, you may also receive email and other solicitation independent of cookies.

## crawler, webcrawler

See Spider.

## cross linking

Linking content between pages within the same site.

## custom search engine (CSE)

A Google service in which individuals can create a Google account (free) and create a search engine directed to search within a group of websites or pages they select. More information at CSEs: Make Your Own Search Engine and Finding CSEs.

## dial-up

To connect your computer to another computer by calling it up via a modem.

## direct Internet access

A way of connecting a computer to the Internet without using a commercial online service such as America Online or CompuServe. Direct Internet access can be purchased through an independent local or national Internet Service Provider (ISP).



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## domain, top level domain (TLD)

Similar to a street address, servers on the Web have addresses to allow other computers to locate them electronically. Hierarchical scheme for indicating logical and sometimes geographical venue of a web-page from the network. Extensions used in domain names that provide general information regarding the type of site or its country of origin. In the US, common domains are .edu (education), .gov (government agency), .net (network related), .com (commercial), .org (nonprofit and research organizations). Outside the US, domains indicate country: ca (Canada), uk (United Kingdom), au (Australia), jp (Japan), fr (France), etc. Neither of these lists is exhaustive. See also DNS entry.

## domain name, domain name server, DNS entry

A computer that matches domain names to numeric addresses, making them easier to locate. A "no DNS entry" message appearing when accessing a website means either that the site is unable to handle more traffic at that time, or that the site name has been incorrectly entered in the browser.

Since the Internet has so many websites and IP addresses, your browser does not automatically know where every single one is located. It has to look each one up. That's where the DNS (Domain Name System) comes in. The DNS is essentially the phone book for the Web. Rather than translating "John Doe" into a phone number, the DNS instead translates a URL (www.google.com) into an IP address, taking you to the site you're looking for.

Any of these terms refers to the initial part of a URL, down to the first /, where the domain and name of the host or SERVER computer are listed (most often in reversed order, name first, then domain). The domain name gives you who "published" a page, made it public by putting it on the Web.

A domain name is translated in huge tables standardized across the Internet into a numeric IP address unique the host computer sought. These tables are maintained on computers called "Domain Name Servers." Whenever you ask the browser to find a URL, the browser must consult the table on the domain name server that particular computer is networked to consult.

"Domain Name Server entry" frequently appears a browser error message when you try to enter a URL. If this lookup fails for any reason, the "lacks DNS entry" error occurs. The most common remedy is simply to try the URL again, when the domain name server is less busy, and it will find the entry (the corresponding numeric IP address).

## download

To copy something from a primary source to a more peripheral one, as in saving something found on the Web (currently located on its server) onto your local hard drive.

## DropBox

A Web tool that allows multiple users to share an online storage area which can include folders and files. Documents can be uploaded and downloaded but not editable in the storage area. If documents need



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to be edited, they must be downloaded, edited, and then reloaded so that all users can view/edit the updated document.

## ecommerce

Short for electronic-commerce, represents the buying and selling of products and services via the internet.

## email (electronic mail)

Messages sent electronically across the Internet from one computer to another. In order to send email to another person, you must know his or her email address.

## encryption

The securing of information that is transmitted across non-secure sites. Users sharing personal or banking information should ensure that data is encrypted to protect their identities.

## extension, file extension

In Windows, DOS and some other operating systems, one or several letters at the end of a filename. Filename extensions usually follow a period (dot) and indicate the type of file. For example, .txt denotes a plain text file, .htm or .html denotes an HTML file. Some common image extensions are .jpg or .png.

## Facebook

Online social networking site, ability to post comments, status, upload pictures, "tag" individuals

### profile

A user profile is a visual display of personal data associated with a specific user, or a customized desktop environment. A profile refers therefore to the explicit digital representation of a person's identity. A user profile can also be considered as the computer representation of a user model. On Facebook, your profile is your timeline.

### event

Specifies information about an event, including the location, event name, and which invitees plan to attend. The User and Page objects have an events connection.

### group

Facebook Groups make it easy to connect with specific sets of people, like family, teammates or coworkers. Groups are private spaces where you can share updates, photos or documents and



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message other group members. You can also select one of three privacy options for each group you create.

## page

Facebook Pages are for businesses, organizations and brands to share their stories and connect with people. Like timelines, you can customize Pages by adding apps, posting stories, hosting events and more. Engage and grow your audience by posting regularly. People who like your Page and their friends can get updates in News Feed.

## faq (frequently asked questions)

Many sites maintain FAQ lists in their customer service areas; these are answers to common questions can then be accessed at any time.

## favorites

In the Internet Explorer browser, a means to get back to a URL you like, similar to Bookmarks.

## feed reader

A software package that enables you to easily read the XML code in which RSS feeds are written. Bloglines (<http://www.bloglines.com/>) is currently the most popular feed reader but there are many competitors.

## find

Tool in most browsers to search for word(s) keyed in document in screen only. Useful to locate a term in a long document. Can be invoked by the keyboard command, CTRL+F (CMD+F on a Macintosh).

## Flash, Adobe Flash

A multimedia technology developed by Macromedia that is often embedded in HTML pages for style and functionality, commonly in the form of animations. A multimedia and software platform used for authoring of vector graphics, animation, games and rich Internet applications (RIAs) that can be viewed, played and executed in Adobe Flash Player. Flash is frequently used to add streamed video or audio players, advertisement and interactive multimedia content to webpages, although usage of Flash on websites is declining.

## frames

A webpage layout technique which divides the page into several smaller pages on one screen; not all Web browsers support frames.



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## freeware

Software that is available for use at no monetary cost or for an optional fee, but usually (although not necessarily) closed source with one or more restricted usage rights. Freeware is in contrast to commercial software, which is typically sold for profit, but might be distributed for a business or commercial purpose in the aim to expand the marketshare of a "premium" product.

## freshness

How up-to-date a search engine database is, based primarily on how often its spiders recirculate around the Web and update their copies of the webpages they hold, and discover new ones. Also determined by how quickly they integrate new sites that web authors send to them. Two weeks is about as good as most search engines do, but some update certain selected websites more frequently, even daily.

## front end

The side of your website that is visible to users.

## FTP (File Transfer Protocol)

A common way of uploading and downloading files over the internet. Ability to transfer rapidly entire files from one computer to another, intact for viewing or other purposes.

## fuzzy and

In ranking of results, documents with all terms (Boolean AND) are ranked first, followed by documents containing any terms (Boolean OR) are retrieved. The farther down, the fewer the terms, although at least one should always be present.

## Google Docs/Drive

Online "cloud storage" area where folders and documents can be shared with others, ability to collaborate and edit simultaneously in real time.

## graphic interchange format (GIF)

A format for compressed graphic files that allows them to be transmitted quickly over the internet.

## groups

Discussion forums one can participate in, share ideas with, and form community. Most are free and some are open to new members. Yahoo Groups and Google Groups are both popular. Google Groups includes the former Usenet Newsgroups. Blogs are replacing some of the need for this type of community sharing and information exchange.



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## head, header (of HTML document)

The top portion of the HTML source code behind webpages, beginning with <HEAD> and ending with </HEAD>. It contains the Title, Description, Keywords fields and others that webpage authors may use to describe the page. The title appears in the title bar of most browsers, but the other fields cannot be seen as part of the body of the page. To view the <HEAD> portion of webpages in your browser, click VIEW, Page Source. In Internet Explorer, click VIEW, Source. Some search engines will retrieve based on text in these fields.

## history, search history

You can set how many days your browser retains history in Edit | Preferences, or in Tools | Options.

## hits

The number of files, such as graphics or HTML files, that are downloaded from a web server. Hits are used to measure traffic, but are not the same as visits. If a page has five graphics it will count as six hits (five graphics plus one HTML file), though just for one visit.

## home page

The main page or starting page of a website, which typically contains a table of contents, links to other pages in the site, and navigation tools. The first, introductory page at a website, from which other pages at the site can be accessed. Also, a site on the Web where an individual, school, company, or other organization may present its own assortment of articles, graphics, and links.

## host

Computer that provides web-documents to clients or users. See also server.

## hosting, hosting plan

The rented space on an Internet server where your website files live.

## HTML (Hypertext Markup Language)

A standardized language of computer code, embedded in "source" documents behind all Web documents, containing the textual content, images, links to other documents (and possibly other applications such as sound or motion), and formatting instructions for display on the screen. When you view a webpage, you are looking at the product of this code working behind the scenes in conjunction with your browser. Browsers are programmed to interpret HTML for display.



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HTML often embeds within it other programming languages and applications such as SGML, XML, JavaScript, CGI-script and more. It is possible to deliver or access and execute virtually any program via the WWW.

The coding specifications inserted into computer text that indicate how webpages should be displayed by browsers. You can see HTML by selecting the View pop-down menu tab, then "Document Source."

## HTTP (Hypertext Transfer Protocol)

The standard system by which data is transferred between servers and browsers. The standard prefix for most addresses (see also URL) on the Web. A Web browser will be necessary to access the site..

## hypertext, hypertext links

On the World Wide Web, the feature, built into HTML that allows a text area, image, or other object to become a "link" (as if in a chain) that retrieves another computer file (another webpage, image, sound file, or other document) on the Internet. The range of possibilities is limited by the ability of the computer retrieving the outside file to view, play, or otherwise open the incoming file. It needs to have software that can interact with the imported file. Many software capabilities of this type are built into browsers or can be added as "plug-ins." Navigation is accomplished by clicking a mouse on the hypertext link.

## Internet

The vast collection of interconnected networks that all use the TCP/IP protocols and that evolved from the ARPANET of the late 60's and early 70's. An "internet" (lower case i) is any computers connected to each other (a network), and are not part of the Internet unless they use TCP/IP protocols. The worldwide network of computer networks that are connected to each other called "Internet" (upper case i), providing file transfer, remote login, email, news, and other services.

## intranet

A private network inside a company or organization that uses the same kinds of software that you would find on the public Internet, but that is only for internal use. An intranet may be on the Internet or may simply be a network. Similar to an internet, an intranet is a collection of computers connected together into a network. However, access is restricted to specific computers, so is often used by companies to maintain privacy.

## IP address, IP number (Internet Protocol address or number)

A unique number consisting of 4 parts separated by dots, e.g. 165.113.245.2, which allows data to transfer from the internet to your computer. IP addresses can be static or dynamic. Every web address (say, "www.google.com") has its own numbered address called an IP address. An IP address is a series of numbers that specifies where a particular computer or mobile device is on the Internet. It's a bit like mom's



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phone number: just as the phone number tells an operator which house to route a call to so it reaches your mom, an IP address tells your computer how to get in touch with another computer on the Internet.

Every machine that is on the Internet has a unique IP address. If a machine does not have an IP number, it is not really on the Internet. Most machines also have one or more Domain Names that are easier for people to remember.

## ISP (Internet service provider)

An Internet Service Provider (or ISP) is a company which provides internet access to the consumer (i.e., Network Solutions, GoDaddy, Comcast - thousands of ISPs to choose from; not easy to compare). Most modern ISPs are telecommunications companies which have branched out to providing internet and/or television after beginning as phone line suppliers. The larger providers generally, but not always, have the best coverage in the United States. Most consumers will have access to one of the bigger companies who use wires (DSL, cable or fiber optics) whilst those in more remote areas may have to use a Satellite connection.

## JAVA

A network-oriented programming language invented by Sun Microsystems that is specifically designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to our computer or files. Using small Java programs (called "applets"), webpages can include functions such as animations, calculators, and other fancy tricks. We can expect to see a huge variety of features added to the Web using Java, since you can write a Java program to do almost anything a regular computer program can do, and then include that Java program in a webpage.

## javascript

A simple programming language developed by Netscape to enable greater interactivity in webpages. It shares some characteristics with JAVA but is independent. It interacts with HTML, enabling dynamic content and motion.

## Joint Photographic Experts Group (JPG or JPEG)

A compressed graphics file format often used in webpages due to its small size. It is named for the industry committee that developed it.

## keyword

A word searched for in a search command. Keywords are searched in any order. Use spaces to separate keywords in simple keyword searching. To search keywords exactly as keyed (in the same order), see PHRASE.



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## keyword density

A measure of how frequently a specific keyword is used within a webpage's content. If "internet" is repeated 5 times within the 100 words on the webpage, it has 5% keyword density.

## limiting to a field

Requiring that a keyword or phrase appear in a specific field of documents retrieved. Most often used to limit to the "Title" field in order to find documents primarily about one or more keywords. (Can be used for other fields. See the table summarizing search tools features.)

## link, hyperlink

The URL embedded in another document, so that if you click on the highlighted text or button referring to the link, you retrieve the outside URL. The hypertext words or images on a webpage which lead to other related files, pages, or sites on the Web. See also Hypertext Links.

## list servers

A discussion group mechanism that permits you to subscribe and receive and participate in discussions via email. Blogs and RSS feeds provide some of the communication functionality of list servers.

## malware

Malware is software designed to take control and damage your computer or mobile device. This can include:

### adware

Software that automatically plays, displays, or downloads advertisements to a computer.

### spyware

Software that collects small pieces of information about users without their knowledge.

### Trojan horse

A destructive software that pretends to be a useful application. The software initially appears to do something useful, but instead steals information or harms your computer or mobile device.

### virus

A harmful piece of computer software that can infect your computer and files on your computer.

### worm

A harmful piece of software that can automatically spread itself to other computers.



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## meta-search engine

Search engines that automatically submit your keyword search to several other search tools, and retrieve results from all their databases. Convenient time-savers for relatively simple keyword searches (one or two keywords, or phrases inside quotes).

## meta tags

HTML commands such as title, description and keywords that are added by the web designer to the coding of a website and are used by search engines to classify pages for searches.

## MIME (Multipurpose Internet Mail Extension)

Allows the transmission of text, graphics, video, and sound across the Internet as an attachment to an email message.

## Modem

A device that allows a computer to connect to the Internet over conventional phone lines. Modem speeds are expressed in "bits per second" (bps). Modems with speeds lower than 14.4k bps will not be able to navigate the Web effectively. At present, a minimum speed of 28.8k bps is recommended for optimal Web navigation.

## multimedia

The use of more than one type of media within the content of a website, such as text, sound or animations.

## navigation tools

Links, buttons, or clickable images that allow users to explore a website. They are typically located at the top or bottom of each webpage.

## nesting

A term used in Boolean searching to indicate the sequence in which operations are to be performed. Enclosing words in parentheses identifies a group or "nest." Groups can be within other groups. The operations will be performed from the innermost nest to the outermost, and then from left to right.

## newsgroup

A discussion group operated through the Internet. Not to be confused with LIST SERVERS which operate through email.



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## online

You are "online" when your computer is connected to a host computer, providing access to the Internet.

## online collaboration

Ability for multiple people to have conversations synchronously (real time) or asynchronously (individuals contribute on their time) for planning, teamwork, or conversation

**synchronous tools:** GoToMeeting.com, FaceTime, Skype - each tool has benefits and downfalls, some offer live video feed, some have limited number of participants, some provide screen share features

**asynchronous tools:** Dropbox, Google Docs/Drive (also synchronous)

## Pay Per Click (PPC)

A method of advertising on the internet whereby you pay only when someone clicks on your link or your advertisement.

## PDF (Portable Document Format)

A file format developed by Adobe which allows documents to be viewed with its original formatting, without the need for the viewer to have the document's native application. Viewing a PDF file requires Acrobat Reader, which is built into most browsers and can be downloaded free from Adobe.

## personal page

A webpage created by an individual (as opposed to someone creating a page for an institution, business, organization, or other entity). Often personal pages contain valid and useful opinions, links to important resources, and significant facts. One of the greatest benefits of the Web is the freedom it as given almost anyone to put his or her ideas "out there." But frequently personal pages offer highly biased personal perspectives or ironic/satirical spoofs, which must be evaluated carefully. The presence in the page's URL of a personal name (such as "jbarker") and a ~ or % or the word "users" or "people" or "members" very frequently indicate a site offering personal pages.

## phishing

Phishing is a type of online fraud where someone tries to trick the victim into sharing sensitive information like passwords or credit card information. Phishing is typically done through email, ads, or other communication like instant messaging. For example, someone may try to send a victim an email that appears to be from the victim's bank, asking for personal information.



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## phrase

More than one KEYWORD, searched exactly as typed in (all words required, in the order specified). Enclosing keywords in "double quotation marks" forms a phrase in most search engines. Sometimes a phrase is called a "character string."

## plug-in

An application built into a browser or added to a browser to enable it to interact with a special file type (such as a movie, sound file, Word document, etc.). Small software accessory programs that work in conjunction with a Web browser to give it added capabilities such as the ability to play sounds or video. Unlike applets, which your computer uses only when connected to a webpage that contains them, plug-ins must be installed on your computer in advance and configured to work with your browser.

## popularity ranking of search results

Some search engines rank the order in which search results appear primarily by how many other sites link to each page (a kind of popularity vote based on the assumption that other pages would create a link to the "best" pages). Google is the best example of this. See also Subject-Based Ranking.

## prompt

A command prompt (or just prompt) is a sequence of (one or more) characters used in a command-line interface to indicate readiness to accept commands. Its intent is to literally prompt the user to take action. A prompt usually ends with one of the characters \$, %, #, :, > and often includes other information, such as the path of the current working directory.

## ranking

The position at which a website appears on a search engine's search results page.

## Reader, Adobe Reader

The freeware Adobe Reader, available for several desktop and mobile platforms, can view, print and annotate PDF files. By the late 1990s PDF had become the de facto standard. This has resulted in the development of both free and commercial programs that create or manipulate PDF.

## reciprocal link

A link between two sites intended to drive traffic from one site to the other.



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## +require or -reject a term or phrase

Insert + immediately before a term (no space) to limit search to documents containing a term. Insert - immediately before a term (no space) to exclude documents containing a term. Can be used immediately (no space) before the " " delimiting a phrase.

## relevancy ranking of search results

The most common method for determining the order in which search results are displayed. Each search tool uses its own unique algorithm. Most use "fuzzy and" combined with factors such as how often your terms occur in documents, whether they occur together as a phrase, and whether they are in title or how near the top of the text. Popularity is another ranking system.

## RSS, RSS feeds

Short for "Really Simple Syndication" (a.k.a. Rich Site Summary or RDF Site Summary), refers to a group of XML based web-content distribution and republication (Web syndication) formats primarily used by news sites and weblogs (blogs). Any website can issue an RSS feed. By subscribing to an RSS feed, you are alerted to new additions to the feed since you last read it. In order to read RSS feeds, you must use a "feed reader," which formats the XML code into an easily readable format (feed readers are to XML and RSS feeds as web browsers are to HTML and webpages).

## script

A script is a type of programming language that can be used to fetch and display webpages. There are many kinds and uses of scripts on the Web. They can be used to create all or part of a page, and communicate with searchable databases. Forms (boxes) and many interactive links, which respond differently depending on what you enter, all require some kind of script language. When you find a question mark (fi) in the URL of a page, some kind of script command was used in generating and/or delivering that page. Most search engine spiders are instructed not to crawl pages from scripts, although it is usually technically possible for them to do so (see Invisible Web for more information).

## search

You can search any individual webpage using the CTRL-F command (CMD-F on a Macintosh). Many websites also offer search boxes that let you search all the pages in the site, or records in its database. Searching is usually the most efficient way to find information, but sometimes you can find things by browsing that you might miss otherwise because you might not think of the "right" term to search by.



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## search engine

A directory of webpages on the internet that allows users to search for specific keywords or phrases and find webpages that match their interests. Results are displayed in order of relevancy and appear as hyperlinks. One of several services on the Web designed to help users locate websites on specific subjects. The user types in a search word or phrase and is given a range of sites to choose from.

## Search Engine Optimization (SEO)

The technique used to achieve higher ranking in search engine results, by enhancing the content and structure of the pages, incorporating meta tags, and proactively submitting pages to search engines.

## server, web server

A machine that makes services available on a network. A file server enables others to access files, while a Web server is the computer system that makes its webpages available to others through the HTTP protocol. A computer on a network that shares information, emails or webpages with other computers on the network. A computer running that software, assigned an IP address, and connected to the Internet so that it can provide documents via the World Wide Web. Also called HOST computer. Web servers are the closest equivalent to what in the print world is called the "publisher" of a print document. An important difference is that most print publishers carefully edit the content and quality of their publications in an effort to market them and future publications. This convention is not required in the Web world, where anyone can be a publisher; careful evaluation of webpages is therefore mandatory. Also called a "Host."

## server-side

Something that operates on the "server" computer (providing the webpage), as opposed to the "client" computer (which is you or someone else viewing the webpage). Usually it is a program or command or procedure or other application causes dynamic pages or animation or other interaction.

## shopping cart

The functionality on an ecommerce website that allows customers to collect items for purchase until they are ready to pay and check out.

## site, website

This term is often used to mean "webpage," but there is a difference. A webpage is a single entity, one URL, one file that you might find on the Web. A "site," properly speaking, is a location, gathering or center for a bunch of related webpages linked to from that website. For example, the site is the top-level page; all of the pages associated with it branch out from. Together they make up a "site." When we estimate there are 5 billion webpages on the Web, we do not mean "sites"; there would be far fewer sites.



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## sitemap

A complete index of all of the pages in a website, which can be used as a visual reference or as a submission to search engines.

## snippets, library items

A section of text or code that gets used frequently, but edited in one place and populated to wherever the snippet is placed.

## Social Media Marketing (SMM)

The use of social networking sites (Facebook, Twitter, LinkedIn, etc.) to deliver messages to and create relationships with customers, as well as to drive traffic to websites.

## Spam

The abuse of electronic messaging systems to indiscriminately send unsolicited bulk messages.

## spiders

Computer robot programs, referred to sometimes as "crawlers" or "knowledge-bots" or "knowbots" that are used by search engines to roam the World Wide Web via the Internet, visit sites and databases, and keep the search engine database of webpages up to date. They obtain new pages, update known pages, and delete obsolete ones. Their findings are then integrated into the "home" database.

Most large search engines operate several robots all the time. Even so, the Web is so enormous that it can take six months for spiders to cover it, resulting in a certain degree of "out-of-datedness" (link rot) in all the search engines.

## splash page

A special webpage that sometimes precedes a website's home page, intended to deliver a specific message or to help direct traffic to specific areas of the site.

## sponsor (of a webpage or website)

Many webpages have organizations, businesses, institutions which "sponsor" the page. Frequently you can find a link titled "Sponsors" or an "About us" link explaining who or what (if anyone) is sponsoring the page. Sometimes the advertisers on the page (banner ads, links, buttons to sites that sell or promote something) are "sponsors." WHY is this important? Sponsors and the funding they provide may, or may not, influence what can bias what you find, by excluding some opposing viewpoint or causing some other imbalanced information. A site is not bad because of sponsors, but you should be alerted that sponsored sites need to be evaluated very carefully.



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## SSI commands

SSI stands for "server-side include," a type of HTML instruction telling a computer that serves webpages to dynamically generate data, usually by inserting certain variable contents into a fixed template or boilerplate webpage. Used especially in database searches.

## SSL encryption

Technology that sets up a secure communication path between computers. If a website supports SSL encryption, data sent to and from that website should be protected from eavesdroppers on the Internet.

## stop words

In database searching, "stop words" are small and frequently occurring words like and, or, in, of that are often ignored when keyed as search terms. Sometimes putting them in quotes " " will allow you to search them.

## sub-searching

Ability to search only within the results of a previous search. Enables you to refine search results, in effect making the computer "read" the search results for you selecting documents with terms on which you sub-search.

## T/1 or T/3 lines

High-speed network links that greatly reduce the time users wait for webpages to download.

## tag

To label an individual in an image, usually associated with Facebook.

## tags

Formatting codes used in HTML documents that provide instructions needed by web browsers to display webpages correctly.

## task manager or activity monitor

A program on your computer that provides information about software currently running on your computer. You can stop processes and programs in the task manager/activity monitor, which can be especially important if you can't otherwise close your browser or a website. To access this, try doing a search on your computer for "activity monitor" or "task manager."



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## TCP/IP

(Transmission Control Protocol/Internet Protocol) -- This is the suite of protocols that defines the Internet. Originally designed for the UNIX operating system, TCP/IP software is now available for every major kind of computer operating system. To be truly on the Internet, your computer must have TCP/IP software. See also IP Address.

## title (of a document)

The official title of a document from the "meta" field called title. The text of this meta title field may or may not also occur in the visible body of the document. It is what appears in the top bar of the window when you display the document and it is the title that appears in search engine results. The "meta" field called title is not mandatory in HTML coding. Sometimes you retrieve a document with "No Title" as its supposed title; this is caused when the meta-title field is left blank.

In Alta Vista and some other search tools, title: search also matches on the "meta" field, which contains document descriptors not displayed on the Web. See also LIMITING TO A FIELD.

## truncation

In a search, the ability to enter the first part of a keyword, insert a symbol (usually \*), and accept any variant spellings or word endings, from the occurrence of the symbol forward (e.g., femini\* retrieves feminine, feminism, feminism, etc.).

## Twitter

Online social networking and microblogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets but unregistered users can only read them.

### @contact

Directs a Twitter comment to someone else where "contact" is replaced with their twitter username; for example, @MNVWomenOfToday followed by a comment would post on the MN Women of Today's twitter feed.

### followers

Users that subscribe to other users' tweets – this is known as following and subscribers are known as followers. The users can also check the people who are unsubscribing them on Twitter (unfollowing) via various services.[84] In addition, users have the capability to block those who have followed them.



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## following

Following someone on Twitter means: you are subscribing to their Tweets as a follower; their updates will appear in your Home tab; and that person is able to send you direct messages.

## hashtag

A pound (#) sign before the word or phrase is called a hashtag and is included specifically in Tweets to mark them as relating to a topic, so that people can follow the conversation in Twitter's search.

## tweets

Twitter is an online social networking and microblogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets but unregistered users can only read them.

## twitter feed

Conversations where an individual's tweets are posted or those that are 'followed' by the individual or entity appear

## unique user

An individual website visitor, who may visit one or more pages of a site. This measure, when used in conjunction with page views, can provide insight on the effectiveness of the site. Many visitors with few page visits suggest a site that needs is not delivering what it should. Few visitors with high page visits indicate a good site with a need for more promotion to drive traffic.

## upload

The transferring of files from a local computer to a remote computer or server.

## URL (Uniform Resource Locator)

The unique address of any Web document or specific address for a resource on the Internet. URLs are entered into web browsers in order to visit specific websites. Every website has a URL. For example, the URL <http://www.google.com> will take you to Google's website. There is a logic the layout of a URL: type of file (could say <http://>, <ftp://> or <telnet://>); domain name (computer file is on and its location on the Internet); path or directory on the computer to this file; name of file, and its file extension (.html, .php, .aspx).

## USENET

Bulletin Board-like network featuring thousands of "newsgroups." Google incorporates the historic file of Usenet Newsgroups (back to 1981) into its Google Groups. Yahoo Groups offers a similar service, but



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does not include the old "Usenet Newsgroups." Blogs are replacing some of the need for this type of community sharing and information exchange.

## web browser

The interface application that allows the user to access web content; popular browsers include Safari, FireFox, Chrome, Internet Explorer

## Web Designer

A person who designs webpages or website.

## Web Developer

A person who is a programmer who specializes in, or is specifically engaged in, the development of World Wide Web applications, or distributed network applications that are run over HTTP from a web server to a web browser.

## webmaster

Also called a web architect, web developer, site author, or website administrator, this person is responsible for maintaining one or many websites. The duties of the webmaster may include ensuring that the web servers, hardware and software are operating correctly, designing the website, generating and revising webpages, A/B testing, replying to user comments, and examining traffic through the site.

## web server

A computer that hosts a website, allowing the webpages to be sent to a user's web browser.

## webpage

The common name for one page of information on the Web. Each page displays text and can incorporate graphics, sound, video, and other special effects.

## wiki

A term meaning "quick" in Hawaiian, that is used for technology that gathers in one place a number of webpages focused on a theme, project, or collaboration. Wikis are generally used when users or group members are invited to develop, contribute, and update the content of the wiki. Wikis can be passworded in various ways to control or allow contributions. The most famous wiki is the Wikipedia.



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## World Wide Web (www)

A collection of multimedia pages and resources that sit on the Internet and which are woven together through the use of hypertext links.

## WPA2

A security technology that protects your Wi-Fi network by encrypting the traffic on your network. It also makes it more difficult for unauthorized users to access your network.

## WYSIWYG

An acronym for "What You See Is What You Get," which describes a page editing program which allows the user to create or modify webpages without the knowledge of HTML or other coding languages.

## XHTML

A variant of HTML. Stands for Extensible Hypertext Markup Language is a hybrid between HTML and XML that is more universally acceptable in webpages and search engines than XML.

## XML

Extensible Markup Language, a dilution for webpage use of SGML (Standard General Markup Language), which is not readily viewable in ordinary browsers and is difficult to apply to webpages. XML is very useful (among other things) for pages emerging from databases and other applications where parts of the page are standardized and must reappear many times. See XHTML.