



## Glossary of Terms

The glossary terms were downloaded from Elevate Main Street.

### **Website Development**

#### **Responsive**

A web design approach that ensures your website looks and functions well on all device types and screen sizes (desktop, tablet, and mobile). A responsive website will automatically rearrange and resize the elements on the page to match the screen size.

#### **Mobile Optimization**

The process of ensuring that your website works well and loads quickly on mobile devices. This is critical since a significant portion of web traffic comes from smartphones.

#### **UX Design**

Stands for User Experience. UX design is about making a website easy and enjoyable to use. It focuses on how visitors interact with the site, ensuring they can find what they need quickly and have a smooth experience.

#### **UI Design**

Stands for User Interface. The elements that make up the visual part of your website, such as buttons, menus, icons, and layout. UI design focuses on making the interface intuitive and visually appealing.

#### **CMS**

Stands for Content Management System. A CMS is a software application that allows you to create, edit, and manage the content on your website without needing technical coding knowledge. Popular CMS platforms include WordPress, Shopify, and Wix.

#### **User Journey**

is the path a visitor takes while navigating through your website, from the first click to the final action, like making a purchase or signing up. It helps map out how easy and enjoyable it is for users to find what they need and complete tasks on your site.

#### **Navigation**

The system that allows visitors to move through your website. It includes the menus and links that direct users to different pages on the site.

#### **Wireframe**

A basic, visual guide that represents the structure and layout of a web page, without any of the design elements like colors or images. It's like the blueprint of a website.

## **Frontend**

The frontend is part of the website that users interact with. It includes everything you see in a browser, like text, images, and buttons.

## **Backend**

The backend is the part of a website that works behind the scenes to make everything function properly. It handles things like databases, servers, and applications to ensure the website runs smoothly, even though visitors don't see it directly.

## **HTML**

Stands for Hypertext Markup Language. HTML is the foundational coding language used to create the structure and layout of web pages. It tells your browser how to display the content on your site.

## **API**

A set of tools that allows different software applications to communicate with each other. For example, APIs allow your website to connect with payment systems like PayPal or Stripe.

## **Web Hosting**

Hosting is the service that provides space on a server to store your website's files. Think of it as renting space on the internet for your website. Without a hosting service, your website wouldn't be visible online.

## **Quality Assurance**

Also known as QA Testing. The process of testing and checking a website to make sure it works properly before it's launched. This includes finding and fixing bugs, making sure the site looks good on different devices (like phones and computers), and ensuring that all the features work as expected.

## **Agile**

A way of managing website development that focuses on breaking the project into smaller tasks and working on them in short, repeatable cycles called "sprints." It allows teams to quickly make changes based on feedback, adapt to new ideas, and deliver parts of the project faster.

## **Waterfall**

A traditional method of managing website development where each phase of the project (like planning, design, development, and testing) is completed one after the other, in a set order. Once a phase is finished, you move to the next without going back.

## **Web Maintenance**

The ongoing work done to keep a website running smoothly after it's launched. This includes updating software, fixing bugs, adding new features, and ensuring everything stays secure.

## **Integrations**

The process of connecting your website with other tools or systems, like payment processors, email marketing platforms, or social media accounts.

## **Breadcrumbs**

A type of navigation tool on a website that shows users the path they took to get to the current page. It usually appears at the top of a page and looks like a trail of links, such as "Home > Products > Shoes > Running Shoes." Breadcrumbs help users easily find their way back to previous sections of the website.

## **Domain Name**

The unique address where your website can be accessed on the internet. Example: [www.yourbusiness.com](http://www.yourbusiness.com). It's essentially the website's "home" on the internet. Also known as a "URL."

## **CSS**

Stands for Cascading Style Sheets. CSS is the coding language responsible for the design and layout of a website, including colors, fonts, and overall visual aesthetics. CSS makes the site look good. Used along with HTML to code the website.

## **JavaScript**

A programming language used to create interactive features on your website, like forms, animations, pop-up boxes, and dynamic content.

## **CTA**

Stands for Call To Action. It's a button or message on a web page that tells visitors what to do next, like "Buy Now" or "Sign Up" or "Contact Us." It helps guide people toward taking a specific action that benefits your business.

## **SSL Certificate**

SSL stands for Secure Sockets Layer. A security protocol that encrypts data transferred between a website and its users. It's essential for protecting sensitive information, especially for e-commerce websites. Sites with SSL display a padlock icon and use "https" in their URL.

## **e-Commerce**

This simply means selling online. An e-commerce site is designed for selling products or services online. It includes features like product listings, shopping carts, and secure payment gateways.

## **Plugin**

An add-on that extends the functionality of your website. For example, you can add a plugin to integrate social media feeds or enhance your site's SEO.

## **Navigation Bar**

The website's main menu, usually placed at the top of the website, that helps users find their way around your site. It typically contains links to important pages like "Home," "About Us," and "Contact."

## **Cookies**

Cookies are small pieces of data stored as files on your computer by a website to remember things about you, like your preferences or login information. They keep track of what you've done on the site which can help improve your browsing experience and be used for marketing purposes.

## **404 Error Page**

A page shown when a user tries to visit a URL that doesn't exist on your website. It's important to design 404 pages that offer users helpful navigation back to active parts of your site.

## **Sitemap**

A file or page that lists all the important sections and pages of your website. Sitemaps are useful for both search engines and users to understand your site's structure.

## **Drupal**

Drupal is a free, open-source content management system (CMS) used to build websites and manage content. It's flexible, allowing you to create anything from simple blogs to complex websites with custom features.

## **Beta**

A testing phase where a nearly finished version of a website or software is released to a limited group of users before the official launch. During this time, users can try it out and provide feedback, helping developers find and fix any issues before the final version goes live.

## **Website Design**

### **Website Theme**

A pre-designed template that controls how your website looks, including the colors, fonts, and layout. It helps you create a consistent style across your site without needing to build everything from scratch.

## **Prototype**

A simple version of your website that shows how it will look and work before it's fully built. It lets you test and see the design, layout, and features to make sure everything works well before final development.

## **Accessibility**

Designing your website so that everyone, including people with disabilities, can use it easily. This includes features like readable text, clear navigation, and options for people who may have trouble seeing, hearing, or interacting with the site.

## **Hero**

The first section seen on a webpage, usually a banner or slider.

## **Footer**

The bottom section of a web page containing links and other info.

## **White Space**

Empty space between elements to make content easier to read.

## **Favicon**

A small icon representing the website in the browser tab.

## **Sticky Elements**

Elements that remain in view as the user scrolls the page.

## **Animation**

Movement or transitions that improve visual engagement on websites.

## **Web Styleguide**

A guide for the design elements used on a website.

## **eCommerce Web Design**

### **Shopping Cart**

A section where customers can review selected products before purchase.

### **Checkout Page**

The page where customers finalize their purchase.

### **Payment Gateway**

A service that securely processes credit card payments.

### **Product Pages**

Pages that describe and display products for sale.

### **Category Pages**

Pages that group products by category for easier navigation.

### **Product Filtering**

A system for narrowing down products by specific criteria.

### **Order Confirmation Page**

A page shown after completing an online purchase.

### **Digital Coupons**

Promotional codes used to receive discounts on products.

### **Customer Reviews**

Feedback from customers displayed on product pages.

### **Inventory Management**

System for tracking and managing product stock levels.

## **Digital Marketing**

### **SEO**

Stands for Search Engine Optimization. SEO is the process of optimizing your website's content and structure to improve its visibility in search engine results, like Google. A well-optimized site will rank higher, bringing more traffic.

### **PPC Advertising**

Pay-per-click advertising, where advertisers pay for each click on their ads.

### **Email Marketing**

Using emails to promote products or engage with customers.

### **Retargeting**

Serving ads to users who have previously visited your website.

### **Conversion Funnel**

The steps a user takes from visiting a website to completing a conversion.

### **Content Marketing**

Creating and sharing content to attract and retain customers.

### **Influencer Marketing**

Partnering with influencers to promote your brand or product.

### **Affiliate Marketing**

Paying commissions to third parties for driving sales to your website.

### **A/B Testing Marketing**

Testing two versions of a webpage or ad to see which performs better.

### **CTR (Click-Through Rate)**

The ratio of users who click on a link to those who see it.

## **Web Analytics**

### **Google Analytics**

A free tool for tracking website traffic and user behavior.

### **Heatmaps**

Visual representations showing where users click or scroll on a webpage.

### **Bounce Rate**

The percentage of visitors who leave after viewing one page.

### **Conversion Rate**

The percentage of visitors who take a desired action, like making a purchase.

### **Engagement Rate**

The level of interaction visitors have with your website.

### **Session Duration**

The length of time a visitor spends on your site.

### **Page Views**

The number of times a page is viewed by visitors.

### **Exit Rate**

The percentage of visitors who leave from a specific page.

### **Traffic Source**

The origin of the website.

### **A/B Testing**

A/B testing is a web-based strategy used to compare the performance of two different versions of content. Almost like a social experiment where two sets of pills are given to the participants, A/B testing involves creating two versions of webpages or web elements, such as web forms and navigation menus, to determine which version performs better.