

# A Glossary of Terms and Phrases Used In the www...

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**ASP – Active Server Pages** – A method of creating dynamic web pages using HTML, Scripts, and ActiveX Components. Commonly available on Windows based web servers. Not all Linux or Unix based servers can support ASP

**Banner** – An advertisement that is typically used for promoting a product, service or web site via other web sites. Is typically a single image but can often be an animation or Flash Video.

**Banner Rotation Program** – A program that allows you to submit a banner or advertisement to be included on one or more web sites in rotation with other advertisers. Fees structures are typically based on frequency, pay-per-click, or other criteria.

**CGI – Common Gateway Interface** – A method of passing data between a web site (HTML) and a script or application installed on the server that hosts the web site.

**Cyber-Squatting-** The practice of registering a domain name and purposely leaving it dormant or unused. It is common for cyber-squatters to offer the domains they register for sale, at greatly

increased prices.

**Demographic** – A segment of the population broken down by specific criteria such as age, income, interests, etc...

**Directories** – Web sites that provide organized listings of businesses in general or specific categories. Typically, they will offer free basic listings and enhanced options in exchange for a monthly, yearly, or one-time fee.

**Domain Name** – The world wide web address to a particular web site. (ie. Our domain name is “notjustgraphics.net”)

**E-Commerce** – The buying and selling of products or services via the internet and the world wide web.

**E-Business** – A business primarily or solely focused on the use of E-Commerce

**FAQ – Frequently Asked Questions** – A list of common questions and answers that have been asked by visitors or were anticipated by the Web Site designer. Useful for visitors to your site and for enhancing your search engine results.

**Hosting Service** – A company that hosts web sites and makes them available on the internet in exchange for a fee. Enovations Designs is happy to offer this service.

**Navigate** – To move from one area of a web site to another.

**Newsletter** – A document that contains articles, information, and advertisements about a specific topic or company. Typically they are distributed through e-mail to a list of subscribers.

**Online Communities** – Forums or web sites that are principally comprised of content submitted by members and guests, often allowing interaction between the viewers themselves. (ie: car clubs, hobby sites, pet owners, etc...)

**Paid Inclusion** – A service offered by many search engines. In exchange for a fee, they will expedite the inclusion of your website in their databases. Some may also offer a higher ranking as a part of this service.

**Pay-Per-Click Traffic** – A program offered by most search engines and other service providers that displays your ad prominently to their visitors. You will pay the service provider for each visitor that clicks your ad and visits your web site.

**PHP – Hypertext Preprocessor** – A programming language that allows web site developers to interact with databases stored on the server that hosts the web site.

**Placeholder** – A page, image, or note used as a reminder that the final product has not yet been put in place. Also frequently refers to a web page that is used to notify traffic that a particular domain name is active, but no site has been set up.

**Residual Value** – The value an ad or promotion leaves behind once it is no longer being published or viewed.

**Search Engine** – A service that collects and maintains information about web sites and stores it in databases. Users can search these databases free of charge to retrieve a list of web sites that contain information relevant to their search term.

**Search Engine Optimization** – Carefully designing and manipulating the visible and hidden layers of a web site to reach higher rankings within the search engine databases.

**Search Engine Submission** – Submitting your web site URL or address to a specific search engine to be considered for inclusion within their databases.

**Secure Certificate** – A document used to certify that a user is authentic.

**Service Providers** – Companies that offer promotional services primarily or solely using the internet and its components to reach their audience. Also, a company that provides a connection to the internet such as Bell Canada or Rogers Cable.

**Splash Page** – A simple web site comprised of a single web page. Often serves as a “Coming Soon” or “Under Construction” notice, but has other uses as well.

**SSI – Server Side Includes** – Components of an HTML web page that instructs the server to provide dynamic content. (ie: date or time, CGI results, custom programming)

**SSL – Secure Socket Layer** – Commonly used by commerce web sites that require a high level of security. It is a protocol that allows for the encrypted transmission of data between the web server and the viewer. Denoted by “HTTPS” in your URL bar.

**Top Level Domain – (TLD)** – The final part of any web address. They are intended to denote domains within a specific group. (ie: .CA = Canadian, .COM = Commercial, .NET = Network)

**URL – Uniform Resource Locator** – A standardized way of addressing documents and other resources (including web sites) on the world wide web

**Web Presence** – Your visibility on the internet

**Web Statistics** – Statistical data based on the use of a specific web site. Commercial software installed on the web server will provide vital data about who when and why visitors are coming to your site. Some hosting services will provide this as part of their hosting packages. Enovations Designs is happy to include this service with all of our hosting packages.