

GLOSSARY

Accessibility – The study of ensuring that people with handicaps or non-standard software are able to use websites.

Backlinks- All the links pointing at a particular web page. Also called inbound links.

Cloaking - In terms of search engine marketing, this is the act of getting a search engine to record content for a URL that is different than what a searcher will ultimately see. It can be done in many technical ways. Several search engines have explicit rules against unapproved cloaking. Those violating these guidelines might find their pages penalized or banned from a search engine's index.

Content Management Systems or Tools – Programs written to allow (often multiple) people with no programming experience to edit and maintain the content of a website.

Cookies – A Cookie is a simple text file containing information which can identify you as a user with a website. Cookies are specific to websites and do not contain any information about you personally.

Crawler – Is the same as a Spider, it is an indexing program that self guides itself across the internet following hypertext links. Googlebot is the name of the Google indexing program.

Directory – A list of websites organised by category. Users can use a directory with a search tool, or they can drill down through directories to find what they want. Example Yahoo

Flash – Creates interactive applications and presentations. They can contain elements such as sound effects, animations, video output and navigation.

Frames – A HTML element that enables content from different files to be viewed through a browser on the one page. For example the navigation area will be derived from a different file than the text area of the page.

IP (Internet Protocol) – Is the pre-defined way that computers on the Internet communicate with each other. The basis of this communication is an IP address, this is a unique number that looks like this: 210.50.218.140 The Internet is made up of tens of millions of computers that all cooperate with each other under the guidelines set by the Internet Society. (www.isoc.org)

Keywords & Key Phrases – These are word and phrases that Users enter into search utilities. They are also the words that website owners and webmaster will nominate as being important to the users of a website.

Link Farm – Is a website with a sole purpose of listing links to other websites. Link farms once discovered by search engines are banned.

Link Popularity - A raw count of how "popular" a page is based on the number of backlinks it has.

Log Files (Web Server) – Records of web server activity. Stats packages use log files to create activity reports. Your hosting company should be able to provide you with your log files if requested.

Meta Tags – Provide useful information about your website. The information is usually read by computer programs called crawlers or spiders. Meta Tags include information on the type of content, the author, the language, keywords and descriptions.

Portal – A website that provides links to many other websites. This can be a search engine, a directory, or a combination of both. Australia's most successful portal is NineMSN.

Rank - How well a particular web page or web site is listed in a search engine results. For example, a web page about shoes may be listed in response to a query for "shoes." However, "rank" indicates where exactly it was listed -- be it on the first page of results, the second page or perhaps the 200th page. Overall, saying a page is "listed" only means that it can be found within a search engine in response to a query, not that it necessarily ranks well for that query.

Reciprocal Link - A link exchange between two sites.

Results Page - After a user enters a search query, the page that is displayed, is call the results page. This is sometimes called the SERPs, (search engine results page).

Robots.txt - A file that instructs search engine crawlers or spiders on what should not be indexed within a website.

Search Engine - An application that returns a list of previously indexed sites when a user enters a search word or search phrase. Example Google.

SEO (Search Engine Optimization) – Creating or Improving web pages with the view to improving their performance in Search Engines.

Shopping Cart – A program that allows people to browse through a website and purchase items. The program keeps track of multiple purchases and when requested will add up your purchases and take your credit card details to complete the transaction.

Site Map – An interactive graphical, or list representation of website content.

Spider – Is the same as a Crawler, it is an indexing program that self guides itself across the internet following hypertext links. Googlebot is the name of the Google indexing program.

Spam (E-mail) – Spam is unsolicited email. Usually containing unwanted marketing messages and distributed by untraceable organisations and individuals.

Spam (Search Engines) – "Search Engine Spamming" is when pages are loaded with keywords that are invisible to the users but visible to Crawlers and Spiders. This is sometimes done by using the same text and background colours. The term "Search Engine Spamming" is also used in relation to Link Farms. In general terms Search Engine Spamming is when people try to manipulate the results of search engines. Once discovered search engines will normally penalise or ban a site that spams.

SSL (Secure Socket Layer) - A protocol that creates a secure channel for private communications over the Internet.

URL (Uniform Resource Locator) - This is the address that appears in a browser and is specific for a file accessed through a web server.

Usability – The study of how Users interact and use websites.

Webserver – Software that delivers or serves web pages to users as requested.

If you have come across a word, acronym or term that you think should be listed in the Web Assets glossary please let us know by sending an email to glossary@webassets.com.au