

Website Terminology Glossary

A beginner-friendly guide to website terms

Domain and Hosting Terms

Domain Name

The unique address of your website on the internet, such as yourcreatebusiness.com. It's what users type into a web browser to find your site. Think of it as your website's street address on the web.

URL (Uniform Resource Locator)

The complete address of a specific page on your website. For example, yourcreatebusiness.com/about points directly to the 'About' page. It includes the domain name and the specific path to the content.

Web Hosting

A service that stores your website's files on a physical server and makes them accessible online. Without hosting, your website cannot be viewed by others.

DNS (Domain Name System)

Acts like the phonebook of the internet, translating your domain name into the IP address needed to find your website's files on a server.

SSL Certificate

A digital certificate that secures the connection between your website and its visitors by encrypting data. It shows as 'https://' and a padlock icon in the browser, building trust and improving security.

Website Platform Terms

CMS (Content Management System)

A software platform that lets you create, edit, and manage your website's content without needing to write code. Common examples are WordPress, Wix, and Squarespace.

Website Builder

An easy-to-use platform that allows you to build a website visually using pre-made templates and drag-and-drop tools great for beginners.

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Theme or Template

A ready-made design layout that defines how your website looks. You can customize colors, fonts, and structure to match your brand.

Plugin or Extension

Optional tools you can add to your website to extend its functionality, like adding a contact form, calendar, or online store.

Widget

A small application or tool you can add to specific areas of your website to enhance its functionality.g., social media feed, newsletter signup, or weather display.

Design and Layout Terms

Header

The top area of each page, often containing your logo, site navigation, and sometimes a banner. Its the first thing users see when visiting your website.

Footer

The bottom section of your site, often repeated across pages. It typically includes contact info, links, copyright notices, and social media icons.

Navigation or Menu

A set of links that help users explore your site. Menus can be at the top, bottom, or sides and guide visitors to key content.

Sidebar

A narrow column placed on the left or right side of the main content area, often used for menus, recent posts, or ads.

Hero Section

A large banner, image, or video at the top of a page, often with bold text and a call-to-action to draw attention.

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Above the Fold

The area of the webpage that is visible without scrolling. Its prime real estate for important info or calls-to-action.

Responsive Design

Ensures your website adjusts gracefully to different screen sizes (desktop, tablet, mobile), providing a consistent experience for all users.

Content and Functionality Terms

Landing Page

A focused webpage designed for a specific goal, such as collecting email addresses, promoting a product, or offering a free resource.

Call to Action (CTA)

A button or phrase that invites users to take an action like 'Subscribe', 'Shop Now', or 'Contact Us'. Essential for guiding visitors toward a goal.

Form

An interactive tool that lets users input information, like contact forms, email subscriptions, or surveys. Forms are key for collecting leads and engaging visitors.

E-commerce

The process of selling goods or services online through your website. Involves a storefront, cart, checkout, and payment system.

Shopping Cart

A virtual basket where customers collect items they want to purchase before checking out.

Payment Gateway

A secure service that authorizes and processes credit card or digital payments on your website. Examples include Stripe, PayPal, and Square.

Blog

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A section of your site for regularly publishing content such as articles, updates, or educational posts. Great for SEO and audience engagement.

Technical Performance Terms

Loading Speed

The time it takes for your website to fully display its content. Faster loading improves user experience and SEO rankings.

Mobile-Friendly

Your websites ability to function and appear correctly on smartphones and tablets. Non-mobile-friendly sites may frustrate users and rank poorly in search engines.

Cache

Temporary storage that helps your website load faster by saving parts of the site locally on a visitors device.

Backup

A saved copy of your websites files and database. Regular backups protect your content and settings from data loss due to errors or cyberattacks.

Marketing and SEO Terms

SEO (Search Engine Optimization)

Strategies and practices that help improve your websites visibility in search engine results driving more organic (free) traffic.

Keywords

Specific words or phrases users type into search engines. Using the right keywords in your sites content helps it get found.

Meta Description

A short summary that appears under your sites title in search results. It can influence whether

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users click to visit your page.

Alt Text

A brief description of an image that improves accessibility and helps search engines understand your visuals.

Analytics

Tools like Google Analytics that track how visitors use your site what pages they view, how long they stay, and where they come from.