



semantic

Tech Basics for Marketers

# A-Z Glossary

Online jargon can be confusing.  
We've collected all the most useful  
terms together for you in one place.

Semantic Website Wins #6

Dan Colmer – April 2020

# Welcome

Semantic Website Wins is a new series of mini guides to help marketers optimise their website, learn something new, and make the most of these strange times.

Many of us are working from home or furloughed, so day-to-day work has reduced or stopped. We hope that you can use our guides to find website wins to use now, or in the future and also build your skills so that you're ready to bounce back stronger.

We'll be writing guides with advice, tips and ideas to help you optimise your website in the coming weeks. Of course, we're always happy to help with any questions and provide further support if you get stuck.

Just drop me a line I'll be back in touch:  
[neil@semantic.co.uk](mailto:neil@semantic.co.uk) or 02380 111 545.

In the meantime, stay safe, and stay positive.

Neil

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P.S. Need some extra support?

We're offering free video-call consultancy sessions for leisure & tourism, sports, theatres and professional bodies impacted by Coronavirus.

We can cover SEO, conversion rate optimisation, technical or critical analysis of your site.

Just give us a call for more details on 02380 111 545.

# A-Z Glossary of Key Terms

In our final guide on infrastructure, we wanted to collect some of the key website related terms, you might come across as a marketer. Make sure you save this guide, then you'll be able to ask all the right questions in pitches or during projects, if anything comes up that you're not sure about.

Let us know if anything is unclear, or if you have further questions. We'd love to hear from you.

## A

- **Accessibility**  
Accessibility is all about making a website compliant with standards for people with disabilities, whether that's hard of hearing, visually impaired, or other conditions.
- **Alt tags**  
Alt tags are used to describe the appearance and function of an image on a page. This is used for screen readers, if an image cannot be loaded and for SEO purposes.
- **API**  
An API (Application Programming Interface) is a software intermediary that allows two applications to talk to each other.
- **Angular.js**  
AngularJS is a JavaScript-based open-source front-end web framework; it extends HTML with new attributes.

## B

- **Browser**

A browser is a software application used to locate, retrieve and display content on the web.

- **Brute force attack**

A brute force attack is an attempt to crack a password, username or find a hidden web page using a trial and error approach.

Attackers let a computer do the work – hoping that they find one that works.

- **Botnet**

A botnet is a network of computers that have been intentionally infected with malware by cybercriminals. Botnets can be used to perform DDoS attacks, steal data, send spam, and allow the attacker to access the device and its connection.

## C

- **Cache**

A cache is a hardware or software component that stores data so that future requests for that data can be served faster.

- **CDN**

A CDN (content delivery network) refers to a geographically distributed group of servers which work together. The goal is to provide fast delivery of Internet content.

- **CMS**

CMS stands for “Content Management System”. This is a collection of database(s), software and tools to manage website content and generate a functioning website for your users. Common CMS platforms include Wordpress, Umbraco, Episerver, Kentico and Sitecore.

- **CMYK**  
CMYK (Cyan Magenta Yellow Black) are the four basic colours used for printing colour images. CMYK colours are "subtractive", meaning the colours get darker as you blend them together.
- **Cookies**  
A cookie is a small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing.
- **CRO**  
Conversion Rate Optimisation - a process that increases the ROI of your website. This could be by increasing the percentage of visitors to a website that convert into paying customers, or by driving data-capture and more overall lead generation.
- **CSS**  
CSS (Cascading Style Sheet) is a style sheet language that is used to format the layout of Web pages. Without CSS, Web pages would just be plain text.
- **Cross-domain tracking**  
Cross Domain Tracking makes it possible for Google Analytics to connect sessions on two related sites and make it a single session.
- **Cross site scripting attack**  
Cross site scripting (XSS) is a common attack that injects malicious code into a vulnerable web application. This is slightly different to other web attacks because the users of the web application are the ones at risk, not the application itself.

## D

- **DNS**  
Domain Name Servers (DNS) are the Internet's equivalent of a phone book. They maintain a directory of domain names and translate them to IP addresses.
- **Domain name**  
Domain names are used to identify one or more IP addresses This is the address where users can access the website.
- **DDoS attack**  
A DDoS attack (distributed denial-of-service) will attempt to make an online service or website unavailable by flooding it with unwanted traffic from multiple computers.
- **DPI**  
DPI (dots per inch) is the number of printed dots there is in an inch of your printed document. The larger the DPI, the larger the number of dots and therefore the clearer the print.

## E

- **Encryption**  
Encryption is a process that encodes a message or file so that it can be only be read by certain people. An example of this is where you see https:// in a browser address bar – this means the data is being encrypted between the user's device and the web server.

## F

- **Focal point**

A focal point is the part of an image that draws the eye of a visitor to the most important part of the image. In most CMS's you can set the focal point of images for different crops. Meaning that the most important part of the image is always visible regardless of the device.

- **Framework**

A framework is a collection of programs which you can use to develop your own applications. A framework guides you on how to do something, it is like the skeleton of an application.

## G

- **GIT**

Git is a tool to manage code. It keeps track of changes and history so that it's easy to see what was done historically in a project. You may come across Github, which is a website that can host Git projects.

- **Google Tag Manager**

Google Tag Manager (GTM) is a free tool that allows you manage and deploy marketing tags (snippets of code or tracking pixels) on your website without having to modify the code.

- **Google Search Console**

Google Search Console is another free tool that helps you monitor and troubleshoot your website's appearance in their search results. It is also used to find and fix technical errors, submit sitemaps, see backlinks, and more.

- **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. It is used to track website activity such as page views, session duration, pages per session etc.

## H

- **H1, H2, H3 etc (one entry to cover them all)**

Heading tags that are used by Google to section out your website into relevant parts. H1s are primary headings, then h2s, h3s, h4s etc are used for subtitles within sections.

- **HTML**

HTML (Hyper Text Mark-up Language) is a mark-up language for creating a Web page. HTML describes the structure; the CSS defines the styles.

## J

- **Javascript**

JavaScript is a text-based programming language that allows you to make web pages interactive.

- **JPEG**

JPEG (Joint Photographic Experts Group) is a standard image format for containing lossy and compressed image data.

- **jQuery**

jQuery is a lightweight, "write less, do more", JavaScript library. The purpose of jQuery is to make it much easier to use JavaScript on your website.

## M

- **Meta**

Tags used to aid Google in helping find a website matching a search result or search pattern.

- **Mobile first**

Mobile first means designing a website for mobile before designing it for the desktop. In the past, the focus was on the desktop and mobile design was an afterthought.

- **Minification**

Minification is the process of minimizing code and mark-up in your web pages and script files. Minification dramatically improves site speed and accessibility.

## O

- **Organic listings**

The natural or unpaid listing of a search result

- **OWASP Top Ten**

The OWASP Top 10 is a standard awareness document for developers and web application security. It represents the most critical security risks.

- **Open graph**

Open graph meta tags allow you to control what content shows up when a page is shared on Facebook or Twitter. This includes the title, description and image.

## P

- **Patch**

A patch is a set of changes to a computer program to update, fix, or improve it. This includes fixing security vulnerabilities and bugs.

- **Phishing attack**

Phishing is a cyber-attack that uses disguised email as a weapon. The goal is to trick the email recipient into believing that the message is something they want or need — a request from their bank for an example.

- **Pentest (penetration test)**

An authorized simulated cyberattack on a computer system, performed to evaluate the security of the system.

- **PNG**

A PNG (Portable Network Graphic) contains a bitmap compressed with lossless compression. PNG files are commonly used to store web graphics and images with transparent backgrounds.

- **PPC**

Buying ad space on a search engine so that your result displays higher than others. Think of it as Internet advertising. You pay every time a user clicks on your website.

## Q

- **QA testing**

QA (quality assurance) testing is the process of ensuring that your product is of the highest possible quality for your customers. It is used to prevent issues with your service or product and to ensure great experience for your users.

## R

- **Reading Age**

A way to test the readability of your work. Understanding your audience and their readability expectations are one of the most important parts of writing.

- **React.js**

React is a JavaScript library for building user interfaces. It is maintained by Facebook and a community of individual developers and companies.

- **Redirects**

A way of sending traffic elsewhere on a website - you might have heard of 301 redirects. These are permanent, and a way to tell search engines that a page location has moved forever... so tread carefully :-)

- **Repository**

a repository is a central file storage location. It is used by version control systems to store multiple versions of files

- **Responsive**

A website built for many different devices, platforms and screen widths. Responsive layouts automatically adjust and adapt to any device screen size.

- **RGB**  
RGB (red, green, and blue) refers to a system for representing the colours to be used on a computer display.

## S

- **Schema tags**  
Schema is a form of microdata. Schema mark-up creates an enhanced description, which appears in search results.
- **Semantic mark-up**  
A semantic element clearly describes its meaning to both the browser and the developer. Semantic HTML is processed by traditional web browsers as well as by many other user agents.
- **Search Rankings**  
An assessment Google makes on a website based on a variety of unknown factors.
- **SEO**  
The process of increasing the quality and quantity of website traffic through on-site and off-site means.
- **SERP's**  
Search Engine Result Page', any page of Google or Bing.
- **SSL**  
SSL stands for "secure sockets layer" and is a form of security for sites that handle sensitive information.
- **SVG**  
SVG is a vector graphic format—based on XML. SVG documents are nothing more than simple plain text files that describe lines, curves, shapes, colours, and text.
- **SQL injection attack**  
SQL injection is a web security vulnerability that allows an attacker to interfere with the queries that an application makes to its

database. A successful attach could result in unauthorized access to personal user information.

## T

- **TTFB**

TTFB (time to first byte), is the amount of time it takes from when a client makes a HTTP request to it receiving its first byte of data from the web server.

- **Traffic manager**

Traffic Manager is a DNS-based traffic load balancer that enables you to distribute traffic optimally to services across global regions.

## U

- **URL**

A uniform resource locator (URL) is the address of a resource on the Internet

- **User acceptance testing**

UAT (User Acceptance Testing) is a process of verifying that a solution works for the user. UAT is one of the final and most critical phases that must occur before a newly developed website is rolled out to the web.

- **User testing**

User testing is the process through which the interface and functions of a website is tested by real users who perform specific tasks in realistic conditions.

- **Usability**

Web usability of a website are broad goals of usability and presentation of information and choices in a clear and concise way.

- **UX**  
User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and their limitations.
- **UI**  
The user interface, is the industrial design field of human-computer interaction, is the space where interactions between humans and machines occur.
- **Umbraco**  
A popular free open-source CMS. We've used it to build complex sites used throughout the world. It's scalable and adaptable, so we find it can keep pace with clients' marketing needs. Other open-source CMS's include Magento and Joomla.

## V

- **Vue.js**  
Vue.js is an open source progressive JavaScript framework for building web interfaces.

## W

- **Webapp**  
A Webapp is a HTTP-based service for hosting web applications.
- **Wireframe**  
A simple sketch of wire-like drawings which show a rough outline of how a piece of design will work together
- **Wordpress**  
A popular CMS for blogs, generally best-suited to smaller, simple websites.



- **301 redirect**

301 redirects send visitors and search engines to a different URL than the one that they originally searched for. These redirects are permanent.

- **302 redirect**

302 redirects temporarily send visitors and search engines to a different URL; this is until the redirect is removed.

- **500 error**

A 500 error indicates that the server encountered an unexpected condition that prevented it from fulfilling the request.

- **404 error**

A 404 error indicates that the server itself was found, but that the server was not able to retrieve the requested page. This is often because it has been moved or deleted.

# Need a hand?

Hopefully having a concise collection of these terms to hand will help you out going forward.

The next few guides shift gears to start focusing on how to sell your value proposition effectively online. We'll cover writing for the web, creating great assets and also dip into some of the best psychological tools to drive sales.

Keep an eye on our blog and LinkedIn for more tips and updates. If you need a hand in the meantime, then we're always happy to help.

- Email me on [neil@semantic.co.uk](mailto:neil@semantic.co.uk)
- Call 02380 111 545
- Book a time in my diary to chat at <https://calendly.com/neillewin/>



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