



## Glossary of terms

This glossary has been designed to supplement the Newsletters produced by A2ZTranslate. You are free to redistribute in its entirety only with full credit given to the authors.

**Application** Means the same as software.

**Attachment** A file that is attached to an email. Usually a document or image, they are to be treated with caution as they have been known to contain the odd virus.

**Browser** A programme that reads HTML code and converts it into a document for the web viewer's pleasure. Common brands include Internet Explorer, Safari, netscape and iCab.

**Client** The client is the computer (or software) that requests the service from the server.

**Click through** The rate at which an internet advertisement is clicked by a prospect compared to the total number of Exposures. Typical measured by Clicks/Exposure = %

**CMS** Content Management System. The goal of a CMS is to allow web content to be updated with little or no knowledge of HTML; a good CMS should allow you to update a website with no more than basic word processing knowledge. There are a large range of CMS systems out there that all work to varying degrees.

**Compatability** Presenting web pages in a way that allows all viewers (irrespective of browser, OS etc.) able to view and operate website. We see so many websites that have very poor compatability, and this costs the website owner enormously.

**Cookie** A small tracking programme that may sit inside your browser recording where within (or between) websites you go, and reporting this to the cookie owner. It may also store key information (e.g. log-in ID) within your browser to save you re-entering the data on your next visit.

**CSS** Cascading Style Sheet. In theory a CSS allows the web designer to enforce a level of consistency with the presentation of a web site across different browsers (e.g. font, colour etc.)

**Directory** Your website is hosted on a server, and the structure it is hosted in is called the directory. For example, your website files may be contained within folders which may themselves be nested within folders; this whole structure is called your website directory.

**Directory** A website that lists other websites, usually grouping them together via categories. The most famous one is Yahoo. Of course most directories are also searchable, but directory results and the search results may not contain the same websites.

**Dynamic website** Dynamic websites do not hold any content within the individual



webpages themselves; when a user clicks a link to load a page, all the content is drawn from a database and then published. In theory, dynamic websites don't exist until the user uses them; when the user logs off the website disappears. Compare Static websites.

**Embedding** The method of hiding the code and only showing that image or text that you want the web user to see.

**Extranet** An network that is owned or controlled by a business or organisation but which allows content to be published externally.

**Flash** A method for presenting animations within a website. Often used at the front end of a website, forcing the web user to wait while it downloads.

**GUI** Graphical User Interface. The part of the website a web user sees and interacts with, rather than the backend that processes the interaction.

**Hits** A pointless internet statistic. A hit counts a single file download; but usually a single web page is made up of many different files, so it doesn't tell you anything about how many people visited the site. A better measure is "Page views" or Unique Visitors.

**HTML** Hyper Text Mark-up Language. The basic language used on the web. This has been extended over time into other "flavours" such as DHTML. If you really want to see HTML, open any website in your browser and click View-Source from the browser menu.

**Internet** The whole world wide web connected together.

**Intranet** Essentially a contained version of the internet where access is limited; typically within a business or organisation.

**IP address** A set of 4 numbers, such as 192.168.1.0, which 'uniquely' identifies a machine on an internet. Some numbers are static (i.e. they never change) and some are dynamic (i.e. they do change). Static numbers are typically used for main servers, whereas homeusers typically get a dynamic number when they log onto the internet via their ISP.

**ISP** Internet Service Provider Refers to both the servers and the companies that run them. When talking about servers it is those that are connected directly into the internet 24/7 and act as a route for other users to connect to the internet.

**JavaScript** A programming language that allows you to implement certain functions online; most commonly used as drop down menus. Beware cross platform/cross browser compatibility!

**Link** A point on a web page that refers to either another point on the same page or to a new page. Often coded as a graphical text image, better done as a link embedded in actual text.

**Localisation** The process of taking a website/piece of software/marketing programme



developed for one market/culture and customising it for a different market/culture. Usually involves a level of translation but can cover areas as diverse as colour schemes, product names and perceived benefits.

**Navigation** A term that refers to how user moves around within a website. It also refers to the overall collection of links in a website and how they are displayed. Always think about navigation from the perspective of a first time user of your site.

**Net** See internet.

**MAT** Machine Assisted Translation. Using software to translate documents, websites etc. from one language to another. At time of writing no software is available that can accurately translate contextual language. Definitely not for use on front end marketing materials!

**MIME** Multipurpose Internet Mail Extensions. Format for email that allows the exchange of graphics, audio etc. in standardised manner.

**OOP** Over Optimisation Penalty. In late 2003 Google reworked its algorithm. SEO experts were dumbfounded when they discovered that Google had changed the playing field overnight. While at time of writing (Jan 2004) everything is not 100% clear, it would appear that Google is penalising sites that have too many inbound links with the target keywords in the link text. This is the OOP.

**Page View** An statistic that tells you how many times a page has been viewed over a period of time. Useful in telling you which pages within your site are popular and which aren't.

**PPC** Pay Per Click. On some search engines the results are provided on the basis that the advertiser will pay a price for each web user that clicks on the link. The main English language PPC search engines are Overture (mainly an SRP supplying a huge number of other search engines, typically under "sponsored link" or some such title), Espotting in the UK, and Google Adwords.

**Portal** These are gateways that accumulate information from disparate sources for your use. Examples would be Yahoo, BBC etc. Other portals focus on key areas, e.g. Travel or Computing or Software.

**PR** Page rank. Many search engines use PR as part of the algorithm that decides where in the search results an individual website will sit. PR is mainly calculated by the quality, number and PR of links from external sites into the website in question. Each search engine has its own formula. The exact formula is the alchemists stone of the SEO world.

**Protocol** An agreed upon sequence of bits, bytes or characters that allows programs to communicate with each other.

**Robot** Also spider, crawler. Programmes that move around the web indexing the content of websites and taking that "digest" back to a search engine for indexing. Each



search engine uses its own robot, and they have some great names (e.g. “Slurp”).

**Search engine** A programme that allows a user to enter a query (usually a string of keywords) to search for web pages that are relevant.

**SEO** Search Engine Optimisation. The process behind constructing websites that will rank highly on targeted keywords and keyphrases.

**SRP** Search Results Provider. Many search engines don’t actually have their own database of websites indexed. They source those from SRPs and then bring back results based on their own formulas. For example, Yahoo sources its search results from Google (although this may change soon as Yahoo has bought FAST, another SRP).

**Spamming** In regards to SEO, this means trying to get a search engine to index and rank highly your web page via a variety of underhand means, such as keyword stuffing, irrelevant content etc. Can lead to being banned from a search engine index.

**Static website** A website where the content is held within the webpages; the web pages are “static” in that they don’t change. Compare with Dynamic website.

**Sub-domain** A division of a top level domain. This is (confusingly) done by adding a prefix to a domain name e.g. where “japanese” is a subdomain in [www.japanese.a2ztranslate.com](http://www.japanese.a2ztranslate.com). Convenient for keeping discrete parts of a website in a different location.

**Translation** The art of taking phrase in one language and putting it into a phrase of the same meaning in another language.

**Transliteration** Taking a word or phrase from source language, and putting it into the phonetic characters of target language, so that a target language user can pronounce the word or phrase without having to understand the source language characters.

**Unique users** This statistic tells you how many individuals entered your website in a given period of time. Usually measured by tracking the IP address of visitor.

**URL** The website address holder e.g. <http://www.a2ztranslate.com>. They are all unique, so I guess one day we will run out.

**Validation** Validating HTML means checking that the actual code complies with the rules as set out by the W3C (see below). Problem is, not all browsers play by the rules, so you are in some cases damned if you do and damned if you don’t!

**W3C** -World Wide Web Consortium . Sets the standards on the web, including CSS, HTML, XML.

**WWW** World Wide Web - a standard for displaying information carried over the internet. There are other types, but www is now so prevalent that the identifier is often optional in a site address.