

# Website Terminologies & Definitions

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**Domain Name:** The address people type into their browser to visit your site (e.g. example.com).

**URL (Uniform Resource Locator):** The full web address of a specific page or resource (e.g. https://example.com/about).

**Web Hosting:** A service that stores your website files and makes them accessible on the internet.

**Server:** A computer that hosts websites and serves content to users over the internet.

**DNS (Domain Name System):** Translates domain names into IP addresses so browsers can load websites.

**IP Address:** A numerical label assigned to devices on a network (e.g. 192.168.1.1), used to locate servers.

**Frontend:** The part of the website users interact with (HTML, CSS, JavaScript).

**Backend:** The server-side of a website, responsible for storing and processing data (e.g. PHP, Python, databases).

**CMS (Content Management System):** A platform that allows users to manage website content without coding (e.g. WordPress, Wix, Squarespace).

**HTML (HyperText Markup Language):** The standard language used to structure web pages.

**CSS (Cascading Style Sheets):** Styles and formats the layout of web pages (colors, fonts, spacing).

**JavaScript:** A programming language that makes websites interactive (animations, popups, sliders).

**Responsive Design (Mobile-responsive):** A design approach where a website adjusts smoothly to different screen sizes (mobile, tablet, desktop).

**UI (User Interface):** The visual elements and layout users interact with on a website.

**UX (User Experience):** The overall experience and ease of use when interacting with a website.

**SSL Certificate (Secure Sockets Layer):** Encrypts data between the user's browser and the server, so that no one intercepts the data along the way. Enabled when a site uses https://.

**Query parameters:** Additional URL data sent to the server. It is formatted in key value pairs, e.g <https://yoursite.com?color=blue&size=10>. The data after the ? are the query parameters.

**SEO (Search Engine Optimization):** Techniques used to help a website rank higher on search engines like Google.

**Landing Page:** A single web page focused on a specific product, offer, or conversion goal.

**CTA (Call to Action):** A prompt on a website (like a button) that encourages the user to take action (e.g. "Buy Now", "Get Quote").

**Navigation Menu:** A list of links (usually at the top of the page) to help users move around the website.

**Bounce Rate:** The percentage of users who visit a page and leave without taking any action.

**Impressions:** People who see your website in search pages but don't click on it.

**Click-through:** People who click on your website in searches.

**Wireframe:** A basic sketch or layout plan of a web page, used during the planning phase.

**Prototype:** An early, interactive model of a website used for testing functionality and design.

**Cache:** Temporarily stored data to help websites load faster on repeat visits.

**404 Error:** An error message shown when a page is not found on the server.

**Cookie:** A small piece of data stored in a browser for remembering information about users, e.g. is user still logged in.