Common Website Terms

These terms are helpful to know when hiring someone to design your website or designing it yourself.

Above the Fold - The area that is visible when you bring up a website, before scrolling. This area is hugely important and should have a hook to keep the viewer on the site.

Analytics - Tracking of visitors on a website for data on how many visitors, popular pages, visitor location and more.

Back End - The part of the website hidden from view of visitors that houses the infrastructure, applications and admin sections of running your website.

Backlinks - External links that when clicked, take a viewer back to your website. This can have a great impact both positively and negatively on your SEO rankings.

Below the Fold - Areas of the website that you must scroll down to see.

Bounce Rate - The rate at which visitors to a website leave the website on the same page they initially clicked, without visiting other pages. This can be a good indicator of quality and navigation health of a website.

Breadcrumb - Navigation element that appears at the top of a web page and shows the path from home to the current page (ie: Home > Services > Sub-Service)

Browser - A program that a viewer uses to view a website. Examples are Safari, Google Chrome, FireFox, Internet Explorer and Microsoft Edge.

Call to Action - A graphic, text link or button that encourages a viewer to take a desired action.

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Content Management System (CMS) - A backend tool for managing a websites content, separating design from functionality. WordPress is a popular example of a CMS.

Domain - The name that your website is identified with (ie: fullstridesolutions.ca)

Domain Name Server (DNS) - This is used to tell your domain registrar which site to connect your domain with to facilitate site visitation.

Domain Registrar - The company that you register your domain with when you purchase such as GoDaddy or NameCheap.

E-Commerce - Online shopping website to sell physical or digital products

Favicon - Customisable icon that sit on a browser tab and identify your website from other tabs

Front End - The part of the website visible to viewers.

Host - The place where a website lives that allows it to be visible to the public.

Hyperlink - A link between one page and another either internally (same site) or externally (another site)

Landing Page - The first page that a visitor clicks onto a website, usually a specialty page that elicits an actionable response by the viewer such as in an email marketing campaign or advertising.

Lead Magnet - A desirable, usually downloadable, piece of information that is used as a trade-off to encourage a visitor to be willing to give their email address to receive to gain more members to your email list.

Meta Data - Information in the header that tells a visitor what website they are on.

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Meta Title - The title of a page when brought up on a search engine.

Meta Description - The information under the meta title that describes what the page is about.

Navigation - The system by which a visitor moves around a website. This contains menus, links, breadcrumbs and pagination.

Permalink - Stands for "permanent link". This is the address of a particular page in the browser (ie: https://fullstridesolutions.ca/about)

Plugin - Third party application or code that extends the capability of a website, generally in conjunction with a CMS

Responsive/Adaptive - The ability for a website to be flexible in allowing it to be viewed on multiple devices in a way that is functional and viewable whether on a phone, desktop, tablet or laptop.

Search Engine Optimization (SEO) - The process of improving a website's ranking for more visibility on a search engine.

Search Engine Results Page (SERP) - The results that come when you search for a specific set of tags on a search engine.

Sitemap - How your website content is organised with hierarchy of pages outlined.

Slider - A rotating banner of images in slide show format that highlight important information such as sales, lead magnets and promotions

Template - A design element used to create a consistent look throughout a website.

Theme - The style of the website that dictates elements such as layout, functionality and useability of the website.

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