

WEB TERMS - Advanced

Bandwidth Bandwidth is the maximum amount of data that can travel a communications path in a given time, usually measured in seconds. If you think of the communications path as a pipe, then bandwidth represents the width of the pipe that determines how much data can flow through it all at once.

Click Through Rate The average number of click-throughs per hundred ad impressions, expressed as a percentage.

Conversion Rate The percentage of visitors who take a desired action. When a web surfer notices your ad and clicks on it, you have a potential customer. If this visitor decides to complete a lead capture form, you have a customer. We say that the visitor was "converted".

Database A special way of organizing computer data. It looks like a table implemented columns and rows for fast accessing data from any of the cells in the table. Databases are very useful for storing and organizing data for later retrieval.

DNS The Domain Name System which identifies each computer as a network point on the Internet using an internet protocol address systems to translate from domain name to IP and reverse.

Domain Name the main part of a URL or Internet address that is its unique identification.

Flash Browser independent vector and graphic animation technology owned by Macromedia Inc.. Most browsers support Flash technology and one flash animation looks the same on all browsers.

FTP FTP stands for File Transfer Protocol which is one of the methods of transferring files over the Internet.

GIF GIF stands for graphics interchange format, it is a bit-mapped graphics file format used by the World Wide Web. GIF supports colour and various resolutions. But it is limited to 256 colors.

Hits How many times a resource has been accessed over the Internet. For example, the number of times people access a page, or its graphics, during a certain span of time. Differs from page views since Hits encompasses any element of a page. For example, if your page has 5 graphics, the page would receive 6 hits each time it is accessed, one for the page and five for the graphics.

IDX Acronym for Internet Data Exchange. IDX references the transfer of MLS data, from the MLS Board to Realtor websites.

Impressions A single instance of an online advertisement being displayed.

Java Applet a short program written in Java (not JavaScript) that is attached to a World Wide Web page and executed by the browser machine. Often used for complicated web applications.

JPEG Joint Pictures Expert Group. The JPEG file format is a compressed format, with some loss of quality during compression. A popular web format do to the generally small size of pictures.

Meta Tag an HTML tag located in the non-displaying portion at the head of a Web page. Meta tags contain useful information about the page - creation date, page title, page description, keywords associated with the page. The information is contained in the file but invisible who views the page in their browser.

Navigation Bar A set of buttons or graphic images typically in a row or column used as a central point that link you to major topic sections on a Web site. If the navigation bar is a single graphic image with multiple selections, it is known as an imagemap.

Search Engine Marketing The act of marketing a web site via search engines, whether this be improving rank in organic listings, purchasing paid listings or a combination of these and other search engine-related activities.

Search Engine Optimization Search Engine Optimization (SEO) is an act of increasing the number of visitors to a particular Web site by adding appropriate keywords and phrases, and such ranking high in the search results. The higher a Web site ranks in the results of a search, the greater the chance that your site will be found by a search user. For general and competitive web sites it takes a lot of professionalism to tweak the web site in order to be well optimized and search engine friendly.

Submission Forms forms are web pages "fields" for a user to fill in with information. They are an excellent way of collecting and processing information from people visiting a website, as well as allowing them to interact with web pages. The output can be sent as an e-mail form, stored online, printed, and/or returned to the user as an HTML page

Unique Visitors Individuals who have visited a Web site (or network) at least once in a fixed time frame, typically a 30 day period.

URL abbreviation for Uniform Resource Locator. A URL is an Internet 'address' and is made up of two parts - the protocol (e.g. HTTP) followed by two slashes, and the domain name. This gives the exact location of a particular file on the Internet.