

WEB TERMS - Beginner

Animation It is referred to an image that changes over time. Usually created with the Flash application and viewed through a browser with a Flash Plug-In.

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.

Browser also called a Web browser. Software for viewing Web pages. Microsoft Internet Explorer and Netscape Navigator are the two most popular browsers.

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.

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

Domain Name Extension Part after the dot in the domain name is a domain name extension. In the abacus.ca domain, domain extension is .ca . There are many other domain name extensions such as .com .net .org .gov .edu .mil .info .web .us .uk .cc .it .mx .ba and many others.

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.

Home Page the main or first page of a Web site.

HTML abbreviation for HyperText Markup Language, the formatting language used to create Web pages.

Hyperlink a link from one Web page to another, either on the same site or somewhere else on the Internet.

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

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.

Page a document on the Web that is displayed by a Web browser.

Search Engine a program that searches for information and Web sites on the Internet.

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.

Server a computer connected to the Internet that stores and provides information of some sort. Web pages are stored on a server.

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.