TERMS & DEFINITIONS

A few terms that may occasionally come up in conversation and their definitions:

	Term	Definition	
1.	HTML	HTML stands for **H**yper **T**ext **M**arkup **L**anguage. It is a basic code language used to write web pages. The word Hyper Text comes from the old Hyper Links which described how one moves from one page to the other by clicking "Hyper Links". Today, we just say links.	
2.	PHP	The PHP **H**ypertext **Pre**processor is a programming language that allows web developers to create dynamic content that interacts with databases. PHP is basically used for developing web based software applications. The acronym should have been HPP but legion has it that the creators didn't like that one; so they began using PHP and it caught on.	
3.	ASP	ASP stands for **A**ctive **S**erver **P**ages. ASP is a program that runs inside the server. To run ASP on a server the server must be a Windows based Server. ASP can not run on a Unix or Linux based server. The function of ASP is very similar to PHP.	
4.	URL	URL is an acronym for "**U**niform **R**esource **L**ocator," this is the address of a resource on the Internet. World Wide Web URLs begin with http://. All web pages begin with a similar introduction [http, or https (for secure sites), or other variations. However, modern browsers now allow us to type only the domain name… such as mypage.com instead of http://www.mypage.com by adding the introduction text automatically for us after we click the "go" or enter button.	
5.	DOMAIN NAME	A domain name is the text name corresponding to the numeric IP address of a computer on the Internet. A domain name must be unique. Internet users access your website using your domain name. It's just like having a unique mailing address for your home.	
6.	SEO	**S**earch **E**ngine **O**ptimization. The term used to describe the marketing technique of preparing a website to enhance its chances of being ranked in the top results of a search engine once a relevant search is undertaken. A number of factors are important when optimizing a website, including the content and structure of the website's copy and page layout, the HTML meta-tags and the submission process.	

7.	FLASH	Flash, is popular authoring software developed by Macromedia. Although it is much more powerful than the way it is normally used, it is most commonly used to create moving graphics and text called animation.	
8.	JPG	JPG (sometimes called JPEG) Stands for **J**oint **P**hotographic **E**xperts **G**roup. It is widely used on the Internet for the display of photographs. It is pronounced "JayPeg".	
9.	GIF	**G**raphic **I**nterchange **F**ormat. Yet another image format type generated specifically for computer use. Like JPG's it is mostly used for images on the internet and other computer related products. GIF is pronounced "jiff" and sometimes pronounced "gif". Either is right.	
10.	TEXT	In language, text is a broad term for something that contains words to express something. Text is just the wording used on any given page.	
11.	BRANDED EMAIL	Branded email can contain the organization's logo and other images, and have distinctive colors, fonts and other stylistic elements; this makes branded email much more visually similar to a document written on a paper letterhead.	
12.	BANNER	A banner is a graphic image (static, animated, or rich media) that is used mostly on website for the purpose of advertisement. Banners are most commonly used for brand awareness and generating sales leads.	
13.	BACKGROUND	The area behind all the pictures and text on a web page. Typically it is color or image nearest the far borders of the web page.	
14.	DYNAMIC	Refers to actions that take place at the moment they are needed rather than in advance. Dynamic content refers to content that exists in a Database on the web Server that is pulled or placed on the page a User is currently viewing.	
14.	WEB HOSTING	An arrangement where you allow an agency to host your website for you on their Web Server for a fee. The Web Host provides space on Internet servers for the storage of World Wide Web sites which can be accessed by others through the network on the Internet.	
15.	SERVER	A computer that delivers information and software to other computers linked by a network (such as the Internet).	
16.	BROWSER	Short for Web Browser, a software application used to locate and display Web pages. The two most popular browsers are Netscape Navigator and Microsoft Internet Explorer. Both of these are graphical browsers, which means that they can display graphics as well as text.	
17.	W W W	**W**orld **W**ide **W**eb	