



Glossary for Website Design Week 3

AdSense - a means of generating income by posting ads or text links on your blog owned by Google.

AdWords - a means through target works in searches for companies and people to promote their site and products using the cost per click (CPC) model owned by Google.

Archives – a list on a blog where existing (older) posts are displayed.

Backlinks - links in blogs or websites that go to either to the homepage or to internal pages. Search engines love them.

Blog (web log) – a site where the author posts their images, ideas, and thoughts. Most have a specific topic and the information is in chronological order.

Blogger - the author of a blog.

Bloggng - writing or posting images on a blog.

Blogroll – links to other blogs or sites.

Blogosphere – blogs as a social network.

Categories - sub-topics on a blog.

Comments - this is what make blogs part of the Web 2.0. Readers can use this comments system to post a comment or give feedback on posts in the blog.

Dashboard – this is the administration area on your blog's software where you post pages, maintain design, upload files, edit your account info, and manage comments.

Dead-tree media – any media printed on paper like newspapers and magazines.

Keywords - terms bloggers and webmasters use to identify their site for search engine queries.

Mashup - a web application that combines data from more than one source. Or, the artful media of mixing several things together – a group of bloggers might do a mashup site that contains feeds from their own sites to create collaborative one with different perspectives.

MicroBlogging - blogging that is made up of brief text updates. Twitter is an example of that.

Permalink - a link to a particular post in the archives of a blog that will remain valid even after the post is not on the main page.

Ping (Packet INternet Grouper) – jargon as to send a message from your computer to a server to test it or to post a network wide message.

Plug-in (also called an extension) – a little program that runs inside of a main host program.

Podcast – a post of audio and video material on a blog for digital players like the iPod.

Post – a produced entry that is published on a blog.

Reciprocal Link – the idea if you list a link to someone else's site, they will in turn post your link.

RSS (Really Simple Syndication) – it is a feed format to deliver information about sites or blogs that gets updated every time there is a change. It is a brief summary most of the time and people subscribe to a RSS to receive notices from their favorite sites and blogs.

Sidebar – one or more columns next to the blog's main content area that contains extra information. The sidebar is customizable and uses widgets.

Tags - like categories, but tags can be single work or subjects in your site or blog.

Thread - a series of comments that are posted by people in the comment section of a blog that appears as a conversation on a single subject.

Themes - are templates to create the layout of your blog or site. If you change your theme, your content is not affected most of the time. You can use free themes or pay to have one created for you.

Widget - is a portable bit of code that can be installed (embedded) on a site or blog that is executed within a separate HTML web page or third party code.