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Jargon Factsheet

This free factsheet helps you with understanding some of the key terms associated with the design and running of your web site.

- Ad-blocker software

A computer program that can be installed to prevent unwanted advertising windows from appearing. You can also obtain software to prevent banner adverts within web sites appearing on your computer. This software can speed up your browsing since the blocked adverts do not take up valuable bandwidth.

- Bandwidth

The amount of data that can be transmitted through the telephone line/modem combination. Dial-up (conventional modem and telephone line) has the least bandwidth and ADSL (asymmetric digital subscriber line) offers broadband which can be up to 10 times faster.

- Browser

The software used to view web sites. The two most common ones are Internet Explorer and Netscape.

- Domain name

The name that is used to identify your web site on the Internet, www.something.co.uk etc.

- Downloading

Receiving files from a web site server onto your computer.

- Exit traffic

A marketing strategy that opens a browser window automatically as you leave a web site. Installing ad-blocker software on your computer can prevent this intrusive tactic.

- FTP

Short for file transfer protocol, which is one way of uploading files to a server.

- HTML

The code that is used by a browser to display the content of a web site.

- ISP

Short for Internet service provider. The computers of an ISP act as a gateway through which your computer is able to connect to the Internet. Without an ISP you have no Internet access.

- POP3 mailbox

An email mailbox that is set up to deliver email to your computer unlike webmail which requires you to log in on the Internet. Webmail has the advantage of being accessible from any Internet connected computer in the world.

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- Pop-under and pop-up

A new browser window that suddenly appears behind the one you are looking at without you requesting it is called a pop-under. It is less intrusive than a pop-up (which appears in front of your browser) as you only notice it after you close the main window. They are generally annoying and used for advertising or for surveys of visitors to the site. Both slow down your browsing experience by taking up valuable bandwidth.

- Server

The computer on which your on-line web site is stored. It is usually fast, backed up regularly and kept in an air-conditioned room. There is usually a back up generator to keep the server on line in the event of a power failure.

- Spam

Unwanted bulk email. Spammers have software that can obtain your email address from your web site without your knowledge. Some spammers buy email lists legally but spam itself is illegal. Most people simply ignore it. Your web designer should be able to suggest effective anti-spam tactics.

- Stickiness

The interesting information that makes a surfer stay longer at your site.

- Surfer

One who browses web sites on the Internet. A silver surfer is someone using the Internet who is over the age of 50.

- Upload

Send a file to the remote server.

- URL

Short for the 'Uniform Resource Locator'. It is the exact address of a particular document on the Internet from the http ... part to the ... /index.html part.

- Web space

The space on the server where your web site files are stored. This usually incurs a rental charge.

- Web host

The company who rents you your web space.

- Webmail

See POP3 mailbox.

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