

Glossary

Web Design from A to Z

We are well aware that we have used some specialist terms in this book that you may not be familiar with. In the interest of keeping things as concise and readable as possible we decided not to fill the main part of the book with long explanations. Instead, we decided to include a directory with all of the most important terms used for the Internet and web design that will serve as a handy reference point.

Considering the scope of this topic it is not possible for us to include every term, this would require writing an entire encyclopedia. Here we have chosen the most common and useful terms and condensed them into a concise glossary that should be a helpful reference while you read the book. If you do come across a term that is not included here, we recommend using the amazing World Wide Web to find a definition or explanation online, e. g. using a Google (see page 365) search. You'll soon find out that the Internet knows almost everything.

Affiliate Program

An Affiliate Program (also known as a Partner Program) offers the customers of a company the opportunity to advertise for the company and earn commissions. A classic example is including an advertising banner placed on the affiliate's website that leads to the company website. If the visitor makes a purchase after clicking through, the owner of the website where the banner is placed receives an amount of money or a coupon which corresponds to the amount of the purchase.

App

App is an abbreviation of "application". These are very specialized small programs that are meant to be used on smartphones or tablet PCs.

Blogs

Blog is short for "Weblog" and is a type of public diary published on the Internet. In addition to the countless private blogs on the Internet, there are many very popular blogs that deal with specific topics, e. g. legal issues. Many companies also now have blogs to give their customers a peak "behind the scenes". When it comes to blogs, there are no real rules but most often the posts are ordered chronologically and according to specific topics which are indicated by "tags".

Browser

A browser (also known as web browser or Internet browser) is a computer program that displays websites. The most popular browsers are Internet Explorer, Mozilla Firefox, Safari, and Opera. If these browsers are installed on your system, Xara Web Designer can use them for a direct preview of your website (see page 55).

Captcha

Captcha or CAPTCHA stands for "Completely Automated Public Turing test to tell Computers and Humans apart". The Turing Test was developed in 1950 by the mathematician Alan Turing and is used to determine whether a communication partner (located somewhere else) is a human or a machine.

The Captcha uses a small image representing words or characters that can only be identified by humans. These words or characters must be entered into a field before a process can be completed, e.g. sending a form. The main purpose of Captchas is to reduce spam that is sent by "bots" that search out forms on the Internet and automatically use them to send advertising.

Chrome

Chrome is a browser (see page 362) from Google. In contrast to most other browsers, Chrome is relatively young and getting more popular each day thanks to its sleek design.

Cloud

In the context of the Internet, this word is used for "cloud computing". This refers to the practice of storing and operating programs, applications and services on Internet servers instead of local computers. The advantage of the "cloud" is that all of these programs and services can be accessed on any computer with an Internet connection. An example of this kind of service is the mufin.drive for the mufin player. This system allows you to store music on the server and play it back on any PC, laptop or smartphone.

Cookie

A cookie is a small file from a website that is saved on a computer. It is meant for saving customer user names or for archiving search results. Most Internet browsers offer the option of deactivating cookies. However, for some websites that require a login, this can lead to problems when trying to use the site.

Creative Commons

Creative Commons (abbreviated "cc") is a special licensing model that has been developed as an alternative to commercial copyright models on the Internet. Works such as texts, videos, music or photos that are published on the Internet with a Creative Commons license can generally be used freely, i. e. there are no licensing fees and no express permission from the creator is necessary. Some types of Creative Commons licenses have special terms such as having to credit the creator or limiting usage to non-commercial purposes. For more information about this topic you can simply do an Internet search using the term "Creative Commons".

Domain

A domain is the Internet address of a website. It consists of the name of the Internet protocol (usually http://), the computer or network name (e. g. www), the second-level domain (e. g. magix), and the top-level domain (e. g. .com, .net).

All together we have: protocol://networkname.second-level-domain.top-level-domain -> http://www.magix.com

Domains are allocated by a country's NIC (Network Information Center). Nominet is responsible for the allocation of domains in the UK. Normally you will not need to make contact directly with the NIC. For example, if you register a domain with MAGIX at www.magix-online.com, MAGIX will take care of all the NIC registration formalities for you.

Domain Transfer

If you already have a domain, you can move it from your previous web hosting service to another hosting service. At www.magix-online.com MAGIX offers a domain transfer service for customers who want to move their domain to MAGIX.

DPI

dpi stands for "dots per inch" and is actually a unit of measurement for printed materials. However, in everyday use it is synonymous with PPI (pixels per inch) and describes not only the number of dots a printer makes per inch, but also the number of pixels a screen, e. g. computer monitor, displays per inch. The dpi value for a device determines how large an object with a specific number of pixels will be displayed. 96 dpi is the standard resolution in most Windows systems.

eCommerce

eCommerce is the general term for electronic sales through the Internet. This includes web shops and payment systems.

Email

Email (short for "Electronic Mail") has become one of the most common types of communication. People or groups can send messages to each other using an email program or webmail (see page 372). These messages can also include attachments in the form of documents, music or video files. Users should always use antivirus software to ensure that these attachments are not infected with harmful programs (malware).

Embed Code

Embed code refers to a special HTML code that allows you to embed external content into your own website. Most websites that offer embeddable content (e.g. widgets for YouTube videos) provide embed code that can be easily added to Xara Web Designer (see page 257).

Emoticon

Emoticons are also called "smileys" and are a series of characters that are meant to depict the human face. Some examples are the :-) (friendly smiley), the ;-) (winking smiley) and the :((sad smiley). To recognize them you have to turn your head 90° to the left. On the Internet emoticons are used to express personal opinions and feelings in a fast and uncomplicated way. Including a winking smiley with some text indicates that the writer is not being totally serious and maybe even making a joke. Although they may be useful for casual communication, they should not be used for official texts.

Facebook

Facebook is a worldwide social network that is free for users. It offers profile pages for private people as well as companies, artists, athletes, political parties, businesses and other organizations. Most people use it mainly to keep in touch with friends and family throughout the world. Companies and other organizations use Facebook to make direct contact with potential customers or members. Xara Web Designer offers the option of integrating Facebook into your own website by using widgets (see page 250).

Favicon

A favicon (short for "favorite icon") is a small graphic that is displayed in a web browser in front of the website title.

Firefox

This is a browser (see page 362) from Mozilla. Firefox is one of the most popular browsers because it can be precisely customized to the user's needs by using "add-ons".

Frame

In this case, a frame refers to a single image and is the smallest unit for videos and animation. A normal video consists of 24 to 30 frames per second (fps). Playing back these frames quickly results in the moving pictures that make up movies and videos.

FTP

FTP stands for "File Transfer Protocol" and is the most common technique for transferring files to a server. Normally you will require an FTP program, e. g. Filezilla, to connect to an FTP server and upload your files.

Google

Google is an international IT company. Its most famous product is the search engine of the same name available at www.google.com. The company also offers a variety of other services including email (Google Mail), a social network (Google+), maps of the world (Google Maps), and the Android operating system for smartphones.

Google Analytics

Google Analytics (see page 350) is a service offered by Google that provides statistics about websites. It offers various types of data such as the geographic location of visitors and the amount of time they spent on the site.

Google Maps

Google Maps is an online service that offers street maps, country maps and even satellite images from around the world that can be zoomed in for detailed viewing. Website operators use these maps on company websites to provide potential customers with directions to their locations.

Homepage

The homepage is most often the start page of a website. For this reason it is often given the name "Home". Homepage is also often used as a synonym for "website".

Hosting

Hosting is a service that lets website owners publish their sites on the Internet. A host (e. g. MAGIX Webhosting (see page 146)) offers customers webspace on a server and enables the website to be published online.

HTML

HTML stands for "Hypertext Markup Language" and is the most important programming language on the Internet. HTML pages most often consist of a header area that contains structural information which is not displayed, and a body area where the actual page text and formatting is found. Xara Web Designer generates HTML automatically. This means that HTML code only has to be entered manually if you embed content from external sources, e. g. using a placeholder (see page 261).

HTTP

HTTP stands for "Hypertext Transfer Protocol" and is used for transferring websites to the Internet (from the web server (see page 372) to the browser (see page 362)). For this reason, the abbreviation **http://** always comes before the Internet address. This is automatically inserted and does not have to be included when entering the Internet address.

HTTPS

HTTPS is a special type of HTTP. The S stands for "Secure". An HTTPS connection should always be used for Internet payment processes to guarantee that credit card and account information are encrypted. If you see "https" in the web browser, you can rest assured that you are on a secure website.

Hyperlink

See Link (see page 367)

IMAP

IMAP stands for Internet Message Access Protocol and is an advanced procedure for receiving emails.

Internet Explorer

Internet Explorer is a browser (see page 362) from Microsoft that is normally pre-installed on all Windows systems. Every website that is created in Xara Web Designer should at least be tested in Internet Explorer before being published.

IP Address

The "IP" stands for Internet Protocol. This refers to special addresses assigned to every device that is connected to the Internet. In other words, a modem that is connected to the Internet has a special IP address. This modem may be connected to several computers (e. g. through WLAN) so that all the computers can use the same IP address. In most cases Internet service providers automatically assign IP addresses to devices. For websites, the IP address makes computers or groups of computers identifiable on the Internet, at least to the extent that it can be determined which IP address visitors are using and how often they are visiting the website.

JavaScript

JavaScript is a written language that is very common on the Internet. It enables various additional functions that would otherwise not be possible with HTML alone. For example, data entered in forms can be instantly checked to make sure it is reliable and does not contain typos. The disadvantage of JavaScript is that the user's computer must be directly accessed more often. For this reason most web browsers offer the option of deactivating JavaScript. However, as long you are only visiting trustworthy, reputable websites, you can keep JavaScript active without much risk.

Link

Links (also known as "hyperlinks") are connections to other websites, files on the Internet or other computer networks. They are the cornerstone of the World Wide Web (www) because the net itself is made up of these billions of connections.

magix.info

magix.info is the MAGIX Multimedia Community. Here you can present your videos, photos and music, sign up for training courses on various multimedia topics, participate in discussion groups about MAGIX programs with other users, and much more. You can access the website at www.magix.info.

Netbook

Netbooks are very small notebook computers that are specially designed for surfing the Internet. Normally they do not have an optical drive, i.e. no CD/DVD drive, and are not as powerful as real laptops. The screen is 1024 pixels wide which is usually sufficient considering that most websites are approximately 960 pixels wide.

Offline

Offline is the general term for things that are not on, or do not take place, on the Internet. For example, an "offline registration" takes place over the phone or by mail and not through the Internet. In Xara Web Designer most of the process takes place offline. This means that you do not have to be connected to the Internet to design a website. The only time it is necessary to be online is when you are using widgets or uploading your website to a web server.

Online

Online is the general term for things that are on, or take place on, the Internet. For example, an "online registration" takes place on the Internet. This means that the computer being used must be connected to the Internet. When you publish your website from Xara Web Designer it is then online, i.e. on the Internet and accessible on any computer with an Internet connection.

Opera

Opera is a free browser (see page 362) that is available for Windows, Mac OS and Linux systems.

PayPal

PayPal (see page 331) is an online payment service. Through PayPal users can transfer money from their bank accounts to other PayPal users and can also receive payments from other users. PayPal charges the recipients of each transaction a commission. It is the most common payment method offered in online shops.

Pixel

Pixels are the graphical unit for photos and computer screens. They are individual dots of a specific color that are combined to portray an image. For example, a screen with a resolution of 1024 x 768 pixels has 1024 pixel columns and 768 pixel rows for a total of 786,432 pixels.

POP3

This stands for "Post Office Protocol" (Version 3) which is used in standard email programs for receiving emails (e. g. Outlook Express). POP3 enables emails to be collected by the provider's email server and loaded into your email program.

Pop-up

A pop-up is an element on a website that appears when the mouse pointer is moved over it or another element is clicked. Xara Web Designer makes a distinction between pop-up photos, pop-up layers and MouseOver layers.

Provider

A provider or ISP (Internet Service Provider) offers Internet services, e. g. webhosting or domains (DNS). If you publish your website on MAGIX servers at www.magix-online.com, MAGIX is your provider.

RSS

RSS stands for "Really Simple Syndication" and is a format for standardized distribution of content. The most popular are RSS feeds that can be read by an RSS reader, e. g. Google Reader. This can be something like a list of all the new articles on a particular website. Depending on the settings, the RSS feed will display the headlines or complete articles. In Xara Web Designer in the Designs gallery there is a WEBRSS widget you can use to create your own RSS feeds (**PAGE ELEMENTS > OTHER WIDGETS**).

Safari

This is a browser (see page 362) from Apple. It was originally developed for the Apple Mac OS but is now also available for Microsoft Windows operating systems. Safari is used on almost all Apple computers so you should always test your website in it to make sure that it displays and functions properly.

Sitemap

A sitemap is a hierarchical display of a website's page structure. This can take the form of a file that can be accessed through a direct link on the website, or a file that is only on the server and can be read by search engines (see page 347). A sitemap can also be helpful during the website planning stage for organizing the individual pages (see page 65).

Smartphone

Smartphones are a type of mobile telephone. In contrast to standard mobile phones, they also offer many functions similar to those of conventional PCs. These functions are most often available through "apps" (see page 362). Most of these apps access the Internet. In addition to the classic browsers that can be used to surf the Internet, there are also special applications for Facebook, Twitter and information services, e. g. weather forecasts.

Most smartphones have a relatively small screen. For this reason, websites optimized for smartphones should not be wider than 640 pixels.

SMTP

This stands for Simple Mail Transfer Protocol which enables the exchange of emails across computer networks.

Subdomain

A subdomain is a special smaller part of a larger domain (see page 363). The name of the respective subdomain is written before the domain name. In the case of MAGIX, the main domain is „http://www.magix.com“ and the subdomain for the Affiliate Program is „affiliate“ meaning that the subdomain URL is „http://affiliate.magix.com“. Each domain can have any number of subdomains.

Tablet PC

A tablet PC is a computer that is basically only a screen. This screen is a "touchscreen", i. e. it can be operated by touching buttons and icons directly on the screen. The most famous tablets are the Apple iPad and the Samsung Galaxy Tab.

Teaser Text

A teaser text (or simply "teaser") is a short section of text taken from a larger article. Sometimes it is the first paragraph of an article which is put on the start page of a website to draw visitors to the full article somewhere else on the site. A teaser typically ends with a link to the full article.

Top-Level Domain

Top-level domains (TLD) are always those separated by a dot at the end of an Internet address (e. g. "http://www.magix.com" - here .com is the top-level domain). These also include country top-level domains, e. g. .co.uk, .us, .de as well as so-called generic top-level domains like .net, .org, .biz, and so on.

Traffic

Traffic (data transmission) occurs when data is transferred across the Internet, e. g. when uploading or downloading files to your website or when someone else opens your website. Most web hosts have a limit on the amount of traffic a website can receive.

Twitter

Twitter is a short message service which can be accessed at www.twitter.com. Registered users can write messages of up to 140 characters and publish them worldwide. Users can "follow" each other and receive each other's messages in their stream when logged in to their accounts. Twitter users can also respond to each other's messages publicly or send private direct messages.

To get the most from the 140 character limit there are many online services that can shorten links. These "URL shorteners" are very popular among Twitter users.

URL

URL stands for Uniform Resource Locator and describes where a source can be found online (e. g. a website). The address or the path to the storage location of a file on your computer is also known as a URL.

The term "URL" is often used synonymously with "domain". The URL for the MAGIX website is: <http://www.magix.com>

URL Shortener

URL Shorteners are services that make URLs shorter and redirect from them to the longer original version. This is very useful on sites such as Twitter where the messages are limited to 140 characters. A popular URL Shortener is bit.ly, but there are many other services available, e. g. Google's (see page 365) URL shortener "goo.gl".

Vimeo

Vimeo as an Internet video hosting site. In contrast to YouTube, which is a source for all kinds of videos, Vimeo tends to attract serious videographers and filmmakers.

Web Hosting

This means that an Internet Service Provider makes domains and webspace available to its customers. MAGIX provides webhosting to its customers at www.magix-online.com.

Webmail

Webmail enables the customer to view and receive the contents of their email inbox without having to install email software on their computer. Emails can also be sent. Customers of the MAGIX Hosting Service can use MAGIX Webmail for this.

Webmaster

A webmaster is responsible for the administration and maintenance of a website. The webmaster is often also the owner of the website as well as the domain that belongs to it. This means that if you have followed all of the steps in this book carefully, you can refer to yourself as a webmaster.

Webpage

A webpage (or an Internet page) is a document that can be called up by a program (for example a web browser) from a web server and presented on a computer screen. Webpages mostly consist of structured text and multimedia elements such as images or animations. Every page can be addressed through at least one URL. Several webpages combine to form one website (see below).

Webserver

Webserver refers to the computer on which your host saves your website's pages and which makes your pages accessible on the Internet 24 hours a day. Normally website operators rent server space (webspace) so that they don't have to operate their own servers.

Website

The term "website" basically means "online location", i.e. the place on the Internet where your website can be found. A website usually consists of many connected webpages. A website is typically recognizable due to its uniform navigation and graphic design. The main focus of Xara Web Designer is the creation of websites.

Webspace

The storage space on permanently accessible servers on the Internet is referred to as "webspace". Before you can publish your website online, you must first rent webspace. At www.magix-online.com MAGIX offers 500 MB of free webspace which is enough for most normal websites.

Widget

Widgets are small applications that display external content such as videos, music or parts of another website. However, they are not completely standalone applications and must be embedded in other websites. There are many widgets available in Xara Web Designer which you can access in the Designs gallery and embed in your websites.

WWW

WWW stands for World Wide Web and is the most widely used Internet service. In the WWW, web browsers (see page 362) are used to display information through websites. The process is often described as "surfing the net".

Xara

Xara is a UK-based software development company that was acquired by MAGIX in 2007. The technology from its professional graphics program Xara Designer Pro is the basis for Xara Web Designer.

YouTube

YouTube is one of the most popular video hosting sites on the Internet. Along with offering the opportunity to upload and present videos publicly, it also lets users restrict access to the content they upload so that only certain visitors can view it. Many MAGIX programs, e. g. Move Edit Pro, include a feature for uploading videos directly to YouTube. In Xara Web Designer the videos can be embedded using a widget (see page 250).

Zoom

Zoom is a term that is commonly used for photography and film. It refers to enlarging the image in a picture or recording. In Xara Web Designer the term zoom has three different meanings. One meaning refers to the Zoom Tool which can be used to enlarge or reduce the view of the workspace. A second meaning refers to various widgets that offer photo zooming to enlarge photos for a detailed display. The third meaning refers to content-dependent photo zooming where one part of the image is enlarged and the other areas of the photo remain the same size.