**MBJ**

# Website Glossary

61 Website Terms You Need To Know

## We are

MBJ is a new breed of website tech company. An end-to-end website concierge service, MBJ designs, develops and manages tailor-made websites for businesses across industries. Like your personal, on-call IT team, we pride ourselves in empowering businesses online.

## We do

From website branding to search engine optimisation and anything in between, MBJ manages your whole website presence while always monitoring your online performance, carrying out security checks and upgrades. We're helping businesses do digital. Faster. For less.

## We live

All over the world. With offices in London, Berlin, Chicago, Boston and Los Angeles, MBJ is a highly-skilled international bunch dedicated to providing companies with the best website service. Let our in-house global team of web design, content management and SEO experts take it from here.

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# A

## Add-Ons

Add-ons are any additional or extra services that can be "added on" to a base plan or service to enhance your experience and best suit your needs. For example, for MBJ's **WaaS** plans, an add-on can be anything from website copywriting package and **SEO** consultation to a business email account creation.

## ALT Tag

Also called ALT attribute or ALT description, an ALT tag is an **HTML** attribute that is applied to image tags to provide search engines with a text alternative to images. Since most major search engines are text-based and cannot read images or video, ALT tags are the most important factor in image optimisation and can positively impact your search engine **rankings**.

A

## API

If you've ever wondered how different devices, operating systems and apps connect and communicate to each other, API is the answer. Short for Application Programming Interface, an API is a software intermediary that allows two applications to talk to each other. Think about an API as the messenger that takes your requests and tells systems what you want and then relays the response back to you, facilitating the interaction between you and whatever system you are accessing.

## AWS

Amazon Web Services, or AWS, is a cloud services platform provided by Amazon.com. Launched in 2006, AWS offers cloud computing infrastructure with storage, bandwidth and customised support for APIs. Initially created for their own marketplace, Amazon's internal IT resource management built AWS which expanded and grew into an innovative and cost-effective cloud solution provider that offers a wide range of functionalities to help businesses scale and grow.

# B

## Backend

A website's backend consists of a server, an application and a database. Built and maintained by a backend developer, your site's backend powers the components that enables the user-facing side of your website, or **frontend**, to exist. A good example of a frontend and backend working together is **WordPress**.

## Bounce Rate

Also known as the exit rate, your website's bounce rate is a metric that indicates the percentage of people who land on a page and then leave without clicking anywhere else on the site. Google uses this data when calculating your website's ranking on their **search engine results pages (SERPs)**. The importance of a bounce rate to your website varies. If you're measuring your site's success based on users viewing more than one page, then the bounce rate may a crucial metric. However, if your site has the type of content for which single-page views are normal, then a high bounce rate would be expected.

B

## Branded Content

Branded content is a form of advertising that uses generated, curated content as a way to promote a particular brand which funds the content's production. Instead of only aiming to sell a product or service, branded content primarily intends to increase brand awareness.

## Cache

Not seeing your freshly updated website content? It's probably the cache. Pronounced like cash money, the Web cache is a storage area used for temporarily storing, or caching, web documents such as **HTML** pages and images. For example, the files you automatically request by viewing a webpage are typically stored on your hard disk in a subdirectory in your browser. When you revisit that page, the browser can retrieve those files rather than reloading them from the page's server. This saves you time loading the page and saves the network the burden of too much traffic.

## Call to Action (CTA)

A noteworthy buzzword in online marketing, a call to action, or CTA, is a piece of content on your website that encourages your visitors to take a specific action whether it be to click, browse, view, listen or check something out. A typical example of website CTAs are buttons that help guide visitors through your site, encouraging them to Buy Now! or Click Here!.

## Cascading Style Sheet (CSS)

Typically called CSS, a cascading style sheet is a computer language used to write formatting instructions or rules. The sets of rules instruct a web browser how webpage content should look regarding layout, position, alignment, width, height, etc. CSS gives the page's creator more control than the browser designer or the viewer over the page's appearance. CSS also allows you to adapt the look of a website to different types of devices, such as large-screen desktops and small screens on mobile devices.

## Click-through Rate

A click-through rate is an important factor in search engine marketing. It is typically used to measure the effectiveness of email campaigns and the success of other online campaign. Also known as CTR, the click-through rate is the ratio of users who click on a specific link to the number of total users who view your page, email or ad.

C

## Cookie

Website cookies are small text files with ID **tags** stored in your computer's browser directory or program data subfolders. For example, when you visit a website that uses cookies, these cookie files are embedded in your browser. That same website also stores a matching file which helps track and store information on your movements within site. By remembering your login, theme selection, preferences and other customisations, a cookie's purpose is to help you resume your activities right where you left off during subsequent visits to that page.

## Content Management System (CMS)

CMS stands for content management system, a software application that is used to create and manage digital content. A CMS is typically made up of two parts: a CMA and a CDA. A content management application (CMA) is the **frontend** user interface that allows any user to easily add, modify and remove content from a website without the intervention of a webmaster. A content delivery application (CDA) compiles that information and updates the site.

## Content Migration

Content migration refers to the moving of web content from one platform to another and is usually performed during the replacement or upgrading of a web **content management system (CMS)**. Ideally, a content migration happens during the final steps in a development process.

## Conversion

A much-used term in marketing and sales, a website conversion refers to the point at which a targeted user performs a desired action. In other words, conversion simply means getting someone to respond to any given **CTA** be it opening an email, clicking a button, or going to a **landing page** and filling out a form with personal details. In sales, conversion describes the ultimate conversion — buying your product or services.

## Crawler

Sometimes called a spider, a crawler is an Internet bot that systematically browses the Web with the purpose of indexing or "reading" websites to determine what words they contain and how those words are used. Search engines, such as Google, use crawling software to update their Web content and indices to provide fast searches. Crawlers can also be used for automating maintenance tasks on a website, such as checking links or validating **HTML** code. They can also be used to gather specific information from pages, such as harvesting email addresses.

# D

## Deep Linking

A deep link is any hyperlink that directs a user past a website's home page to a page or content inside of it. For example, linking directly to a product instead of a homepage. Deep linking is crucial because it drives user engagement. The "deep" refers to the page's depth in a site's hierarchical page structure. Therefore, any page below the top page in the hierarchy can be considered as deep. Using deep linking as part of your **SEO** strategy can help increase your site's authority, relevancy and overall visibility.

## Direct Visitors

One of the most common sources of visits to your site, direct traffic is defined as visits with no referring website. When a visitor follows a link from one site to another, the website of origin is considered the "referrer". Referrers can be search engines, social media, blogs or other sites that link to another.  On the other hand, direct traffic are visits that do not come from a referring URL. Most often these visitors are ones that manually entered URLs or bookmarked page visits.

D

## Domain

When referring to an Internet address or domain name you are talking about a website's location. For example, our domain name "mbj.london" points to our IP address, but a name is much easier to remember than a string of numbers. A domain name can be a maximum of sixty-three characters with a one character minimum. Fun fact: The first Internet domain, "symbolics.com", was registered by Symbolics, a Massachusetts-based computer company, on March 15, 1985.

## Domain Login Details

When speaking of your domain login details, you are referring to the login details for your website including the name of your hosting provider (i.e. GoDaddy, 123Reg, HostGator, etc.) and the email and password you used to register the domain.

**Dropbox**

Dropbox is a free personal cloud storage used for easy, hassle-free file sharing and collaboration. To share a file or folder, a user can generate a URL for it from the Dropbox website and send it to others for download and review.

D

E

## Evergreen Content

A typical content strategy buzzword, evergreen content is content that because of its topic or theme, is always relevant and of interest to readers. The term borrows its name from evergreen trees, which retain their leaves and green colour year-round.

## Exit Pages

An exit page is the last webpage a visitor accesses before their session ends or they leave a site. In Google Analytics, you can see which pages visitors most frequently exit the site after viewing. This analytics figure is called the exit rate, calculated by dividing the number of "exits" made from a page, times the given page's number of page views.

E

## External Links

External links are hyperlinks that point at or target any domain other than the domain of the source. For example, any other site that links to your website is considered an external link to your site. Similarly, if you link out to another website, this is also treated as an external link.

## Frontend

A website's frontend is the part of a site that users interact with. Everything you see when you navigate the Web and click into a website is the frontend. Everything you see on the frontend, fonts, colours, drop-down menus and sliders are a combination of **HTML**, **CSS** and JavaScript on a website's **backend**.

# G

## Google Adwords

AdWords is Google's online advertising service for businesses wanting to display ads on the Google search engine and its advertising network. Mainly focused on **keywords**, the ad service enables businesses to set a budget for advertising and only pay when people click the ads.

## Google Algorithm

Algorithms are the mathematical instructions that tell computers how to complete assigned tasks. When particular **keywords** are input into Google's search bar in a query — say "best restaurant in London" — Google's algorithm searches for webpages that contain those keywords. The search engine then assigns a rank to each page based on 200+ different factors, including keyword usage, site structure, site speed, time spent on site, the number of inbound links and quality of inbound links.

## Google Ranking

Google ranking refers to the order of links on a Google search engine results page (SERP). Websites ranked on the first page are considered to be the most valuable, relevant and useful in relation to a particular search query. To determine which pages are most relevant, Google applies its **algorithm** with takes into account 200+ different factors. A ranking on Google can change on a daily basis depending on the results of this algorithm.

# Hypertext Markup Language (HTML)

First developed by Tim Berners-Lee in 1990, HTML is short for HyperText Markup Language. It is used to create webpages displayed on the Internet. The set of symbols or codes is inserted in a file included on the Web browser page. These codes tell the browser how to display your webpage's words and images for the user.

# Hypertext Transfer Protocol Secure (HTTPS)

HTTPS is the secure protocol over which data is sent between your browser and the website you are viewing. The secure version of HTTP, HTTPS consists of communicating over HTTP with an added encrypted connection. The primary motivation for using HTTPS is authentication of the visited website, privacy protection and ensuring the integrity of exchanged data.

## Inbound Links

Inbound links are links found elsewhere on the Internet that direct users to your site. In addition to increasing your **PageRank** and appealing to search engines, inbound links work to increase traffic to your site. Inbound links are an important part of successful **search engine optimisation (SEO)** as they are number one factor in Google's determination of your PageRank which has a huge influence on your site's ranking on **search engine results pages (SERPs)**.

## Incognito Window

Also known as privacy mode or private browsing, incognito mode is a browser privacy feature used to disable your browsing history and Web cache. Your browser's incognito window allows you to browse the Web without storing local data that could be retrieved at a later date. If you are feeling stealthy and want to keep your Web activities private or just want to view unbiased search results, browsing on an incognito window is ideal since your activities will be forgotten as soon as the window is closed.

## Internal Links

Internal links are those that go from one page on your website to another on your same domain. Commonly used in a site's main navigation, internal links are helpful because they allow visitors to navigate your site efficiently, they establish information hierarchically and help distribute the ranking ability throughout a website.

## InVision

InVision is the world's leading product design platform, with the ability to prototype, review, refine, manage and user test web and mobile products. InVision is used in the design process for leading companies such as Disney, IBM, Walmart, Apple, Verizon and General Motors.

# K

## Keyword

Keywords are the words and phrases that Internet users type into a search engine's search bar to find what websites that match their query. If the keywords in your search match those words included on a webpage, the likelihood of finding this page increases.

## Keyword Density

Keyword density is the percentage of times a single keyword or phrase appears on a webpage compared to the total number of indexable words on that page. For example, if you have a 100-word article, having a 1% keyword ratio means that you should have the presence of your keyword one time within that 100-word text. For **SEO**, keyword density is used as a factor in determining whether a webpage is relevant to a specific website search or not.

K

## Keyword Research

Keyword research is a practice SEO professionals use to find popular search terms that users enter into search engines like Google. **Search engine optimisation (SEO)** professionals research keywords with the objective of generating a large number of terms that are highly relevant to a given input **keyword** all with the explicit goal of achieving better **rankings** in search engines. To achieve the best results it is highly important to pick the most relevant keywords, usually narrowing in on those that have little competition and a high number of searches.

## Landing Pages

A landing page is a standalone webpage, distinct from your main website, which serves as a gateway to the rest of your site. Designed with that single objective in mind, landing pages should have no global navigation. By limiting the options available to your visitors, your landing page helps funnel users toward your intended conversion goal.

## Link Building

Link building is arguably the most important and challenging **SEO** skill. A culmination of content creation, sales, programming and marketing, link building is the process of finding quality links to point and lead traffic to your website. Building high-quality links increase the likelihood of your website ranking highly in search engine results, in turn increasing the likelihood your potential customers will find you online.
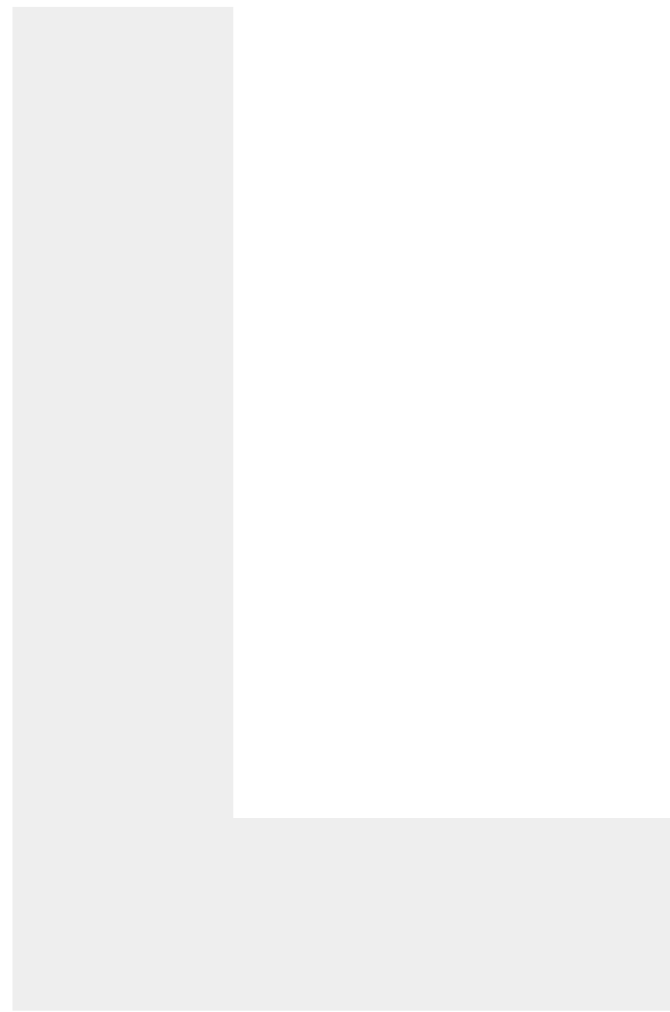
## Localisation

Localisation is the process of adapting a product or content to a particular locale or market. Translation is only one of several elements of the localisation process. Others include adapting graphics to target markets, modifying content to suit the tastes and consumption habits of other markets, adapting design and layout to display translated text, switching currencies and units of measure, using proper local formats for dates, addresses, and phone numbers and addressing local regulations and legal requirements.

## Meta Description

A website's meta description is an approximately 155 character text snippet — a tag in **HTML** — that provides a concisely summarised explanation of a page's content. Meta descriptions are commonly used on **search engine result pages (SERPs)** to display preview snippets for a given page. These short texts are your opportunity to advertise content to searchers and let them know exactly whether the given page contains the information relevant to their search query. While not crucial for search engine rankings, these tags are vital to getting a user to click through to your website from SERPs.
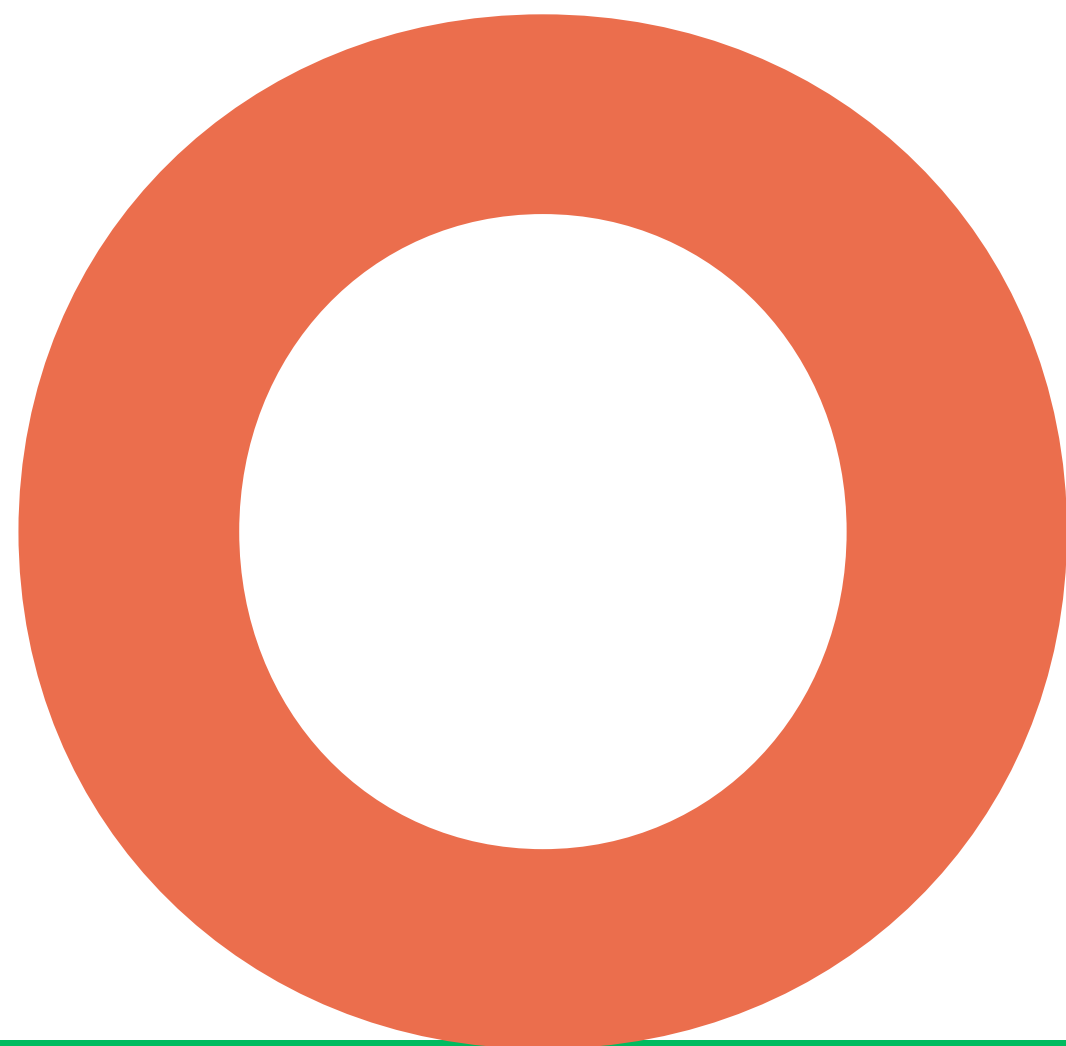
## Off-Page SEO

Off-page **SEO** refers to the methods you can use to raise your website's ranking in search engine results and build your online reputation by promoting your site outside of the actual code or design of your site itself. Some examples of off-page SEO strategies include building community on social networking sites, guest blogging, forum posting, directory submission, link exchange, among many others.

## On-Page SEO

On-page **SEO** is the process by which you optimise your site's individual pages to rank higher and earn more relevant search engine. Both the content and the **HTML** source code of a page can be optimised. On-page SEO factors often change, so it's important to keep up with the latest practices. Examples of on-page optimisation include actual HTML code, meta tags, site speed, keyword placement and keyword density.

P

## Page Title

A page title, also called a title tag, is the element that specifies the title of any one your web page. Page titles appear on search engine results pages (SERPs) as the clickable headline for a given result. This title page is meant to be an accurate and concise description of a page's content. Page titles are also crucial for usability, SEO and social sharing. Although there is no exact character limit, since Google typically displays 50-60 characters of the title tag a good rule of thumb is to keep your titles under 60 characters. Clear and concise titles will help drive user engagement and conversions.

## Page Views

A page view or page impression is a request to load a single webpage or **HTML** file on a website. For example, if you click a link and the page loads, you have triggered a page view. If you click the link 20 more times today, it will count as 20 page views.

P

## Pay-Per-Click (PPC)

PPC stands for pay-per-click, a type of online marketing where you pay a fee each time a user clicks one of your ads. PPC is a way of buying visits to your site, rather than attempting to earn those visits organically. Search engine advertising is one of the most popular forms of PPC, allowing you to bid for ad placement on a search engine's sponsored links when someone searches for a keyword related to your business.

## Persona

A persona, also called a marketing or buyer persona, is a semi-fictional representation of your ideal customer based on a variety of factors including experience, market research and real customer data. A typical persona includes dimensions like customer demographics, behaviour patters, communication preferences, motivations and goals.

## Quality Content

Ever heard the saying "content is king"? Well, not quite. In the competitive online arena quality content is king. It might seem like a small differentiation, but search engine **crawlers** don't see it that way. Quality content is that which delivers value to a user, solves a problem, answers a question, consists of great writing and tells a story. While content quality is ultimately defined by your audience's expectations, prioritising thoughtful, **unique content** will be rewarded in the long run.

# R

## Rank

When we speak of a website's rank, we are referring to a website's position in the hierarchy of **search engine result pages (SERPs)** where higher ranking sites have an advantage. For example, websites that rank higher tend to have a higher **click-through rate (CTR)**.

## Responsive Design

Responsive web design is a design approach that suggests that web design and development should respond to a user's behaviour and environment based on screen size, platform and orientation. This practice consists of a mix of fluid grids and layouts, images and an intelligent use of **CSS** media queries all with the purpose of having one site, with different elements respond differently when viewed on distinct devices.

R

## Referral Visitors

Also called referral traffic, referral visitors are those users directed to your website from direct links on other sites rather than directly or via search. For example, other websites that like what you have to say or sell may post a link recommending your site. Visitors directed to your site by clicking that link are considered "referrals". **Pay-per-click (PPC)** ads also count as referral traffic.

## Search Engine Optimisation (SEO)

Short for search engine optimisation, SEO is the process of improving the quality and volume of a website's traffic by following a set of rules that helps a website achieve a higher **rank** on search engines such as Google. SEO is a great guide to increase the quality of sites by making them more user-friendly, faster and easier to navigate. The advantages of good SEO are plenty and range from higher visibility and, hopefully, clicks that help to **convert** passive visitors into clients.

## Search Engine Results Page (SERP)

A search engine results page (SERP) is the list of results produced by a search engine in response to a specific word or phrase query. Each listing includes the linked webpage title, the linked page URL, a brief description of the page content and, in some cases, links to other pages within the website.

S

## Sitemap

A sitemap is a file where you can list your website's pages accessible to **crawlers** or users. The purpose of the sitemap is to tell Google or other search engines about the organisation of your site's content. Your sitemap can also provide valuable metadata about specific types of content on your webpages, such as video and image content.

## Tags

A tag is a term assigned to a piece of information like a digital image, database record or computer file. This kind of metadata helps describe an item and allows it to be found again by browsing or searching.

U

## Unique Content

A critical aspect of **search engine optimisation (SEO)**, unique content refers to content that is original and not duplicated anywhere else online. Unique content plays a vital role in search rankings because search algorithms rate unique content highly. While search engines like Google doesn't necessarily outright penalise unoriginal content, it groups all content together and selects the most relevant to a user. Most often it chooses unique content.

## User Experience (UX)

Often abbreviated as UX, user experience is the process of designing a website that is pleasant to interact with, useful and easy to use. When designing websites, UX involves the practical, experiential, affective, meaningful and valuable aspects of a user's interaction with a website. The goal of most UX design is to enhance the experience of users, assuring they value your product or service.

U

## Unique Visitor

A web analytics term, a unique visitor refers to a person who visits a site at least once within a reporting period. Each visitor to your site is only counted once during this period, so if the same IP address accesses your site more than one, this will still only count as one visitor for your analytics.

# W

## Website as a Service (WaaS)

WaaS or Website as a Service is a subscription-based service model that extends beyond offering just one aspect of website service. WaaS encompasses website design, development and maintenance, including services like branding, design, logo creation, mobile responsive development and **search engine optimisation (SEO)**, among others.

## Wireframing

Wireframing is a way to design a website at the structural level before development. A wireframe is commonly used to lay out a page or an entire website's content and functionality, taking into account user needs and user journeys. Wireframes establish the basic structure of a page before adding visual design and content.

# WordPress

The easiest, most used website **content management system (CMS)** on the Web, WordPress is an online, open source website creation tool written in PHP. Since its release in 2003, WordPress has become the most popular web publishing platform, powering more than 70 million websites — 25% off all websites online.

## With great knowledge comes great responsibility

As is the case with any new information, it's what you do with it that counts. Now that you're ready to take your online presence to the next level, MBJ is here to support you from end-to-end with services guaranteed to boost your online profile.

**What are you waiting for?**

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