Browser The software application used to display Web pages. Some of the most popular browsers are Microsoft Internet Explorer (IE), Firefox, Netscape Navigator, and Safari (for Mac).

Content is the 'stuff' that makes up a web site. This could be text, photos, movies, sounds or links.

Domain Name An unique name that identifies one or more IP addresses. Domain names are used in URLs' to identify particular Web sites. Every web site is located by its unique IP address.

FTP (File Transfer Protocol) One of the common methods of transferring files over the Internet. We *upload* fles via FTP.

Home Page The is a first page of a Web site. It is typically entitled the "index" page (index.html).

Host The company that houses and/or manages the location of your Website. In simple terms, you pay a host to keep your Website on a server...kind of like renting an apartment for your site to live in.

HTML (HyperText Markup Language) HTML is a basic programming language (source code) used for creating and displaying content on the World Wide Web.

ISP Internet Service Provider. A company to whom you pay a monthly fee for access to the internet.

Keywords, Key Phrases Are embedded into the text and source code (as metatags) so that search engines can more readily index and rank a site- making it accessible to users.

Link (Hyperlink) An element in a Web site that coonect the user to another place in the same site or to an entirely different site. *Navigation* items are links to the pages in a site. Primary Navigation

Navigation Categories in the form of words or phrases; "buttons" that link the user to the pages of a site. Most sites have *Primary Navigation* on the home page that remains in the same location throughout.

Optimization The process of preparing efficient, fast loading images and Web pages for the Web

Pixel Refers to how monitors divide the display screen into thousands or millions of individual dots to display an image. A pixel is one dot.

Resolution The resolution of an image describes the dots are that make up an image in terms of DPI or dots per inch. The more dots, the higher the resolution.

Search Engine A giant index of internet Web pages, that stores content in a database and returns lists of pages which match particular search queries from users. (i.e. Google, Yahoo, MSN)

SEO (Search Engine Optimization) The process of indexing (listing) a Website and making it search engine friendly so that the site can be more easily found on the internet.

Server A computer that houses a Website; where Web pages reside. The Server responds to a request by a user to view Web pages.   The Server "serves up" the Web page.

Tag An HTML tag is a command written into the code of a document that specifies how it should be formatted. A web browser interprets these tags and outputs the intended command (action).

URL (Uniform Resource Locator) This is the 'address' of a Web site. The first part of the address (i.e. http or ftp) specifies what protocol to use, and the second part specifies the domain name.