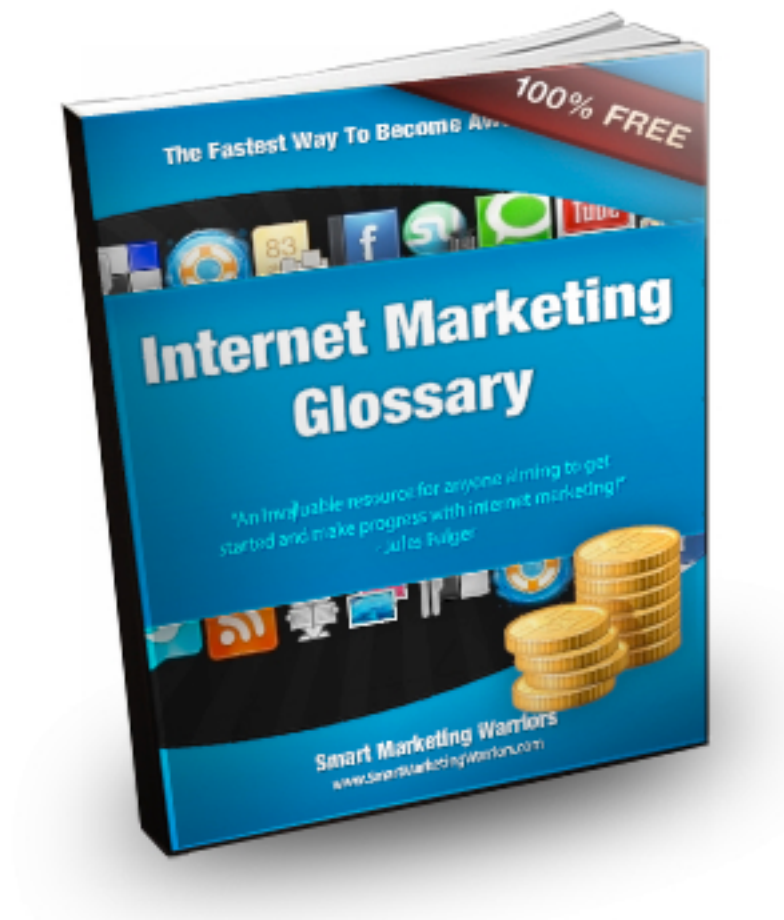


THE COMPLETE INTERNET MARKETING GLOSSARY



A

Above the fold

This describes the part of a website that is immediately visible to a user when they first visit a site, without having to use any scroll functions. It is considered an important part of a website because users will often decide whether or not to stay on a site, based on their initial impression.

Acceptable use policy (AUP)

An AUP defines how you can use, for example, content or images from a site or network; for ISP's (Internet Service Providers), networks, organisations, colleges and institutions who own information or provide services.

Acronyms (Web)

A 'word' made up of the first letters of the words from phrases which are used in texting, chat-rooms' and sometimes email. An example is LOL Laugh Out Loud

ActiveX

ActiveX is a model for writing programs. ActiveX technology is used to make interactive web pages that look and behave like computer programs, rather than static pages. With ActiveX, users can ask or answer questions, use push buttons, and interact in other ways with the web page.

ADN -- (Advanced Digital Network)

A leased data transmission line (56bps).

Adsense

This is the name of an ad serving program run by Google. It allows users to place a Google ad on their website, which they then earn a commission from, each time someone clicks through on the ad. Advertisements can be in text, image or video format and the ads are also specifically based around the keywords of your website.

ADSL

Asymmetric Digital Subscriber Line. Carries high speed data over ordinary phone lines; a line with a slower upload speed and higher download speed, e.g. downloads at up to 1.544 megabits per second and uploads at, say, 128 kilobits per second. Theoretically, speeds could be much higher. It is called "asymmetric" because download speeds to the subscriber are faster than upload speeds from the subscriber.

Adware

Software which serves banner ads or pop-up ads to you while in use. It is sometimes installed in freeware or shareware which you download from the nets, and provides one more channel for advertisers to reach you. Some adware will also track your files, net usage, and software and report it back to advertisers to help them channel relevant ads to you. See spyware.

Affiliate

Someone who promotes or sells a product or service which has been created by another person, to the final end user. The affiliate marketer earns a commission on the sale, or for referring leads, or click throughs via a link to the sales page.

Affiliate Link

A link from a page which includes a piece of special code which tracks the person who is clicking through from one web page or site, onto the sales page. The affiliate link is unique to each affiliate and means that the person selling the product knows who to give the commission to.

Affiliate Program

System or program where an affiliate receives a portion of income for delivering sales, leads, or traffic to a merchant. You can often find a link to an affiliate program at the bottom of a company website and if you click through then you will move away from the 'normal' website which is selling the product or service and into the affiliate part of the site which explains how you can sell the product yourself and get a cut of the sale.

Aggregator

This is simply a program that checks all the RSS feeds that a user is subscribed to. It will then return details about any changes or updates back to the user.

Ahnentafel

A term associated with Genealogy, a very lucrative area on the internet right now. Ahnentafel is a German word meaning "ancestor table." It refers to a system of numbering the ancestors of a person.

AIFF

Audio Interchange File Format. A common audio file format originally for Macs, but used with other systems, too. More info in the Audio Guide and the File Extension Guide.

Algorithm

This is a set of rules that a search engine applies to a website when determining its index ranking.

Anti-aliasing -liasing

Pictures on your computer monitor are made up of square pixels. When the edge of a solid colored object in a GIF image is a diagonal or curved line, and it is displayed against a contrasting color, the edges appear jagged, like stair steps. This jagged appearance is called aliasing. The jagged appearance can be softened by filling in adjacent pixels with intermediate colors between the object and the background. This softening of the edges is called anti-aliasing. Software like PhotoShop can apply anti-aliasing for you automatically. It is often the default setting. One problem with anti-aliasing GIF images is that it increases the number of colors used, necessarily increasing the file size. You must decide whether quick loading or smoothed edges serves your needs better.

A second problem can occur when you create transparent GIFs. If the edges are anti-aliased against a different color background than the background it will be displayed against, the intermediate color pixels will be the wrong color and a halo effect occurs around the image. Make sure that when you anti-alias transparent GIFs, that you do it against the final background color. If you are using a tiled background image where the background color changes, you may do better not to anti-alias at all.

Alpha Test

The early, in house stage of testing software to identify bugs in the program. Normally all of the program's functions would be tested systematically. Compare with the beta test.

Animated GIF

A GIF graphic file, which consists of two or more images shown in a timed sequence to give the effect of motion - remember flicking through the corner of a book as a child?

Anonymous FTP

Logging in to a site to transfer files without supplying a specific username and password. A traditional form of login to a public ftp site where the username is given as 'anonymous' and the password is your e-mail address., See ftp.

Anti-Aliasing

See aliasing.

API

Application Program Interface. An interface between the operating system and application programs that specifies how the two communicate with each other.

Applet

An application that is downloaded from a web page and executed by browser software. Also, an HTML tag that defines an applet program. A small program, written in Java, that is inserted in an HTML page. Applets, unlike full Java programs, can't use the local computer's files, modems, printers, etc. or communicate with other computers - only the computer which sent the applet.

Archie

Software once used widely find files on anonymous FTP sites. The web's search engines have almost completely replaced programs such as Archie whose limiting factor was needing almost the complete title you wished to find.

ARPANET

Advanced Research Projects Agency Network. The military project by the US Department of Defense which preceded the Internet.

.art

A graphics format used on AOL. You can get Plug-ins for non-AOL browsers which let you view graphics with a .art extension.

ASCII

The American Standard Code for Information Interchange is the commonly accepted standard for representing the numbers used by computers for all Latin letters, numbers and punctuation. The 128 standard ASCII codes can be represented by a binary number from 0000000 to 1111111.

To provide more characters, such as accented characters and mathematical symbols, an 8th bit is often added, providing 256 characters in all. There are different standard 256 character sets, but the most common is ISO Latin 1 (ISO 8859-1) used on the web.

ASCII art

Artwork composed entirely of ASCII characters used as lines and shapes, not as characters with meanings. Smiley faces are an example but they can also be large complex pictures. For a good collection of ASCII art, see the ASCII Dictionary

ASCII file

ASCII files only use the 128 characters that can be encoded with 7 binary digits. This means that most text files are ASCII files. Word processed files, which include special characters and control codes are usually encoded with 8 binary digits. Some Internet protocols only support 7-bit text, such as simple mailers and newsgroups. Because of this, ways have been developed to encode binary files into

ASCII form. The most common of these are uuencode and binhex, the latter for Macintosh files, primarily. Two more examples of 7-bit file systems are postscript(.ps files) and TeX (.tex files), which are word processing systems that allow encoding of complex information in 7-bit form. Common extensions for ASCII files are .txt, .uue, .xxe, .hqx, .ps, and .tex. Also files with names like README or index are almost always text files. The .doc extension may be text or may be 8-bit.

A/S/I

Chat talk short for asking your age, sex and location. Often used by teenagers.

ASP

An Application Service Provider operates one or more computer services (called applications) on their own server and charges others a fee to use those services. The applications which are provided may include organisational or collaborative applications which generally require significant computing power.

ASP

Active Server Pages are pages of code which run on the server on which they are located.

ATM

Asynchronous Transfer Mode. A packet switching model for fast long distance communications that uses fixed packet size and allows for intelligent decisions on routing, handling, prioritisation, and costing. This allows for special handling and routing for data that must be reassembled quickly and accurately, such as live Video.

Atom

A current protocol developing for the sharing of information (content) which some see as an improvement of RSS. It is also based on XML but supports many additional features.

Audio Conferencing

Audio conferencing is simply listening to a conference or presentation without actually attending it, often through an analog telephone line. Depending on the conference it can either be one-way or two-way.

Auto-Responder

An email feature that automatically sends an email message back to anyone who sends it a message, or forwards the e-mail to another e-mail address. Within Internet Marketing an Autoresponder is much more than this. It is a configurable piece of software which is run on the server and allows the owner to invite people to join. The more professional systems insist that a double opt-in method is used. These systems allow whole campaigns to be set up and run automatically.

Avatar

Used in chat, games and on websites as an icon to represent a participant. To see customisable avatars in chat and virtual world settings see [Vzones](#)

AVI

Audio Video Interleaved. A Microsoft video format where audio and video coding appears in alternate segments. AVI files will end with an .avi extension.

B

B2B

Business to Business. Whilst the meaning as now expanded it started out referring to two or more companies over the Internet, rather than more traditional modes such as telephone, mail, and face to face.

B2C

Business to Consumer. Another business model over the Internet.

B2R

Back to Reality! Finally

Backbone

A central network connecting other networks together. A major, high-speed line or path connecting various parts of a network. Formally run by the National Science Foundation for the US, now there are multiple backbones run by commercial providers such as MCI, Sprint and UUNET.

Also the term used for the supercomputers which co-ordinate the actual Internet by storing the actual URL's of all domains.

Backend Sale

A backend sale is simply a sale that takes place after your customer's initial sale. It can involve both products and services.

Bandwidth

The amount of data bits which can be sent through a connection in a specified time, measured in bits-per-second (bps.) English text converts to about 16,000 bits and dial-up modems push up to 57,000 bits through per second. Video may need about 10,000,000 bits-per-second. The greater the bandwidth, the greater the amount of data that can travel in a given time period.

Banner Ad

Banner ads are the advertisements that you see when you visit a web page, they are also sometimes found in emails. When clicked, they will take users to a corresponding website that the ad was about. There are a number of different pricing conventions for banner ads. These include cost per impression (CPI), cost per thousand impressions (CPM) or the more commonly used cost per click (CPC).

Baud

A standard measure of modem speed which is usually defined as the number of bits it transfers per second. A 1200 bit-per-second modem runs at 300 baud, moving 4 bits per baud (1200 bits per second).

Baudot Code

Used by early teleprinters, represents letters, numbers, and symbols in five-character binary codes, which includes shifts to increase the number of characters beyond 32.

BBS

Bulletin Board System. A dial-up service, usually run by volunteers and offering messages, files, and other services over a modem. BBS were very popular in the 1980s and early 1990s, but have been largely replaced by the Internet.

Bcc

Blind Carbon Copy. A term commonly used when emailing. When a recipient is added to an email as a Bcc then other recipients cannot see that a copy has been sent to the Bcc address. This contrasts with a CC, when other recipients can see that Cc recipient.

Beta Test

In software development, a stage of testing where the program is tried out with a selected trial audience to find and correct bugs. This is considered a last test and all that should be required is the removal of the beta in the release name.

BFN

Short for bye for now

Binary

Binary means the use of only two states, zero and one, in encoding data. All digital computers primarily use some form of binary encoding, such as 8 or 16 or 32 binary digits at a time. Characters that you see on screen or type with your keyboard are normally encoded with 8 binary digits. For example, the binary value for the letter A is 01000001.

Binary Files

Binary files include up to 256 different characters and are encoded by 8 binary digits (bits) for each character. Examples of binary files are most programs, most word-processed files, most graphics files, and most sound files. It contrasts with ASCII files and if you don't know a file is ASCII, it is probably a binary file.

Binhex

BINARY HEXadecimal. A means of converting binary data to Hexadecimal characters, very useful for low level analysis of binary information as reviewing zero's and one's can be hard on the eye. Hex on the other hand groups 4 bits of code together and displays a character between 0 and F (i.e. 0 and 15).

Bit

Short for binary digit (0 or 1). Lower case b is used in abbreviations to distinguish it from bytes. For example, KBps (thousand bytes per second) is 8 times as great as Kbps (thousand bits per second).

Bitmap

A graphic which is defined by specifying the colors of dots or pixels which make up the picture. Also known as raster graphics. Common types of bitmap graphics are GIF, JPEG, Photoshop, PCX, TIFF, Macintosh Paint, Microsoft Paint, BMP, PNG, FAX formats, and TGA.

BITNET

Because It's Time[or There] NETwork. A network that linked educational sites separately from the Internet, but allowed e-mail to flow between both systems..

Blog

Short for web log; usually a chronological record of thoughts, links, events, or actions posted on the web.

The focus may range from the blogger's life to any subject they are interested in. Blogs require regular updating to continue to hold the interest of visitors. Since the explosive growth in blogging and consequent interest from companies interested in promoting their products and services to people that maintain or visit blogs, many companies have started their own blogs.

The content of many blogs are syndicated to other blogs and sites as RSS feeds.

Blogger

Someone who maintains and is responsible for the content of a blog.

Blogosphere or Blogsphere

An ever-changing 'world' composed of blogs and those who are interested/involved with them.

BNC, BNC connector

BNC, BNC Connector

Short for Bayonet Connector or Baby N Connector or Bayonet Neill-Concelman (for the inventors Paul Neill and Carl Concelman who developed the similar N and C connectors separately and the BNC and TNC connectors together). It is also sometimes called a British Naval Connector, although the origin is questionable. A twist-and-lock connector for coaxial cable, BNC connectors are used for electronic equipment and LANs and permit frequencies into the gigaHertz ranges.

Bookmark

Just as with a paper book, an electronic bookmark brings you back to a website or other site you may want to return to. The Netscape browser lets you bookmark any site and save the bookmarks in a file you can recall at any time. Microsoft Internet Explorer uses the term "favorite" instead of bookmark for the same concept.

Boolean search

A method of searching for information in databases that combines search terms with the operators AND, OR, NOT, and parentheses.

Bot

Short for robot, a program designed to search the Internet looking for information. A common use of bots is the variously named spiders, worms, and crawlers that support search engines by following links from site to site and within a site to dig out information to be indexed by the search engine. BMI have a music bot to find who is putting unlicensed, copyrighted music on web pages.

Bounce

The return of an e-mail message because of an error in its address or delivery.

BPS

Bytes per second

Bps

Bits-Per-Second. The number of bits moved in one second. A 56K modem can transfer 57,000 bits per second though most dial-up modem transmissions move at less than 37,000 bps.

Branding

A brand can be described as a symbol or logo that is representative of a business's policy, values, personality and much more. Branding can be as simple as one logo or as complex as a combination of fonts, colour schemes, symbols, layouts and so on. Over time a brand can become so powerfully associated with a business, that it is recognized by many people.

Across the internet, branding is a very important concept due to the sheer number of businesses that are online (businesses want their site to stand out). Good branding establishes a company's identity and combined with a collection of positive experiences by consumers can lead to a massive increase in consumers.

Through the use of good branding, a company can stand out in the massive marketplace known as the internet. However, branding is not just for massive companies. Individuals can also develop their own personal style, which can often lead to a feeling of trust and authenticity with customers.

BRB

Chat shorthand for "be right back".

Bridge

A combination of hardware and software that connects local area networks (LANs) of similar types together. See router.

Broadband

Internet connections which allow transfers at much higher rates than through dial-up modems by accessing more bandwidth. They include *DSL* and Cable-TV connections.

When the bandwidth of a signal is large, it can simultaneously carry many channels of information. Fiber optic cable, in particular, has a very high bandwidth, and is referred to as broadband.

Browser

Software which loads and displays a web page and so lets you surf the web. A browser interprets the HTML or XML code from the web page files, executes embedded scripts and programs, provides encryption/decryption for security where needed, displays graphics (except text-only browsers), plays music and video, and provides links to related pages.

Browsers are purportedly based on standards developed by the World Wide Web Consortium and recognized by the Internet Engineering Task Force. The major browser software developers participate in these organizations, but each of them also builds in their own proprietary codes, whether or not approved by the organizations. These differences in browsers create a challenge for web page developers.

The principle browsers are Netscape, Firefox, Safari, Microsoft Internet Explorer, Opera, Mosaic, and the text-only Lynx.

BTDT

Chat slang for "Been there, done that".

BTW

Chat shorthand for "by the way".

Bus

An electronic pathway. In networks, a configuration (topology) with a single linear cable, terminated at each end, to which computers and devices are connected. There are no loops or branches in the cable. Also called a daisy chain.

Byte

8 bits of data. Capital B is used in abbreviations to distinguish it from bits. For example, KBps (thousand bytes per second) is 8 times as great as Kbps (thousand bits per second).

C

Cache

Browsers such as Netscape and Microsoft Internet Explorer hold copies of recently visited web files, both HTML and binary files, in disk memory. This disk memory space is called the cache. It makes is quicker to load when files are stored on disk than when they must be transferred from the web. The disadvantage is that it will sometimes show you an old version of a file from your disk when a newer one is available on the web. Some large Internet service providers also cache frequently visited sites and feed them to you from their own cache when you try to visit them.

You can set the size of the cache to meet the needs of your own system and the speed of your connection. You can also set how often your system will check back to see if there is a newer version. There is a definite trade-off between faster load times and the risk of seeing outdated material.

Usually, you can check for a newer version by using the Refresh or Reload selections in your browser. If something looks out of date, always try the Refresh or Reload before trying other things.

Sometimes files in cache can become corrupted and cause problems for your browser. When you have problems diagnosing freeze-ups where they didn't occur before, one of the easy solutions to try is to delete your cache and see if it solves the problems.

Call To Action

This is simply a link that will take users to another page, where they must carry out some sort of action. For example inputting their data or completing a form.

Campaign

To acquire ore visitors to their website, a website owner can run a campaign,. Campaigns usually have a lot of thought put into them and because of this fact they normally have a high conversion and retention level. Some of the mediums that campaigns use to acquire targeted visitors are on-line ads, email, hyperlinks and sometimes even direct mail.

Camtasia

Camtasia are the leading developers for creating screen capture software, their software is best used for creating screen capture videos. Once a video has been captured it can be exported onto a compact disk or the internet for others to see.

Cascading Style Sheets (CSS)

Cascading Style Sheets is a technique built into version 4.0 and later browsers that support styles for pages. For example, you can set up styles for fonts and page layouts that will apply automatically to pages developed under a particular style you develop. To change any particular aspect of all those pages, you just change the relevant entry in the CSS file.

This technique is useful, but the present version browsers from Netscape and Microsoft are quite different in their implementation, and what works with one is not likely to work for the other. For compatibility, care has to be taken to use common elements.

Case Sensitive

When matching a string of letters, it is case sensitive if capital and lower case letters must match exactly. If an operating system or a piece of software is case sensitive, it will see all of the following text strings as different:

BOGGLE, **boggle**, **bogg1e** etc...

Since upper and lower case are differently coded in computers, it takes programming to make them match at all. On the other hand, MSDOS, older versions of windows, and most search engines are programmed to recognize the above strings as identical. On the web and the Internet, basic addresses are never case sensitive, but paths and filenames may be, depending on the operating system. By basic addresses, I mean the part of the address that ends with the domain:

<http://sianmurphycopywriter.com> <http://SianMurphyCopywriter.com>

The above addresses will always match. The next two pairs will not necessarily match, depending on the server

<http://sianmurphycopywriter.com/Members> <http://SianMurphyCopywriter.com/members>

CDMA

Code Division Multiple Access. A protocol for wireless data and voice communication, used in cellphone networks and other communications systems. The transmitted data spreads over more than one radio frequency, which is a more efficient use of the radio spectrum. Other protocols, such as 1xRTT (CMDA2000), are being developed on top of CDMA.

CDSL

Consumer Digital Subscriber Line. Rockwell's new technology for digital modems that will use regular telephone lines and run at speeds up to 1 MBps. See ADSL and DSL.

Censorship

Issues frequently arise online about censorship. When does a service provider or a mail discussion list host or a message base host have a right to delete material others have posted?

Posts are often deleted when they are copyrighted work of text or media and posted without permission from the copyright holder.

A forum host may delete a post which contradicts their particular beliefs or political bias. Is this censorship? Are there First Amendment rights to protect such posts?

Often censorship online is a moral issue rather than a legal one.

CERN

European Organization for Nuclear Research where Sir Tim Berners-Lee worked when he put forward the original ideas for the world wide web. The original name in French was Conseil Européen pour la Recherche Nucléaire (CERN).

Certificate Authority

An organization which issues Security Certificates for SSL connections.

CGI

Common Gateway Interface. Rules which define that way that communication between a Web Server is done. Any software which handles complies with this CGI standard may be a CGI program. A method used by WWW pages to communicate with programs run on the web server.

cgi-bin

The directory on your domain on a web server where you store CGI programs.

Charset

Character Set. Different character sets are used for different purposes such as the different characters used by different languages.

Chat

Real-time electronic communications where participants type what they want to say, and it is repeated on the screens of all other participants in the same chat.

Chat Room

An Internet site (or part of a site) where people "chat" with other people in the room. There are thousands of Chat Rooms, usually organized by topic. For example, in a Gay Chat room you could expect most participants to be gay or talking about gay issues. When you're in a Chat Room you can view all of the conversations taking place at once on your screen. Liberal use is made of acronyms in these rooms so you may explore some of those in this glossary. A private chat room is where only the one or two members in the room can take part in, or view the conversation.

Chat rooms can be a cheap way for friends and relatives to catch up.

Churn

Rate of change, usually high; instability caused by frequent unplanned and hard to control changes. The word evolved from its use to mean agitation in such devices as butter churns and ice cream churns. Modern examples of uses of the term to refer to changes in a customer base for wireless telephone, changes in routing patterns between ISPs, changes in membership of an e-mail discussion list, changes in click-through rates in web ads, rates of change in web pages, and prolonged hard disk activity.

CIDR

Classless Inter-Domain Routing. May also see this described as address translation. This is a change in specifying ranges of IP addresses from the old Class A, B, and C address blocks. IP addresses consist of 32 bits, usually expressed in four 8-bit numbers, such as 122.63.101.17. In the old system, Class C specified 24 bits (the first three numbers in the conventional IP address), leaving all the addresses in the remaining 8 bits to be assigned by the registrant (256 addresses, less a few broadcast only addresses). Class B specified 16 bits and class A, 8 bits, leaving the balance to the registrant. Now, the IP address is followed by an IP Prefix, such as 122.63.101.14/26. The /26 IP Prefix means that the first 26 bits of the given IP address are fixed, and the registrant has the remaining 6 bits (64 addresses) to use and assign. IP Prefixes are currently used ranging from /27 (25 or 32 addresses) to /13 (219 or 524,288 addresses).

CLEC

Competitive Local Exchange Carrier

Click-Through

The action when a user clicks on a link.

Click-Through Ratio or rate (CTR):

Percentage of visitors who click-through on a link to visit the merchant's web site. Used by Google Adwords as a measure of viewing adverts for particular keywords.

Clickbank

Clickbank is a well known affiliate site. It allows users to purchase products, sell products as well as promote other people's products, to earn money through affiliation.

Client

An individual computer on a network that runs its own programs and processes information received from a central server. A program for connecting to and collecting data from another program on a computer Server. Client programs can only work with the type of server(s) which they are designed to work with and vice-versa. A Web Browser is a Client.

Client-Server Architecture

In client-server architecture, the computing load is distributed among the many clients (individual computers) in a network, drawing information from central servers of the information. On the Internet, a web browser is a client that runs software locally that processes information received from central servers of the information. The opposite of client server architecture is the situation where a central powerful computer does all the processing, feeding the results to dumb terminals which merely communicate requests and feed back the results processed centrally.

Cloaking

This is a process in which a website owner uses two versions of the 'same' website. One version is the actual site that is seen by the users, while the other version is sent to search engines to be indexed, while masking their first site's content. Due to its unethical nature, cloaking a site in any form will result in a ban from search engines.

Coax (Coaxial Cable)

A cable with two conductors, one inside and one outside around it, separated by an insulating layer. They share the same axis, giving the cable its name co-axial. An example is the cable which brings TV into the house.

Co-Branding

A marketing situation where affiliates are able to include their own logo and branding on the pages to which they send visitors through affiliate links.

Co-Location

Co-operative arrangement with the owner of a server having it connected to someone else's network instead of their own, usually because the other network provides faster Internet connections.

Commission

Much the same as offline, commission is the income an affiliate receives for generating a sale, lead or click-through to a merchant's web site. Sometimes called a referral fee, a finder's fee or a bounty.

Compression

A technique to make a file or a data stream smaller for faster transmission or to take up less storage space. There a number of programs that will compress files, such as PKZIP, WinZip, Stuffit and gnu zip. Files with the following extensions are almost always compressed files: arc, arj, gz, lha, lhz, taZ, taz, tgz, Z, zip, and zoo.

Content

Information provided on a web page, as opposed to its design and layout. Content can be text, graphics, audio, video, or a searchable database.

Continuity Program

This is an ongoing program, for example when services or products are paid for over a long period of time. Any website that provides something more than once could be seen as being a continuity program. Many sites will often begin by offering free trials for their services or products to entice customers to sign up. However for a continuity program to be legal, all terms should be fully visible and made clear.

Conversion

A conversion occurs when a website visitor usually completes an action or process that is of benefit to the websites owner. The most common type of conversion in B2C (Business-to-Consumer) sites, is the completion of an online sale. Although the end goal of a website owner is usually financial gain, not all conversions require some sort of financial investment, at least not right away. For example, a visitor who enters their details on a website, giving permission to the website owner to contact them in the future, is also seen as a conversion.

Conversion Rate

Percentage of clicks that result in a commissionable activity such as a sale or a lead. For example if 100 visitors clicked through on an ad and only 5 of them completed a sale or entered personal details on a website, then the conversion rate would be 5%.

Cookie

A short file put on your system by a web page which includes information about your usage and facilitates the current interaction. For example, it may include the information that you have logged into a passworded area already in the current session and don't need a second password check. There are many uses for cookies and they can be erased after your session or retained fro next time. They may be encrypted or in plain text.

A cookie is also how an internet site keeps track of what you do. Typically you won't know when you are receiving cookies. Ideally a cookie could make your surfing easier by identifying you, tracking sites you visit, topics you search, and get a general feel for your preferences. It can also be used to collect your e-mail address for marketing (and maybe spamming) purposes. You may use your (advanced) browser settings to warn you before you accept cookies or to reject them all. Keep in mind that some secure sites, such as stock trading sites, won't work if you don't accept their cookies.

Counter

A number on many web pages that will count the number of hits or count the number of times the page has been accessed. Basically, it counts the number of people that have visited that page.

Copy-and-Paste, Cut-and-Paste

The technique of copying text from one location or file to another. If the text in the original location is deleted, it is called cut-and-paste. Whether cutting or copying, the process begins by positioning the cursor at one end of the text to be copied, and clicking and dragging to the other end to highlight the text. Or if you want to copy the entire text on a page, use Edit/Select All or press Control and the letter A simultaneously.

These are the three common ways of cutting, copying and pasting. Which ones work may vary by the software you are using.

1. Select Edit and then Copy or Cut from the pull-down menus in your software. Then position your cursor in the location you want to copy to, even if it is in a different window, and then select Edit and Paste.
2. Right click on the highlighted text and select Cut or Copy. Position the cursor in the location to be copied to, and right click and select Paste.
3. Press the Control key and the X key together to cut or Control and C to copy. Position the cursor and press Control and V to paste. With a Macintosh, substitute the Command key for the Control key.

Copyright

The legal protection against copying and the specific rights allowing copying given to original works, which may be in printed or photographically or electronically stored words, music, visual arts, and performing arts. The purpose of copyright is not just to protect the rights, but to establish the rules under which copies or portions may be made to make a work more widely available. Copyright extends to electronic representations. Copyright exists on all original works from the moment they are published, whether formally registered or not and whether or not copyright markings appear on the works. Copyrights probably apply to public postings in e-mail, message bases, and newsgroups, but the law is not well tested in these areas. Copyrights are observed by most countries in the world and you should check the legislation in your country of origin and publication.

Country Code

Most countries in the world that are connected to the Internet have been assigned two-letter country codes by the international standard ISO 3166. These two letter codes are the major domain addresses for the country.

Cracker

Someone who tried to break into a network or computer system (Also See hacker, second definition. Crackers are generally considered more destructive than hackers).

Crackers try to exploit weaknesses in system security or in some cases, the weaknesses of its users who can be tricked into revealing passwords. See social engineering.

Craigslist

Craigslist could be seen as being a massive bulletin board where people can post free classified ads. Each network or community is usually broken down into geographical regions, therefore you can find ads which are near you or relevant to you.

Crawler

See Spider

CRC

Cyclic Redundancy Check, a technique of providing a data string added to packets of information that can be used to detect errors in the data packets. In the OSI or TCP/IP network models, CRC is added to a packet frame at the Data Link Layer. Also used in file systems where each byte of the file is processed and extra bytes are added to the end of the file. Each subsequent read performs the same process and checks for the value.

CSS

See Cascading Style Sheets

CUL

Chat shorthand for “see you later”

Cyberpunk

A term derived from Science Fiction in the work of William Gibson and Bruce Sterling. Today it covers the various human, machine, and punk attitudes as well as some people's clothing and lifestyles.

Cyberspace

A term coined by author William Gibson in his novel Neuromancer. It represents the totality of all connected computer networks and their contents in a future world. It has become a slang term for the Internet and the information in it.

Cybersquatting

The act of registering a company name as a domain name by someone outside the company in hopes of selling it to the company for a profit.

D

Database

A collection of data records. On web databases, records may consist of web pages, or graphics, or audio files, or newspaper files, or books, or movies, or press releases, or almost anything from very general to very specific areas of interest. Records may or may not be further broken into fields. Database records are usually indexed and come with a search interface to find records of interest. See search engines.

Datagram

In TCP/IP networks, datagram is a synonym for packet.

Delisting

This is basically the removal of a website from a search engine index. Although there are many possible reasons for delisting a website, it is often because of unethical practices.

Delphi

1. Delphi Forums. An Internet service and content provider. It was established in 1983 and was the first national provider to add Internet access in 1992.
2. See Internet History. An application development language from Inprise (formerly Borland).
3. A method of forecasting future developments based on repeated surveys of experts with anonymous feedback of results in between rounds of questioning.

DHTML

Dynamic HyperText Markup Language. DHTML is the type of code, combining HTML, JavaScript, and CSS which can produce interactive content for web-pages such as users being able to drag items over the page, simple animations etc.

Differentiated Services

At present, all packets on the Internet are treated alike, regardless of their importance. If you want an important message to be delivered immediately or a streaming video signal to be distributed smoothly and without interruptions, there is no way to differentiate between immediate needs and routine transmissions which could be delayed for a long time without any problems. There are currently efforts under way to test and develop standards for differentiated services, where high priority data can be sent through or around clogged nodes ahead of low priority data. The high priority data transmission will cost more, of course. See ATM.

Digerati

People that consider themselves as knowledgeable about, or connected to, the cutting edge of every part of the digital world.

Direct Response

Just as the name suggests, this type of content often solicits a direct response from its intended target audience. It usually urges its readers to buy a particular product or service and then at the end usually provides them with the means to do so in order that they can directly respond. Some examples of direct response ads include emails with a direct link to a product or service, web pages with a direct link to products and even business cards with a telephone number.

Dither

To simulate a color that is not part of the current palette on-screen (or in print) by combining pixels of different colors close to each other. Viewed from a distance, it gives the effect of the color. Viewed closely, the dots are visible. Dithering can give a noisy appearance to a picture on-screen, but it often can be avoided by selecting non-dithering colors that are compatible with different browsers and platforms. See RGB and Creating Small, Fast-Loading Graphics for Web Pages for more help with this.

Digital Nervous System (DNS)

A term used by Bill Gates in frequent speeches in 1997 and 2000. Gates describes a future merging of PCs and communications in a wireless networked environment that makes it easy for people to navigate and share information.

DjVu

Pronounced "deja vu". It is a compressed graphics format for showing scanned pages on the web. It does for scanned pages what PDF format does for electronically created documents. It requires a plug-in from AT&T. It uses a combination of compression formats that handles sharp-edged text one way and photographs and color blends another way, thus giving better compression than GIF, JPEG, or PNG can do. The server the document is placed on must be set for the MIME types x-djvu, djvu, and djv. For more information, see the AT&T DjVu FAQ.

DNS

Domain Name System. The Domain Name System is how Internet domain names (such as 'mydomain.com') are converted to IP numbers by the DNS Servers.

Domain Name

The name which identifies a web site on the Internet. For example, mysite.com. This is what you type in your browser to be connected directly to the site you want to see. A site does not have to have its own domain name. Most ISP's and some other web hosts offer web space to clients who do not want to buy their own domain usersite/hostsitesite.com or hostsitesite.com~usersite.

Domain name addresses, together with IP addresses, are the two forms of Internet addresses in common use. Domain name addresses all end with a correct top-level domain. The top-level domains may be any of these:

- com
- edu
- gov
- int
- mil
- net
- org
- a two-letter country code, such as us, uk, or mx. See the country code table.

Domain Names (Top Level)

The Internet Corporation for Assigned Names and Numbers (ICANN) announced a new series of top level domains available for registration. They are:

- biz
- pro
- museum
- aero
- name
- coop
- info

A complete domain address adds one or more terms to the left of the top-level domain, separated by dots. The top-level domain at the right is the most general; each term to the left is more specific.

Domain Name System (DNS)

DNS servers are located at many strategic places on the nets to resolve the routing of e-mail and Internet connections. There are thirteen major, top-level DNS servers, which are updated daily, and these in turn feed the updated DNS information to smaller subordinate DNS servers, which hold more detailed information on their specific areas of coverage. No single DNS server has all the address information of the Internet, and successful routing may require routing through several levels of servers.

DOoDz

Pronounced "dudes." Immature scofflaws. See wareZ

DOS (See also DOS, which follows)

The successor to Control Program for Microcomputers (CPM) and the predecessor to Windows. Acronym for Disk Operating System. Although described as that portion of an operating system that controls writing, storage, and retrieval of data from storage media, usually spinning disks of various types, it really is the computer program that is loaded at first switch on and runs everything. In common usage, the term refers to MS DOS, the complete operating system developed by Microsoft for IBM-compatible personal computers in text (non-Windows) modes.

DoS

Acronym for Denial of Service, a form of assault on an Internet site which floods the site with packets requiring a response, thus slowing down or preventing normal access to the site.

Dot-Com

Nickname for the many commercial businesses that have registered names in the .com domain.

Download

To transfer a file from another system to your own computer system via a modem over telephone or cable lines or a telnet connection using a transfer protocol like xmodem, ymodem, zmodem, or Kermit. Less precisely, it may also refer to a direct transfer from a server to your local terminal over a local area network or an FTP transfer from a remote system to your system. See upload.

DQYDJ

Chat slang shorthand for "Don't quit your day job!"

DSL

Digital Subscriber Line. A circuit, connecting specific locations, which supports moving data over regular phone lines faster than a regular phone connection. This is like, but not the same as, a leased line.

DTD

Acronym for Document Type Definition or optionally Document Type Declaration, used in SGML and XML markup languages to specify the set of rules or grammar processed in a particular language. HTML versions each have their own DTD, for example.

Dublin Core

A proposed set of standard descriptive metadata elements used with web resources to aid in resource discovery. The elements are intended as a starting point for resource description. The elements are optional, and are intended to be extensible to richer descriptive elements when needed. The 15 elements are:

- title
- author/creator
- subject/keywords
- description
- publisher
- other contributor
- date
- resource type
- format
- resource identifier
- source
- language
- relation
- coverage
- rights management

E

E-(prefix)

A prefix meaning electronic for current jargon terms, such as e-commerce, e-business, and so on.

Easter Egg

A hidden, undocumented program sequence built into a program that only activates when you press the right keys. They are often funny, and they are often used to introduce the team that developed the program. If you are using Netscape, typing about:mozilla into the URL window will give you an example. For many more examples, see C|Net's Easter egg page.

E-book

An e-book (electronic book) is simply a digital book that you can view on a computer. The most popular format currently used for e-books is adobes.PDF format. Adobe acrobat reader is required to read .PDF files, however it is available to download for free.

E-books are rapidly spreading across the internet. Many older books have scanned (turning a paper based book into a digital one) and there are also internet only e-books , which cannot be bought from normal book stores. There are plenty available to purchase and for free on-line. The obvious advantage of e-books is that they are available immediately, to view on your computer. The obvious disadvantage is that you have to look at a screen for long periods of time, especially with larger e-books.

E-Mail

Electronic mail. One of the earliest standard Internet protocols which enables people with different computers and operating systems to communicate with each other. E-mail allows one-to-one or one-to-many mailings. Mail is received and held by a mail server within an organization or by an Internet service provider until the addressee logs on to collect the mail. The Internet e-mail standards include no provision for authenticating the sender, which makes it possible for spammers to use false From addresses and routing.

Email Signature (or Sig File)

Signature option allows for a brief message to be imbedded at the end of every email that a person sends.

Emoticon

See smiley face.

Ethernet

A method for networking computers in a Local Area Network.

A LAN protocol developed by DEC, Intel, and Xerox as an outgrowth of Harvard graduate student Bob Metcalfe's dissertation on packet networks. Computers using TCP/IP often connect to the Internet via ethernet LANs. Ethernet typically uses a bus (daisy chain) topology.

Extranet

A network owned and maintained by a company which can be accessed by other computers owned by associates/ clients/suppliers which are not part of the network, but not anyone else outside of the company.

E-Zine

Short for electronic magazine. Some e-zines are simply electronic versions of existing print magazines, whereas others exist only in their digital format.

F

Fair Use

Fair use is the concept in copyright law that some limited copying of copyrighted material is permissible in certain circumstances. A complete work may never be copied. The broadest permissions are for educational purposes, such as copying an article from a magazine or a chapter from a book for a class to use. Other more restrictive permitted uses are short excerpts for purposes of news reporting, criticism, and parody.

FAQ

An acronym for Frequently Asked Questions. This is a list of Questions that are Frequently Asked, with the answers. This mini-help file saves time because clients can get the information they need without support personnel having to repeatedly send the same information to different clients.

Feed Reader

A feed reader is simply a software application which allows you to read the XML code that RSS Feeds are written in. One of the most popular feed readers currently available today is Bloglines, however there are many more feed readers available out there.

FDDI

Fiber Distributed Data Interface. A way of transmitting data over optical fiber cables at about 100,000,000 bits-per-second (10 times the rate possible with 10-BaseT Ethernet and twice the speed of T-3).

File Transfer Protocol (FTP)

File Transfer Protocol. A program to move files over the Internet between your computer and a web site, uploading to the site and downloading from the site to your computer .

Filtering Software

Also known as a filter. 1.) A computer program to process a data stream. It accepts a certain type of data as input, transforms it in some manner and then outputs the transformed data.2.) Sometimes utilities that allow a user to import or export data are also called filters.3.) A set pattern through which data is passed. Only data that matches the pattern is allowed to pass through the filter.

Finger

Software that may be used to find if certain people are associated with a particular Internet site. Most sites do not allow Finger requests.

Firewall

Either a software program or a combination of hardware and software that protects a computer or network from intruders.

Flame

Negative comments in Chat rooms, forums etc which are mostly intended to upset individuals and start arguments which interfere with the usual traffic in that Forum or chat room. Usually made by people so bereft of a real life that they regard any reaction to their crudity as some sort of success.

Flame War

The result of a "successful" flame which has people exchanging personal insults instead of discussing the subjects which brought them to that Forum or Chat room in a reasoned and friendly way.

Flickr

A free online photo management and sharing application. Enables users to upload photos to their site, create photo albums, and share videos and images with others

Forum

Section of a web site where people can discuss topics related to the subject which the site is focused on. Some Forums have paid or restricted Membership. Even the free Forums usually require you to register with a confirmed email address to minimise flames and other problems.

Frames

Frames are a technique used in web pages to divide the page into multiple windows, where each window is called a frame and can contain its own separate page. The advantage of frames is that one window can be scrolled or changed while other windows remain fixed for such purposes as keeping a menu in view all the time. The disadvantage is that not all browsers support them.

Frame Relay

A packet switching standard based on the older X.25 protocol that achieves greater speeds with fast, reliable networks. It lowers overhead by reducing the accounting and checking procedures used in X.25.

Freeware

Software that is offered for free download.

FTP

FTP (file transfer protocol) is a simple protocol that does exactly what it says. It allows you to transfer files from one computer to another. The transfer is usually quick because FTP uses a direct connection.

Fulfillment Center

This is basically the section of a company that deals with the processing of an order, up to its delivery.

G

<g>

Chat shorthand for "grin". Used either to show that you are amused or to say, "Don't take what I said too seriously." The latter usage can prevent misunderstandings!

GA

Chat shorthand for "go ahead", frequently used to signify that the person is through typing.

Ghostwriter

A ghostwriter is someone who creates a piece of literature (such as a book or article) but takes no credit for it. A lot of times, ghostwriters are hired to write books for other people. The ghostwriter gets paid for writings but they are not credited as the author and do not have rights to the finished book or article upon completion.

GIF

Graphical Interchange Format. A bitmap graphical format originally developed for CompuServe that is widely used in WWW pages. It is particularly good for text art, cartoon art, poster art, and line drawings- -all types with solid colors and distinct lines or borders between different colors. GIF files use a .gif extension.

Gigabyte

1000 x 1024 bytes

GM

Greenwich Mean Time, often used as a standard time zone. In e-mail headers, you will often see references to the hours offset from GMT. For example, Eastern Standard Time is GMT minus 5 hours because of the 5 hour difference between Greenwich, England and the Eastern US.

GMTA

Chat shorthand for "great minds think alike".

Google Adwords

Whenever you do a search on Google, as well as the normal search results, you should see a few results on the right side of your screen. These are Google Adwords. It is a pay per click service , meaning a small commission is paid to Google for each unique click their ad receives.

The process for creating one of these ads is simple enough, Firstly you create your ad following Google's template. Whenever someone does a search, for a keyword your ad has, it will be displayed on the right side of the search results. If they click on your ad, then you pay Google a small commission.

Gopher

A friendly menu system for exploring the Internet developed at the University of Minnesota. Fore-runner to FTP which used text-only menus to give users access to material through the Internet.

GPF

General Protection Fault.

Graphic Ad

An ad that appears on a website or blog sidebar that is made using a banner image. These ads always link to the website that is buying the ad space.

Grep

A unix search command that will search for matching text or a "regular expression" (regex) in a file. It derives from the initial characters of Global Regular Expression Print.

Griefer

An online game role player who sabotages the game by harassing, deceiving, cheating, robbing or killing newer players.

GUI

Graphical User Interface. Pronounced "gooey". An operating system interface between the user and the computer based on graphics. GUIs typically use a mouse or other tracking device and icons. First developed by XEROX as an easier to learn interface than text-based ones, it was adopted by Apple for the Macintosh, Microsoft for Windows, and even for unix systems as XWindows.

GUID

Globally Unique Identifier. A controversial 16-byte number generated by Microsoft programs that uniquely identifies a network or user or computer or document. It is one of the elements of information that can be passed when you connect to an Internet site, and it may be stored in cookies.

H

Hacker

Also known as a "Cracker", a Hacker is a person who breaks into a site through a computer's security.

Originally, a hacker was a term of respect among computer designers, programmers, and engineers for those among them who created truly original and ingenious programs, devices, or sometimes very clever practical jokes. Unfortunately, the current popular meaning of the term is to describe those who break into systems, destroy data, steal copyrighted software, and perform other destructive or illegal acts with computers and networks.

Hertz, Hz

Cycles per second. Used to describe the cycle rate in radio, electronics, and audio. Abbreviated Hz, and often combined with numeric prefixes, such as KHz, MHz, GHz, and so on. Named for the German physicist Heinrich Hertz, who discovered electromagnetic waves.

Hex, Hexadecimal

Base 16 arithmetic. Conventionally, the 16 digits are represented by the digits 0 through 9 and the letters A through F. The letter A, for example, represents the decimal number 10. A byte (8 bits of data) is often represented by two hexadecimal numbers. The hexadecimal values can range from 00 to FF or from decimal 0 to 255. Hexadecimal values are often differentiated from decimal by either following them with the letter h or preceding them with an angle bracket, for example 33h or >0B. Hexadecimal numbers have many applications in computer programming, and they are frequently used in RGB (red/green/blue) color coding for web pages.

Hit

A hit occurs each time someone's Browser connects with any part of a web site. If someone goes to 3 different pages and then returns to a page they've already seen, that is 4 hits.

The term hit is also used to refer to calls on a web server, and it is much misunderstood. Technically, if a web page is called by a remote browser, and it includes three graphics, there are four hits on that server, one for the page, and one for each graphic. Many people and most 'hit counters' use the term hit to mean hits on the web page only, not the calls to graphics or other supporting files that come with the page. When someone quotes figures on hits, be aware that definitions and uses vary, and try to find out what definition was used in producing the figures.

Hoax

There are many hoaxes continually popping up on the nets. False viruses are the most common of these with names like "Join the Crew" or "PenPal Greetings", but there are many more themes that keep recurring. Appeals to charity is a common theme for a hoax, sometimes partially based in fact. If you get a chain letter appeal about Jessica Mydek or Craig Shergold or anything involving the Make A Wish Foundation, please check it out first before spreading it.

There are also lots of stories going around about Bill Gates and money-making schemes and expensive cookie recipes and stolen kidneys, all of which are interesting stories, but usually false or even fraudulent. You can read more about hoaxes in our feature article, Hoaxes and Urban Legends.

When in doubt, never spread a story around. Instead, check the Department of Energy's Computer Incident Advisory Committee (CIAC) Hoaxes Page or ask us here in the NavNet Forum or check out our glossary items for virus or for the taller tales, urban legends.

Home page

A home page is a web page. In most familiar terms, it is a personal page for an individual. It can also be the basic main page for a more complex web site for individuals, organizations, or web communities. On complex web sites, it is the page which a server will show when no HTML filename is listed, usually with the name index.html, home.html, or default.html or the same names with the shorter extension .htm.

Hop

A message or data packet travels a path among routers on a network through a series of hops from the source to the destination

Host

The computer where the files which make up one (or many) web sites are physically located.

Host blogger

The owner of a blog who writes and publishes posts on that blog.

Hosting Service

A software platform used to host a blog. Types include user-hosted platforms, free multi-user platforms and developer-hosted software.

This usually involves providing a server on which customers can place their websites on, which can then be accessed via the internet. Although it is possible to maintain your own server to host your website on, it is usually an inconvenience. Most people will find a reliable hosting company which already has a server setup, on which to host websites on. There are many different hosting rates which are usually based on the amount of space or bandwidth you require per month. You should always do research on hosting companies and see if customers are satisfied, to ensure you have chosen a reliable host.

HTML

Hypertext Mark-up Language. HTML is not a programming language, but a way to format text by placing marks around the text so they can be used as web pages. For example HTML allows you to make a word bold by `word` etc. Early word processing programs used similar marks for the same reason - to show how the text should be displayed.

http

Hypertext Transfer Protocol. This protocol rules how computers communicate over the Internet, using an http client program on one machine and an http server program in the other.

Hub

A device that connects the cables from computers and other devices such as printers in an ethernet local area network. Traditionally, hubs are used for star topology networks, but they are often used with other configurations to make it easy to add and remove computers without bringing down the network. Smart hubs or switching hubs are often used to improve performance by managing traffic.

Hyperlink

A link in a web page that brings you to another location or resource when activated. Hyperlinks usually appear as underlined text and printed in a contrasting color, but they may also appear as graphics, such as buttons to click.

Hyperlinks may link to another place in the same page, to a different page, to play an audio or video file, to download a file, to set up a message to an e-mail address, to search a database, to read Usenet newsgroups, and to link to other Internet resources.

Hypermedia

Like hypertext, but includes other interlinking media, such as graphics, audio, video, and VRML. Media (such as pictures, videos, and audio), on a web page that links the user to another web page by clicking on the media.

Hypertext

A form of text which includes visible links to other pages of text or media, accessible by clicking or selecting the links. The hypertext, or links will usually be a different colour than the other text on the page and also usually underlined.

Hz

See Hertz

I

IP Address or IP Number

IP (internet protocol) address is a unique set of numbers that identify every single machine, connected to the internet. They are made up of 4 parts, an example of an IP address is 192.168.2.1. You could think of an IP addresses as being a bit like a telephone number, every machine connected to the Internet has one. Without an IP address a machine cannot communicate via the internet. Domain names were later introduced, so that people did not have to remember the IP address of every website that they wanted to visit.

IMAP

Internet Message Access Protocol is an advanced protocol used by email clients as a replacement for POP. IMAP lets an email program get emails from multiple accounts and also manage messages on the server without actually downloading them.

Impression

Advertising metric that indicates how many times an advertising link is displayed.

Internet

Originally called ARPANET after the Advanced Research Projects Agency of the U.S. Department of Defense. This electronic network connects the hosts together so that you may go from one web page to another efficiently. The electronic connection began as a government experiment in 1969 with four computers connected together over phone lines. By 1972, universities also had access to what was, by then, called the Internet.

Intranet

Computers in an organization connected together so they can exchange files and use common equipment (printers etc) and operate programs which may only reside on one particular machine in the network.

IP Number

A number with 4 sections separated by dots which signifies the unique location of a system on the Internet. With the growth of the Net, shared IP addresses are now used by Internet Service Providers for some of the domains which they host.

IPv6

Internet Protocol, version 6) makes an almost unlimited amount of IP Numbers available - 2^{128} in theory. Though inefficiencies in the system of allocation mean not all those are actually usable, there are plenty for the devices likely to be connected to the Internet for several years.

IRC

Internet Relay Chat. Worldwide real-time conferencing on the Internet, There are hundreds, maybe thousands of IRC channels, also called **chat rooms** made available through large dedicated servers in various points around the World. These chat rooms typically focus on specific topics, issue or commonality.

ISDN

Integrated Services Digital Network. A method of moving data over normal phone lines at nominal speeds of up to 128,000 bits-per-second though most users get speeds of up to 64,000 bits-per-second. ISDN can connect to many locations, one by one if both systems have ISDN capability.

ISP

Internet Service Provider. This is your connection to the Internet. You use an ISP to connect onto the Internet every time you log on.

An ISP provides users with an IP address so that they can communicate across the internet. There are thousands of ISPs to choose from these days, two examples being AOL and Mindspring. A device called a modem is usually required to send and receive data across the internet. Internet speeds have greatly increased over time, high speed broadband connections such as cable or DSL are currently available for home users. They are slightly more expensive but speeds are always increasing and prices are going down.

IT

Information Technology. Covers everything to do with computers, programming and related functions including administration.

J

Java

A programming language, developed by Sun Microsystems, used for small programs (applets) that are embedded in Web pages and that run when a user accesses the page or clicks on a certain area. It is a network orientated programming language and is often used for writing small applications that can be run safely through the internet. Through the use of JAVA applets (small web based programs), a web page can include advanced features such as animations, calculators, simple games, among many other things. JAVA has not been around as long as some other programming languages have, however it is quickly becoming a widely used language. Its versatility is in the fact that you can create almost any desktop based application and run it on a web page.

JavaScript

JavaScript is a programming language used to add interactive features to web pages. The user's browser must accept the javascript. Some people turn this feature off in their browsers because of security concerns. JavaScript, Cascading Style Sheets(CSS) and versions of HTML from 4.0 upward are combined to make DHTML. Although JavaScript shares some characteristics with JAVA, it is a simpler language and was created by Netscape. JavaScript basically interacts with HTML documents and allows the use of motion based features along with dynamic content, on web pages.

JDK

Java Development Kit. A software development package from Sun Microsystems with the basic tools for writing, testing and debugging *Java* programs and applets.

Joint Venture

This is when two separate parties merge together, which causes both parties to benefit significantly often financially. Good examples of joint ventures include an individual selling a product and an individual with good marketing skills, merging together. When they join together they will both benefit more, than if they worked separately. Profits will usually be split between the two parties.

JPEG

Joint Photographic Experts Group. JPEG is a good format for image files with fine details (like photographs).

K

Keyword

Different topics or niches will always have specific terms that are related to them, these are keywords. People often base their searches around keywords, for example if someone wanted to find out more about carrots, they could search using the keyword 'vegetables'. Websites owners can take advantage of the above fact by placing key words in their websites main body and in their Meta tags section.

Keyword(s)

When doing a search on specific topics, people often use certain words that are linked to that topic, these words are called keywords. Search engines will usually search for keywords in any order. A space should be entered between each keyword, so that the search engine can recognize individual words.

Keyword Phrase

Keyword phrases are similar to keywords (words the people search for), the only difference being that people search for an entire phrase rather than just separate words. A keyword search would be "money" a key phrase search would "how to make money online".

Keyword Stuffing

This involves repeatedly using the same (or similar) keywords within a websites main body and Meta tag section. It is seen as bad practice because it works in a similar way to spam and should be avoided if a website is to avoid being penalized.

Keyword Tag

This is a Meta tag used to highlight keywords and phrases in relation to a websites niche. Keyword Meta tags usually look like this:

```
<Meta name="keywords" content="money, finance, get rich,">
```

By clicking view and then source, you can view a websites HTML code including all Meta tags.

Kilobyte

1024 (2¹⁰) bytes

L

LAN

Local Area Network. A computer network which may spread over several floors of a building but has a central control in the same building.

Laptop

A computer small enough to sit on your lap. The laptop computer's small size allows you to take it almost anywhere and access the Internet. Great if you travel a lot and don't want to go too long without your e-mail.

Leased Line

A telephone line or a cable which is for the exclusive use of the people operating the computers attached to it. They provide the capability of faster speeds than are available with public, shared lines.

Link

A link is text or an image on a web page which you click your mouse on. Code associated with the text or graphic will direct you to another location on a different page of that site or even a different site. Text links are usually underlined and a different color to the other text on the page.

Link Exchange

This is when two sites exchange banners, advertisements or just hyperlinks and places them on one another's site. The sites will usually have a common niche. Link exchanges vastly improve a sites visibility if they are exchanged with a well known or established website.

Link Farm

These types of web pages are often banned from search engines. They are web pages that only receive incoming links and because of this nature, they are often viewed in a negative light and are regarded as spam.

Link Popularity

This can be determined by the number of incoming links that a website has and is a factor that affects a websites popularity and ranking.

Linux

An Open Source (free) operating system similar to Unix. Versions are available for all common types of computers.

Listserv®

A popular program for managing mailing lists.

Load

Short for download and upload. If someone asks how long did the page take to load? He/She is referring to the time it takes a page to appear on your screen. If a web page is loading slow it means that it's taking a long time to fully appear on your screen.

Location

An Internet address. In your browser you will see a box at the top of the page with a title such as "location". That's where you will see the location of whatever web page is open in your browser. The address you type in the location bar must be an exact match for the page you want.

Login

the name and password needed to access a computer system or restricted web site (or the act of accessing the system or site).

M

Mailing list

The list of people who have voluntarily subscribed to a particular publication. This can be determined by the number of incoming links that a website has and is a factor that affects a website's popularity and ranking.

Master Resale Rights

This basically means that you can sell a product and keep 100% of the profits. Depending on the terms you may not be able to alter the product in any way. A good example of this is when someone ghost writes an e-book. After being ghost-written, the e-book is passed on to somebody else who is then given master resale rights (they keep 100% of the profits from all sales).

Megabyte

One thousand kilobytes.

Merchant

An online business that markets and sells goods or services. Merchants establish affiliate programs as a cost effective method to get consumers to purchase a product, register for a service, fill out a form, or visit a Web site.

Meta Tag

This is information that is used by search engine spiders to preview a site. Meta tags allow search engine spiders to collect information that allows them to assess the relevance of a website and to determine where it should be ranked when keyword searches (contained in the Meta tags) are carried out by users. The basic syntax of a Meta tag is a title, followed by a description, which is then followed up by keywords and any subject tags. Some Meta tags will also have rating and search engine tags. You can view the Meta tags of a website by right clicking anywhere on its page and then clicking "view source".

MIME

Multipurpose Internet Mail Extensions. A standard which defined what type of files were attached to email messages, also used for computer systems to tell other systems what type of files they are sending to them.

Mini-site:

Prefabricated HTML page for affiliates that displays new or specialized products with integrated affiliate links. Mini sites are often single paged websites. They are mainly used for creating a one- paged sales letter, an individual affiliate marketing page or sometimes as a signup page for a newsletter.

Mirror

Generally speaking, "to mirror" is to maintain an exact copy of something. Probably the most common use of the term on the Internet refers to "mirror sites" which are *web* sites, or *FTP* sites that maintain copies of material originated at another location, usually in order to provide more widespread access to the resource. For example, one site might create a library of software, and 5 other sites might maintain mirrors of that library.

Modem

Modulator-demodulator. Device attached between a computer and a phone to convert data from the form which the computer uses to a form suitable for transmission through the phone and the Internet and convert data which comes to it from the phone (and the Internet) back in to a form which the computer can use.

MOO

Mud, Object Oriented. A multi-user role-playing environment.

Mosaic

An early browser which was used by Macintosh, Windows and UNIX computers. The source-code to Mosaic became the basis for early versions of some other web browsers.

MUD

Multi-User Dungeon or Dimension. A text-based environment used for role-playing games (which may involve the players co-operating to continue to build the "world" in which the game's characters operate), chat and software development.

MUSE

Multi-User Simulated Environment. A particular type of, usually, non-violent MUD.

N

Net

Short for Internet.

Netiquette

Net etiquette; a system of interaction between Internet users on the *Internet*.

Netizen

A citizen of the Internet or, more plainly, an Internet user.

Netscape

A web Browser and also the Company which developed it, based on the Mosaic program.

Network

Two or more computers connected together and probably sharing resources such as

Newbie

Someone that may have many talents, skills and vast knowledge in other areas but, at this point, is not very familiar with the Internet and how to use it.

Newsgroups

Groups whose Members come together on USENET to discuss a mutual interest.

NIC

Network Information Center. Usually refers to an organization which manages information for a network. For instance, InterNIC, which used to register almost all Internet domains before the function was devolved to several private companies. Less commonly used for "Network Interface cards which computer network cables are plugged into.

Niche

A niche is a specific and sometimes unique market area. Niche marketing will often advertise a specific product or service to a select group of people. Niche marketers will often understand the type of people that their end customers are likely to be. This is in contrast to mainstream marketing which will advertise with no specific end customer in mind. If you discover a unique niche market that hasn't been tapped into yet, then you can make a lot of profits, simply because you will have no competition and will be the only business fulfilling customer needs, for that particular niche.

NNTP

Network News Transport Protocol. The protocol which defines how USENET postings travel over TCP/IP networks and how browsers, such as Netscape and Internet Explorer connect to and participate in newsgroups.

Node

A computer which is connected to a network. More particularly, one that distributes material received from other parts of the network to computers which may have slower network connections than it does.

O

One Time Offer

This is a commonly used up selling technique where an added incentive is provided to try and persuade a customer to sign up or buy a product, at that particular moment in time. A sense of urgency is often created because the added incentive is often advertised as being available for one time only or for a limited period of time.

Online

Being connected to the Internet.

Open Content

Information or other data which is made freely available by the copyright owner under the terms of a license which defines the allowed uses and distribution of the material.

Open Source Software

Software where the developer makes the original source code freely available to anyone that might want to read, use, enhance or change it. Open Source Software is subject to license terms specified by the developer which require that any software based on it must also be made freely available and carry an acknowledgement of the original developer and their license terms.

Optimized Content

Unique and well written content will often help websites achieve higher search engine rankings. Optimized content is content which has been written with the above in mind. At the same time optimized content will also have a beneficial number of keywords or phrases so that the website on which they are posted, appear in a good number of search results.

Outsource

Outsourcing is getting someone else, from outside of your business, to do a task for you that would normally be completed from within. It could deal with any part of your business, such as having sales content written, having your site marketed, etc. The internet has greatly increased the ability for a business to outsource and businesses often outsource from countries which can provide cheap labor.

P

Packet Switching

Moving data over networks, including the Internet by parceling it into 'packets' which each carry the originating and destination addresses so that the packets from different sources, intended for varied destinations can use the network together and be tracked to the correct recipients.

Page Rank

Page rank is used to rank web pages which have not yet received any queries. Page rank is often combined with Google's own ranking criteria (which uses over 100 factors to calculate a rank) to give a webpage its final ranking value.

Page View

This simply counts as the hit for the web page. All other hits, such as for images, are not counted.

Paid Inclusion

If a website owner wants their site to be indexed more rapidly, then they can pay for a more thorough, prompt and frequent review. Although the index process will be speeded up, there is still no guarantee for the sites rank or placement. Paid inclusions are recommended for larger websites because they take longer to index due to their size.

Paid Placement

When a user searches for particular keywords, a paid placement guarantees that an owner's website will be advertised or will be displayed (usually to the right of the normal search results). The more one pays the higher up their website will be displayed in the paid placement advertising section.

Password

A secret string of characters which identify an authorized user when they try to log in to a system or web location.

Patience

Essential quality for users of the Internet and, in fact, ALL computer users.

Pay-Per-Click

This is a type of advertising where a website owner usually places an advertiser's clickable ad on their website. Each time someone clicks through on the ad, the website owner displaying the ad receives a small commission. Many times the price per click is usually arranged at an auction and the price is affected by things such as the location of the ad, the size of the ad as well as other things.

Pay-Per-Sale

Program where an affiliate receives a commission for each sale of a product or service that they refer to a merchant's web site. Pay-per-sale programs usually offer the highest commissions and the lowest conversion ratio.

Pay-Per-Lead

Program where an affiliate receives a commission for each sales lead that they generate for a merchant web site. Examples would include completed surveys, contest or sweepstakes entries, downloaded software demos, or free trials. Pay-per-lead generally offers midrange commissions and midrange to high conversion ratios.

PDF or .PDF or PDF File

Adobe systems developed the PDF (portable document format) file extension. PDF is basically a 'container' file that can capture most kinds of documents, while maintaining the documents original format and layout. To view PDF files, a program called Acrobat Reader is required. However it is built into most modern web browsers these days and can be downloaded free from Adobe's website.

Persistence

Valuable asset when trying to master any skill such as Internet surfing and e-commerce.

Ping

Contacting another computer on the Internet or other network and using the response, if any, to confirm the health of the connection.

Plug-in

Software which enhances the usability or features of amore complex program. For instance, graphics programs and web browsers use plug-ins.

PNG

Portable Network Graphics. A graphics format specifically for the Internet. It enables users to compress images without losing quality. Anyone may develop software to use PNG because the PNG standard does not carry any licensing fees.

POP

Either Point of Presence and Post Office Protocol.

Point of Presence is somewhere that a network, such as a phone system, connects to or where an ISP, perhaps from another area, provides access to their network for users without the need to incur long distance phone charges.

Post Office Protocol is currently the most common way that an e-mail *program* gets mail from servers

Port

1. Physical or software connection where data is transferred to and from computers.
2. Systems which connect to the Internet use specific ports on a server for each specific service. Sometimes non-standard ports are used and then the particular port number is shown as part of the URL.
3. Port is also the term for translating a program to run on a different type of computer .

Portal

A web site that offers information and links intended to help people with limited experience of the Internet or, alternatively, with extensive information and links (including related advertising) about one particular topic to encourage people who share that interest to use the site to begin each of their Internet sessions.

Posting

A message which is submitted or 'posted' to an online forum or other discussion medium.

PPP

Point (to) Point Protocol. The protocol connecting home computers to the Internet over a phone line through a modem.

Private Label Rights

This usually refers to content (often articles) written by a third party, which is then made available for others to buy.

A lot of the time PLR content is used as it is. However some buyers may wish to edit the content. Whether they are allowed to edit the content and by how much depends on the PLR companies rights.

Protocol

A set of rules that lets computers agree how to communicate over the Internet or elsewhere.

Proxy Server

A Proxy Server deals with all requests from a client machine which are addressed to the main server on a Local Area Network. It responds to some requests with results of previous queries which it has stored and thus reduces the load on the main server.

PSTN

Public Switched Telephone Network. The traditional telephone system.

R

Rank

This basically informs a website owner how high up their website is ranked on various search engines. They can find out detailed stats such as what number they are for a particular search or what page they appear on.

Reciprocal Link

This describes the exchange of links between two different websites. Links posted on one person's blog to another blogger.

Refback

One of three types of link backs: a method for bloggers to request notification when somebody links to one of their documents. This enables authors to keep track of who is linking to, or referring to, their articles.

Residual Earnings

Programs that pay affiliates not just for the first sale a shopper forms their sites makes, but all additional sales made at the merchant's site over the life of the customer .

Router

A dedicated computer or program which manages the traffic of packets through connections between Packet-Switching networks.

1xRTT

Single Carrier (1x) Radio Transmission Technology. A *protocol* for wireless connection of laptops and other equipment to *networks* at speeds up to 144 thousand bps. 1xRTT is also called CMDA2000.

RDF

Resource Definition Framework. Rules about how to describe categorised information to be made available on the Internet. The RSS data format follows RDF rules.

RDF is also valuable for defining relationships between a collection of data and how it is displayed for users.

RFC

Request For Comments. New proposed Internet standards are published as a 'Request For Comments'. The Internet Engineering Task Force (<http://www.ietf.org/>) is the organization which reviews the proposed standard and manages discussion about it until the new standard is established. All Internet standards retain a trace of their origin because the identifying numbers for them start with RFC.

RSS

Rich Site Summary or RDF Site Summary or Real Simple Syndication. A standard protocol for sharing of content such as news articles, very popular with bloggers. RSS is useful because blog posters can post their content in a standardized format. Readers can then read these posts using feed readers no matter what format they are in.

RSS or RSS Feeds

RSS can stand for either "Rich Site Summary" or "Really Simple Syndication". An RSS feeds primary goal is concerned with the distribution and republication (web syndication) of web-content. RSS feeds are commonly used by news sites or web logs (blogs) to update their readers, when new content is submitted. They are XML based therefore a feed reader is required to read RSS feeds. A feed reader works in a similar way to a web browser. It interprets and formats an RSS feeds XML code, so that it is readable by people, just as a web browser interprets and formats HTML pages.

S

Script

Scripts usually deal with the gathering and displaying of web content. They are effectively a type of programming language. There are many different kinds of web based scripts. Some of their uses include gathering data from a database and then displaying and formatting this information in a user friendly way. Interactive links, which respond differently based on the information you enter (for example in a form) usually have a script running in the background most of the time. One way to tell if a script has been used to deliver you content on a web page is by looking at the URL bar. If the URL contains a question mark, then this means that a script was used to deliver you that web page. Although it is possible for them to do so, search engine spiders do not usually crawl pages that have been generated by scripts.

Scroll

Using the vertical bar at the right of your browser window or the middle button (or wheel) of your computer mouse to move up or down a web page or other document on your monitor.

SDSL

Symmetric Digital Subscriber Line. A type of *DSL* with identical upload and download speeds.

Search Engine

A publicly accessible site where people can browse information on any topic or question they like gathered by the Search Engine provider who uses special 'bots' to roam the Internet collecting the information. Some search engines gather their results directly from the Internet and some also get some of their information from other search engines and directories. Some use human inspectors to manually approve material for their database while others mostly use proprietary software.

Search Engine Marketing (SEM)s

This involves using a search engine to advertise and market a website using proven strategies. SEM strategies will often help to improve a websites ranking in search engine result.

Search Engine Optimization (SEO)

This involves optimizing a site so that it appears at the top of search results for its particular market or niche. Search engines are not usually paid for ranking websites highly or for clicks. Searches that display relevant sites based on keywords or phrased are sometimes called "organic" or "pure searches".

Security Certificate

Information, usually a text file which the *SSL* protocol uses to make a secure connection.

SEO

Acronym for Search Engine Optimization. Includes several activities geared toward improving the rankings of a blog inside the results page of search engines. Optimizing a blog with SEO includes editing and writing content and HTML code with the purpose of increasing relevance to specific keywords to search engines.

Server Log

A server log is a simple text file that contains statistical information in relation to traffic or hits. Most servers will automatically keep track of all sessions, initiated by all users. There are traffic analysis programs available which can read and interpret server logs. They can often reveal patterns and details about traffic in user friendly ways. The only identity related information that a server logs is a users IP (internet protocol) address. However many ISPs (internet service providers) hand out dynamic IP addresses, which means that one user may be associated with many different IP addresses. This makes it impossible to track individual user habits, across multiple sessions.

Server or Host Computer

This is the machine on which HTML documents (web pages) are stored on. Using server software and a constant internet connection, servers deliver web pages to people who request them via their web browsers. For instance, a WWW server which is used to host web sites or an email server which processed e-mail between its client computers and the Internet.

Servlet

A small program which enhances the capabilities of *server* software.

Sidebar

One or more columns along one or both sides of a blog's main page.

Site

A place on the Internet. Every web page has a specific location which is its site with an address, usually beginning with "http://"

Sitemap

A sitemap is similar to the index page of a book. It contains an organized listing of all the links within a website. An organized and well structured site map will improve a websites ranking, because it makes it easier for spiders to index all of the websites pages.

SLIP

Serial Line Internet Protocol. An early standard by which a serial telephone line and a *modem* connected a computer to an Internet site. Now replaced by PPP.

SMDS

Switched Multimegabit Data Service. A very high-speed data transfer standard.

SMTP

Simple Mail Transfer Protocol. Used to send email between servers on the Internet.

SNMP

Simple Network Management Protocol. Communication standards for devices on TCP/IP network.

SOAP

Simple Object Access Protocol. A *protocol* providing sophisticated handling of complex data between a client and a server. Microsoft's ".NET " system was based in large part on SOAP.

Social Networking

In relation to the internet, this involves meeting and networking with associates via the World Wide Web. One of the most well known social networking websites today is MySpace. The process in which social networking sites grow and expand is called 'viral marketing'. To begin with the initial creator of the website sends out a number of e-mails to people that they know, persuading them to sign up to their website. These people will then get their friends to join up and the process will continually repeat, rapidly increasing the number of members who are signed up to that website. There are many benefits to social networking sites, business associates can meet up online, while ordinary people can meet members who share the same interests as them.

Spam (or Spamming)

The Internet version of junk mail. Spamming is sending the same message to a large number of users, usually to advertise something. E-mail addresses may be collected using cookies or a mailing list from a newsgroup. Sometimes spam is also used to improve a website's ranking in search engine results, however it is an unethical practice and should be avoided.

Spiders

Spiders are robot based programs (they work automatically), that determine the order of entries for a particular search, usually carried out by search engines. They do this by roaming the World Wide Web, moving from site to site, while giving each site they visit an index and then updating their search engine database with this information. They will add information about new pages and updated pages, while also removing entries for obsolete pages. Due to their nature as described above, spiders are often referred to by a number of different terms. Some of these terms include crawlers, knowledge-bots or know-bots. Because of the sheer enormity of the internet, it can take spiders more than six months to cover it completely. This means that search engines are never completely up to date and can lead to a phenomenon called link rot.

Spyware

Software introduced covertly to a computer and which secretly monitors its use. It may send information such as keystrokes, including passwords, to other places on the Net without the owner of the computer being aware or giving permission.

SQL

Structured Query Language. A special language for querying databases.

SSL

Secure Socket Layer. A protocol from Netscape Communications for secure communications over the Internet.

Super Affiliate

An affiliate capable of generating a significant percentage of an affiliate program's activity.

Surfing

Looking around the Internet for business or pleasurable purposes.

Sysop

System Operator. Person in charge of a computer system or network's operations or resources.

T

T-1

A *leased-line* connection capable of carrying data at high speed, used to connect large LANs to the Internet.

T-3

A *leased-line* connection that transfers data at high speed, capable of carrying full- screen, full-motion video.

Tags

A simple category name. Bloggers can categorize their posts and images with anything they think makes sense.

Tag Awards

Recognition by a blogger who “tags” another blogger for having an “award winning “ blog.

Targeted Marketing

Offering the right offer to the right customer at the right time.

TCP/IP

Transmission Control Protocol/Internet Protocol. The protocols which define the Internet. Originally set up for UNIX but now available for all computer operating systems.

Technorati

A real-time search engine for blogs that keeps track of what is going on in the blogosphere. Its most famous feature is the Technorati top 100 list, which ranks the largest (and most visited) blogs in the world.

Ted Ciuba

The name every internet user searches for when they need to create joint ventures (and to learn manners "Southern style"). www.tedciuba.com

Tele-Seminar

This is a seminar that is carried out over a phone or the internet. Via the internet, Tele-seminars are usually carried out in online conference rooms or conference calls when using a phone. The obvious benefit of a Tele-seminar is that seminars can be transmitted over a wide geographical range, to many recipients. Although the majority of Tele-seminars only utilize sound, due to their deployment on the internet, they can now contain videos, documents and PowerPoint presentations. Tele- seminars are most often used for educational purposes and are usually delivered to a fixed group or audience. A lot of the time, Tele-seminars are recorded so that they can be looked back on in the future.

Telnet

A program which may be used to *connect* from an Internet site to another.

Template

Blog presentation design

Terabyte

1000 gigabytes.

Terminal

A machine for sending commands to a remote computer.

Terminal Server

A dedicated computer with several *modems connected to it* and connected to a *LAN* or host. Terminal servers provide *PPP* or *SLIP* services to the *Internet*.

Title Tag

This is a Meta tag that is found at the top of a web page. It is an important tag and should contain relevant and highly searched keywords. An example of a title tag is shown below:

```
<title>NYC Lawyers – New York City personal Lawyers - Firm Name</title>
```

To view the title tag as well as other Meta tags for a particular website, you should right click anywhere on the websites page and then click “view source”.

TLD

Top Level Domain. The highest part of a complete Domain Name, such as com, net or org.

Top Ranking

A top ranking website is one which appears within the first page, for the results of a particular search. The first page of search results for most search engines, include around 10-20 entries. Studies have shown that most people never look beyond the first page of search results. Therefore it is of great benefit if your website is a top ranking one.

Tracking

Tracking is mostly used by online businesses, to determine how effectively their marketing campaigns, advertising, copywriting and even website layout is leading to sales. Online businesses will often use various methods to direct traffic to their website. Some of these methods include SEO optimization, pay per click ads, the exchange of banners as well as many other methods. The most common are by using a unique web address (URL) for each affiliate ID number into the link that is processed by the merchant’s software. Some programs also use cookies for tracking.

If a business did not track which of these methods were actually bringing in the most traffic to their site and which methods were ineffective, then they could be wasting a lot of money on useless methods. Tracking allows a website owner to see how effective each of their strategies is.

Software such as advertising link trackers can determine where customers are coming from, allowing an administrator to see which of their advertising strategies are working the best. This type of software works by determining the number of hits that are received by individual advertisements. It then shows back statistics about how many clicks have converted into to sales, subscriptions or any other desired outcome.

Traffic

Is the number of people who have visited your website, within a given period of time. To evaluate the effectiveness of their SEO strategies, companies often keep track of traffic results both before and after optimization. This allows them to see how effective their strategies actually are.

Trojan Horse

Like the Trojan horse of mythology, Trojan horse viruses pretend to be one thing when in fact they are something else. Typically, Trojan horses take the form of a game that deletes files while the user plays.

Two-tier

Affiliate marketing model that allows affiliates to sign up additional affiliates below themselves, so that when the second tier affiliates earn a commission, the affiliate above them also receives a commission. Two-tier affiliate marketing is also known as MLM (Multilevel Marketing).

Typepad

A domain-hosted paid blogging software platform created and owned by Six Apart Ltd.

U

UDP

User Datagram Protocol. A protocol in the *TCP/IP* suite which covers data transfer.

Unix

A computer operating system for *servers* on the Internet which can have many concurrent users. It includes *TCP/IP*.

Upload

The process of transferring information from your computer to another computer or a web site through the Internet.

Up-Sell

This describes a technique of providing additional products or services to a customer to persuade them to take some sort of positive action. For example a free gift could be offered if a customer completed a purchase. Alternatively a limited time discount could also be offered, again in the hope of persuading the customer to complete their order.

URI

Uniform Resource Identifier. An address for a resource on the Internet. Common URI' schemes include http, telnet and news.

URL

Uniform Resource Locator. It's the address of each web site. It usually begins with "http://" Very similar to URI which Replaced URL in technical specifications.

URN

Uniform Resource Name. A URI controlled by an organization which has accepted an obligation to keep the resource available there.

Usenet

A collection of ongoing discussion groups for people on the Internet who share a mutual interest. They rarely have anything to do with news.

User-Hosted Platforms

Software packages installed by blog authors to run on their own servers.

User ID

This is the unique identifier (like your logon name) that you use to identify yourself on a computer. You probably typed your User ID (and password) when you logged onto the Internet today.

User Session, (Visit or Visitor)

Each time a person first visits a new website, they are a visitor who has initiated a new user session. The start of a new session is usually marked by the time at which a new visitors IP address is logged. The default termination time for a session is 30 minutes. This means that if a user has been inactive for longer than 30 minutes, their session will be terminated. A servers log allows an administrator to count the number of sessions users have initiated but if dynamic IP addresses are used, then individual stats can not be obtained, without a user first registering on that site.

UU-Encode

Unix to Unix Encoding. A way to convert files from Binary to *ASCII* (text) for sending them by email.

V

VERONICA

Very Easy Rodent Oriented Net-wide Index to Computerized Archives. Obsolete database of almost every menu item on the gopher servers which was publicly accessible. Search engines have replaced it.

Viral Marketing

The rapid adoption of a product or passing on of an offer to friends and family through word-of-mouth (or word-of-email) networks. Any advertising that propagates itself the way viruses do. Viral marketing is usually a special type of marketing carried out over the internet. It involves people passing around information about a product or passing on some sort of useful information. Due to the sheer size of the internet, a well thought out and catchy viral marketing campaign can often be viewed by millions of people.

Virus

Program which can infect your computer like a medical virus might infect and damage your body. Always use an anti-virus program, keep it updated and you're your entire computer as well as any disks or CD Roms and programs (especially games and other interactive software such as chat programs) which you intend to use on it .

VOIP

Voice Over Internet Protocol. A specification and programs which can be used for making phone calls over the Internet. Costs for VOIP calls are currently much lower than for regular telephone calls. the IP networks are packet-switched which permits new ways of managing connections and very efficient use of network resources.

VPN

Virtual Private Network. A *network* which used the Internet to transfer data in encrypted form, maintaining the privacy of the network.

W

WAIS

Wide Area Information System. Lots of large databases which you can search using methods developed by WAIS Corp..

WAN

Wide Area Network. A network which has parts that are not all in the same building or other physical location.

Web

World Wide Web.

WEB 2.0

WEB 2.0 is not a protocol and is used to describe the direction the web is headed in with regard to a more social interactive web. Web 2.0 specifically deals with the collaboration and rapid delivery of resources such as programs, information and services, across web based communities, via the internet.

Web Browser

The program) you use to surf the Internet, such as Netscape Navigator, FireFox and Internet Explorer.

Web Feed

Allows online users to subscribe to websites that change or add content regularly.

Web Host

A type of Internet hosting service that allows individuals and organizations to make their own website accessible via the World Wide Web. Web hosts are companies that provide space on a server they own as well as provide Internet connectivity.

Web Page

The HTML pages you look at on the Internet.

Web Page

The HTML pages you look at on the Internet.

Webinar

A webinar refers to a conference that is simply held online, webinar stands for web seminar. Some sort of web conferencing application or system is usually in place to allow a webinar to take place. Often a webinar can simply refer to a pre-recorded live conference that is now viewable over the internet.

Webring

A collection of similar websites from around the Internet joined together. Each site in the webring contains links to the previous site and the next site.

Website

The web pages and multimedia files etc are located at the same domain

Widget

Software tools and content (such as a button, entry field, or drop-down list) you can add, arrange, and remove from the sidebar area of your blog. This is a simple piece of software that is embedded within a webpage. Widgets add extra functionality to websites as well as blogs. They can provide features which are related to social networking as well as website management features.

Wi-Fi

Wireless Fidelity. A type of wireless data communication, more correctly described as Wireless Ethernet.

Wiki

A collaborative online software program that allows readers to create and edit web page content. Wikis are useful for collaboration , collection of information, research, and class projects. Wikipedia is the most well known example.

Wordpress

A free domain-hosted blog software platform.

World Wide Web

A full-color, multimedia database of information on the Internet. The World Wide Web is a universal mass of web pages connected together through links. Theoretically, if you clicked on every link on every web page you would eventually visit every corner of the world without ever leaving your computer chair. Of course you would also have to live until you were about a million years old and current computers were antiquated technology.

Worm

A computer virus designed to affect or destroy files on your computer, or secretly install other nasty programs. It spreads of itself to all other computers which it can reach.

WWW

World Wide Web.

X

XML

eXtensible Markup Language. A common system which defines data formats, easily handling complex documents like business forms, news feeds and catalogs. XML is a simpler version of SGML (standard general markup language). At the moment it is not readily compatible with standard web browsers and is difficult to implement in normal web pages. However, XML is useful when information is received from a database or application in a standardized format and must reappear elsewhere many times.

XMLRPC

XML Remote Procedure Call. A protocol involving a particular XML format for sending and receiving information over HTTP between clients and servers.

XPFE

Cross Platform Front End. A group of technologies, including Javascript, Cascading Style Sheets and XUL, for making applications that operate similarly and have the same look on varied computer operating systems. A popular XPFE application is the Mozilla web browser.

XUL

eXtensible User-interface Language. A markup language based on XML resembling HTML.

Y/Z

YouTube

YouTube is a modern day website which allows users to watch online video clips. The main difference between YouTube and other video streaming websites is that anyone can upload video clips onto YouTube. Just like with blogs, people can subscribe to video feeds if they wish.

Video content is quickly becoming the next big thing on the web thanks to increasing broadband speeds. Online businesses are catching onto this and now often provide content and information to users in video format.

ZIP FILE

ZIP is a file compression format, it is the default compression format used by Windows operating systems. When transferring a lot of files or a large number of files (such as graphics or short video clips) across the internet, it is much more convenient to transfer them in a single, manageable and compressed format. Downloading and uploading files in ZIP format does reduce transmission times. Once a ZIP file has been received, its content needs to be unpacked. By default windows operating systems have an application built in to do this. However there are other programs available to do this which can also provide larger compression percentages. One of the most common uses of ZIP files is to compress a large to medium sized number of files, into just one file so that they can be sent easily, as an email attachment.