

Website terminology CHEATSHEET

UNDERSTANDING THE MOST
COMMON WEBSITE TERMS



INTENTIONALLY DESIGNED

Platform – The website building platform is referring to the software that you're actually using to build your website with (Showit, Squarespace, Shopify, etc.).

Hosting – Web hosting is the place where all the files of your website live. Web hosting makes the files that comprise a website (code, images, etc.) available for viewing online. Every website you've ever visited is hosted on a server. Some website platforms also host your site.

Domain – A domain name is the title of your website, i.e. what you type in a URL bar to access the site. Domains are important for branding and marketing since they often create a first impression of the brand for consumers.

Sitemap – A sitemap is a model of a website's content designed to help both users and search engines navigate the site.

Navigation – This is the links that are used to guide people through your site. A navigation is typically at the top of a website.

Main Navigation – This is where your primary navigation, or list of important pages, will go. Typically, I recommend keeping this at 6 pages and under.

Secondary Navigation – A secondary navigation is typically used for less important pages or to split your navigation if you have a lot of pages. You'll find this in the top right corner of a lot of websites.

Footer Navigation – You can either have a second or third list of navigation items in the bottom area of your site or just repeat your primary navigation again.

Dropdown – This is a list of links/pages that shows up under a main navigation item. You can have a drop-down menu that either drops down when you click or when you hover.

Header – The header area is at the top of your site and typically contains the logo, navigation, and social media links.

Footer – This is the whole bottom of your site, and it typically doesn't change page-to-page.

Banner – A banner image would be the first thing you see under the navigation. Full-Width Image means that it stretches from edge-to-edge with no padding on the outsides.

Above the fold – This refers to anything on your site that can be seen on the initial loading screen before having to scroll down.

Section or Canvas – Most website pages are divided into sections or canvases.

Copy – This refers to the content that is on your site.

Call to Action – A call to action is a button or photo that invites someone visiting your website to do something next. You want this to be clear and simple.

Form – A website form is a way to capture information about your website visitors. You can create a form directly on your website or embed from a third party service like Honeybook.

Parallax – Parallax scrolling is the effect of a website layout to move at a slower rate than the foreground when the user scrolls, creating a 3D-like effect.

Lightbox – This refers to when images and videos fill the screen, and dimming out the rest of the web page. Typically you would click something to open the lightbox effect.

Overlay – An overlay is when something is placed on top of another image or object.

Opacity – Opacity refers to the transparency of an element.

Animation – This refers to the movement of different elements on your site.

Hover – A hover effect happens when your mouse hovers over an element causing something to change. For example, if you hover over a button and the color changes.

Favicon – The favicon is an icon associated with a URL that is displayed in a browser's address bar or next to the site name in a bookmark list.

Responsive – Responsive web design creates dynamic changes to the appearance of a website, depending on the screen size and orientation of the device being used to view it. This is what makes your website optimized for mobile devices.

URL – The URL is the address of a web page. For example, www.intentionally-designed.com.

Slug – A Slug is the unique identifying part of a web address, typically at the end of the URL. For example, www.intentionally-designed.com/blog.

SSL – Web servers and web browsers rely on SSL protocol to help users protect their data during transfer by creating a uniquely encrypted channel for private communications over the public Internet. This is what keeps your site safe for users.

404 – This refers to an error message displayed by a browser indicating that an internet address cannot be found.

Cookies – Cookies are text files with small pieces of data — like a username and password — that are used to identify your computer as you use a computer network. Specific cookies known as HTTP cookies are used to identify specific users and improve your web browsing experience.

Page title – A page title, also known as a title tag, is a short description of a webpage and appears at the top of a browser window. It is an important element of an optimized SEO page. A page title should include a page's keyword in the title tag.

Page description – The meta description or page description is one of the meta tags. The page description for a web page is usually displayed when the page for a specific query.

Text Tags – The HTML <text> tag is used to define the single-line text field on a web page.

Image Optimization – This means resizing your images smaller before uploading them to your site to help optimize your website load speed.

Template – A template is a pre-designed layout or design. In this case, a website template is a pre-made website that you can use as a starting point for your own site.

Hex or color code – A color hex code is a hexadecimal way to represent a color in RGB format by combining three values – the amounts of red, green and blue in a particular shade of color.

Pixels – A 'pixel' (short for 'picture element') is a tiny square of colour. Lots of these pixels together can form a digital image. Your website is measured in pixels.

White Space – The amount of space that surrounds elements – like how far away they are from each other and the edges of the page.

Margins + padding – Margin describes the spacing between elements on a webpage. Padding is the space that's inside the element between the element and the border.

CSS – CSS describes how HTML elements are to be displayed on screen.

Code or HTML – HTML is a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on websites.

Javascript – JavaScript is a programming language commonly used in web development.

Embed code – An embed code provides a short code usually in HTML language for users to copy and paste into a website.

Plugin – A plugin is a piece of software that acts as an add-on to a web browser and gives the browser additional functionality.

Freebie / Opt-in Gift / Lead Magnet – This is a free digital gift that people often give away from their website in exchange for someone's email address.

Email list – The list of people and their email addresses that you've collected via your freebie. This is usually housed in an external email marketing service like Flodesk or Convertkit.

Email Marketing Service – This is where your email list lives. It's an online software that collects the names and email addresses from your freebie and at the same time automatically sends people their freebie gift. This is also what you use to email your list with, rather than manually from your Gmail account.

Opt-in form – The form that you embed on your website that is connected to your email marketing service. People enter their name and email address into it, and it then adds them to your email list. If someone does this, it's said that they've "opted in".

Popup – A box on your website that offers your freebie and contains the signup form. The popup is not normally visible but then will pop up on the screen in front of your website visitor as they explore your site.

Conversions – Your website conversion rate is the number of people who see your sales page or product page vs those who actually buy.

Traffic – Traffic means the number of people that visit your website on a daily, weekly, or monthly basis.

Google Analytics – This is a free service from Google that you connect to your site and it measures your traffic.

Facebook Pixel – This is a few lines of code from Facebook that you copy into the header section of your website. This code allows the pixel to receive information about the actions taken on your site to make your Facebook ads more relevant to your audience.