



KANOPI STUDIOS

Website Terms & Definitions You Need to Learn

UCSF Summer Series | September 2020



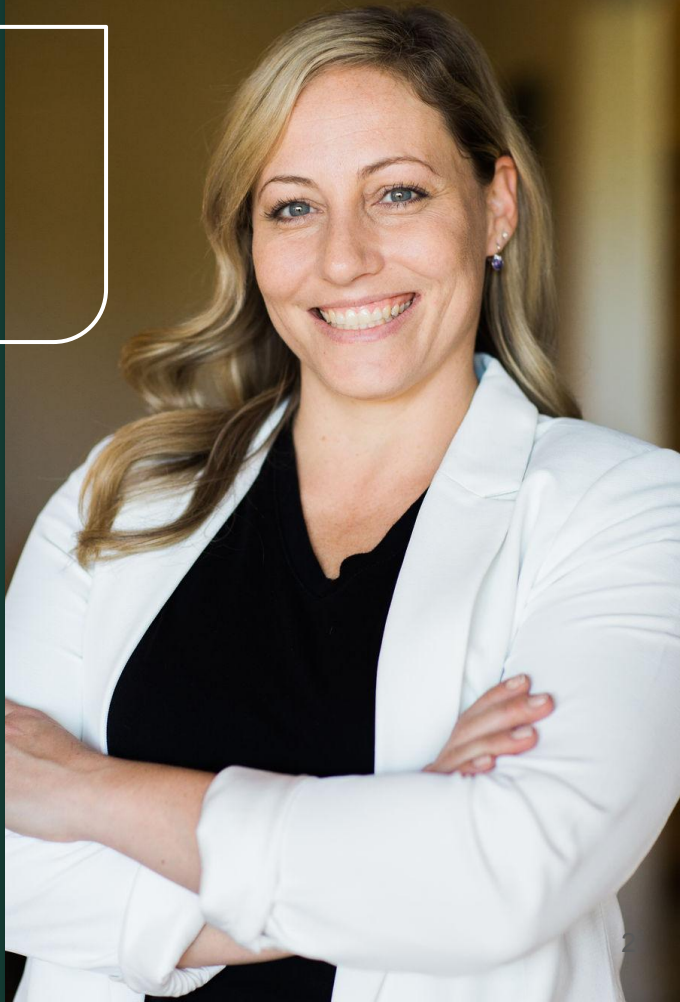
Anne Stefanyk

Founder/CEO

Kanopi takes care of the whole website lifecycle for clients that want to make a positive impact.



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anne@kanopi.com
www.kanopi.com



UCSF Summer Series

<https://info.kanopistudios.com/ucsf-summer-web-series>



Eight Wednesdays:

- ~~— June 24: Managing Multiple Editors~~
- ~~— July 8: Plan Your Site with User Stories~~
- ~~— July 22: How a Website's UX Impacts a Brand~~
- ~~— Aug 5: Don't Panic! Drupal 7 Still Has life!~~
- ~~— Aug 19: How to Write Inclusive Content~~
- ~~— Sept 2: How to Do an Effective Content Audit~~
- Sept 16: Website Terms and Definitions
- Sept 30: Reorganize Navigation for Success

Agenda



General Terms

Drupal-Specific Terms

Q & A



A quick poll!



**It's okay to not know
everything!**



General Terms

Content Management System (CMS)

Software that helps users create, manage, and modify content on a website without needing specialized technical knowledge.

Drupal is the CMS of choice at UCSF.



Open Source

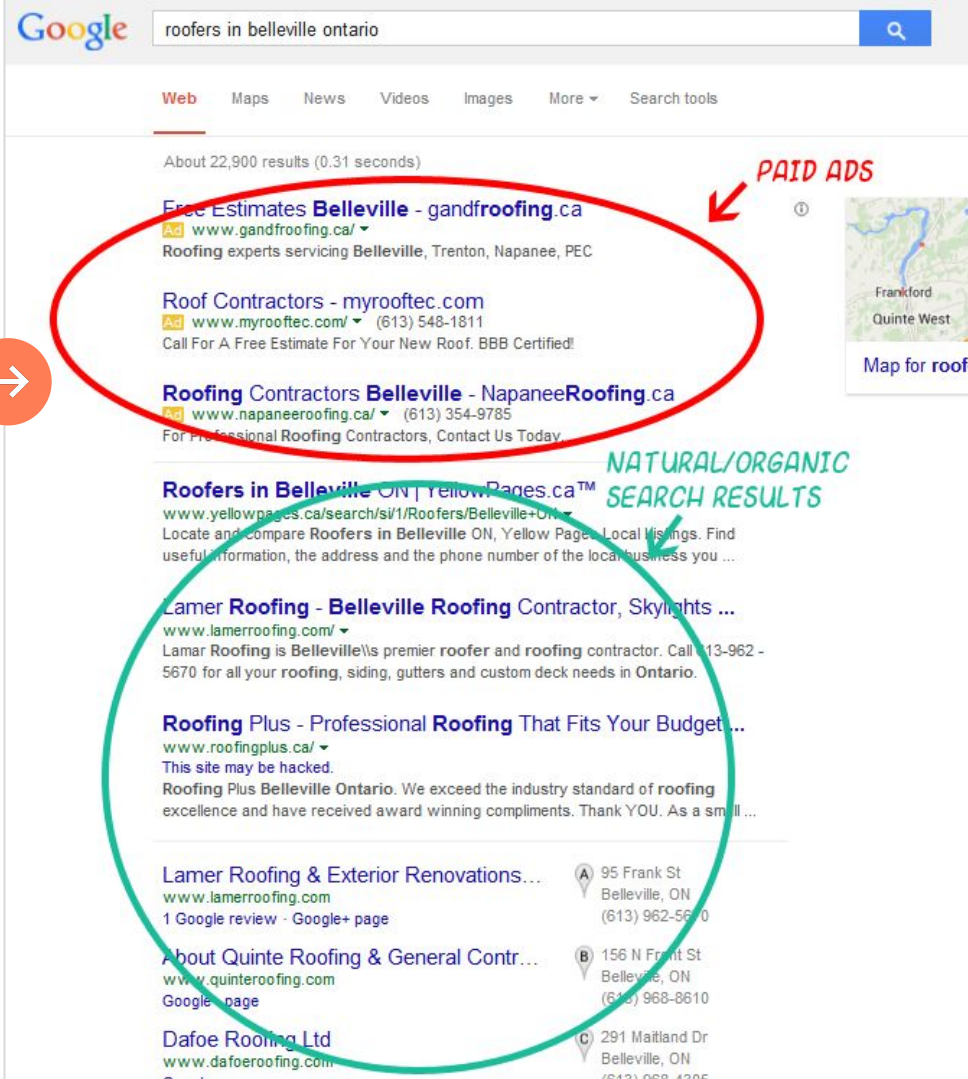
At the simplest level, open source is code that other people can freely use and modify.



SEO

In simple terms, “Search Engine Optimization” means the process of improving your site to increase its visibility for relevant searches.

Organic SEO is how pages are indexed based on keywords and other ranking criteria.



The screenshot shows a Google search for "roofers in belleville ontario". The search results are categorized into "PAID ADS" (highlighted with a red circle) and "NATURAL/ORGANIC SEARCH RESULTS" (highlighted with a green circle). The paid ads include "Free Estimates Belleville - gandroofing.ca", "Roof Contractors - myrooftec.com", and "Roofing Contractors Belleville - NapaneeRoofing.ca". The organic results include "Roofers in Belleville ON | Yellow Pages.ca™", "Lamer Roofing - Belleville Roofing Contractor, Skylights ...", "Roofing Plus - Professional Roofing That Fits Your Budget ...", "Lamer Roofing & Exterior Renovations...", "About Quinte Roofing & General Contr...", and "Dafoe Roofing Ltd".

Google

roofers in belleville ontario

Web Maps News Videos Images More Search tools

About 22,900 results (0.31 seconds)

PAID ADS

Free Estimates **Belleville - gandroofing.ca**
Ad www.gandroofing.ca/ Roofing experts servicing Belleville, Trenton, Napanee, PEC

Roof Contractors - myrooftec.com
Ad www.myrooftec.com/ (613) 548-1811
Call For A Free Estimate For Your New Roof. BBB Certified!

Roofing Contractors **Belleville - NapaneeRoofing.ca**
Ad www.napaneerooting.ca/ (613) 354-9785
For Professional Roofing Contractors, Contact Us Today.

NATURAL/ORGANIC SEARCH RESULTS

Roofers in Belleville ON | Yellow Pages.ca™
www.yellowpages.ca/search/si/1/Roofers/Belleville+ON...
Locate and Compare Roofers in Belleville ON, Yellow Pages. Local Listings. Find useful information, the address and the phone number of the local business you ...

Lamer Roofing - Belleville Roofing Contractor, Skylights ...
www.lamerroofing.com/ Lamer Roofing is Belleville's premier roofer and roofing contractor. Call (613) 962-5670 for all your roofing, siding, gutters and custom deck needs in Ontario.

Roofing Plus - Professional Roofing That Fits Your Budget ...
www.roofingplus.ca/ This site may be hacked.
Roofing Plus Belleville Ontario. We exceed the industry standard of roofing excellence and have received award winning compliments. Thank YOU. As a small ...

Lamer Roofing & Exterior Renovations...
www.lamerroofing.com
1 Google review - Google+ page

About Quinte Roofing & General Contr...
www.quinterooting.com
Google+ page

Dafoe Roofing Ltd
www.dafoeroofing.com

95 Frank St
Belleville, ON
(613) 962-5670

156 N Front St
Belleville, ON
(613) 968-8610

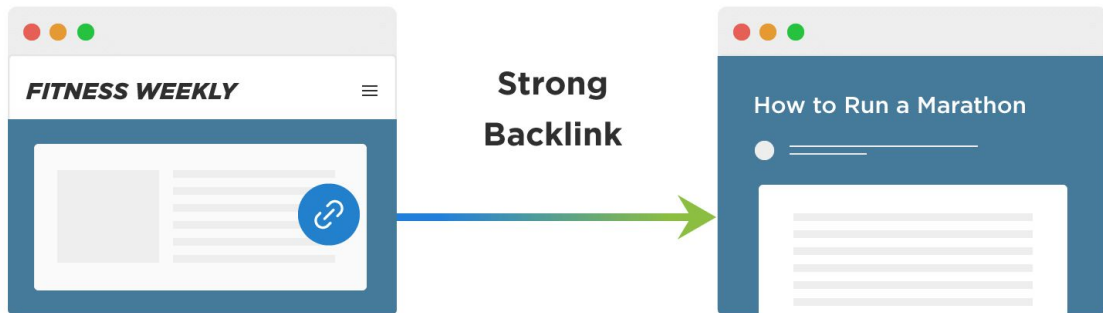
291 Maitland Dr
Belleville, ON
(613) 968-4205

Backlink



A link created when one website links to another. They're also called "inbound links" or "incoming links."

Backlinks are valuable for SEO because they represent a "vote of confidence" from one site to another.



Other Website

Contains a link to your website and is in the same industry as your website

Your Website

Has a strong contextual **backlink** from the other website

Meta tag vs. Metadata

1

Meta Tag

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's source code.

2

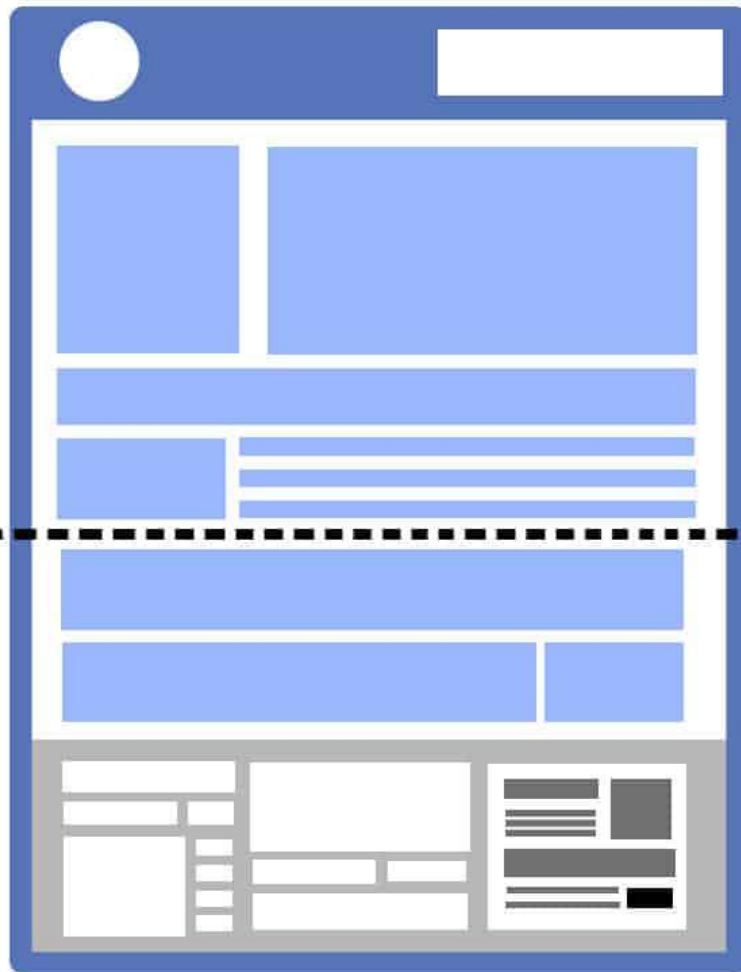
Metadata

Metadata is “data that provides information about data.”

Below the Fold

The term 'below the fold' refers to the portion of a webpage that a user must scroll to see.

A holdover from newspaper publishing, the term 'below the fold' was coined when there was an actual physical fold in the middle of the page.



Accordion

Accordions provide a perfect way of making content heavy pages appear less so.



Anchor Text

Anchor text refers to the clickable words used to link one web page to another.



link on a page

ANCHOR TEXT

```
<p> dolor sit amet, ad per probo partiendo, pro te gaeco  
cotidieque. Nemore quodsi scaeuola te naja, eirmod aliquid  
epicuri <a href="http://website.com">click here</a> mei cu,  
fabulas accusam epicurei ex uix. Congue primis posidonium  
ad est, ne per altera dicunt. Et ius facer temporibus, sea veniam  
salutatus interesset. Nonumy inimicus similique an eam, et eum  
populo volumus. Mea et veri lorem inuenire, iudico labitur  
efficiantur qui no. Tritani aliquid honestatis ne sea, ea cum </p>
```

link in code

Caching

A cache (*pronounced CASH*) is hardware or software that is used to temporarily store data.



Domain vs. URL vs. Subdomain

1

Domain

Primary domain is known as a root domain of website.

2

Subdomain

A subdomain is part of the primary domain .

3

URL

A URL (aka “Universal Resource Locator”) is a complete web address used to find a particular web page.

Server vs. Hosting Provider

1

Server

A server is a piece of software or hardware that provides a service to the devices in the network.

2

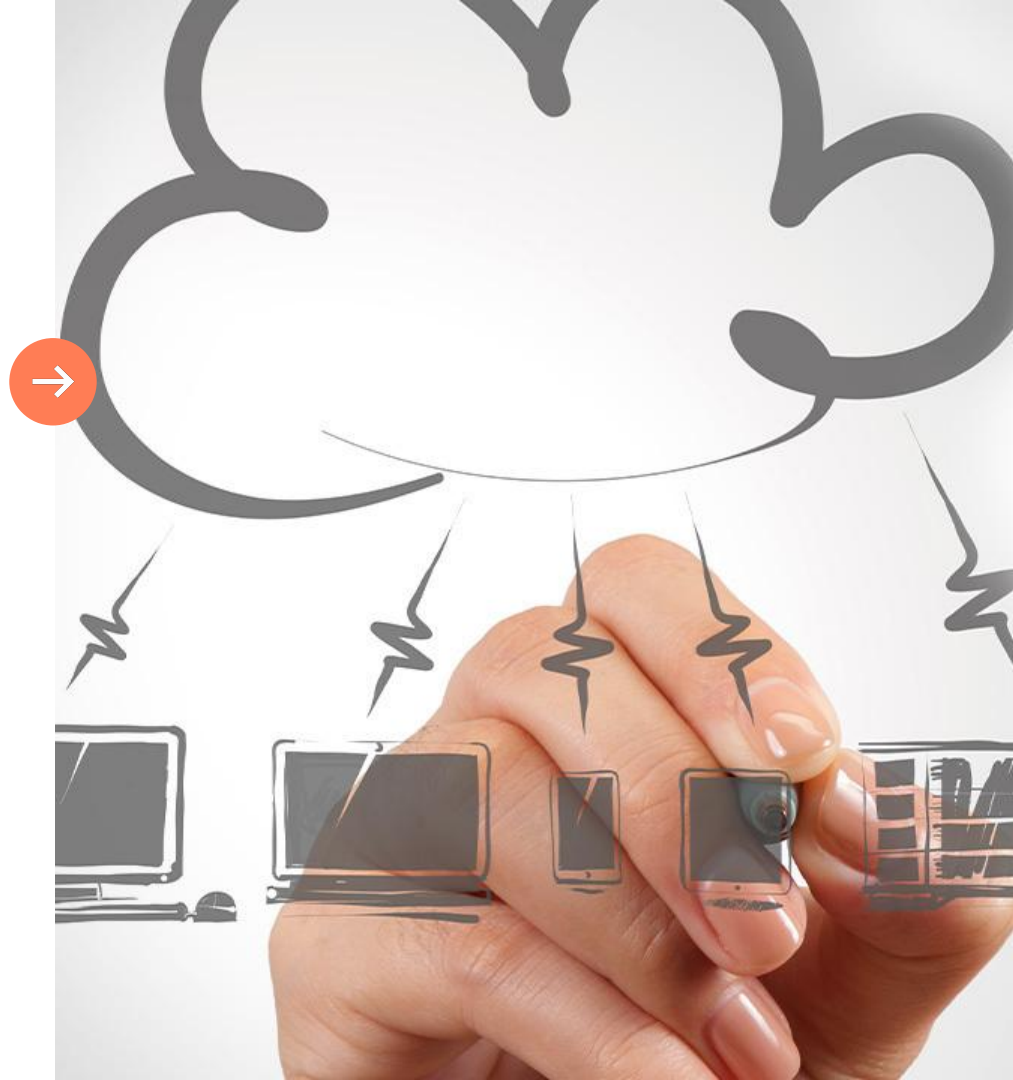
Hosting Provider

A hosting service is a service that runs Internet servers, allowing organizations and individuals to serve content to the Internet.

The Cloud

In the simplest terms, cloud computing means storing and accessing data and programs over the internet instead of your computer's hard drive.

Ultimately, the "cloud" is just a metaphor for the internet.



Backend vs. Frontend

1

Backend

The “backend” is where PHP and other server side languages are written. The backend includes custom modules, automated tests and deployment automation.

2

Frontend

The “frontend” is 100% focused on issues of site design, behavior, usability, and management.

PHP

A general-purpose scripting language that is especially suited to web development.

Drupal is built in PHP.



HTML vs CSS

1

HTML

HTML (Hypertext Markup Language) is used to create the actual content of the page, such as written text.

2

CSS

CSS (Cascade Styling Sheets) is responsible for the design or style of the website, including the layout, visual effects and background color.

Javascript

JavaScript is a programming language that allows you to make web pages interactive.



HTTP vs. HTTPS

1

HTTP

HTTP, which is the main protocol used for transferring data over the World Wide Web.

HTTP is not secure.

2

HTTPS

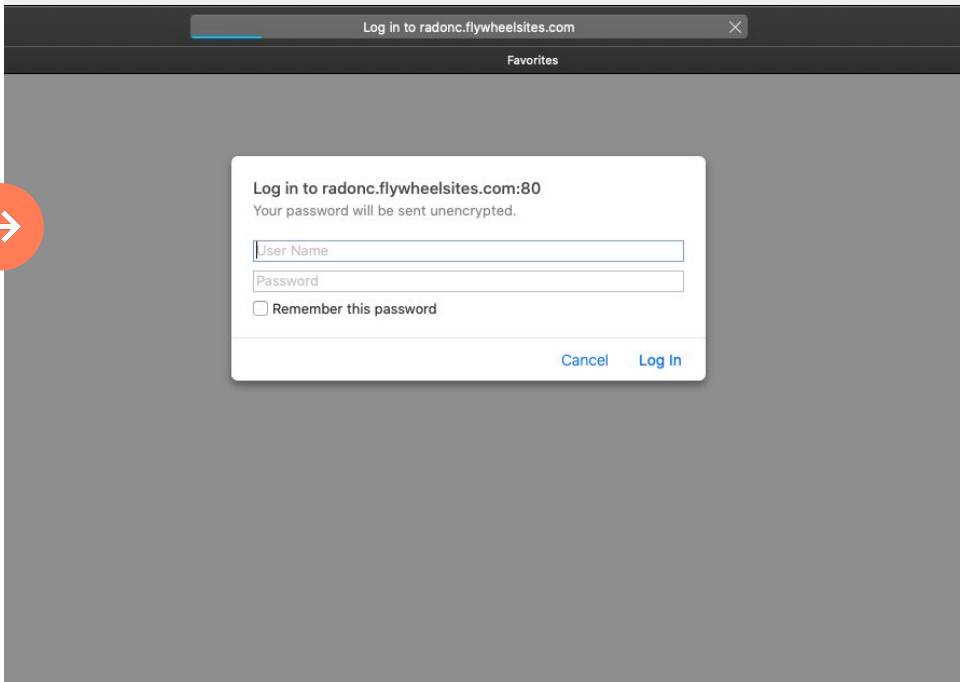
HTTP is unsecured while HTTPS is secured.

The only difference between the two protocols is that HTTPS uses SSL (Secure Socket Layer) to encrypt normal HTTP requests and responses.

Htaccess File

It is a file that can be used to password protect your development site so your site is prevented from being indexed.

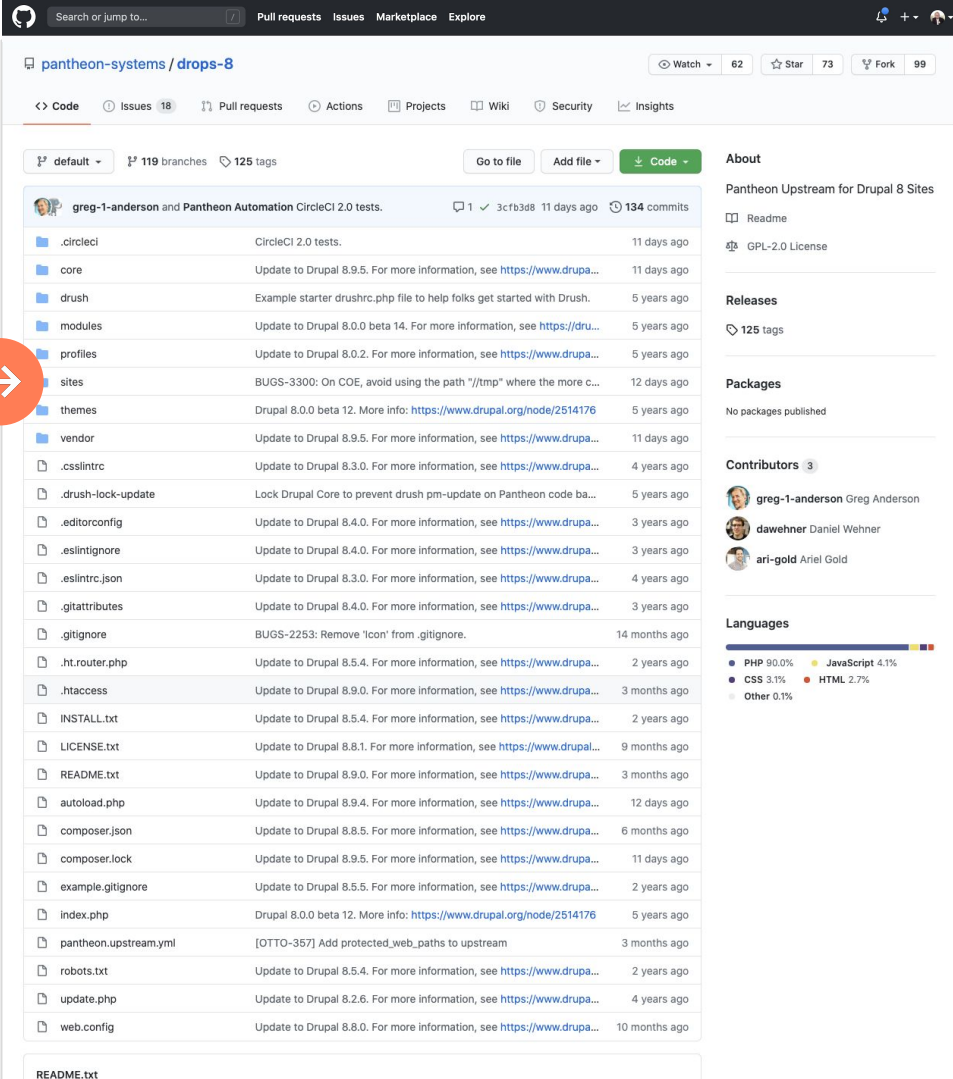
It is that pop up box that comes up where you need to enter a username/password to see the site.



Git

Git is a version-control system for tracking changes during development.

It is designed for coordinating work among programmers, and allows developers to manage conflicts.

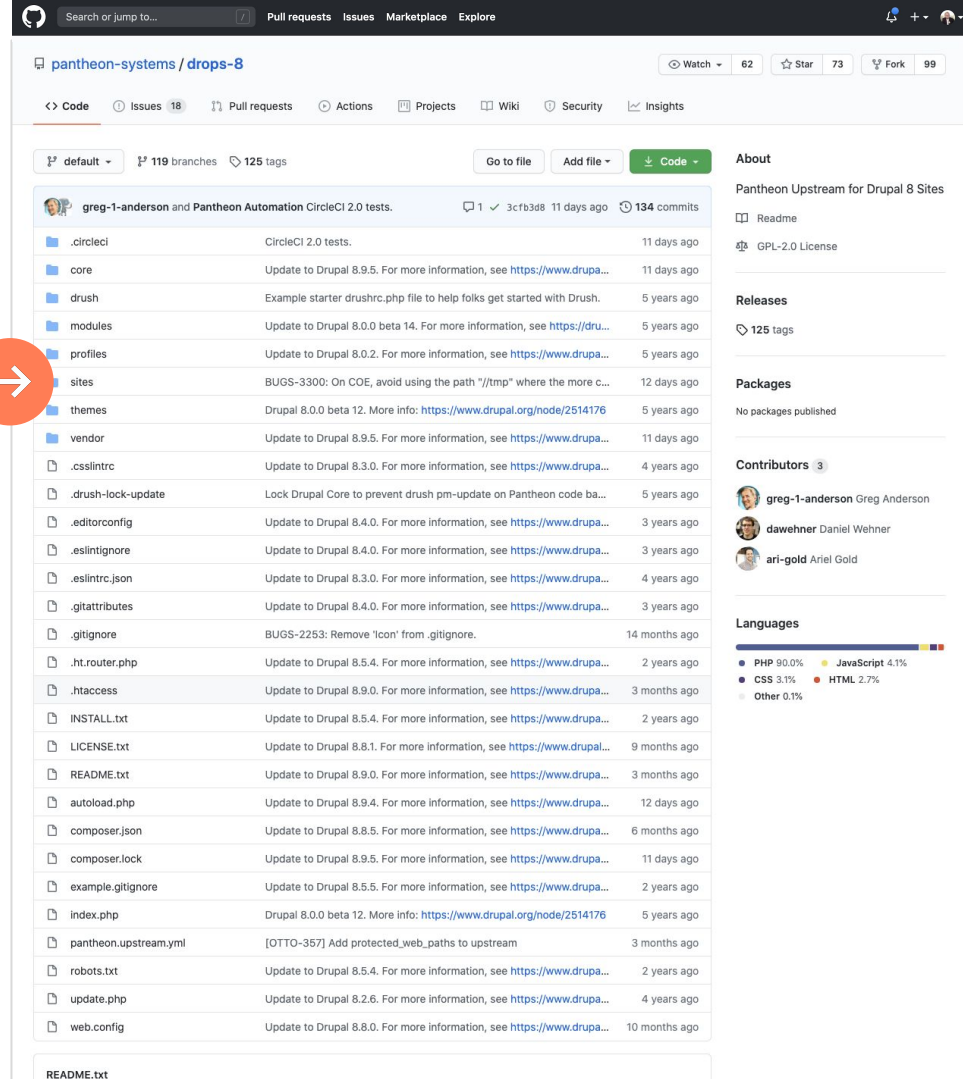


The screenshot shows the GitHub interface for the repository 'pantheon-systems / drops-8'. At the top, there are navigation links for Code, Issues (18), Pull requests, Actions, Projects, Wiki, Security, and Insights. Below this, there are filters for 'default' branch, '119 branches', and '125 tags'. A commit by 'greg-1-anderson' is highlighted, titled 'Pantheon Automation CircleCI 2.0 tests', with 134 commits and a checkmark. The main content is a file tree listing various files and folders with their descriptions and last update dates. On the right side, there are sections for 'About' (Pantheon Upstream for Drupal 8 Sites), 'Releases' (125 tags), 'Packages' (No packages published), 'Contributors' (3 contributors: greg-1-anderson, dawehner, ari-gold), and 'Languages' (PHP 90.0%, JavaScript 4.1%, CSS 3.1%, HTML 2.7%, Other 0.1%).

File/Folder	Description	Last Update
.circleci	CircleCI 2.0 tests.	11 days ago
core	Update to Drupal 8.9.5. For more information, see https://www.drupa...	11 days ago
drush	Example starter drushrc.php file to help folks get started with Drush.	5 years ago
modules	Update to Drupal 8.0.0 beta 14. For more information, see https://dru...	5 years ago
profiles	Update to Drupal 8.0.2. For more information, see https://www.drupa...	5 years ago
sites	BUGS-3300: On COE, avoid using the path '//tmp' where the more c...	12 days ago
themes	Drupal 8.0.0 beta 12. More info: https://www.drupal.org/node/2514176	5 years ago
vendor	Update to Drupal 8.9.5. For more information, see https://www.drupa...	11 days ago
.csslintrc	Update to Drupal 8.3.0. For more information, see https://www.drupa...	4 years ago
.drush-lock-update	Lock Drupal Core to prevent drush pm-update on Pantheon code ba...	5 years ago
.editorconfig	Update to Drupal 8.4.0. For more information, see https://www.drupa...	3 years ago
.eslintignore	Update to Drupal 8.4.0. For more information, see https://www.drupa...	3 years ago
.eslintignore	Update to Drupal 8.4.0. For more information, see https://www.drupa...	3 years ago
.eslintignore	Update to Drupal 8.3.0. For more information, see https://www.drupa...	4 years ago
.gitattributes	Update to Drupal 8.4.0. For more information, see https://www.drupa...	3 years ago
.gitignore	BUGS-2253: Remove 'icon' from .gitignore.	14 months ago
.ht.router.php	Update to Drupal 8.5.4. For more information, see https://www.drupa...	2 years ago
.htaccess	Update to Drupal 8.9.0. For more information, see https://www.drupa...	3 months ago
INSTALL.txt	Update to Drupal 8.5.4. For more information, see https://www.drupa...	2 years ago
LICENSE.txt	Update to Drupal 8.8.1. For more information, see https://www.drupal...	9 months ago
README.txt	Update to Drupal 8.9.0. For more information, see https://www.drupa...	3 months ago
autoload.php	Update to Drupal 8.9.4. For more information, see https://www.drupa...	12 days ago
composer.json	Update to Drupal 8.8.5. For more information, see https://www.drupa...	6 months ago
composer.lock	Update to Drupal 8.9.5. For more information, see https://www.drupa...	11 days ago
example.gitignore	Update to Drupal 8.5.5. For more information, see https://www.drupa...	2 years ago
index.php	Drupal 8.0.0 beta 12. More info: https://www.drupal.org/node/2514176	5 years ago
pantheon.upstream.yml	[OTTO-357] Add protected_web_paths to upstream	3 months ago
robots.txt	Update to Drupal 8.5.4. For more information, see https://www.drupa...	2 years ago
update.php	Update to Drupal 8.2.6. For more information, see https://www.drupa...	4 years ago
web.config	Update to Drupal 8.8.0. For more information, see https://www.drupa...	10 months ago

Repo

In a version control system like [Git](#), a repo (i.e. "repository") is a place that hosts an application's code source, together with various metadata.



The screenshot shows a GitHub repository page for 'pantheon-systems / drops-8'. The repository has 62 watches, 73 stars, and 99 forks. It is currently on the 'default' branch with 119 branches and 125 tags. A commit by 'greg-1-anderson' is highlighted, titled 'Pantheon Automation CircleCI 2.0 tests', made 11 days ago with 134 commits. The file list includes:

- .circleci: CircleCI 2.0 tests. (11 days ago)
- core: Update to Drupal 8.9.5. For more information, see <https://www.drupa...> (11 days ago)
- drush: Example starter drushrc.php file to help folks get started with Drush. (5 years ago)
- modules: Update to Drupal 8.0.0 beta 14. For more information, see <https://dru...> (5 years ago)
- profiles: Update to Drupal 8.0.2. For more information, see <https://www.drupa...> (5 years ago)
- sites: BUGS-3300: On COE, avoid using the path "//tmp" where the more c... (12 days ago)
- themes: Drupal 8.0.0 beta 12. More info: <https://www.drupal.org/node/2514176> (5 years ago)
- vendor: Update to Drupal 8.9.5. For more information, see <https://www.drupa...> (11 days ago)
- .csslintrc: Update to Drupal 8.3.0. For more information, see <https://www.drupa...> (4 years ago)
- .drush-lock-update: Lock Drupal Core to prevent drush pm-update on Pantheon code ba... (5 years ago)
- .editorconfig: Update to Drupal 8.4.0. For more information, see <https://www.drupa...> (3 years ago)
- .eslintrc: Update to Drupal 8.4.0. For more information, see <https://www.drupa...> (3 years ago)
- .eslintrc.json: Update to Drupal 8.3.0. For more information, see <https://www.drupa...> (4 years ago)
- .gitattributes: Update to Drupal 8.4.0. For more information, see <https://www.drupa...> (3 years ago)
- .gitignore: BUGS-2253: Remove 'icon' from .gitignore. (14 months ago)
- .ht.router.php: Update to Drupal 8.5.4. For more information, see <https://www.drupa...> (2 years ago)
- .htaccess: Update to Drupal 8.9.0. For more information, see <https://www.drupa...> (3 months ago)
- INSTALL.txt: Update to Drupal 8.5.4. For more information, see <https://www.drupa...> (2 years ago)
- LICENSE.txt: Update to Drupal 8.8.1. For more information, see <https://www.drupal...> (9 months ago)
- README.txt: Update to Drupal 8.9.0. For more information, see <https://www.drupa...> (3 months ago)
- autoload.php: Update to Drupal 8.9.4. For more information, see <https://www.drupa...> (12 days ago)
- composer.json: Update to Drupal 8.8.5. For more information, see <https://www.drupa...> (6 months ago)
- composer.lock: Update to Drupal 8.9.5. For more information, see <https://www.drupa...> (11 days ago)
- example.gitignore: Update to Drupal 8.5.5. For more information, see <https://www.drupa...> (2 years ago)
- index.php: Drupal 8.0.0 beta 12. More info: <https://www.drupal.org/node/2514176> (5 years ago)
- pantheon.upstream.yml: [OTTO-357] Add protected_web_paths to upstream (3 months ago)
- robots.txt: Update to Drupal 8.5.4. For more information, see <https://www.drupa...> (2 years ago)
- update.php: Update to Drupal 8.2.6. For more information, see <https://www.drupa...> (4 years ago)
- web.config: Update to Drupal 8.8.0. For more information, see <https://www.drupa...> (10 months ago)

The right sidebar shows repository statistics: 'About' (Pantheon Upstream for Drupal 8 Sites), 'Releases' (125 tags), 'Packages' (No packages published), 'Contributors' (3: greg-1-anderson, dawehner, ari-gold), and 'Languages' (PHP 90.0%, JavaScript 4.1%, CSS 3.1%, HTML 2.7%, Other 0.1%).



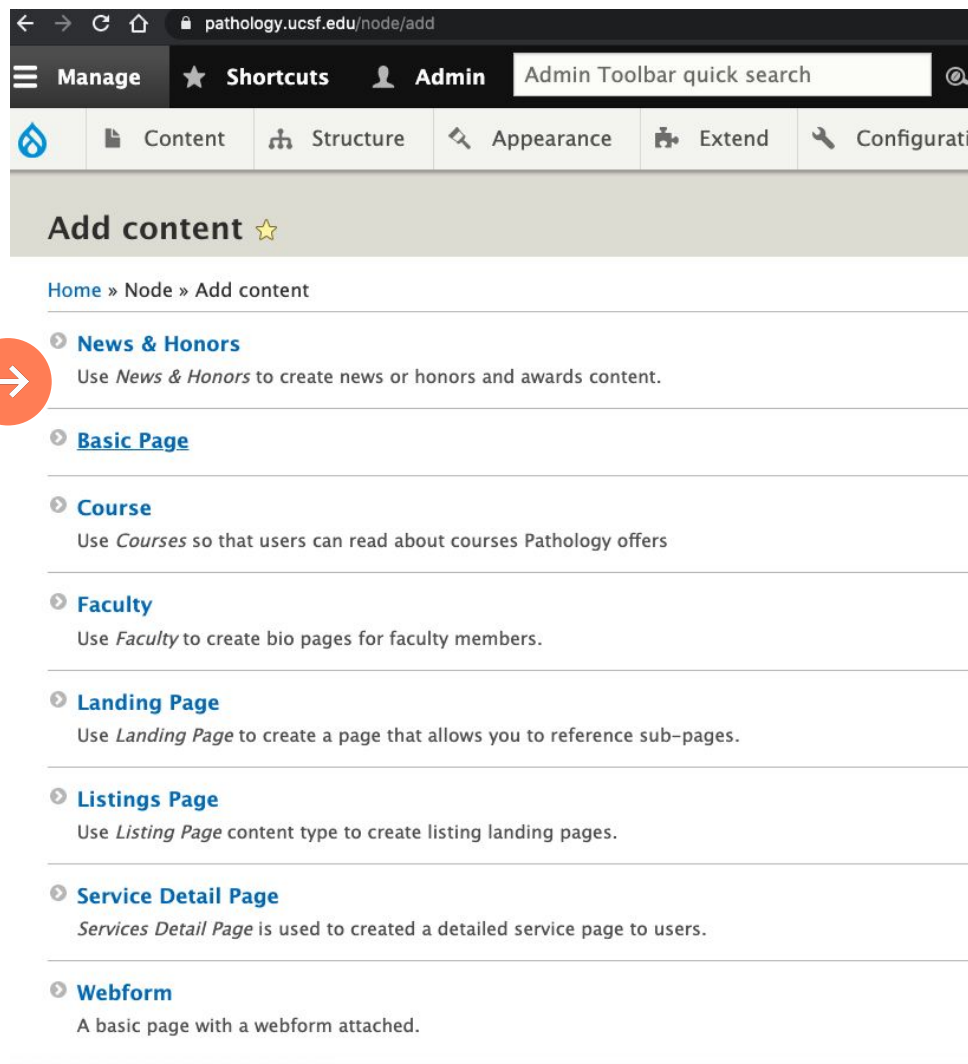
Drupal-Specific Terms

Content Type

A content type is a type of content.

They are the building blocks for structured authoring in Drupal.

Common Content Types include:
News, Course, Faculty, etc.




pathology.ucsf.edu/node/add

Manage Shortcuts Admin Admin Toolbar quick search

Content Structure Appearance Extend Configuration

Add content

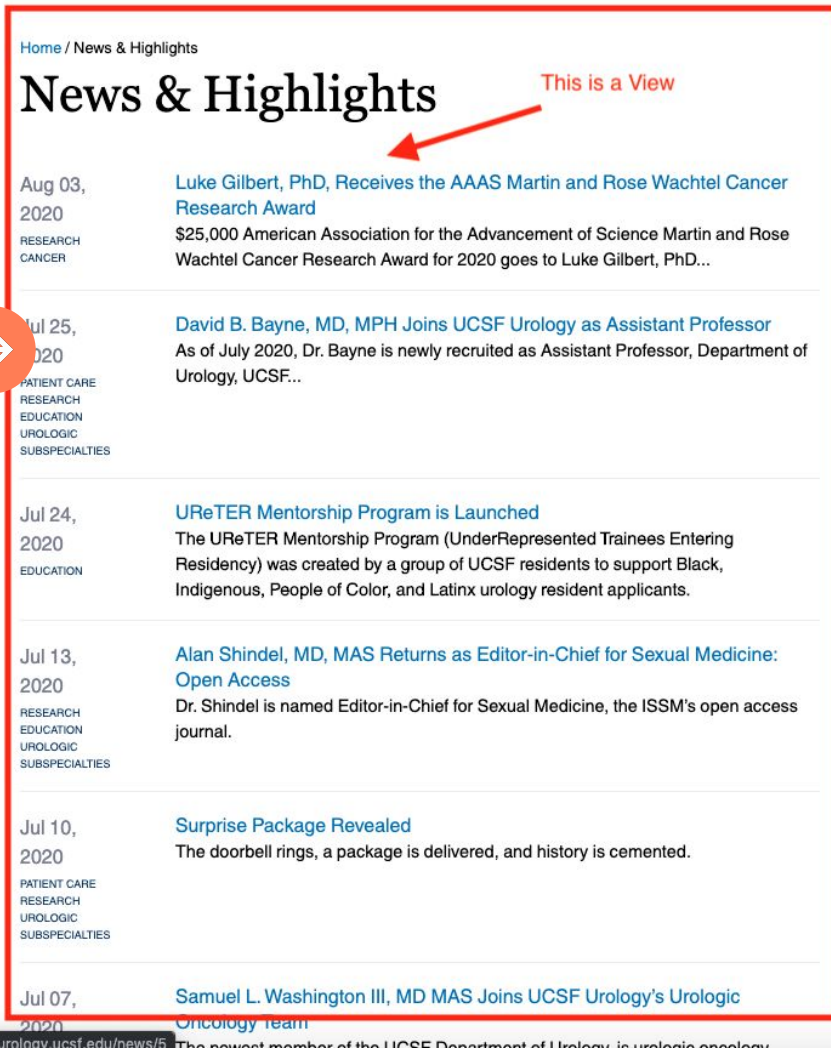
Home » Node » Add content

-  **News & Honors**
Use *News & Honors* to create news or honors and awards content.
- Basic Page**
- Course**
Use *Courses* so that users can read about courses Pathology offers
- Faculty**
Use *Faculty* to create bio pages for faculty members.
- Landing Page**
Use *Landing Page* to create a page that allows you to reference sub-pages.
- Listings Page**
Use *Listing Page* content type to create listing landing pages.
- Service Detail Page**
Services Detail Page is used to created a detailed service page to users.
- Webform**
A basic page with a webform attached.

View

A View is a listing of content on a website.

A page full of news articles would be a View.



Home / News & Highlights

News & Highlights

This is a View

Aug 03, 2020
RESEARCH
CANCER

[Luke Gilbert, PhD, Receives the AAAS Martin and Rose Wachtel Cancer Research Award](#)
\$25,000 American Association for the Advancement of Science Martin and Rose Wachtel Cancer Research Award for 2020 goes to Luke Gilbert, PhD...

Jul 25, 2020
PATIENT CARE
RESEARCH
EDUCATION
UROLOGIC
SUBSPECIALTIES

[David B. Bayne, MD, MPH Joins UCSF Urology as Assistant Professor](#)
As of July 2020, Dr. Bayne is newly recruited as Assistant Professor, Department of Urology, UCSF...

Jul 24, 2020
EDUCATION

[UReTER Mentorship Program is Launched](#)
The UReTER Mentorship Program (UnderRepresented Trainees Entering Residency) was created by a group of UCSF residents to support Black, Indigenous, People of Color, and Latinx urology resident applicants.

Jul 13, 2020
RESEARCH
EDUCATION
UROLOGIC
SUBSPECIALTIES

[Alan Shindel, MD, MAS Returns as Editor-in-Chief for Sexual Medicine: Open Access](#)
Dr. Shindel is named Editor-in-Chief for Sexual Medicine, the ISSM's open access journal.

Jul 10, 2020
PATIENT CARE
RESEARCH
UROLOGIC
SUBSPECIALTIES

[Surprise Package Revealed](#)
The doorbell rings, a package is delivered, and history is cemented.

Jul 07, 2020
UROLOGY

[Samuel L. Washington III, MD MAS Joins UCSF Urology's Urologic Oncology team](#)

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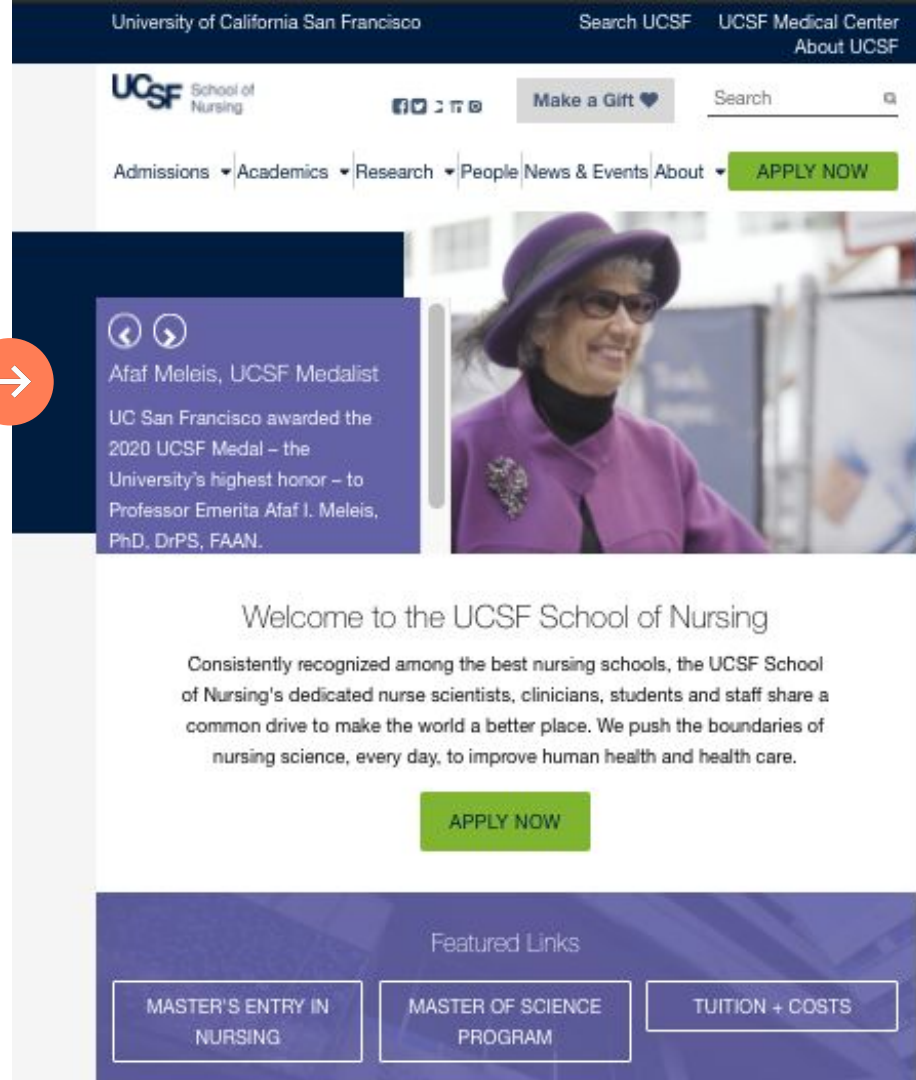
Tweets

[Follow @UCSF](#)

 UC
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t.C
1.6
1.6
UC
@

Template

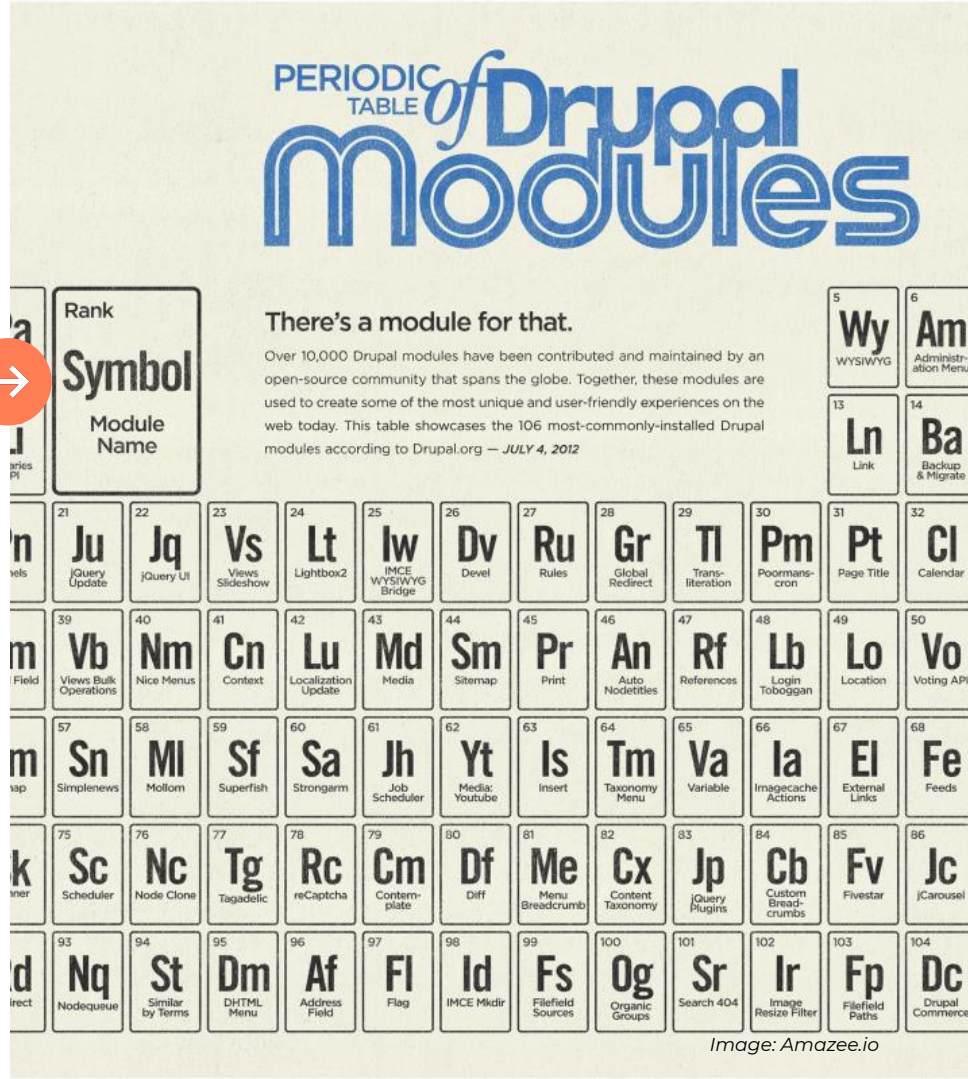
A website template is basically a premade web page — or set of webpages — that can be customized with images, videos and other style elements to create a complete website.



Module

A module is a set of PHP, JavaScript, and/or CSS files that extends site features and adds functionality.

It is a collection of code to perform a certain set of functionality.



PERIODIC TABLE of Drupal Modules

There's a module for that.

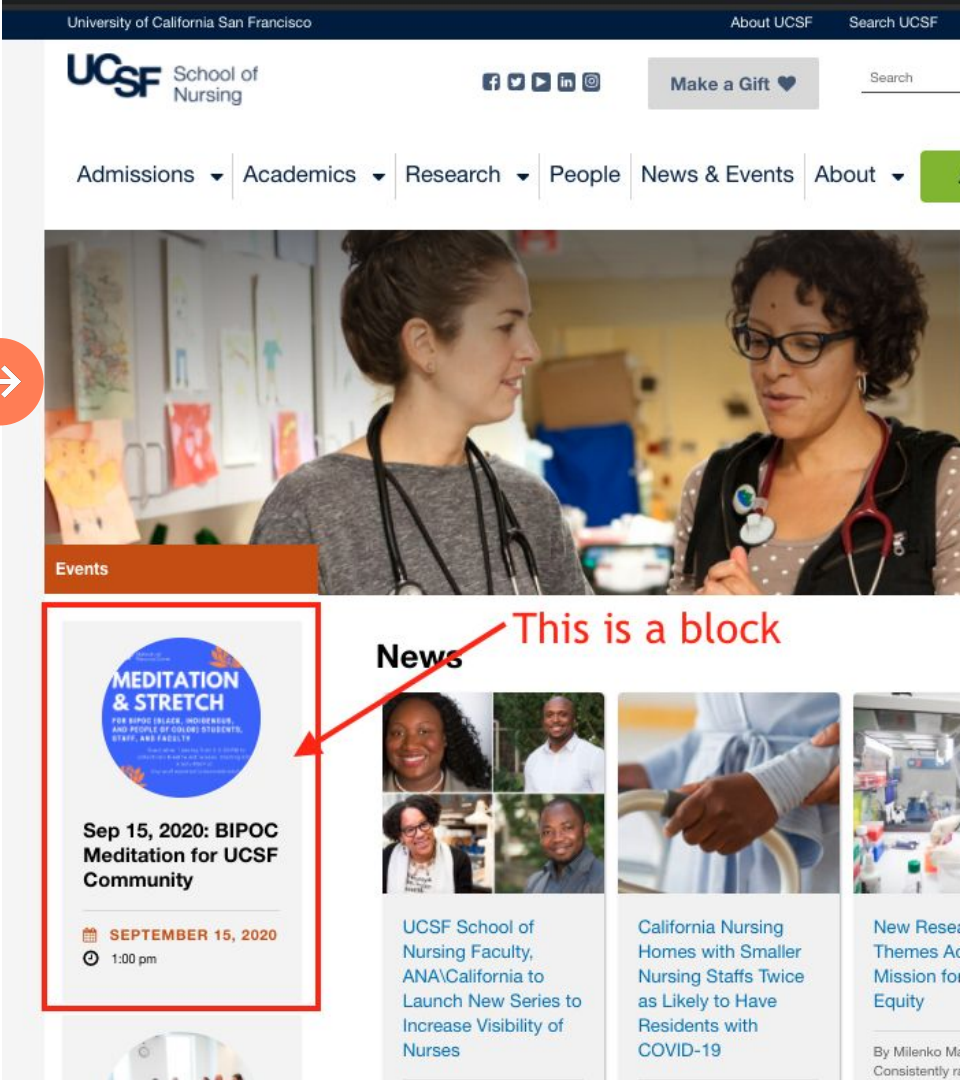
Over 10,000 Drupal modules have been contributed and maintained by an open-source community that spans the globe. Together, these modules are used to create some of the most unique and user-friendly experiences on the web today. This table showcases the 106 most-commonly-installed Drupal modules according to Drupal.org — JULY 4, 2012

Rank	Symbol	Module Name
1	Wp	WYSIWYG
2	Am	Administration Menu
3	Ln	Link
4	Ba	Backup & Migrate
5	Wy	WYSIWYG
6	Am	Administration Menu
7	Cl	Calendar
8	Pt	Page Title
9	Pm	Poomansron
10	Gr	Global Redirect
11	Tl	Transliteration
12	Ru	Rules
13	Dv	Devel
14	Iw	IMCE WYSIWYG Bridge
15	Lt	Lightbox2
16	Vs	Views Slideshow
17	Jq	jQuery UI
18	Ju	jQuery Update
19	Vo	Voting API
20	Lo	Location
21	Lb	Login Toboggan
22	Rf	References
23	An	Auto Nodetitles
24	Pr	Print
25	Sm	Sitemap
26	Md	Media
27	Lu	Localization Update
28	Cn	Context
29	Nm	Nice Menus
30	Vb	Views Bulk Operations
31	Fe	Feeds
32	El	External Links
33	Ia	Imagecache Actions
34	Va	Variable
35	Tm	Taxonomy Menu
36	Is	Insert
37	Yt	Media: Youtube
38	Sa	Strongarm
39	Sf	Superfish
40	Ml	Mollom
41	Sn	Simplenews
42	Jh	Job Scheduler
43	Yt	Media: Youtube
44	Is	Insert
45	Tm	Taxonomy Menu
46	Va	Variable
47	Ia	Imagecache Actions
48	Va	Variable
49	Tm	Taxonomy Menu
50	Is	Insert
51	Yt	Media: Youtube
52	Sa	Strongarm
53	Sf	Superfish
54	Ml	Mollom
55	Sn	Simplenews
56	Jh	Job Scheduler
57	Yt	Media: Youtube
58	Is	Insert
59	Tm	Taxonomy Menu
60	Va	Variable
61	Ia	Imagecache Actions
62	Va	Variable
63	Tm	Taxonomy Menu
64	Is	Insert
65	Yt	Media: Youtube
66	Sa	Strongarm
67	Sf	Superfish
68	Ml	Mollom
69	Sn	Simplenews
70	Jh	Job Scheduler
71	Yt	Media: Youtube
72	Is	Insert
73	Tm	Taxonomy Menu
74	Va	Variable
75	Ia	Imagecache Actions
76	Va	Variable
77	Tm	Taxonomy Menu
78	Is	Insert
79	Yt	Media: Youtube
80	Sa	Strongarm
81	Sf	Superfish
82	Ml	Mollom
83	Sn	Simplenews
84	Jh	Job Scheduler
85	Yt	Media: Youtube
86	Is	Insert
87	Tm	Taxonomy Menu
88	Va	Variable
89	Ia	Imagecache Actions
90	Va	Variable
91	Tm	Taxonomy Menu
92	Is	Insert
93	Yt	Media: Youtube
94	Sa	Strongarm
95	Sf	Superfish
96	Ml	Mollom
97	Sn	Simplenews
98	Jh	Job Scheduler
99	Yt	Media: Youtube
100	Is	Insert
101	Tm	Taxonomy Menu
102	Va	Variable
103	Ia	Imagecache Actions
104	Va	Variable
105	Tm	Taxonomy Menu
106	Is	Insert

Image: Amaze.io

Block

Blocks are the boxes of content (such as "User Login" or "Upcoming Event") that can be displayed in regions (such as footer or sidebar) on your page.



Entity vs. Node

1

Entity

You can think of an entity as any piece of data that's extendable with fields.

This can be a piece of content or a user or a taxonomy term.

2

Node

All content on a Drupal website is stored and treated as "nodes". A node is any piece of individual content, such as a page, poll, article, forum topic, or a blog entry.



There are many more!



Questions?

UCSF Summer Series

<https://info.kanopistudios.com/ucsf-summer-web-series>



Eight Wednesdays:

- ~~— June 24: Managing Multiple Editors~~
- ~~— July 8: Plan Your Site with User Stories~~
- ~~— July 22: How a Website's UX Impacts a Brand~~
- ~~— Aug 5: Don't Panic! Drupal 7 Still Has life!~~
- ~~— Aug 19: How to Write Inclusive Content~~
- ~~— Sept 2: How to Do an Effective Content Audit~~
- ~~— Sept 16: Website Terms and Definitions~~
- Sept 30: Reorganize Navigation for Success



Want more help?

Questions? Comments?
Reach out to us anytime.



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BOOK A MEETING

bit.ly/meet-kanopi

Resources

- [Acquia blog: Drupal terms defined](#)
- [Drupal.org Glossary Terms](#)
- [Drupal.org Glossary Terms for Drupal 7](#)
- [UCSF Frequently Asked Questions](#)