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.

@Anne_Kanopi
anne@kanopi.com
www.kanopi.com

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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

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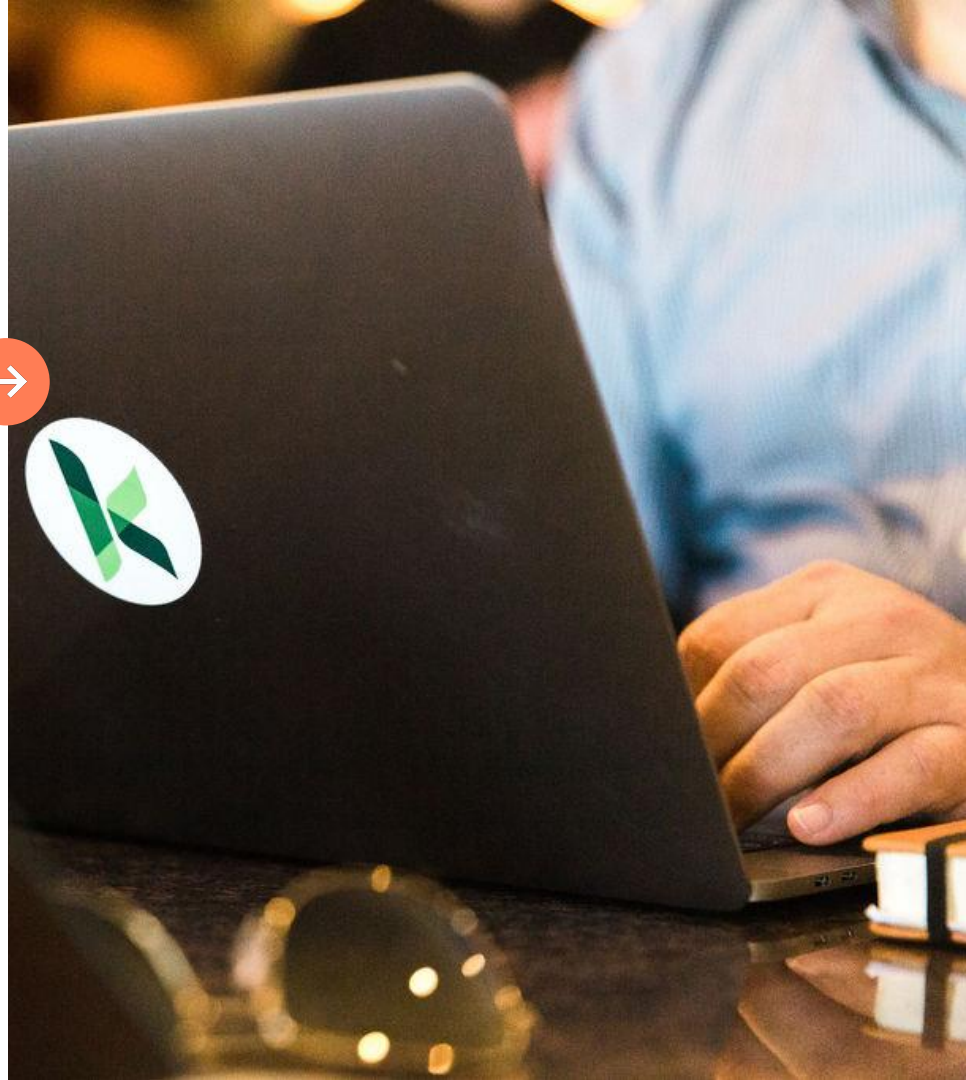
Content Management System (CMS)

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.

Image: https://imgbin.com/

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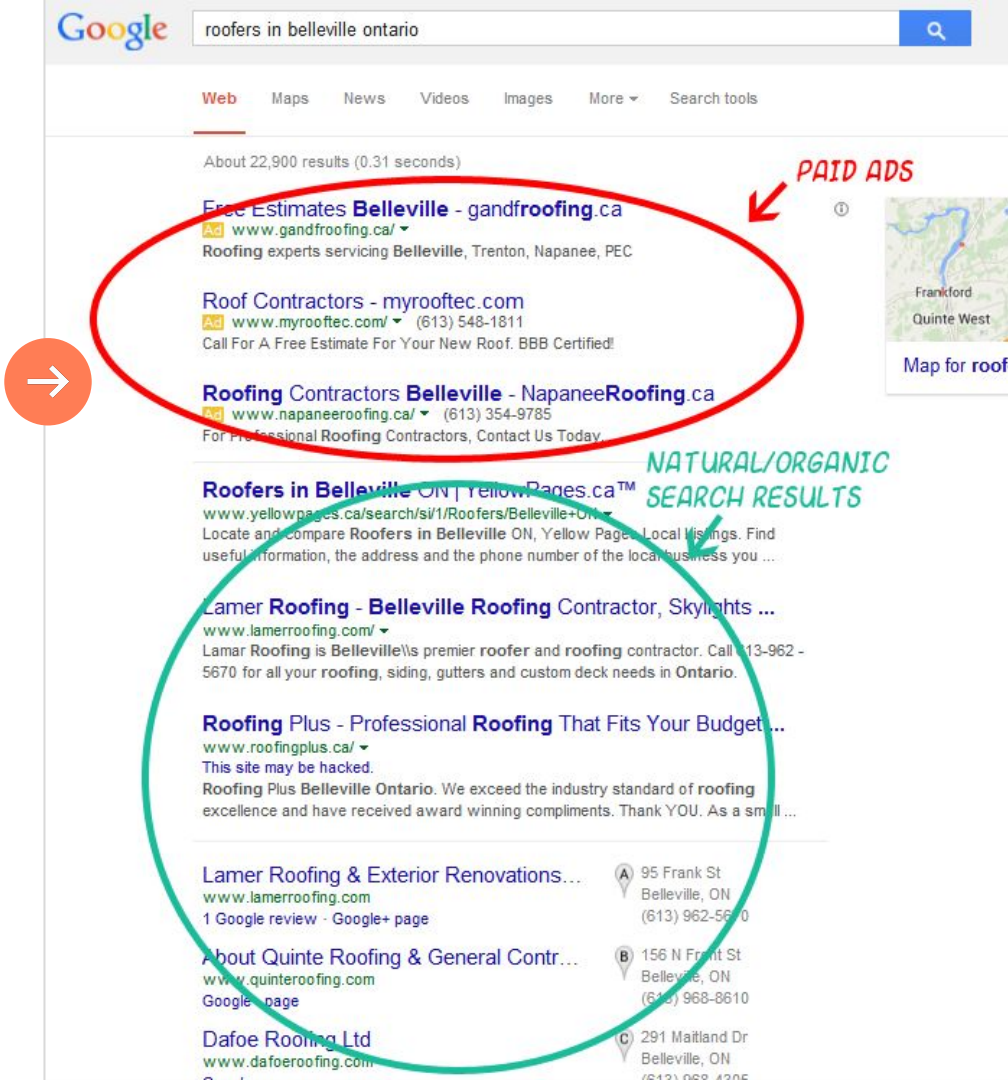
SEO

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

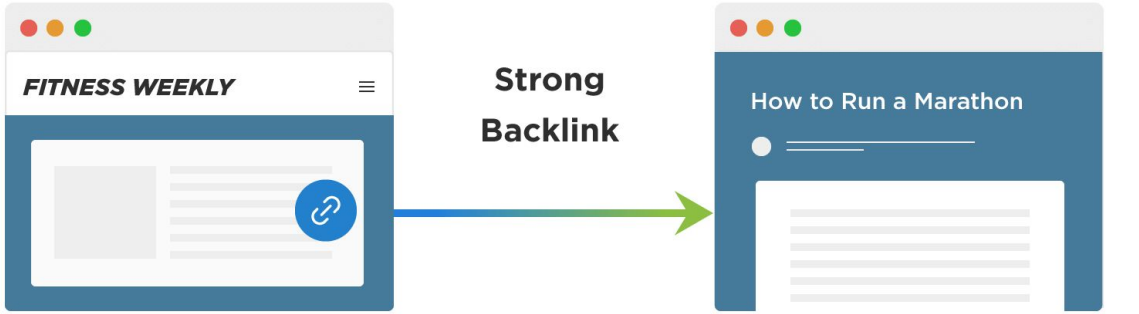
Organic SEO is how pages are indexed based on keywords and other ranking criteria.



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

Image: backlinko

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.”

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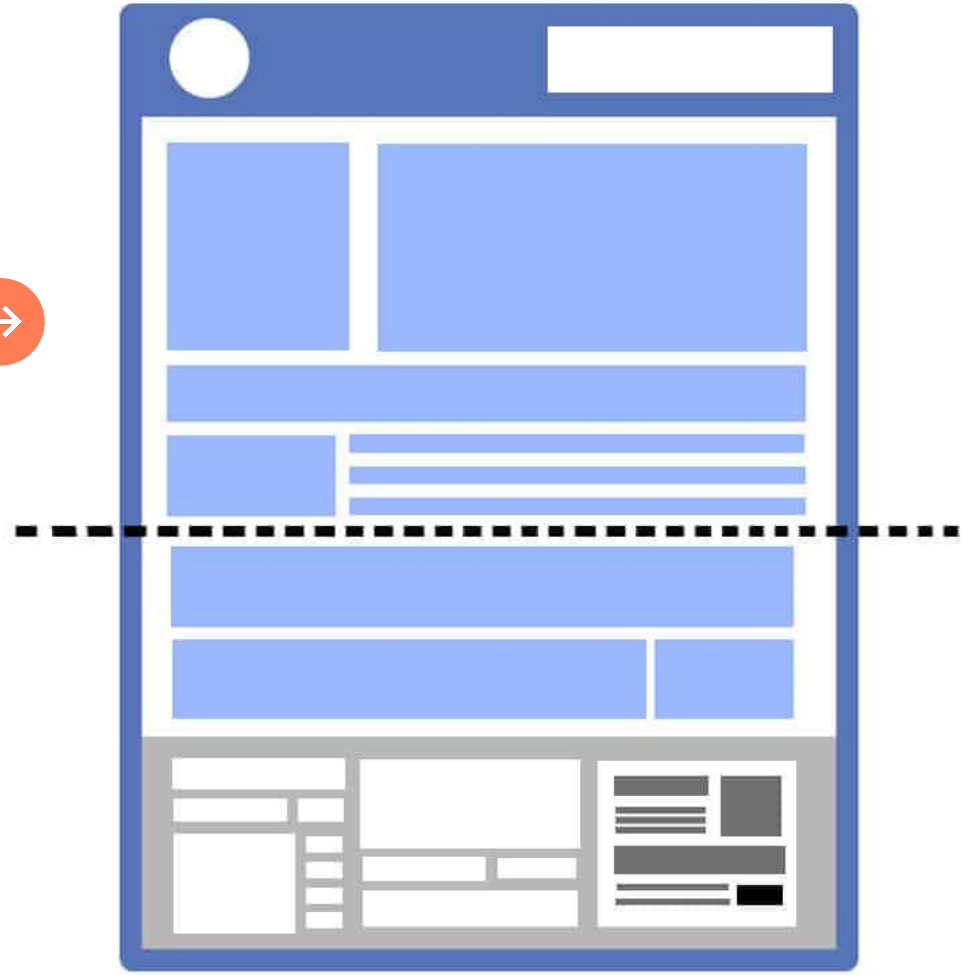
Below the Fold

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.



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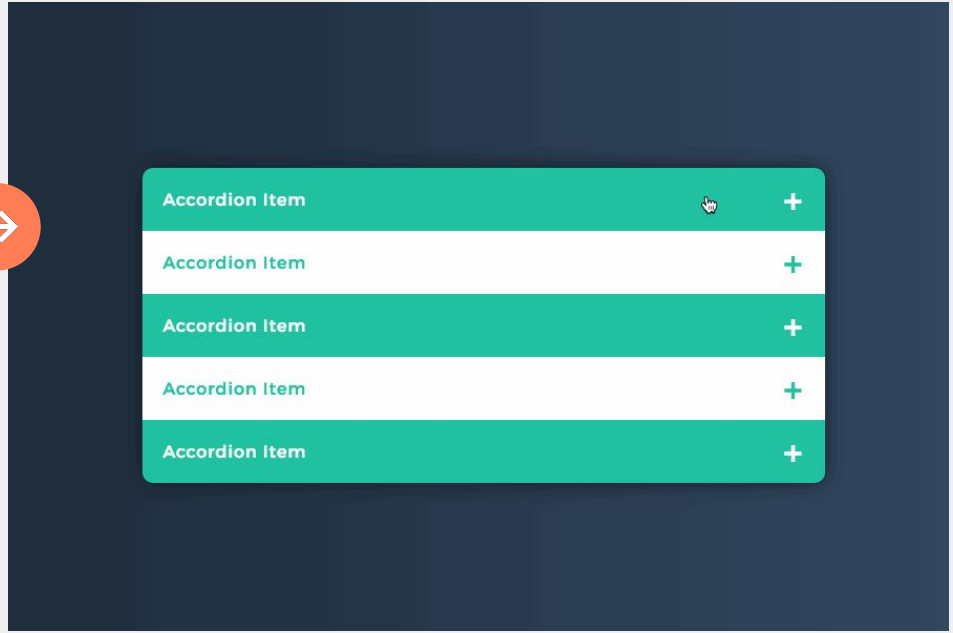
Accordion

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.

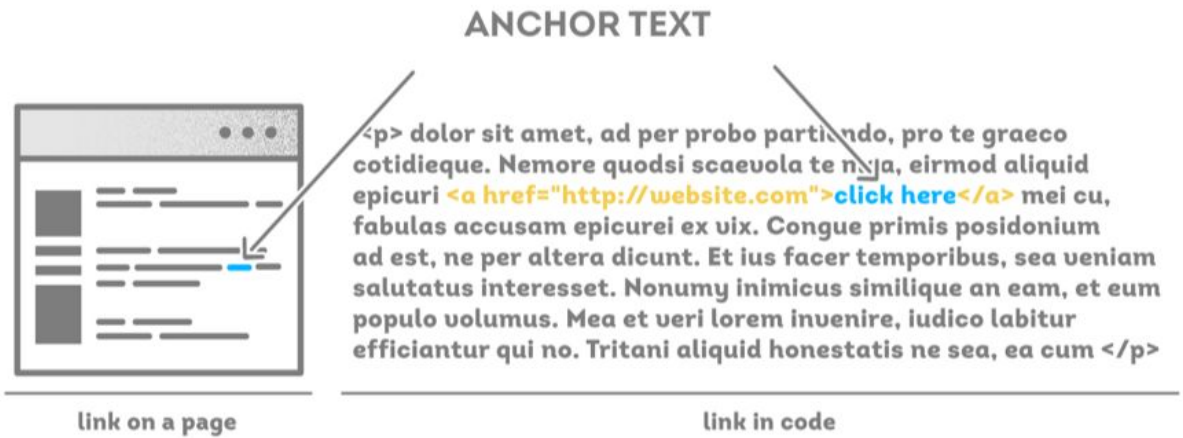
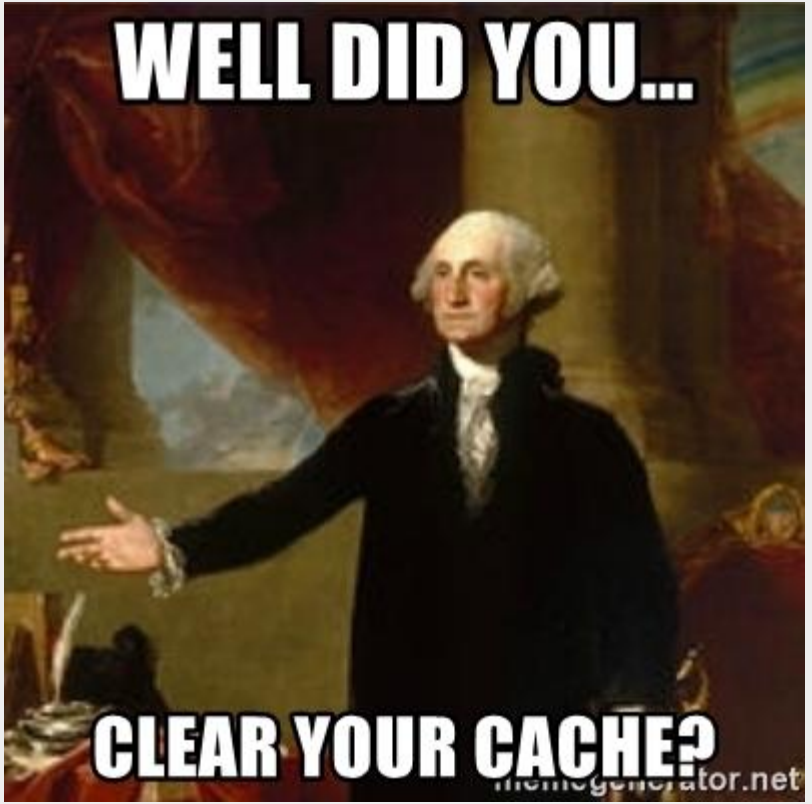


Image: ahrefs.com

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.

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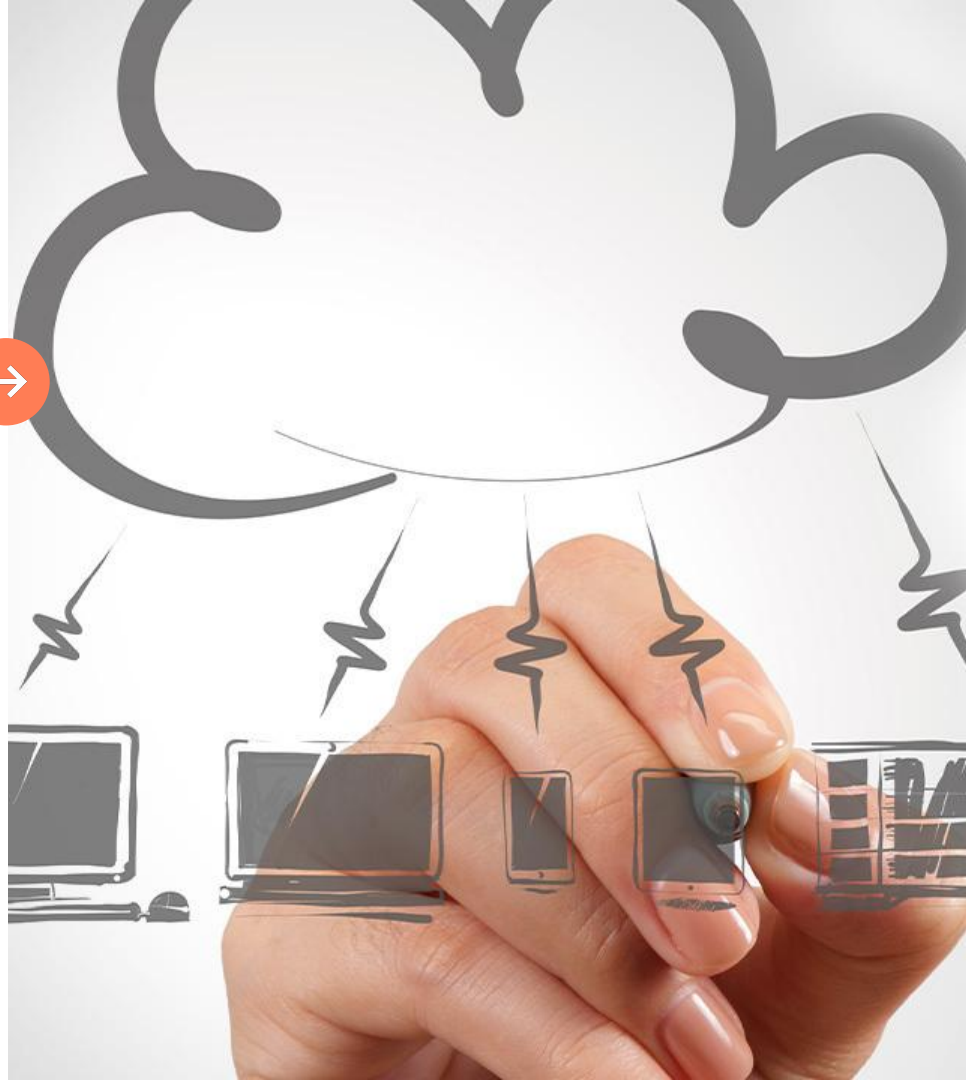
The Cloud

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.

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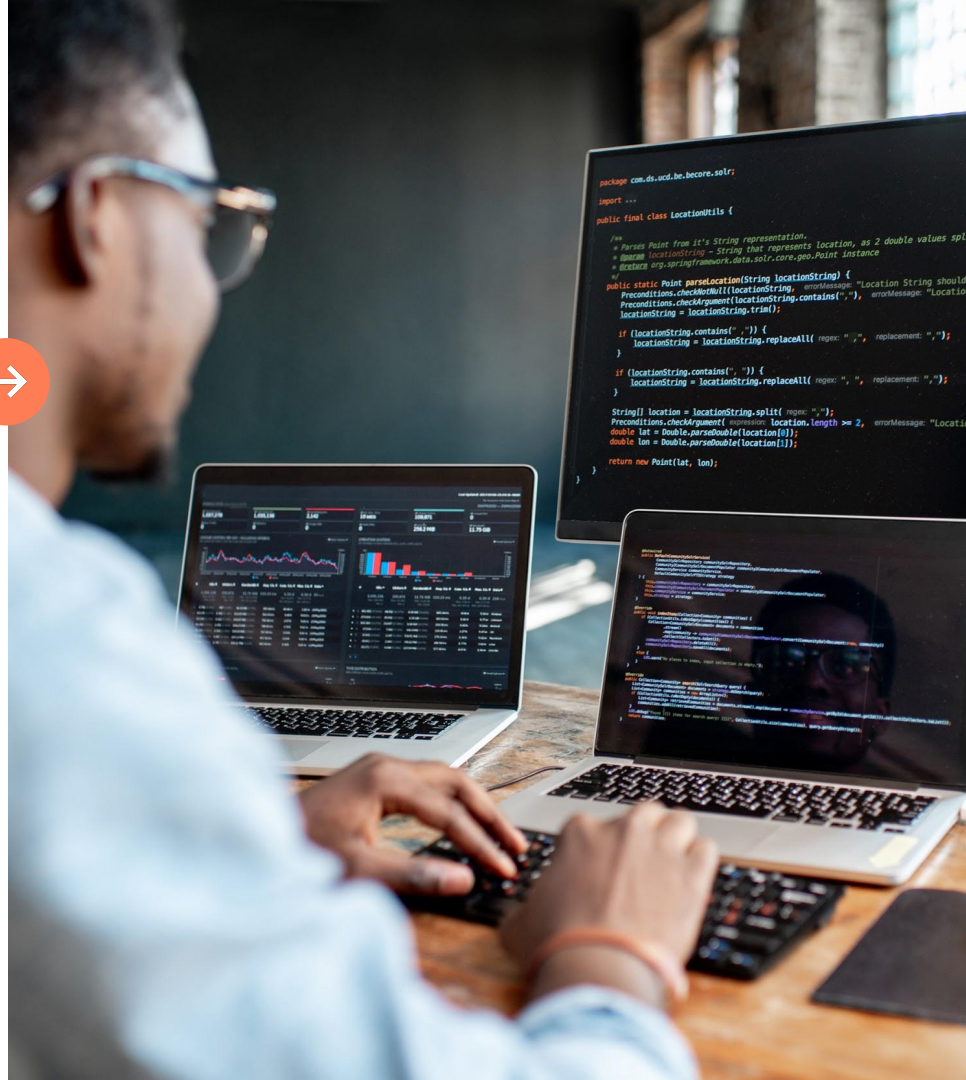
Javascript

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.

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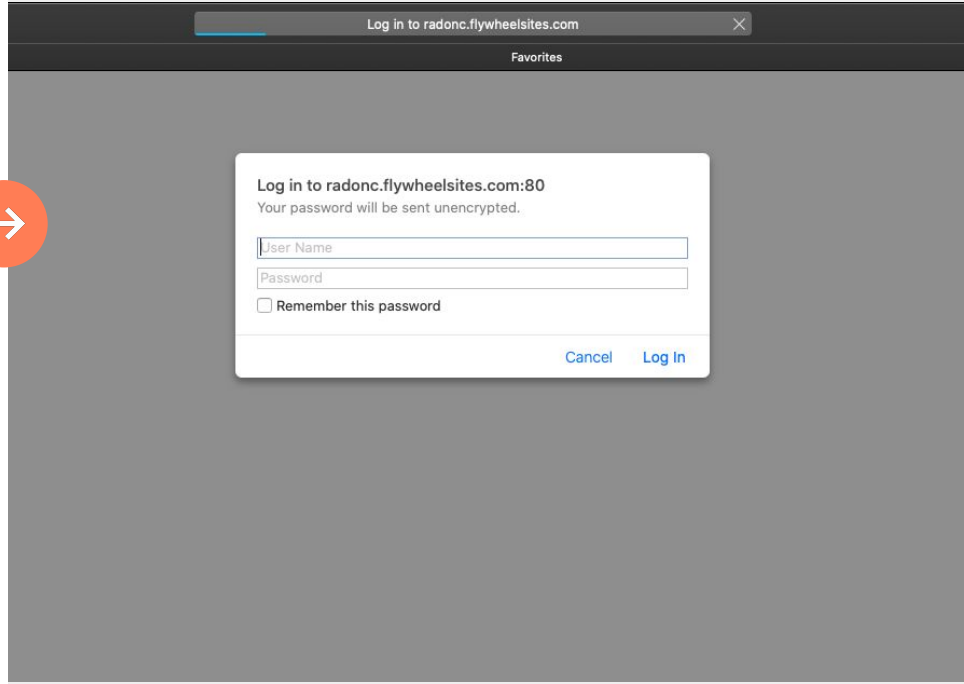
Htaccess File

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.



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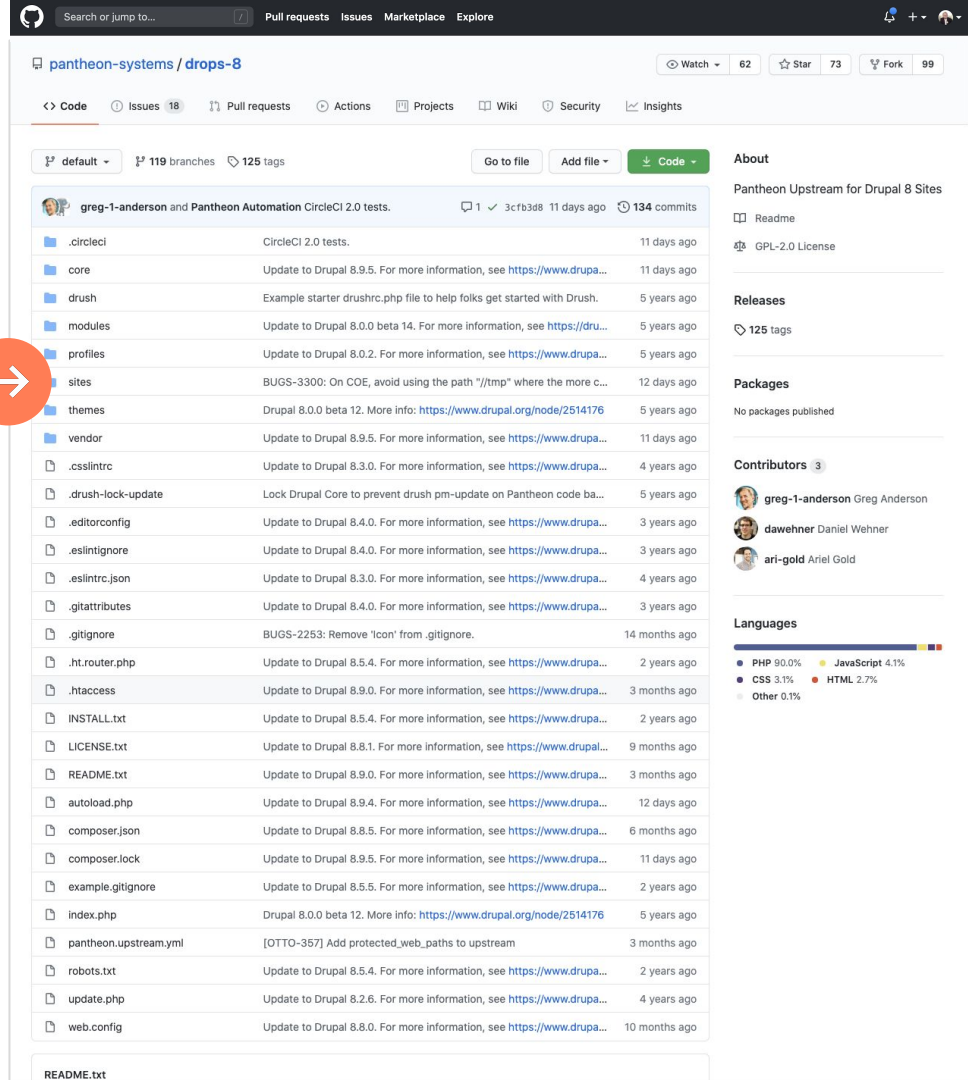
Git

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.



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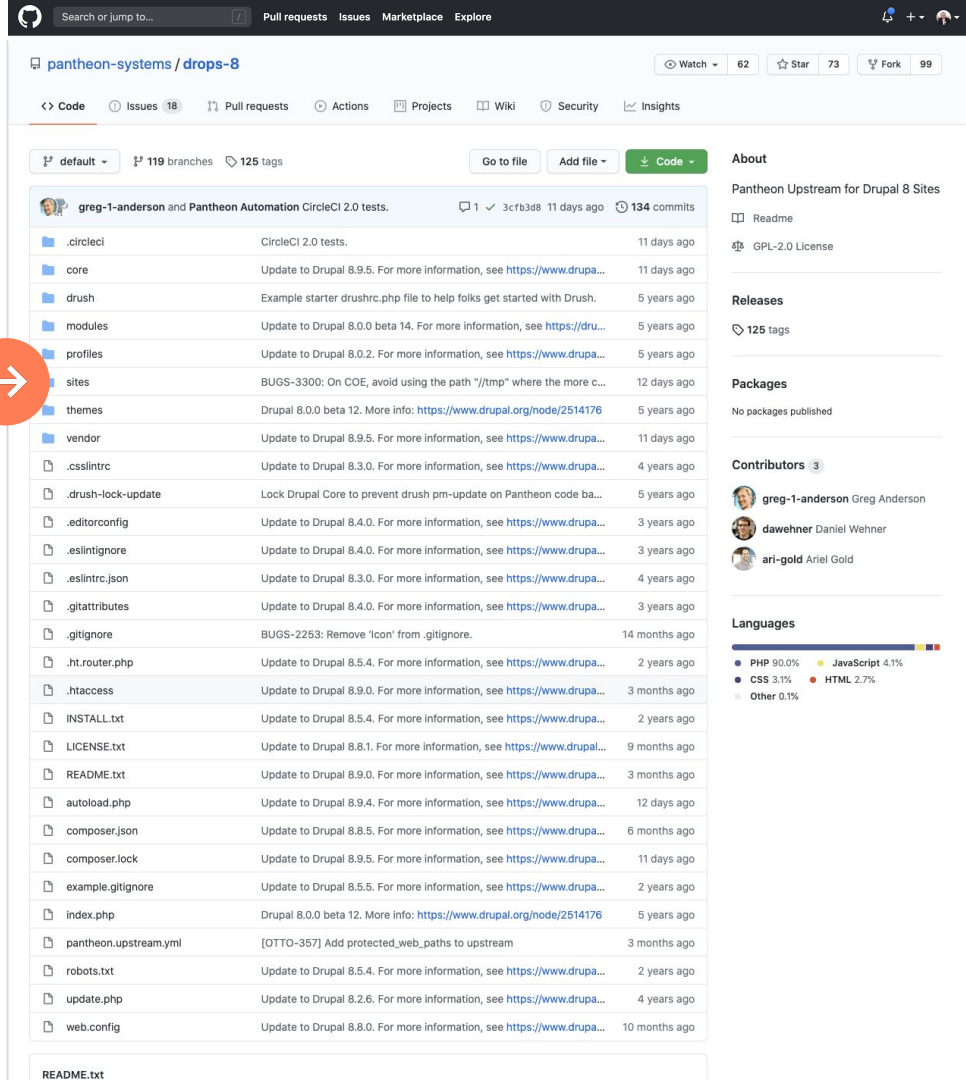
Repo

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.



Drupal-Specific Terms

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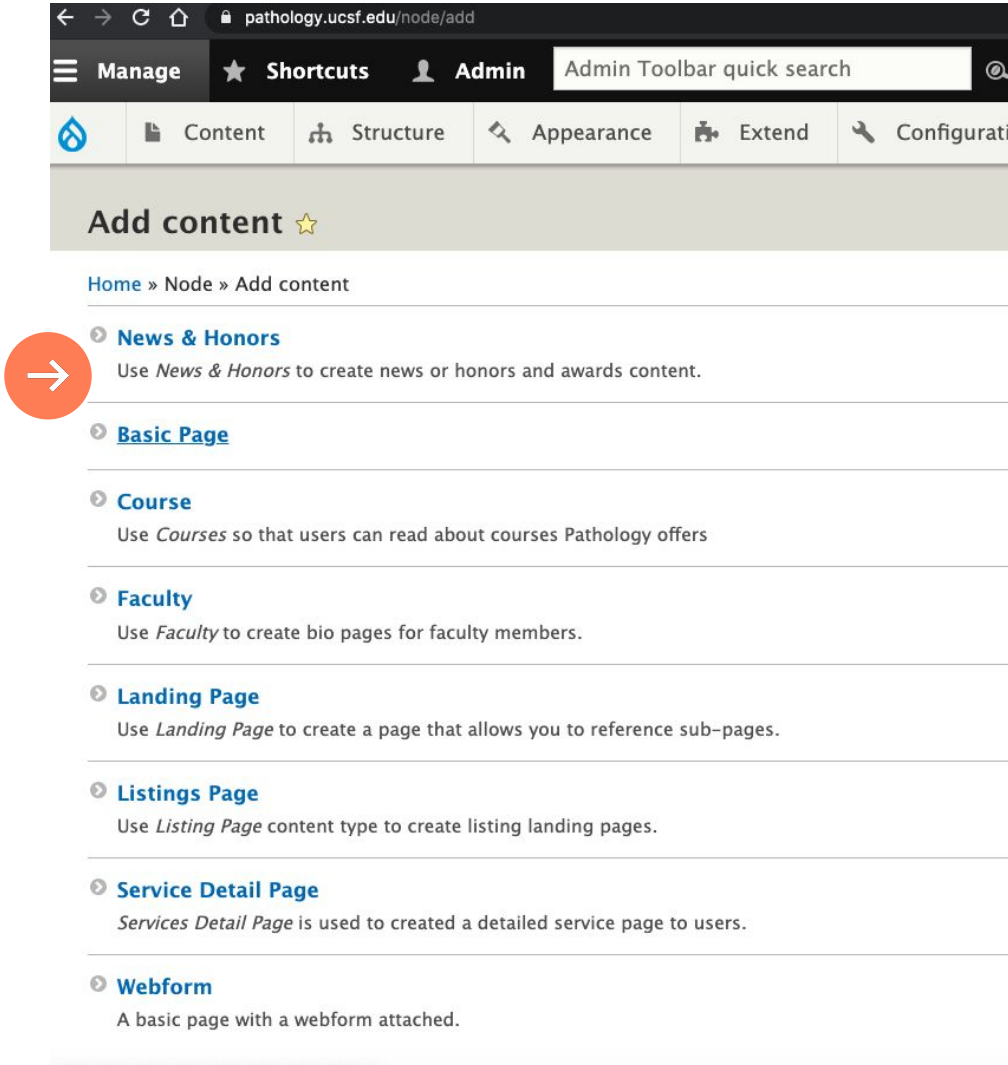
Content Type

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.



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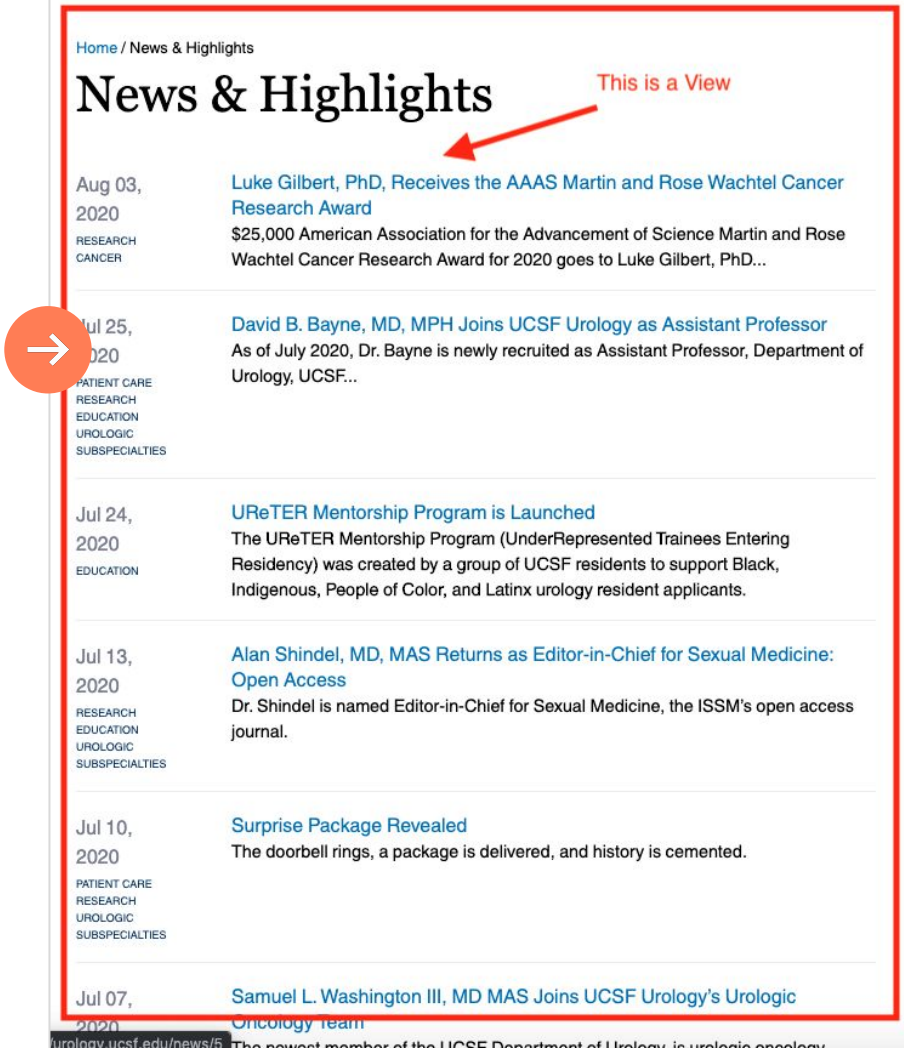
View

A View is a listing of content on a website.

A page full of news articles would be a View.



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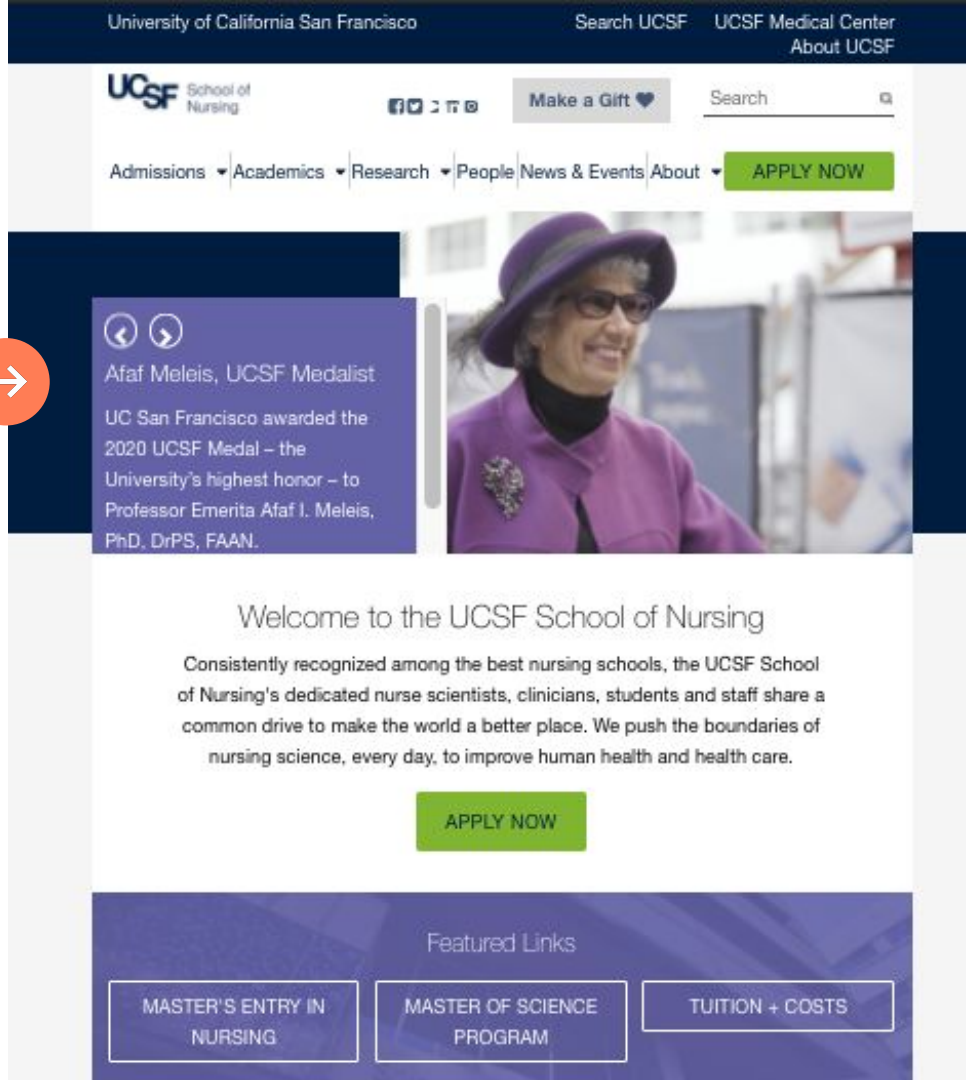
Template

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.

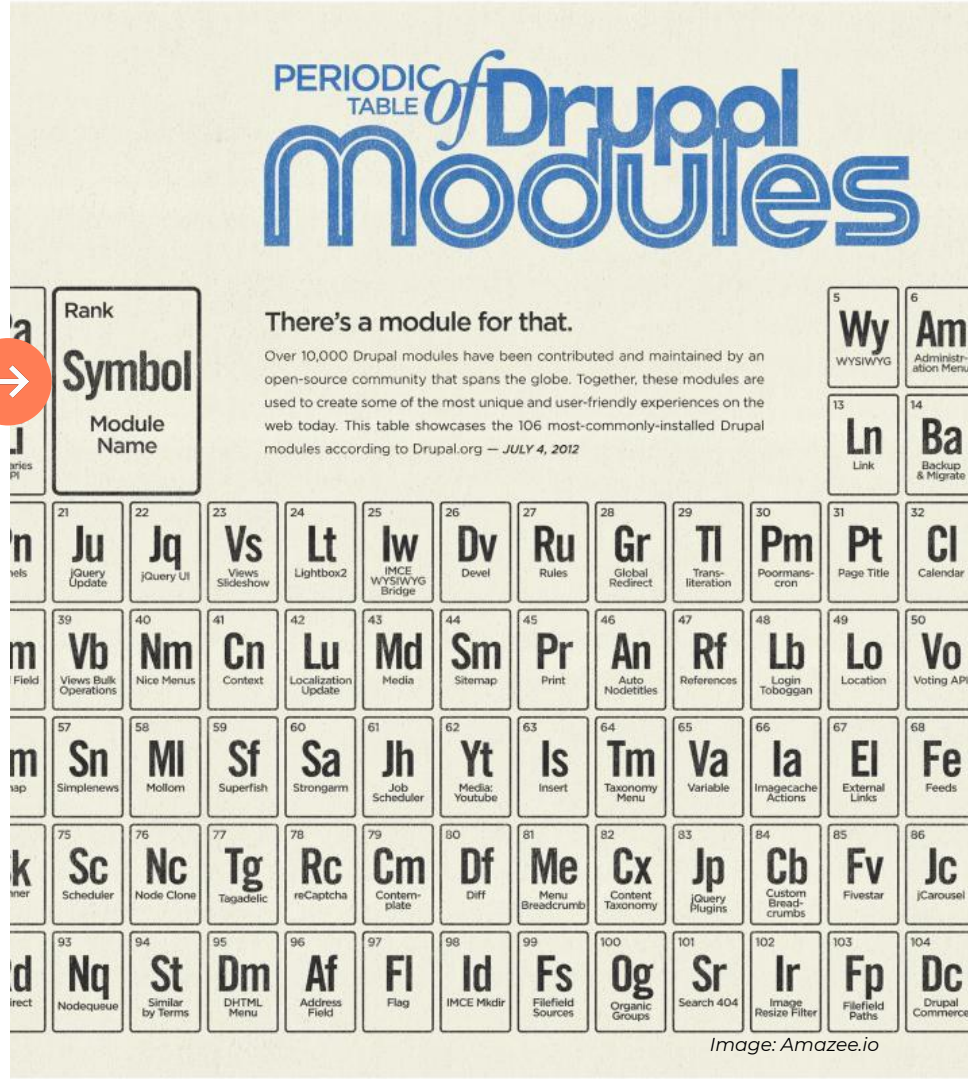


Image: Amazee.io

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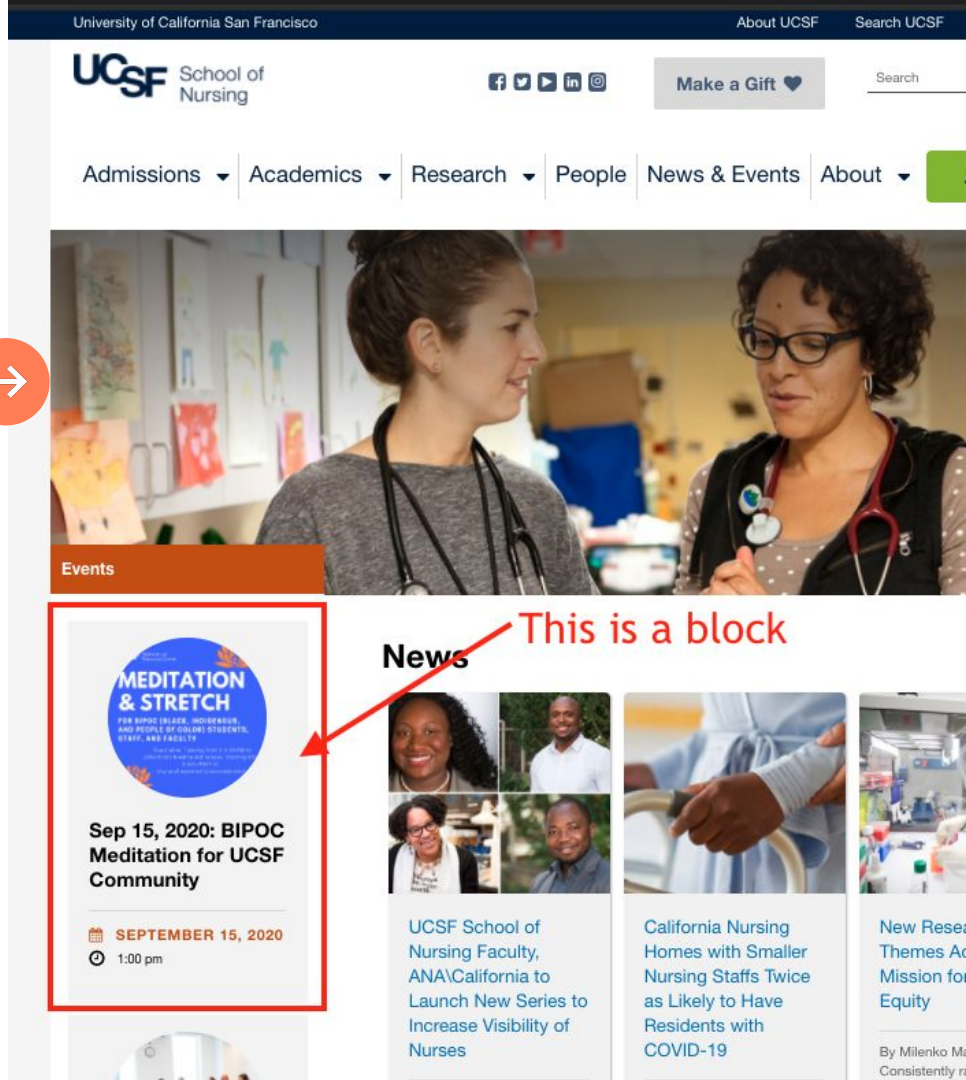
Block

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?

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Want more help?

Questions? Comments?
Reach out to us anytime.

ANNE STEFANYK
anne@kanopi.com
@anne_kanopi

BOOK A MEETING
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Resources

- Acquia blog: Drupal terms defined
- Drupal.org Glossary Terms
- Drupal.org Glossary Terms for Drupal 7
- UCSF Frequently Asked Questions