

A TO Z OF WEB HOSTING

Version 1.1

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got a suggestion?

We want this to be an on-going project that is constantly updated with terms we have missed or brand new products/ services or concepts as and when they are introduced. If you have any suggestions you would like to see added email us at marketing@heartinternet.co.uk and we will look at adding it to the next version.

Feel free to distribute this document to whoever you want, but if you use any of the images or definitions please reference us as the source along with a link.

3 click rule

The widely held belief is visitors are now so impatient or time poor they will leave a site if they cannot find what they are looking for within 3 clicks.

A

Anchor text

The text used as a hyperlink to link one page to another.

“Lorem ipsum dolor sit amet, [consectetur adipiscing](#) elit. Nulla eu dolor. Phasellus nisi tortor, gravida hendrerit, vestibulum ac, tempor in, neque. Proin vel sapien.”

The HTML for creating a link:

```
<a href="www.consecteturadipiscing.com"> consectetur adipiscing</a>
```

Quick tip: A descriptive anchor text is not only useful for your visitors to know where a link takes them but they are also beneficial from a search engine optimisation perspective.

For example:

- ✘ To find out more about our web hosting [click here](#)
- ✔ Find out more about our [web hosting](#)

Also see: **Hyperlink**
Search engine optimisation

B

Bandwidth

A term used by web hosts to describe how much data can pass from the server your website is hosted on to people visiting your web site. This includes the files that make up your website as well as any data downloaded from databases or media files.

Also known as: Traffic.

Bounce rate

The percentage of visitors who enter and leave your website on the same page without navigating to another. i.e. the literally "bounce" away from your site. This is commonly presented as a percentage of the total visits to that page / site.

Bread Crumb Navigation

Taking its name from the "Hansel and Gretel" fairy tale this is the method of showing the visitor the page they are on along with the path they have taken to get there (path) or if they entered the site on that page the hierarchical relationship amongst the pages (location).

Example:

Home > Fruit > Apples > [Braeburn Apple](#)

C

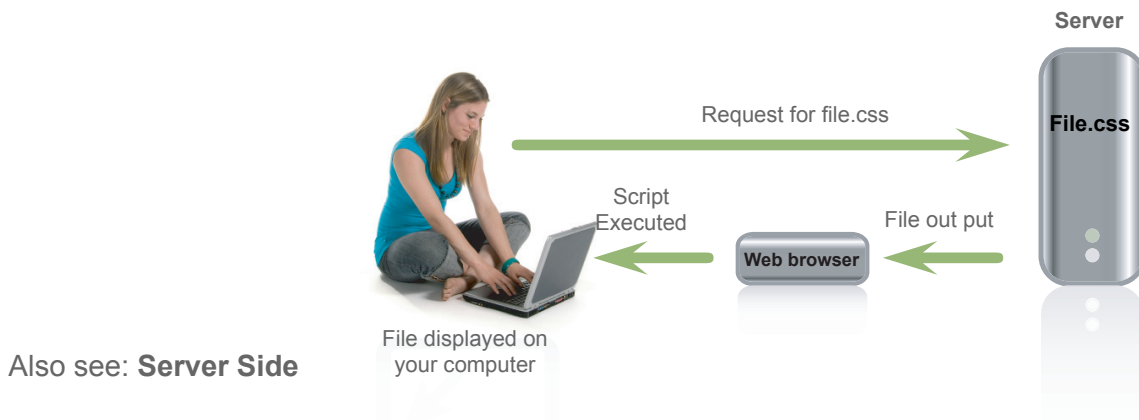
cPanel



A 3rd party hosting management control panel used by numerous web host to administer their servers and customers and to allow their customers to manage their own accounts.

Client Side

Client side code (which covers HTML, CSS and JavaScript) is script executed by the user's web browser (Internet Explorer, Firefox...).



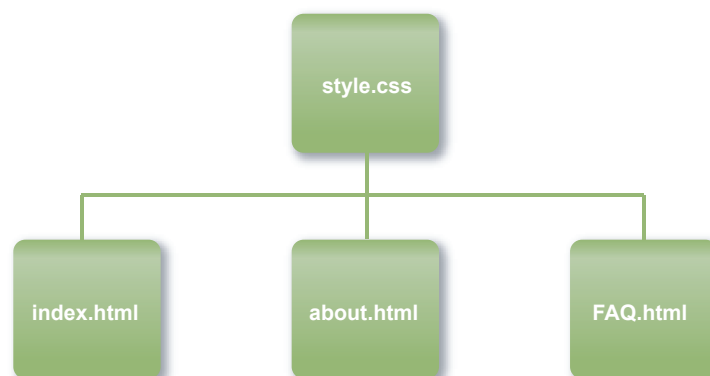
CSS

CSS (Cascading Style Sheet) is the second layer of a web page and deals with the presentational side of the page (e.g. font size, font colour, margins, padding, background...).

In the same vein as discussed above, there are a couple of approaches to using CSS; placing the CSS in the HTML file or using an external CSS file.

Why use an external CSS file?

- Quicker page load times
- Share the same file across multiple pages
- One update applies to all those pages



How to link to an external CSS

In between your <head> tags place the following line (changing the highlighted file name to your own)

```
<link rel="stylesheet" type="text/css" href="style.css" />
```

Also see: **HTML: First layer of a web page dealing with the content**
JavaScript: Third layer of a web page dealing with behaviour

ccTLD

A country code top level domain name. These domain names are associated with a country or geographic location e.g. .co.uk (UK), .fr (France) and .cn (China).

The ability to register these domain names from another country depends on the registrar's rules. For example, co.uk has no restrictions whereas .it (Italy) demands you are based in Europe.

Also see: **TLD (Top Level Domain Name)**

Cyber-Squatter

People who buy domain names because of the association with a person, product or company, often with the intention of generating revenue from the traffic or to sell the domain for a profit.

Also known as: Domain Squatter.

D

Database

A file containing organised information for the storage, retrieval and presentation of data.

Also see: **MySQL**

Dedicated Web Hosting

The Boeing 747 of the hosting world, dedicated servers are the preserve of large data intensive websites with technically advanced site owners / managers.

Also known as: Dedicated Servers, Server Hosting.

Expect to pay:

- Basic package - £80 a month
- Intermediate package - £150 a month
- Top package - £250+ a month

Domain Names

Essentially your website's address, what you decide to register as your domain name is an important choice. e.g. an overly long and / or complicated domain will be difficult to type and remember and the keywords you used in the domain will also be taken in to consideration by search engines when ranking your website.

Also known as: Web Domain, Domain, Web Address.

Quick tips:

- Keep your domain name memorable, easy to type and relevant to your brand and / or service
- Try to register the .co.uk, .com & .net to prevent cyber squatters (people who trade on your name)

Expect to pay:

- co.uk, me.uk or org.uk - Between £2.50 to £2.99 a year (2 year minimum)
- .com, .net or .org - Between £7 to £9 per year
- .eu - Between £ 7to £9 per year
- .tv - £30 to £35 a year

Domain Name Parking

Rather than placing an active website on a domain name you can use a holding page. This can carry a message such as "Coming Soon" or advertising.

Domain Squatter

See: **Cyber-Squatter**

Domain Name System

The system that maps domain names to the corresponding machine's IP addresses. This system is essentially a phone book that translates human friendly names into computer friendly numbers. Because this information is stored across multiple computers any updates to a domain (including registration and ownership details) can take up to 48 hours to work its way across all of them.



E

Email Forwarding

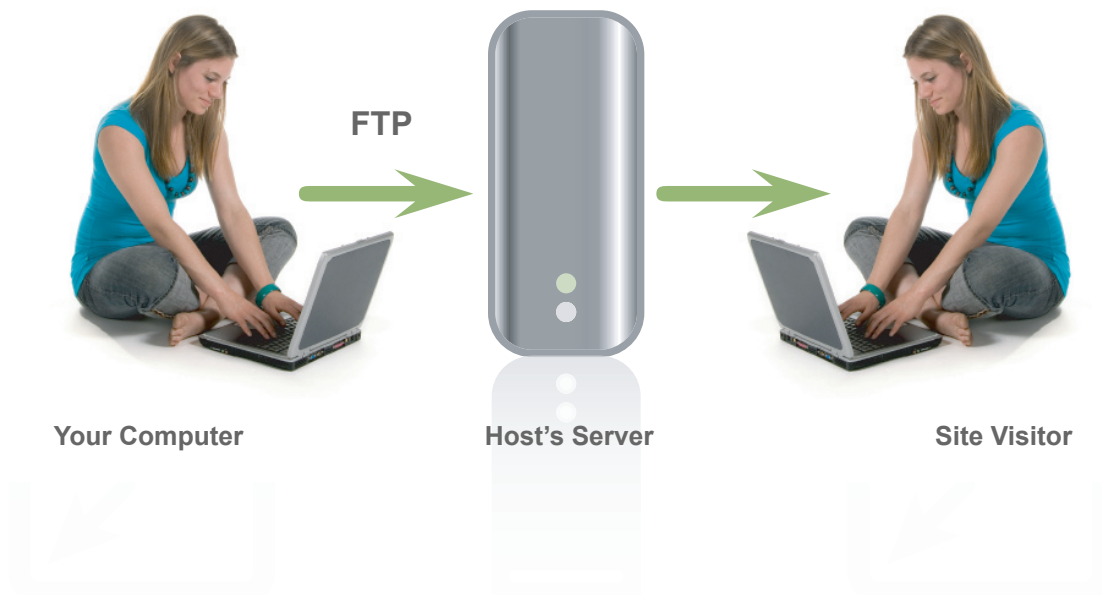
Any email sent to an address will be forwarded on to another email address you have specified.

F

File Transfer Protocol (FTP)

Once you are ready to see what your website looks like online, uploading the files to your web space is really easy and is often as simple as clicking, dragging and dropping.

The method you will use to get your website online is called File Transfer Protocol (FTP). Don't be put off by the name, all this does is take the files from your computer and put them on to the web host's server for people to access. Simple!



In order to do this your web host may offer an upload function though your account with them, but that means you have to log in every time.

A quicker alternative that most people use is FTP software. Some HTML editors come with this built in (e.g. Dreamweaver & Microsoft Expression Web) but even if yours doesn't there is the industry standard stand alone (which is free) to download called [FileZilla](#).

H

Hit

Often mistakenly used to describe how many visitors have been to a site e.g. “We had 3,000 hits in a day”, a "hit" is in fact a single request from a web browser for a single item from a web server. For example, if your page is made up of 6 images and one HTML file that is 7 hits. **DO NO USE THIS METRIC TO MEASURE TRAFFIC TO YOUR SITE.**

Also see: **Bounce Rate**
Impression
Visit

HTML

HTML (Hyper Text Mark-up Language) is the first layer of a web page and deals with the content (the text, any lists, tables, quotes...).

Example HTML tags:

- `<p>` Start a paragraph
- `` Turn text bold
- `` Turn text in to italics
- `<h1>` The largest header
- `
` Put in a line break (this is a self closing tag e.g. just use `
`)

Remember all tags (with the odd exception) must eventually be closed
e.g. `<p>Text goes here</p>`

Also see: **CSS: Second layer of a web page dealing with the presentation**
JavaScript: Third layer of a web page dealing with behaviour

HTML Editor

The software used to hand code your web site. This software requires at least a basic knowledge of HTML (and CSS) but benefits from being by far a more flexible option compared to WYSIWYG software.

Examples:

- Adobe Dreamweaver
- Microsoft Expression Web
- Notepad++ (free download)

Also see: **WYSIWYG Software**

Hyperlink

The element of a web page that links it to another page. This can be text or an image.

Also see: **Anchor text**

I

Impression

The number of times a web page has been displayed. One visitor can be shown a page multiple times and each time they will be added to the impression total.

J

JavaScript

JavaScript is a scripting language that makes up the third layer of a web page and deals with a page's behaviour such as on page interactive elements.

Also see: **HTML: First layer of a web page dealing with the content**

CSS: Second layer of a web page dealing with the presentation

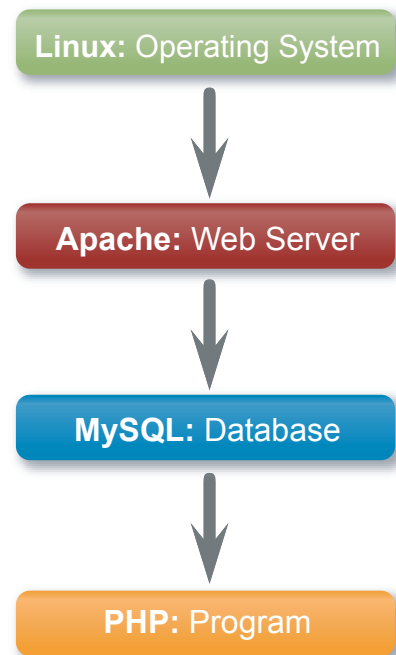
L

Linux

An open source operating system used by web hosts to offer an alternative to the Windows operating system.

LAMP

LAMP is an acronym used to describe a set of open source software used by many people and businesses to save money and to prevent platform lock-in.



M

Meta Tag

Meta tags provide information about data on your web page to web browsers and search engines. They always sit in between the <head> and </head> tags.

Examples:

```
<head>
<meta name="description" content="Heart Internet web hosting" />
<meta name="keywords" content="Web hosting, hosting, shared hosting" />
<meta name="author" content="Heart Internet" />
</head>
```

MySQL

MySQL (owned and developed by Sun Microsystems) is the world's most popular open source database. It is also part of the open source software stack known as LAMP (Linux, Apache, MySQL, PHP).

Also see: **Database**
LAMP

N

Nominet

Nominet is a non-profit organisation tasked with running the .uk domain name registry. In their own words:

“We run the technology which locates a computer on the Internet hosting the web site or email system you're looking for when you type in a web address or send an email to an address that ends in .uk.” (source: <http://www.nominet.org.uk/about/background/>)

The .uk domain names are:

	Extension	Share*
●	co.uk	92%
●	org.uk	1.4%
●	me.uk	6%
●	ltd.uk	0.1%
●	plc.uk	0.002%
●	sch.uk	0.001%
●	net.uk	0.01%

* February 2009 (Source <http://www.nominet.org.uk/intelligence/statistics/registration/>)

P

Pay Per Click

See: **Search Engine Pay Per Click**

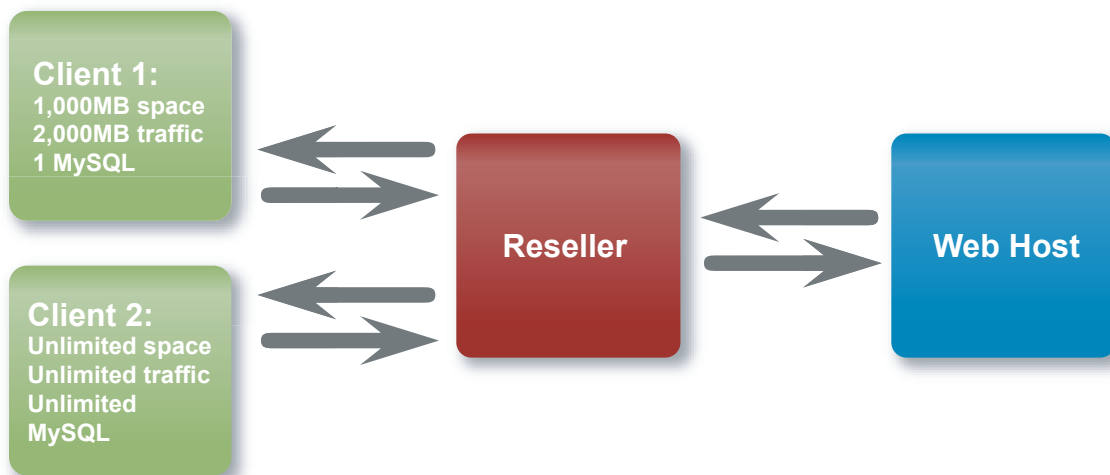
PPC

See: **Search Engine Pay Per Click**

Reseller Web Hosting

Reseller web hosting allows users to provide hosting to their own customers using the web host's technology and hardware. This service is particularly popular amongst web designers / developers, agencies and IT firms who want to create an extra revenue stream or offer a full web service.

A good reseller package should allow you to totally customise your account in every way and set up multiple types of accounts to offer your customers. With white label reseller hosting the end user need never know they are hoisted with the web host as all control panels, emails and billing can be 100% customised to the reseller's brand.



Also known as: Reseller Hosting, Reseller.

Search Engine Optimisation

Search engine optimisation is the process of increasing a websites organic position in a search engine. There are two methods to achieve this; "On site" and "Off site".

On-site deals with all the variables you can control as the site's webmaster.

These include:

- Page title tags `<title>`
- Header tags `<h1>`, `<h2>` etc
- Keywords used in body of text
- Anchor text keywords `Anchor text`
- Domain name

Off-site deals with the variables search engines factor to your ranking on other sites:

- Number of links to your site
- Anchor text used linking to your site
- Relevancy of site linking to yours
- Authority of sites linking to your site

Also known as: SEO.

SEO

See: **Search Engine Optimisation**

Search Engine Pay Per Click

Search Engine Pay Per Click is the favoured advertising model of most search engines (including Google, Yahoo and Microsoft). Advertisers only pay when someone clicks on one of their adverts.

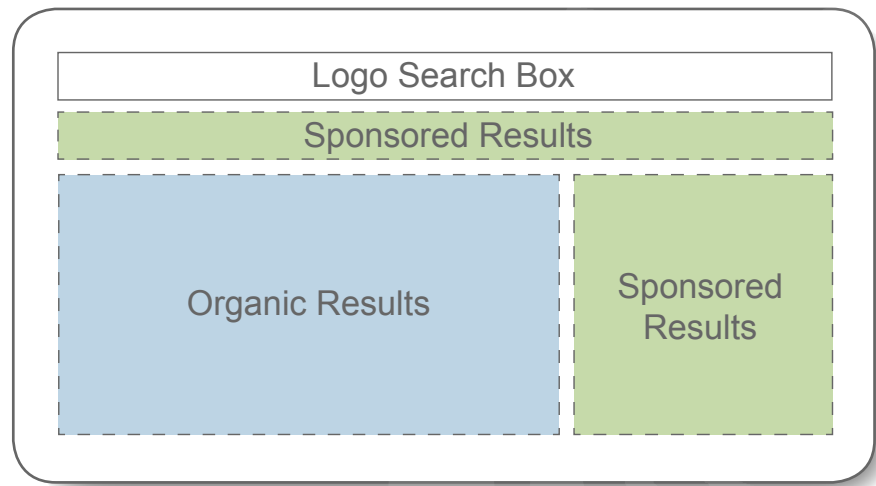
Also known as: PPC, Sponsored Results, Pay Per Click, SEPPC.

Search Engine Results Page

This is the full page displayed by the search engine including both the organic results and the sponsored results.

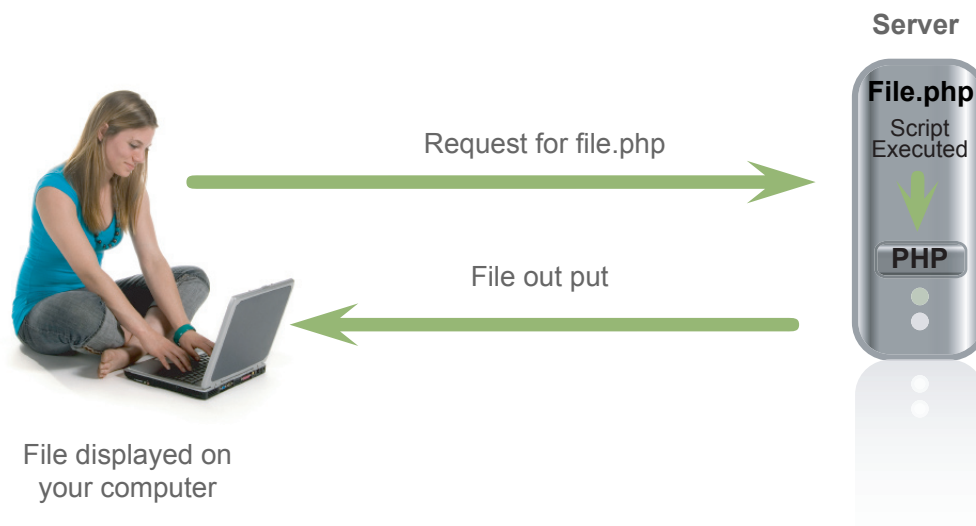
Also known as: SERP.

A typical SERP looks like this:



Server Side

Server side coding (which covers PHP & MySQL, Perl and ASP / ASP.NET) is code and script first executed by the server before being shown to the visitor.



Also see: **Client Side**

SSL Certificate

Secure Socket Layer protocols provide data security for communications sent through the internet, including web sites, Email, instant messages and VoIP. Web page files using SSL start with 'https://...'. SSL certificates typically come in two choices, a shared SSL or your own dedicated SSL certificate.

Shared Web Hosting

When you buy shared web hosting your website is stored on the same server as many other customers' websites with your own allocated resources. This option is typically more than enough for most hosting customers with web hosts increasing web space and traffic allowances higher and higher.

Also known as: Shared Hosting, Web Hosting.

Quick tips:

- So you can grow, check your hosting company lets you upgrade without having to close your account first.

Expect to pay:

- Basic package - £2 to £4 a month
- Intermediate package - £8 to £12 a month
- Top package - £14+ a month

Sub-Domain

Sub-domain names are domains that are part of the parent domain name. They are free to set up and can be useful if you have areas of your site you want to categorise e.g. dictionary.domain.com, thesaurus.domain.com...

<http://subdomain.domain.com>

T

TLD

Top Level Domain Names have no association with any countries and were amongst the first to be created.

.com. .net, .org and .info are all TLDs.

Also see: **ccTLD**

V

Visits

The number of times a website has been visited within a specified time frame including both unique and repeat visitors.

Unique visitors are individuals who have visited a Web site within a fixed period of time and are only counted once regardless of whether they came back multiple times.

W

Web Hosting

A term sometimes mixed up with 'shared hosting', web hosting is the general term that describes the industry.

Also see: **Dedicated Web Hosting**
Reseller Web Hosting
Shared Web Hosting

Web Space

The amount of space allocated to your website by a web host to store all your files and data. The more web space you have the more information you can store.

Also known as: Disk Space.

Web Forwarding

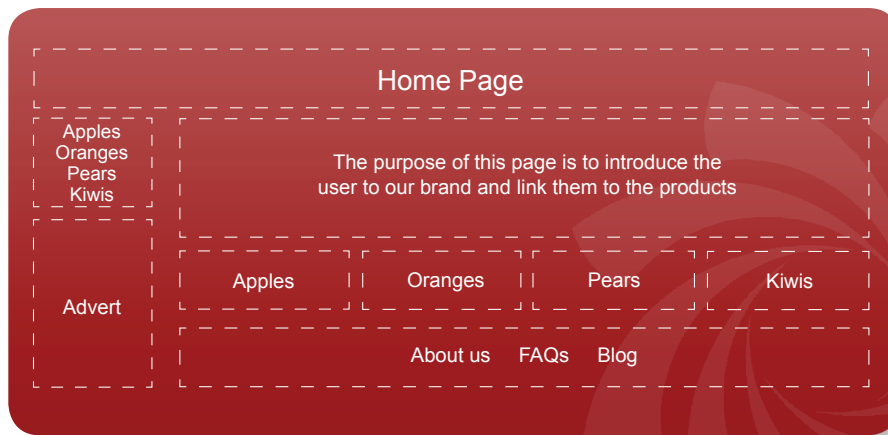
Web forwarding allows you to forward your domain name to another web address. There are two types of web forwarding:

Automatic Redirect - Here the user's web browser is sent to the new web address that you specify, so the domain name will not be visible in the address bar of the user's web browser.

Framed Redirect - To have your domain name showing in the address bar you must use this second method - a framed redirect. With a framed redirect your web address is visible in your web browser's address bar. You can also set the title that is shown in the web browser and the meta keywords and a description of your website that search engines use to index your site.

Wire Framing

Once you have created your site map the next step is to 'wire frame' your pages. Here you forgo any thoughts about the design (colour, icons, font formatting etc.) and piece together the basic layout and purpose of each page.



WYSIWYG Software

What You See Is What You Get software uses the same principles as a desk top publisher and allows you to build a website pointing and clicking with no coding required.

Examples:

- Serif WebPlus (full version free with Heart Internet hosting)
- Evrsoft.com

	Pro's	Con's
HTML editor	<ul style="list-style-type: none">• Anything is possible• Understanding of how all sites work	<ul style="list-style-type: none">• Requires knowledge of coding• Start with a blank page
WYSIWYG	<ul style="list-style-type: none">• No coding skills required• Come with a lot of extras (e.g. graphics)	<ul style="list-style-type: none">• Lower flexibility• Can create unnecessary code
Web builder templates	<ul style="list-style-type: none">• Very quick and easy to get started	<ul style="list-style-type: none">• Very low flexibility• Difficult to find template perfect for your site

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