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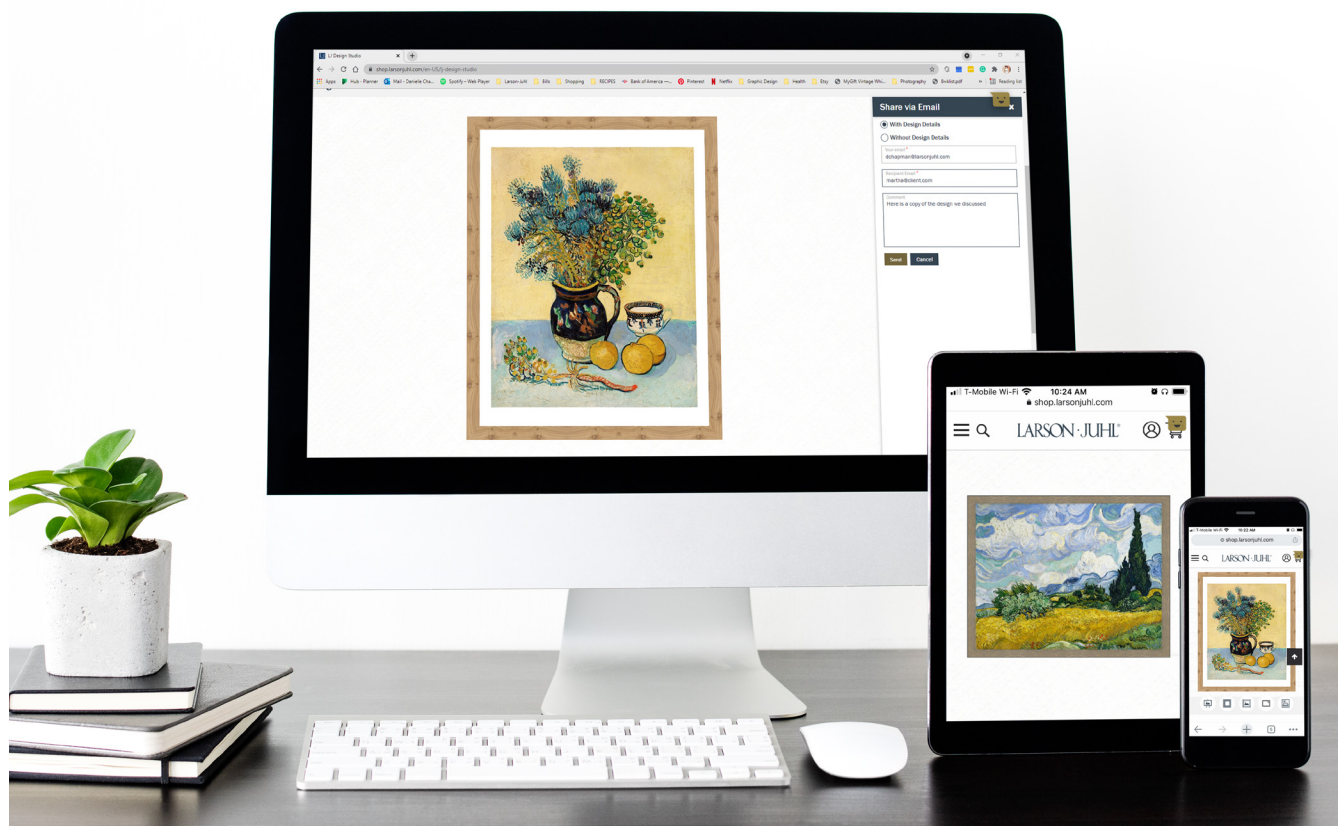
Popular Website Terminology



SYNOPSIS

Popular Website Terminology

As more and more consumers switch to Online shopping and ordering, it is imperative to optimize your digital channels. Website management can be a daunting task for any business owner, so Larson-Juhl has created an extensive list of digital terms and definitions that will help you gain a better understanding of website basics and common terminology.



Website Analytics & Tools

- **Online Penetration** – The percentage of the total population of a given country or region that visits a person’s website.
- **Mobile Responsive** – Whether a website is optimized to be functional and aesthetically pleasing on devices of different sizes.
- **User Generated Content** – Any form of content, such as images, videos, text, and audio, that has been posted by users on online platforms such as social media or websites.
- **Google Analytics** – A web analytics service offered by Google that tracks and reports website traffic.
- **WordPress** – A free, open-source website creation platform with a template system that can be installed locally on a web server or hosted in a cloud-based software system.
 - *Other popular website builders include: Wix, Squarespace, GoDaddy, and Weebly*

Website Terms

- **Tag** – A code-based element included on each webpage to be measured that is inserted into the page’s source code.
- **Meta Description** – The small blurb that appears underneath your website on the search engine results page (SERP) that includes information about your page.
- **URL** – “Uniform Resource Locator” ; A way of telling a browser which file you would like to visit on a server.
- **CTA or Call to Action** – A button, graphic, or text link that encourages your visitor to take an action.
- **HTML** – “Hypertext Markup Language” ; A language used by web browsers to render the information on the page.
- **HTTP** – “Hypertext Transfer Protocol” ; The communications protocol used to connect to web servers on the internet or on a local network (intranet).
- **HTTPS** – “Hypertext Transfer Protocol Secure” ; The secure version of HTTP, which is the primary protocol used to send data between a web browser and a website.

Search Engine Optimization

- **SEO** – “Search Engine Optimization” ; The process of improving the quality and quantity of website traffic to a website or a web page from search engines.
- **Technical SEO** – A subcategory of SEO that involves optimizing the infrastructure of your website so it can be easily crawled and indexed by search engines.
- **Off Page SEO** – Actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).
- **On Page SEO** – Practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.

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