

Boxharry

Glossary of terms

Terms used by Boxharry

Version 1.0

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09/07/15

Contents

0-9.....	3
A.....	4
B.....	5
C.....	7
D.....	9
E.....	11
F.....	12
G.....	15
H.....	16
I.....	18
J.....	19
K.....	20
L.....	21
M.....	22
O.....	24
P.....	25
Q.....	27
R.....	28
S.....	30
T.....	33
U.....	35
V.....	36
Boxharry – Glossary of terms – Terms used by Boxharry	

W.....	37
Version Control.....	38

Glossary

0-9

1-column view

The third [breakpoint](#) usually associated with smartphones in vertical (portrait) position.

2-column view

The second [breakpoint](#) usually associated with smartphones in horizontal (landscape) position or mini tablets in vertical (portrait) position.

3-column view

The first [breakpoint](#) usually associated with standard tablets in vertical (portrait) position.

Glossary

A

Accordion / Concertina

A device used to display a large amount of information in a small space by revealing a portion of said information when a heading or menu item is clicked. When a click occurs, the relevant information is [toggled](#) open below the heading / menu item. When another item is clicked, any open items will collapse while the active one toggles open.

Advisory title

A bit of descriptive information displayed in a [tooltip](#) pop-up box when the user hovers over an element or link which has the [title](#) attribute / [tag](#) applied to it. It helps users to understand more about the element or link and aids in [SEO](#).

Alt text / Alternative text

A word or phrase added to an image to inform users of the essential information in the image. Alt text will display if, for some reason, an image does not. It is often accessed by those who have a vision impairment and have special software to read it.

Anchor

A bookmark of sorts for a specific place on a web page. A word or location on a page can be set as an anchor — the target of a [hyperlink](#) within the same page or anywhere in the website. When a user clicks a link that has an anchor as its target, they are taken to that point on the anchor's page instead of to the top of the page.

Anchor text

The clickable text that links to an anchor on a page or in a document.

Aspect ratio

The proportional relationship between an item's width and height. Popular aspect ratios are 4:3 and 16:9. Items that have the 4:3 ratio are 33% wider than they are high. Items that have the 16:9 ratio are 78% wider than they are high. Aspect ratio is not to be confused with [Dimensions](#).

Authenticated

Refers to:

- a user who is logged into their account
- a view seen only by a user who is logged into their account

Glossary

B

Back end	Refers to: <ul style="list-style-type: none">• the CMS used to update a website• a server, an application and / or a database
Back out	The process of retracing your steps once you have followed a path into a folder in the CMS ; go back up a level or levels; go back the way you came.
Basecamp	A third-party web-based project management tool used as an easy way for both clients and Boxharry to enter feedback and have visibility of the state of any feedback items for a given project.
Bootstrap	An open-source, front-end framework used by Boxharry to quickly and efficiently create websites and web applications. Bootstrap allows for a consistent look, feel, and compatible functionality across a wide range of devices and browsers.
Breakpoint	The point at which a website's content responds to fit the size of the browser window of a user's device.
Broken cookie	A cookie that is no longer functioning as intended or is failing for one or more reasons. In a CMS , broken cookies can cause an authenticated view to display as an empty (or nearly so) screen as well as prevent a user from properly logging into their account.
Browser / Web browser	A software application that allows users to view and interact with information contained on the Internet in the World Wide Web. Popular browsers include Chrome, Firefox, Opera, Safari and Internet Explorer.
Browser title	The text that appears in the uppermost area and / or tab area of your web browser window (above the menus [e.g. File, Edit, etc.], if any). This is added in a CMS as a title tag .
Browser zoom	A device by which a user can increase or decrease the magnification of the elements displayed in their web browser. This can be achieved by pressing the keyboard combination "Ctrl" and

“+” or “-“ on a PC or “Cmd” and “+” or “-“ on a Mac. Using this may affect the layout of web page elements.

Burger menu

A smaller more compact [accordion](#) version of the main navigation menu of a website usually used for mobile device views. So called because the three horizontally stacked lines usually used to designate said menu resemble a hamburger.

Glossary

C

Cache	A collection of previously visited web pages stored by a browser for a period of time to aid in faster download times upon subsequent visits.
Caption	A word or phrase placed adjacent to an image or table for descriptive purposes.
Carousel	A gallery widget that automatically cycles through the images within, like a slideshow.
Checkbox	A small box adjacent to some text (usually on a form) that a user clicks to indicate a preference or compliance. If multiple checkboxes appear for one form item, more than one can be ticked. Not to be confused with a radio button .
CMS	An acronym for Content Management System, which refers to a software that allows users to update and manage their websites.
CMYK	An acronym for Cyan, Magenta, Yellow and Black. “K” is used for “Black” so it will not be confused with the “B” in “ RGB ”. Refers to a system for representing the make-up of printed colour.
Concertina / Accordion	A device used to display a lot of information in a small space by revealing a portion of said information when a heading or menu item is clicked. When a click occurs, the relevant information is toggled open below the heading / menu item. When another item is clicked, any open items will collapse while the active one toggles open.
Content	All copy , images and documents that make up a website.
Content page	A page of a website that consists purely of text and images. No widgets are used.

Cookie	A small piece of data (usually a text file) stored in a user's device's web browser by a website's server while the user is on the website. They are often used to help users resume where they left off or remember login details.
Copy	The text which appears on a website.
Crumb trail / Breadcrumbs	A set of navigational links that allows users to keep track of where they are in a website.
Crumb trail name	The text that will appear as a link in a crumb trail.
CSS	An acronym for Cascading Style Sheets. CSS define how pages are displayed in a website and how different elements look, or are styled. CSS are used to create different website themes .
CTA / Call to Action	A visual and / or textual element that invites the user to take some action to engage with the website.
Custom style	Used in conjunction with CSS, a custom style allows the user to apply a pre-determined style to a page. This functions like a mini version of a theme . Custom styles are added in the CMS by the user or a member of the Boxharry Development Team.

Glossary

D

Date selector	A small pop-up window that appears when a user clicks into a date field on a form which allows them to select a date from an inline calendar.
Design	Refers to: <ul style="list-style-type: none">• the look and feel of a website, not to any of its functionality• the mock-ups created to show how a website will look which are used by developers to build the website
Desktop view	The way a website appears on a desktop computer. This is the main or standard view for a website.
Dialog box	Sometimes called a pop-up box, this is a smaller panel that appears once particular web elements have been clicked that <ul style="list-style-type: none">• allows the user to perform more tasks• provides the user with further information
Dimensions	Refers to the height and width of an image. Not to be confused with aspect ratio .
Directory	A file which consists solely of a set of other files, which may themselves be directories.
Directory name / title	The display text of a menu item, assigned in the “Properties” tab of a CMS like Snapper or Snapper-m . If a page is to be displayed in a menu, it must be given a directory name.
Display text	This is the wording that appears on the website for words that function as a call-to-action , usually a hyperlink .

DIV <div> tag	An HTML tag that is used to define a division or section in an HTML document. It is used on elements that need formatting with CSS .
Documents	Usually refers to PDFs or Word documents.
Domain name	Refers to an organisation's unique identifier on the World Wide Web (e.g. www.boxharry.com).
DPI	An acronym for Dots Per Inch which is used to refer to the number of dots per linear inch of paper in the printing industry and is regularly (albeit less accurately) used to refer to video dot (pixel) density or resolution (as on a computer monitor, TV screen, digital camera or scanner) — PPI .
Drill down	Refers to the process of navigating through folders to the desired location (usually a page or file) in a CMS .
Drop-down	Sometimes called a “drop-down menu” or “drop-down list”, this is a field that looks as though it contains only one value, but has an arrow denoting the user is to click it to display the list box which “drops down”, from which they can select a value.
Dummy text / Lorem ipsum	Filler text used to populate a website's pages to give clients and developers an idea of how the site will look once the actual copy is used. It helps prevent everyone involved from getting distracted by the text content so that the design is the main focus.
Dynamic menu	A menu that automatically populates with the names of the pages when the page name / directory name is added in the CMS . Any subsequent changes to the directory name will result in an automatic update of the menu on the front end .

Glossary

E

Echoback	A Boxharry system which allows users to view reports and answers for feedback forms currently on their site as well as publish and manage newsletters.
E-commerce	Buying and selling of goods and / or services over the Internet.
Editor	A dialog box or panel in a CMS which allows users to add or update content, properties, features, etc. for their website. The most common type of editor is a WYSIWYG .
Events calendar	A web application / widget that displays an event listing on a website. Usually managed via a CMS .
Explorer	In some CMSs , this is the area in the left-hand column that contains all the folders within a website. This is where you navigate your web files.
External link	A hyperlink that, when clicked, takes a user away from a website.

Glossary

F

F5	A function key on a keyboard used as a shortcut to refresh a web page in a browser . This only applies to PCs. (Mac computers use Cmd + R.)
F12	A function key on a keyboard used as a shortcut to access the developer tools (e.g. source code) in a browser .
Favicon	The small icon next to the browser title in a browser tab.
Feature column	Also called the right-hand column, the area of a web page usually used to showcase special features in the form of widgets , like related links, promotions, cross-sell items, etc.
“Feature”	Our fun word for something that is a bit buggy (in a non-destructive way) and we can’t really do anything about it. 😊
File type	The classification given to a certain kind of computer file (document, video, image, application, etc.). The file type is oftentimes, but not always, determined by the software program in which the file was created. Some popular file types are Word documents, PDFs, Photoshop documents, JPEG image files, rich text files and MP3 audio files.
Filename	The name given to a computer file to distinguish it from others.
Filter	An extension of a search field that lets the user sort items through search results using a specific set of criteria. Filters can be dynamic input fields that sort results as the user types, date selectors or drop-down lists.
Flash	Refers to: <ul style="list-style-type: none">• Macromedia Flash or Adobe Flash software

- their associated flash players
- the finished product (e.g. a Flash game)

Flash software is used to create vector graphics-based animation programs that are compact and efficient. Due to the increase in mobile device use in recent years, Flash has fallen out of favour. It does not display on mobile devices.

Flyout menu	Refers to a main navigation menu that contains sub-menu items which are hidden until the user hovers the mouse cursor over them. When this happens, the sub-menu items toggle open (or “fly out”) to enable the user to select them.
Folder	In a CMS , this refers to a container for web elements, such as pages, images, documents, other folders, etc.
Footer	The area at the bottom of a website that persists throughout, regardless of the active web page, which usually contains contact information, quick links , links to terms and policies, and copyright details.
Form	A widget with blank input fields, checkboxes , etc. that allows the user to enter information.
Front end	The public-facing website.
FTP	An acronym for File Transfer Protocol, which enables users to upload and download large quantities of files to and from a remote server.
Function bar	The area above the main website (at the top of the header) which contains essential items, such as key links and site search.
Functionality	Refers to: <ul style="list-style-type: none">• elements of a website that perform a particular function

- the range of functions on a website

Glossary

G

Gallery	A rotating slideshow of images.
GIF	An acronym for Graphics Interchange Format, which refers to an image file format that is lossless and supports both animated and static images.
Google analytics	A web-based analytics service offered by Google that tracks web traffic. It allows users to view activity, manage reports, create goals, etc.
Google search	Refers to: <ul style="list-style-type: none">• performing a look-up on the Google search engine• a search bar placed at the top of a client's website that is powered by Google

Glossary

H

H1 <h1> tag	An HTML tag for “Heading 1” which refers to a style applied to all text with this tag . Heading 1s are usually the largest heading on a page. There should only be one H1 per web page.
Hard refresh	Refers to reloading the contents of a page and clearing the cache at the same time. This is done by using the keyboard combination of Ctrl + F5 on a PC (Cmd + Shift + R on a Mac).
Hardcoded	Refers to an element that is fixed in the source code of a program, so it cannot be altered using a CMS .
Header	The area at the top of the website which contains the logo and the main navigation.
Hero image	Usually the largest image on an internal web page which sits very near the top of the page content, just below the header . Sometimes called a splash image .
Homepage	The main landing page or root page of a website.
Hot keys	In the Snapper CMS , this refers to the uppermost buttons across the top of the screen used as the main navigation. They relate to the different main sections of the CMS (e.g. Web project, Widgets, Themes, Events, etc.).
Housekeeping	Ensuring that a CMS is kept organised so that users who come to it cold can easily find their way around. Organising a CMS into folders which relate to the structure of the website is best practice in housekeeping.
Hover	Move the mouse cursor over an item without clicking it.

HR </hr> tag	An HTML tag for Horizontal Rule. This visual element is a horizontal line that separates page content.
H-Space	Horizontal space set around a page element, like an image, to add padding between it and other page elements, like text.
HTML	An acronym for Hypertext Mark-up Language, which is used to create web pages for display on a World Wide Web browser page.
HTTP	An acronym for Hypertext Transfer Protocol which is added to the beginning of most web addresses to transfer web files to the user's browser for viewing.
HTTPS	An acronym for Hypertext Transfer Protocol Secure which is added to the beginning of web addresses where security is of utmost importance, like on banking or e-commerce websites. HTTPS websites encrypt and decrypt page requests.
Hub / Hub page	Refers to the main landing page of a large section (mega-section) of a website. Usually contains smaller sub-sections (sub-hubs).
Hyperlink	A link to another location on the World Wide Web (e.g. another page or website).

Glossary

I

Incident panel	An alert panel that pops up when a user first visits a website or page used to inform the user of important information before allowing them to proceed further.
Index title	Refers to the display name of a page that will appear in a website index, if applicable. This is assigned in the “Properties” of a page in a CMS .
In-line label	A label for a form field that appears inside the field itself instead of above or to one side of the field, allowing for more space on the form. Also makes the form appear “cleaner”.
Input field	An empty form field (usually a single text line in height) into which a user types requested information.
Inspect element	Google Chrome’s developer feature used to debug and view the underlying code of a web page.
Internal link	A link which leads the user to another location within an individual website.
IP Address	Internet Protocol Address. It is a unique number used to identify individual computers.

Glossary

J

Job board

A place for employers to post job vacancies for candidates to view.

Job Tab

A Boxharry [web application](#) that adds a “We’re hiring” (or similar) tab to a company’s website which allows prospective employees to view and apply for any open positions within said company.

JPEG

An acronym for Joint Photographic Experts Group. The term is used to refer to a [lossy](#) format for compressing image files. The file extension is “.jpg”.

Glossary

K

Key links

[Quick links](#) to important pages or items within a website. These are usually located in both the [header](#) and [footer](#) of a website, if they are to be persistent throughout.

Glossary

L

Label	Refers to the name of a form field (e.g. Name, Address, etc.).
Landing page	Refers to: <ul style="list-style-type: none">• a page a user lands on when they arrive at a website via an external link, usually from a search results page• a page designed to collect traffic and / or prompt a user to take a specific action
Language selector	A web application that adds a control to the header of a website to enable users to switch the language of a website from one to another.
Layered PSD file	A Photoshop document (PSD) file that has not been flattened so as to still retain all its editable layers.
Left column	The left-hand area of a website that usually contains section sub-menus and other widgets .
Login credentials	User name and password used to gain entry to a secure web location.
Lossless	Does not lose information over time. Refers to file formats such as PNGs which retain their integrity despite the number of times the file is opened.
Lossy	Loses information over time. Refers to file formats such as JPEGs , which lose information every time the file is opened.

Glossary

M

Main column	The central column of a website that contains the main content of a web page.
Main navigation	The primary menu of a website, usually found at the top in the header .
Map page	A web page which contains an interactive map (usually a Google map).
Map pin	The location marker on a map.
Map tab	The information box that appears when a user clicks a map pin, usually containing contact and other location-specific information which a user would find helpful.
MapWire	A Boxharry web application which allows website administrators to update maps contained within their website(s).
Mega section	Refers to a large section of a website which contains smaller sub-sections. Also called a Hub or Hub page .
Menu	Refers to a list of internal links for a website which allows the user to navigate the various sections and pages of the website.
Menu index	Also called “order index”, the number given to a page which defines where in the menu list the page will be displayed. This is assigned in a page’s “Properties” in a CMS .

Menu title	The name which displays in a menu for a given page. This is assigned in a page's "Properties" in a CMS .
Meta description	An HTML element that describes a web page to a search engine. It is what is usually displayed in the search engine results below the title and URL .
Meta keywords	A meta tag that helps search engines understand what a page is about. Keywords are no longer used by major search engines when determining page rank.
Meta tag	A coding statement in HTML that describes an aspect of a web page.
Modal window	A pop-up window that opens over the main window which prevents the main window from being used. Usually contains a dialog box .

Glossary

O

Ongoing charges	Fees applied for services that require monthly, quarterly or yearly financial support for the life of a client's stay with Boxharry (e.g. Technical Support, Hosting).
Operating system / OS	The low-level program on all computer devices that runs and manages other programs on the device. Some examples are iOS, Windows and Linux.
Orchard	A free, open-source CMS which uses the ASP.NET platform. It is one of the systems used by Boxharry to develop websites.
Order index	Also called "menu index", the number given to a page which defines where in the menu list the page will be displayed.
Overview	Refers to a page on a website that shows a list of pages (along with their short descriptions) contained within that section of the website.

Glossary

P

P <p> tag	An HTML tag for “paragraph” used to define a block of text as a paragraph.
Page	A document on the World Wide Web that has its own unique identifier, a URL . In a CMS , pages can sit either inside folders or on their own.
Page title	The text which appears as the main heading on the page.
Paste as plain text	Refers to the latter part of the action “copy and paste” where text is pasted using a combination of keyboard commands or WYSIWYG tools that clears all style information associated with the text. This ensures that the font styles already set up in a website’s style sheet will not be in any way overridden.
Path	Refers to: <ul style="list-style-type: none">• the part of a URL that comes after the domain name• the route taken in a CMS to reach a web element (e.g. .../folder/sub-folder/page-name)
PDF	An acronym for Portable Document File. This file format captures all elements and layouts of documents from a variety of applications.
Pixel	A contraction of “picture element” which refers to a tiny square area of light on a display monitor. It is not a physical unit of measurement, but a logical one. The size of a pixel depends on the resolution at which it is viewed.
Plain text	Text without any style definitions (e.g. font, size, colour, etc.).

PNG	An acronym for Portable Network Graphics. It is a file format used for “ losslessly ” compressing image files. It is sometimes referred to as a “ping” file.
Pop-up window	A smaller screen that appears within the larger browser window which provides users with important information or allows them to perform other actions. Also called a dialog box .
Portal	Refers to a particular web application that slides out over an existing website, allowing users to perform various searches, to manage personal information, etc.
Postcode checker	A web application added to a web page that allows users to enter their postcode and search for nearby services offered by or branches of the company.
PPI	An acronym for Pixels Per Inch which refers to the number of pixels per linear inch and is used to accurately refer to video dot density or resolution (as on a computer monitor, TV screen, digital camera or scanner). DPI is more commonly used to refer to this, albeit less accurately.
Project management	Planning and guiding a project from start to finish.
Properties	The fundamental information about a web file (e.g. filename, title, etc.).
PSD	Short for Photoshop Document, it is the default format used by Photoshop for saving data which allows for the saving of individual layers.
Publisher	A web application that allows users to publish content to a website either immediately or at some time in the future.

Glossary

Q

Quick links

Links to internal pages of a website usually added to other more prominent areas of a website.

Glossary

R

Radio button	A graphical control element that allows a user to choose only one in a set of options. The most common radio button set is “Yes / No”.
Recruit.Agent	A Boxharry web application for the recruitment industry which allows recruitment companies to manage and display their consultants, clients, candidates and job opportunities all in one place via a portal .
Refresh	Reload a web page either by using keyboard shortcuts or the browser's “reload” button.
Repository	A location in a CMS used to store certain large web elements, like videos.
Resolution	Refers to the degree of sharpness or number of pixels per inch (PPI) of a computer-generated image.
Responsive	Refers to the ability of a website to adjust to the screen size on which it is being displayed.
RGB	An acronym for Red, Green and Blue, which refers to a system for representing the make-up of light in display monitors.
Right column	The right-hand area of a web page which usually contains widgets . It is not uncommon for some web pages to have this column turned off so that the main content can take up more space on a web page.
Right-click	Clicking with the right button on a mouse.

Root

In a [CMS](#), refers to the entry level [directory](#) that contains the homepage and the directories (or folders) for the main sections of a website.

Glossary

S

Screamer	A short, descriptive announcement about a new website or product.
Screen-optimised	A file saved in a way that it loads and displays quickly and efficiently on the web. Not suitable for files destined for printing.
Screen resolution	Refers to the number of pixels on a display monitor. Some popular screen resolutions are 1366 x 768, 1920 x 1080 and 1280 x 800.
Screenshot	An image of the display on a computer monitor that can be saved as a graphics file.
Second Screen	A term coined by Boxharry which refers to our portal technology in which an independent screen slides out over the main website.
Selector	A device allowing users to choose an option from a list.
SEO	An acronym for Search Engine Optimisation, which refers to the preparation of website content and code so as to enable its pages to rank higher in search engine results.
Server	Refers to: <ul style="list-style-type: none">• software that manages network resources (e.g. requests to view a page)• a computer that runs software that manages network resources• the computer on which a website “lives”
Shopping cart	In e-commerce , this refers to the virtual space containing a user’s selection of items desired for purchase.

Single sign-on / SSO	An authentication process that allows a user to enter a single set of login credentials to access multiple applications, usually with their social media accounts.
SIT	An acronym for Systems Integration Testing, which refers to the testing process a website undergoes before it is released to the client for their testing and approval. Functionality is the main focus of SIT.
Sitemap name	The name (of a page) that appears in a website's sitemap.
Slideshow	A rotating image gallery on a web page.
Snapper / Snapper-m	Refers to Boxharry's own CMSs . Snapper-m is the newer of the two.
Source / Source code	The set of human-readable instructions a computer uses to execute and render web pages.
Special characters	Non-alphanumeric characters such as !, \$, %, &, *, #, @, etc.
Splash image	The large, uppermost image on a web page. Sometimes called a hero image .
SSL enabled	Secure Sockets Layer (SSL) is a security protocol used in computer networking for sending secure information over the Internet. To be SSL enabled means that the web page is using this protocol.
Stack trace	Refers to: <ul style="list-style-type: none"> • a report that provides information on the execution history of a particular set of actions

- (informally) the exact steps taken to reach a specific result

Standfirst	A few lines of an article or paragraph that serve as an introduction. Can appear on an overview page or in larger or bolder type after the heading.
Status	The state of a web element, usually active or inactive.
Store	In e-commerce , this refers to: <ul style="list-style-type: none">• the location of stock items in the CMS• the section of a website dedicated to online sales
Style sheet / Stylesheet	A template file that determines the layout and standardised look of the elements of a website.
Styles	Refers to attributes applied to web page elements such as fonts and borders which affect their look and feel.
Sub-hub / Sub-hub page	Refers to the main landing page of a sub-section of a hub in a website. Can contain smaller sub-sections or pages.
Sub-menu	A menu that shows the sub-sections or pages contained in main menu items.
Summary field	A form item that is not editable; it is for informative purposes only.
Support / Technical support	Refers to: <ul style="list-style-type: none">• the assistance Boxharry offer to clients for their websites and CMS via phone or online – a paid service.• (the term “support” on its own) the Boxharry Support Portal (my.boxharry.com)

Glossary

T

Tabs	In the Snapper CMS , this refers to any number of sub-navigation buttons. Not to be confused with hot keys . They relate to the different sub-sections and page management views of the CMS (e.g. Preview, Content, Columns, Properties, etc.).
Tags	Refers to: <ul style="list-style-type: none">• hidden keywords in HTML within a web page that define how the browser must format and display the content, most of which have two parts — an opening (<code><p></code>) and a closing (<code></p></code>) part (tags are also called “attributes”)• keywords attached to a blog post that help group related posts together, quickly inform readers what the post is about, and make it easier for users to find content
Target	Used when adding links to text or images, this refers to the location where the link will open in relation to the current browser window. Targets can be the same window, a new window, a new browser tab, etc.
Text box / field	A rectangular input field into which a user can type several lines of text, usually several text lines in height. Text boxes can sometimes expand as you type.
Theme	A design device that dictates the look and feel of your web pages within your website. Themes consist of many elements, including font type, link colour, and other aesthetic elements. It is possible to have multiple themes in one website. Themes are governed by style sheets .
Thumbnail	A smaller version of a large image.
Ticker tape	A horizontally-scrolling list of featured website elements, usually text like news headlines or featured job posts.

Title	Refers to the name added via the title tag to an HTML document (e.g. web page). This is what appears in the browser tab (browser title) and in search engine results as the prominent first line.
Toggle	To alternate between an open state and a closed state.
Tooltip	A helpful message that appears in a box or bubble when a user hovers the mouse cursor over a webpage element that has this feature enabled.
Transparent PNG	A PNG file without a coloured background, so it can be used on any background, regardless of colour or pattern.

Glossary

U

UAT	An acronym for User Acceptance Testing. The testing phase wherein the website or product has been released to the client for their testing, feedback and approval.
URL	An acronym for Uniform Resource Locator, which refers to the location of a web page on the World Wide Web. Synonymous with “web address”.
User experience (UX)	Everything pertaining to the quality of an end-user’s interaction with the website or product.
User journey	The path a user takes to perform certain actions or reach certain destinations on a website.
User-friendly	Easy to learn, use and understand.

Glossary

V

V-Space

Vertical space set around a page element, like an image, to add padding between it and other page elements, like text.

Glossary

W

Web application	A program or piece of software that uses a web browser to deliver services rendered by a server that have been requested by a user (e.g. typing a URL into a browser's address bar).
Web-ready	Files that have already undergone optimisation (e.g. cropping and resizing of images) for the web and are ready to be uploaded and deployed.
Widget	Special components providing additional functionality on your website. Widgets are made to be used in multiple locations with the advantage of only needing to update the content in one place. A widget can be a menu, an image gallery, a promo panel, etc.
Wireframe	A simple black-and-white mock-up used to plan and visualise the functionality and structure of a website. Colour may be used sparingly (e.g. to show links), but is generally avoided to keep the focus on functionality and structure.
WYSIWYG	An acronym for What You See Is What You Get, which refers to a CMS content editor that allows users to add text, images and links to web pages. Offers a somewhat close approximation of what will display on the front end .

Version Control

Name	Details	Date	Version
Jodi Bennett	Document creation	09/07/2015	1.0