



## Glossary of Internet & Web Jargon

### **BOOKMARK/FAVORITES**

Way in Netscape to store in your computer direct links to sites you wish to return to. The equivalent in Internet Explorer (IE) is called a "Favorite."

### **BROWSERS**

Browsers are software programs that enable you to view WWW documents. They "translate" HTML-encoded files into the text, images, sounds, and other features you see

### **CACHE**

A cache temporarily stores web pages you have visited in your computer

### **CGI**

"Common Gateway Interface," the most common way Web programs interact dynamically with users

### **COOKIE**

A message from a [WEB SERVER](#) computer sent to and stored by your [browser](#) on your computer. When your computer consults the originating server computer, the cookie is sent back to the server, allowing it to respond to you according to the cookie's contents. The main use for cookies is to provide customized Web pages according to a profile of your interests.

### **DOMAIN**

Hierarchical scheme for indicating logical and sometimes geographical venue of a web-page from the network. In the US, common domains are .edu (education), .gov (government agency), .net (network related), .com (commercial), .org (nonprofit and research organizations).

### **DOWNLOAD**

To copy something from a primary source to a more peripheral one, as in saving something found on the Web (currently located on its [server](#)) to diskette or to a file on your local hard drive.

### **FRAMES**

A format for web documents that divides the screen into segments, each with a scroll bar as if it were as "window" within the window. Usually, selecting a category of documents in one frame shows the contents of the category in another frame.

### **FTP**

File Transfer Protocol. Ability to transfer rapidly entire files from one computer to another, intact for viewing or other purposes.

### **HIT**

A hit is the calculation of all elements of one individual page impression. Be wary of Web sites that promote "hits".

### **HOST**

Computer that provides web-documents to clients or users. See also [server](#).

### **HTML**

Hypertext Markup Language. A standardized language of computer code, imbedded in "source" documents behind all Web documents, containing the textual content, images, links to other documents (and possibly other applications such as sound or motion), and formatting instructions for display on the screen.

## **HYPertext**

On the World Wide Web, the feature, built into [HTML](#), that allows a text area, image, or other object to become a "[link](#)" (as if in a chain) that retrieves another computer file (another Web page, image, sound file, or other document) on the [Internet](#).

## **INTERNET** (Upper case I)

The vast collection of interconnected networks that all use the [TCP/IP](#) protocols and that evolved from the ARPANET of the late 60's and early 70's. An "internet" (lower case i) is any computers connected to each other (a network), and are not part of the Internet unless they use TCP/IP protocols. An "intranet" is a private network inside a company or organization that uses the same kinds of software that you would find on the public Internet, but that is only for internal use. An intranet may be on the Internet or may simply be a network.

## **IP Address or IP Number**

(Internet Protocol number or address). A unique number consisting of 4 parts separated by dots, (e.g. 165.113.245.2). Every machine that is on the [Internet](#) has a unique IP address. If a machine does not have an IP number, it is not really on the Internet. Most machines also have one or more [Domain](#) Names that are easier for people to remember.

## **ISP or Internet Service Provider**

A company that sells Internet connections via modem (examples: aol, Mindspring).

## **JAVA**

A network-oriented programming language invented by Sun Microsystems that is specifically designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to our computer or files. Using small Java programs (called "Applets"), Web pages can include functions such as animations, calculators, and other fancy tricks.

## **KEYWORD(S)**

A word searched for in a search command. Keywords are searched in any order. Use spaces to separate keywords in simple keyword searching. To search keywords exactly as keyed (in the same order), see [PHRASE](#).

## **LINK**

The URL imbedded in another document, so that if you click on the highlighted text or button referring to the link, you retrieve the outside URL. If you search the field "link:", you retrieve on text in these imbedded URLs, which you do not see in the documents.

## **PAGE IMPRESSIONS**

The actual number of individual web pages displayed by a web site in any given time frame. Page impressions are not the same as "Hits". Hits are an inaccurate way to gauge Web traffic.

## **PLUG-IN**

An application built into a browser or added to a browser to enable it to interact with a special file type (such as a movie, sound file, Word document, etc.)

## **RANKING RESULTS**

The order in which search results appear. Each search tool uses its own unique algorithm. Most use "[fuzzy and](#)" combined with factors such as how often your terms occur in documents and whether in title or how near the top of the text. [Popularity](#) is another ranking system.

## **SERVER, WEB SERVER**

A computer running that software, assigned an [IP address](#), and connected to the [Internet](#) so that it can provide documents via the World Wide Web. Also called HOST computer. Web servers are the closest equivalent to what in the print world is called the "publisher" of a print document. Also called a "Host."

## **SITE or WEB-SITE**

This term is often used to mean "web page," but there is supposed to be a difference. A web page is a single entity, one [URL](#), one file that you might find on the Web. A "site," properly speaking, is a location or gathering or center for a bunch of related pages linked to from that site.

## **SPIDERS**

Computer robot programs, referred to sometimes as "crawlers" or "knowledge-bots" or "knowbots" that are used by search engines to roam the World Wide Web via the Internet, visit sites and databases, and keep the search engine database of web pages up to date.

**TCP/IP**

(Transmission Control Protocol/Internet Protocol) -- This is the suite of protocols that defines the [Internet](#).

**TELNET**

Internet service allowing one computer to log onto another, connecting as if not remote.

**TOTAL USERS**

The sum of all individual users minus the additional number of times that they visit a Web site.

**UNIQUE USER**

The sum of all individual users minus the additional number of times that they visit a Web site. If Joe Doe visits your site 10,000 times, he is counted as 10,000 in the "total user" stat and 1.0 in the "unique user" stat.

**URL**

Uniform Resource Locator. The unique address of any Web document.