Basic Web Terminology

Browser – Often called a Web browser, it is simply a software application used to interpret HTML commands and display page content. The two most popular browsers are Microsoft Internet Explorer (IE) and Netscape Navigator.

Content – A word you'll likely see around a lot is "web content" and by definition, content is the 'stuff' that makes up a web site. This could be words, pictures, images or sounds. In essence however, when we talk about web content, we are essentially referring to content in a textual nature. Content therefore is the 'information' in text form a web site provides.

Domain Name – An unique name that identifies one or more IP addresses. Domain names are used in URLs' to identify particular Web sites. Every web site is located by its unique IP address.

Home Page – It is a first page (also referred as an opening page, start page or main page) of a Web site. This would technically be your index page or default page of your directory.

Hosting – Usually refers to a computer (or a network of servers) that stores the files of a web site which has web server software running on it, connected to the Internet. Your site is then said to be Hosted.

Meta Tag – A special HTML tag that provides information about a Web page. Unlike normal HTML tags, meta tags do not affect how the page is displayed.

Search Engine – A server (computer) or commonly a collection of servers dedicated to indexing internet web pages, storing the results in a giant database and returning lists of pages which match particular searched queries from within its database. The indexes are normally and automatically generated using spiders.

Database - A database is an electronic means of storing information and data and is often referred to as a "Db". All Shopping Cart Systems, and or catalogs will always have a database in the back end. The Two common databases used for database driven web sites are MySQL, which is open source, and Microsoft Access.

User-Generated Content - User-generated content keeps your web site dynamic, and improves search engine optimization. Options available for User Generated Content include, Discussion Boards, Blogs, Product Reviews and Rating, and Internet based communities such as Face Book and MySpace. Having such features in any web site will always encourage visitors to return.

Shopping Carts are a way of automating your visitors shopping experience. A shopping cart is a software program that tracks the items your Web site visitors select and remove from their potential purchases. The program also captures their payment details, sales tax and shipping costs for online purchases. Shopping Carts are beneficial and allow you to manage your inventory and transactions. Transactions can be monitored, new products deleted or added via a catalog.Some of the popular shopping carts

currently available include: Merchant Manager, Cart32, Web Genie. NoodleKart,EZShopper, Virtual Cart, InstantStore, SuperCart.

The choice of Shopping Cart depends on the business model, and financial system you may have in place, for example will the Shopping Cart Software integrate with your accounting System and Web Host?

Once you have a Shopping Cart system in place, you will subsequently need to have a Payment Service setup. Basically, the Payment Service is a way for credit cards payments to be accepted online.

Payment System are Virtual storefront, Open 24/7, No physical showroom required, Customers can place orders from the comfort of their home,and of course this provides the benefit of reducing overheads.

Merchant Account is basically a bank account that accepts credit card payments. The merchant account handles fraud checks and manages the transfer of funds from customers' credit cards to your account. Most banks and credit unions offer this service.

SSL Certificate is used to offer secure online credit card payments. Web sites such as banks always have https:// rather than the normal http:// the s refers to a secure connection.

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