Glossary of Terms

Site Manager CMS

Term	Description
CMS (Content Management System)	Lancaster's CMS is called Site Manager and is provided by TerminalFour.
Content	The text, images and other user created media within a webpage.
Content Inventory	The process and the result of cataloguing the entire contents of a website including all information assets such as images, files links etc. A content inventory is typically carried out at the start of a web review.
Section	In Site Manager a section is displayed as page on the website. Each section is populated with content. The "Add Section" action will result in creating a new page.
Page Layout	In Site Manager this is a layout which can be chosen for a page, such as "Standard", "Left Col. Only".
Content Type	In Site Manager this is a structured container for content within a section. Examples include "Feature Box", "Panel", "Page Content" etc.
Anchor Link	A link to another part of the same page.

Orpheus Project Terminology

Term	Description
Pre-Transformation Toolkit	This is a toolkit which provides guidance notes and exercises to complete in advance of a departmental web transformation.
Subject Matter Experts (SMEs)	A subject matter expert is someone with the insight and knowledge of their professional remit who can contribute to the transformation of their web and create content.
Visual Identity	The visible elements of a brand, such as colour, form, and shape, which encapsulate and convey the symbolic meanings that cannot be imparted through words alone.
Web Business Readiness	This is training provision to equip staff with the knowledge and skill to create and maintain Lancaster's new web presence.
Web Development Platform (WDP)	The tools and templates designed to support the development of dynamic websites, web applications and web services at Lancaster.

Common web terms

Term	Description
Alias	An additional, often shorter, name for a path/URL
Apache	The most common web server software on the internet.
Blog	A publically accessible journal for an individual. Those who write and update their blogs are referred to as bloggers.
Bookmark	Acts as a marker for a Web site. Also known as a *"Favourite"*
Browser	A software application used to locate, retrieve and display content on the world wide web, i.e. Chrome, Firefox, Internet Explorer.
Client	A computer that has access to services over a computer network.
Cookie	A way for a website to identify a specific visitor in the future. Often used to store a user's login information or preferences.
CSS (Cascading Style Sheet)	Defines the visual aspects of web pages such as fonts, layout, colours, text size etc.
Domain Name	The unique name that identifies an internet site. Such as "lancaster.ac.uk", "bbc.co.uk" etc.
Extranet	An intranet that is accessible to computers that are not physically part of the company's own private network, but it is not accessible to the general public.
Fire Wall	A system designed to prevent unauthorised access to or from a private network.
GIF (Graphic Interchange Format)	A type of image file. Use GIF format files for simple images such as those containing lines, large blocks of colour or text. GIFs are not suitable for photographic images.
HTML (HyperText Markup Language)	The coding language used to create hypertext documents for use on the world wide web.
HTTP (HyperText Transfer Protocol)	The protocol that defines how messages are formatted and transmitted for use on the world wide web.
IA (Information Architecture)	The organisation of functionality and content within a website. A well-structured IA helps people to easily navigate the website and find content.

Term	Description
Intranet	A private network within an organisation that only the members of the organisation are able to access.
IP Number (Internet Protocol Number)	The IP number is an identifier for a computer or device. Each device on the internet has a IP unique number.
ISP (Internet Service Provider)	An organisation that provides access to the internet in some form (eg BT, AOL.)
JavaScript	JavaScript is a scripting language that enables web authors to design interactive sites.
JPEG (Joint Photographic Experts)	JPEG is the most popular format for an image file. JPEG format is preferred for photographic images.
Meta Tag	A specific type of HTML tag that provides information about a web page. They provide information such as who created the page, how often it is updated, what the page is about and which keywords represent the pages content.
Redirect	To channel a path/URL to a new location.
SEO (Search Engine Optimisation)	The practise of designing web pages to improve their findability and position in search result.
Server	A computer or software package that provides a specific kind of service to client software running on other computers.
SQL (Structured Query Language)	A language for requesting information from a database.
PNG (Portable Network Graphic)	A type of image file. Use PNG format files for simple images such those containing lines, large blocks of colour or text. PNGs are not suitable for photographic images.
URL	The address of a web page on the world wide web. e.g. www.lancaster.ac.uk
Web Page	A single document written in HTML. Every web page can be identified by a unique URL.
Wireframes	A method of illustrating the layout and structure of an individual web page separate from the visual design. Wireframes serve an important function in the development of a website.
WWW (World Wide Web)	The connected system of globally accessible websites. Often thought of as "The Internet"
XML (eXtensible Markup Language)	A commonly used system for defining data formats. XML provides a very rich system to define complex documents and data structures such as news feeds.