

# Website & Publicity වචන මාලාව

## Editing webpages

**front end:** The front end of a website is what the public sees.

**backend:** The backend of a website is where you make changes to the website. You need a user name and password to get into the backend.

**refresh:** When you refresh a webpage, you re-load it so you can see any changes that have been made on the **backend**.

**navigation:** Usually navigation on a website happens through a menu across the top of the page.

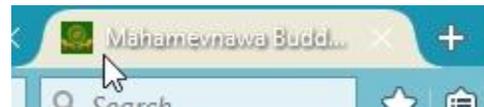
**theme:** On a website, a theme includes all of the design information like fonts, background colors, header, etc. You should be able to change the theme of the website without changing the content. Some themes are designed to display well on mobile devices, especially if they are **responsive**.

**preview:** When you preview a web page, you see what the page will look like when you **publish** it.

**publish:** When you publish a web page, you make it possible for people to see it on the **front end**.

**mobile:** Mobile views happen when someone looks at a website on a mobile device such as a cell phone or tablet.

**favicon:** A website's favicon is the small image that appears in a web-browser's tab or next to a bookmark.



## Web page Statistics

**stats:** Stats is the short word for statistics. Web stats tells us information about the people who view your website. How many page views, unique visitors, where visitors are from, etc.

**insights:** This is usually just a fancy words for stats. Literally it would mean the knowledge you gain from the stats.

**page views:** Each time a page is seen counts as a page view. One person visiting a website may have many page views.

**unique visitors:** The unique visitor number only counts a visitor one time. So even if someone visits your website five times, they only count as one unique visitor.

## Advertising

**reach:** A reach is when someone sees your post or ad, but does not necessarily click or do anything.

**engagement:** Engagement is when someone does something more than just view (compare to reach). Examples of engagement are: clicking, liking, sharing.

**organic:** Organic reach is when people see a post, page, or search results through natural ways that do not involve a paid ad. A common example is in Google search.

**paid:** Paid is the opposite of organic. Paid search results happen because money has been paid to show an ad.

**ROI, return on investment:** ROI is the result you get from paid advertising compared to the amount you spend. For example, if you pay \$5 to get 20 people to come to an event, that is a high ROI. (\$.25 per person) If you pay \$300 for an ad and get 20 people to come, that is a low ROI. (\$15 per person)

**PPC, pay per click:** When an ad runs on PPC, it means that you only pay when someone clicks on the ad. This is different from pay per impression, which means you pay each time someone sees the ads.

**CTR, click through rate:** CTR is the frequency that people click on the ad they see. For example, if an ad is seen 100 times and people click on it twice, then the CTR is 2%.

**impression:** An impression is a single time that someone sees an ad.

**landing page:** When doing advertising, the landing page is the page on your website that people go to directly from the ad. For example, if you advertise a meditation class, the ad should link to the meditation class page on the website, not the homepage. This makes sure people get the information they need.

**SEO, search engine optimization:** SEO is the process of making sure that when people search for your monastery they are able to find it.

## General

**log in (=sign in):** You log in to a website to get into the backend. Or you log in to an account so you can see your private information.

**log out(=sign out):** When you are done using a service on the internet, you log out.

**register:** If you want to use personal services on the internet, usually you have to create an account by registering. When you register, usually you create a **user name** and **password**.

**profile:** The profile of an account usually contains information like name, age, country, user name and password.

**user name:** Every on-line account will have a username. Sometimes it is the same as your email address. User names are usually not case sensitive.

**case sensitive:** If something is case sensitive then it matters if the letters are in upper or lower(simple) case. Passwords are always case sensitive and email addresses and web addresses never are.

**password:** A password is a secret word that allows you to log in to an account.

**confirm new password:** When you create a password, sometimes you have to confirm the password by typing it in again.

**confirm email address:** When you create a new account, sometimes you have to confirm that you own the email address used to create the account. You do this by clicking a link in an email they send you.

**update:** When you change information on a page, you have to update it when you are finished. Usually “save” and “update” mean the same thing.

**verify:** When you verify something, you prove it is correct. When you create a business listing on a site like Yelp or Google My Business, you have to verify that you are the owner.

**draft:** A draft of an email is the email before you send it. Drafts are usually saved so we can edit them later. When writing a book, we have a first draft, second draft, final draft, etc.

**proof:** A proof of a document or poster is a final version that you check before printing.

**hover:** When you hover over a link, you put the mouse pointer over a link without clicking. Usually something will happen when you hover over a link,

**schedule:** When you schedule a blog post or a facebook post, you pick a date and time that the post will be published in the future.

**default:** A default setting is a setting before you change it. It is the setting without doing anything.

**import:** When you import e-mail addresses into a website like MailChimp, you bring the list of addresses into the website.

**export:** When you export information, you bring it out of a website or program, usually in the form of a file.

## Email

**compose:** Compose is a fancy word for write.

**draft:** A draft of an email is the email before you send it. Drafts are usually saved so we can edit them later. When writing a book, we have a first draft, second draft, final draft, etc.

**chat:** when you chat with someone on line, you send text messages back and forth in real time.

**archive:** When you archive an email, you save it.

**contacts:** Your list of contacts are all the people with e-mail addresses you have in your email program like gmail.

**spam/junk mail:** Spam is email that you didn't ask to get. Usually it is trying to sell something to you that you do not want. Gmail has a folder that it puts email that it thinks are spam.

**filter:** An email filter is a set of instructions that tells gmail to place messages with certain

**widget, element, plug-in, add-on:** All these terms refer to a small computer program that can be added to another program

**label, tag, category:** All three of these terms have the same general meaning. Different software programs have specific meanings for these terms. For example, in WordPress posts can have multiple tags but can only have one category.