

Key Web Concepts

Glossary of Web Design Terms

Design

404 page	Standard error page that appears when a site visitor clicks on a dead or broken link. A 404 page can be customized (by us) to fit your site's personality or purpose.
Call to Action (CTA)	A banner, button, section, or a page that implores the site visitor to act (call now, contact us, reach out to us, etc.)
Custom Site	A website constructed completely from scratch on a content management system (we use WordPress). Best for large or complicated projects, e-commerce, integration of databases, and sites that require manipulation of or interaction with forms.
Footer	A bar or section at the bottom of a website that contains additional information—at the very least, contact and copyright info. This section can also include navigation for pages that are necessary, but that do not need to be readily accessible.
Full-Width	Rather than websites' layouts being a fixed width surrounded by a wide, white-space border, full-width layouts that are built to be fluid and change with the size of the viewer's screen (responsive) are becoming the norm.
Hero Image	A large (ideally attention-grabbing) image prominently displayed at the top of a webpage (usually the homepage). It should give your customers/potential customers
Homepage Skin	A static image of your homepage design that your web designer will mock up to determine the best layout before sending your site to development.
iStock/Stock photography	Stock photographs are generic images that can be used to give your site texture and interest if you don't have high-quality photography at your disposal. iStock is a website that we use to source these images. Want to select your own stock images? Read this first.
Landing page	Wherever your customers "land" when they click into your website from another—most often refers to the homepage.
Nav/Navigation/Sticky Nav	The navigation (often abbreviated to "nav") refers to the menu structure of the website. The navigation can be formatted in several different ways: with items listed across the top (or even in the middle, like ours!) of the homepage, condensed into a menu button into a top corner of the homepage, or both! When a nav is "sticky," it follows the user down or up the homepage as they scroll.
Sidebar	A set column on your home- or subpages that provides an ideal space for calls-to-action or information that you want to reiterate on multiple pages ("Contact Us!," "Sign up for our newsletter," "Read our reviews," etc.).
Social Media Icons	The way customers on your site find your social media pages. Each icon is personalized to its respective platform's branding guidelines, so Facebook's is a stylized "f," Instagram's is a simple camera icon, and Twitter is represented by their bird silhouette. These are usually located at the top of the homepage or in the footer.

Subpage Templates/Layouts	Like the homepage skin, but for your subpages. Our designers will usually mock up each type of subpage you'll need on your site (blog post page, e-commerce, etc.–all of this will be outlined in your proposal).
Theme Customization	Best for small businesses who need a lower price-point and a simple site. Our designer purchases a pre-designed website template that works best for your needs and then customizes it with your logo, brand colors, images, and content. Since development time is eliminated, theme customizations have a much shorter timeframe than fully custom sites. Check out Key Web's subsidiary, Emerge, for more information on theme customizations.

Content/Copywriting/SEO

Content Optimization	How your copywriter makes your content easily readable to both customers and search engines. Formatting short paragraphs or lists, integrating H2 and H3 titles, and strategic use of keywords are all important steps in this process.
Content Review	The lowest level of copywriting available at Key Web: the general proofreading of copy provided by the client to check for misspellings and grammatical errors.
Content Support	The second level of copywriting available at Key Web: assisting in the fluidity, clarity, and word choice of copy provided by the client (in addition to general proofreading and editing).
Full Copywriting	The highest level of copywriting support offered at Key Web: composition of all website content for the client. Often, a copywriter will interview the client and use information gleaned from the interview in conjunction with extensive research to compose your website's content.
Meta Tags	Text that describes a site's content and is composed by the copywriter and inserted into the page's code to help search engines find the site.
SEO	Search engine optimization: the way copywriters help your website show up in search results. In addition to optimizing the content on the page, at Key Web this phase also includes the installation of an SEO plugin and Google Analytics setup to further improve your search engine results standings and monitor traffic on your site.
SERP	Search engine results page: the page (or pages) that pops up on Google, Bing, or other search engine in response to a keyword or phrase search by a web user. Business owners want to have high SERP rankings to increase their visibility to searchers.
Title Tags & Descriptions	Types of meta tags that use keywords to describe a site's content in a finite number of characters. Title tags and descriptions appear on search engine results pages and should therefore be not only appealing to search engines, but also clear and descriptive to human web users.

Development/Function

Content Management System (CMS)	Software that your website is built on (we use WordPress) that allows you to log in to the “back end” and easily make changes to content (including changing and removing text, images, and entire pages) after your site is launched.
Domain	Your website’s domain is its name–www.yournamehere.com–and address on the internet. You register for this particular identification string with a domain registrar and usually pay a yearly fee to keep it in your name.
Ecommerce	Electric commerce: a website that sells goods or services. Custom sites are often the best option for ecommerce, but plugins like Woo Commerce can enable theme customizations to provide the ability to conduct transactions.
Plugin	A piece of software that can be added to your site to give it additional functionality.
Responsive	The quality of a website to contract or expand depending on the user’s viewport. A responsive website should look just as good and be just as user-friendly on a cell phone screen as it is on an 18” monitor. Google now penalizes non-responsive sites in search results.
Web Hosting	Your web host is the company that rents your website its space on the internet. For a more in-depth definition, check out Emerge’s blog post on hosting . To learn about the different types of hosting and to help you determine which is right for your business, read Key Web’s post . Sometimes your web hosting company is also your domain registrar, but sometimes it isn’t. Knowing who hosts your website becomes important when you decide to redesign or update, or if your site becomes compromised by hackers.
WordPress	A popular content management system (CMS) on which the designers at Key Web build your website. This system allows clients to make content changes quickly and easily without the help of a designer once the site is launched.



Nav/Navigation

Hero Image

Full Width

Call to Action

Footer

Social Media Icons