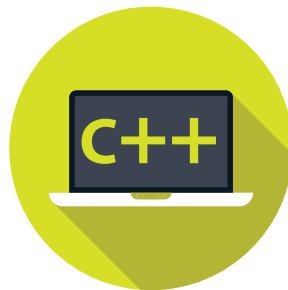




Digital Glossary of Terms



DIGITAL. IT'S WHAT WE DO.



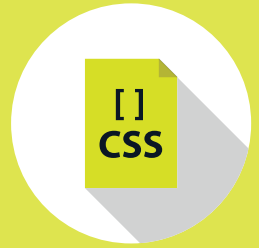
HTML - Hyper Text Markup Language

The foundation and structure of anything online. A standardized system for tagging text files to achieve font, color, graphic and hyperlink effects.



CSS - Cascading Style Sheet

The language for describing the presentation of Web pages, including colors, layout, and fonts.



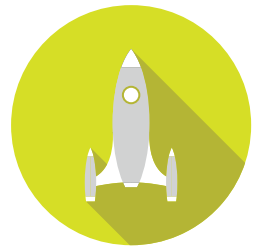
JAVA

This language is an object-oriented, class-based and concurrent language. It continues to be the most in-demand language that also acts as a standard platform for enterprises, mobile and games developers across the world.



JS - Javascript

JavaScript is the programming language of HTML and the Web. It is used to make webpages interactive and provide online programs, including video games.



JSON - JavaScript Object Notation

It is a lightweight data-interchange format. It is easy for humans to read and write. It is easy for machines to parse and generate. It is based on a subset of the JavaScript Programming Language.



RUBY

A dynamic programming language that is used for the creation or programming of mobile apps and websites. It successfully balances imperative programming with functional programming and is a highly scalable language.



PHP - Hypertext Preprocessor

Open source general-purpose scripting language that is especially suited for web development and can be embedded into HTML.



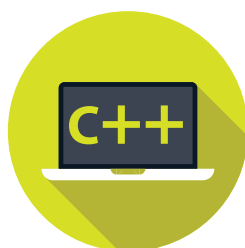
PYTHON

Python is a highly used and all-purpose programming language which is dynamic in nature. Being dynamic in nature means that you as a developer can write and run the code without the need of a compiler.



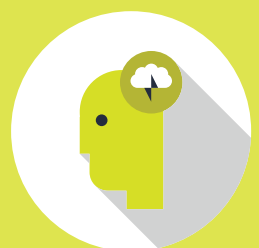
C++

C++ is a general purpose, well compiled and case sensitive web programming language that is not only imperative but also offers facilities for low-level memory manipulation.



C# - CSHARP

C# is a relatively new programming language designed by Microsoft for a wide range of enterprise applications that run on the .NET Framework. An evolution of C and C++, the C# language is simple, modern, type safe and object oriented.



FTP - File Transfer Protocol

As the name suggests, FTP is used to transfer files between computers on a network. You can use FTP to exchange files between computer accounts, transfer files between an account and a desktop computer, or access online software archives.



ISP - Internet Service Provider

The industry term for the company that is able to provide you with access to the Internet, typically from a computer.



cPANEL / KONSOLE

cPanel is an online (Linux-based) web hosting control panel that provides a graphical interface and automation tools designed to simplify the process of hosting a web site.



IP - Internet Protocol

The Internet Protocol (IP) is the method or protocol by which data is sent from one computer to another on the Internet. Each computer (known as a host) on the Internet has at least one IP address that uniquely identifies it from all other computers on the Internet.



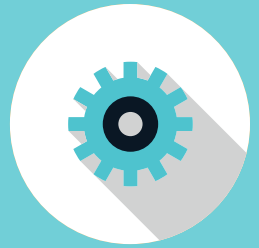
DISK SPACE

This is the allowed volume of the files hosted on a single server or on a cluster of servers. It's also known as data storage, server space, storage space, storage size, and data space.



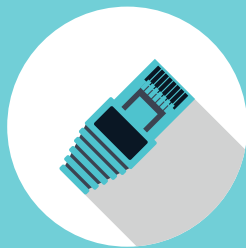
HOST

Being one of the most multi-sided terms on the Internet, 'host' is used in a variety of contexts. It is very popular in networking and mainframe computer environments. However, its most widely known use is in the field of the web hosting services.



BANDWIDTH LIMIT

Data Transfer (also known as file transfer or monthly traffic) represents all the information downloaded from your website. Bandwidth is the channel connection used for the transfer of the data from your website to your visitors' computers.



SUBDOMAIN

A subdomain is just that, a subsidiary of your main domain. It normally replaces the www in your url. (<http://dev.bantersa.com>)



DATA CENTER

The Data Center is a specialized facility providing the technical infrastructure and physical conditions for a web hosting server to be operating smoothly and safely.



SHARED HOSTING SERVER

The Shared Hosting service allows you to share the cost of maintaining a web hosting server with other users. This makes it the most economic hosting option for the majority of users on the web. Shared hosting packages are suitable for personal, company and business websites, as well as for e-commerce stores.



SOFTWARE

Software is a general term for the various kinds of programs used to perform specific tasks. The computer is a brain and the software are the books used to assist the brain in performing its task.



THEME

A WordPress Theme is a collection of files that work together to produce a graphical interface with an underlying unifying design for a weblog. These files are called template files. A Theme modifies the way the site is displayed, without modifying the underlying software.



PLUG-IN

A plugin is a piece of software containing a group of functions that can be added to a WordPress website. They can extend functionality or add new features to your WordPress websites.



WIDGET

A widget is an application, or a component of an interface, that enables a user to perform a function.



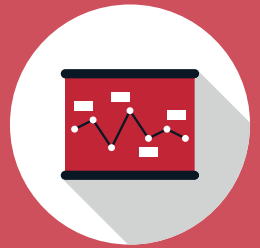
FRONT END / BACK END

The Frontend is your WordPress Website and the backend is the website-administration page. Typically the front end is where the information that determines what the end user will see is handled (html, css javascript etc.) and the backend refers to your database.



CMS - Content Management System

A content management system is a software application or set of related programs that are used to create and manage digital content. CMS's are typically used for enterprise content management (ECM) and web content management (WCM).



DEBUGGING

The process of locating and fixing or bypassing errors in computer program code or the engineering of a hardware device.



CONFIG FILE

The config file, or wp-config.php, defines how your WordPress installation is configured. It's sometimes edited by WordPress itself as you make changes in the admin screens, or you can edit it directly (with care!).



ROI - Return On Investment

For a given use of money in an enterprise, the amount of profit or cost saving realized.



API - Application Programming Interface

API stands for Application Programming Interface. It's a codebase which lets you interact with one system from another system.



UX - User Experience

UX design is the process used to determine what the experience will be like when a user interacts with your product online.



UI - User Interface

The means by which the user and a computer system interact, in particular the use of input devices and software.



CX - Customer Experience

Analysing the customer journey and coming up with recommendations for improving it.



CTA - Call to Action

This is an image or line of text that prompts your visitors, leads, and customers to take action.



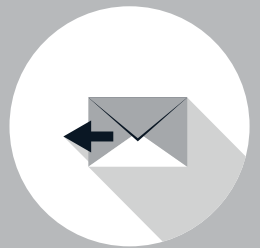
INBOUND MARKETING

Inbound marketing is a technique for drawing customers to products and services via content marketing, social media marketing and search engine optimization.



OUTBOUND MARKETING

Outbound marketing is the traditional form of marketing where a company initiates the conversation and sends its message out to an audience. Outbound marketing is the opposite of inbound marketing, where the customers find you, mostly through various paid and natural search engine marketing efforts.



BELOW THE FOLD

In newspaper terms, "below the fold" means content was on the bottom half of the page (below the physical fold in the paper). In web design terms, "below the fold" refers to the content that is generally going to be below the point first viewable to the average website visitor in their browser.



CACHE/CACHING

Cached files are those that are saved or copied (downloaded) by a web browser so that the next time that user visits the site, the page loads faster.



CORNERSTONE CONTENT

Cornerstone content, or cornerstone articles, is content that acts as a sort of "hub" for all of your more narrowly focused posts. It's authoritative and comprehensive. And it's the foundation upon which the rest of your site is built.



SHORTCODE

A shortcode is some text inside square brackets that you add to your posts, which then outputs or runs some code. "[myshortcode number=10]"



PAGE

Pages are static once-off type of documents which are not tied to the blog's reverse chronological order of content.



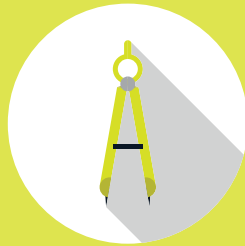
POST

Posts are dynamic content and what makes up the blog aspect of your site. These are generally news or informational updates about a certain topic or talking point. Posts are listed in reverse chronological order and can be tagged, categorized and even archived on your site.



NAVIGATION / MENU

Nested menus, also known as drop-down menus, are navigational menus with parent and child menu items. These menus are usually styled in such a way that when a user takes their mouse to a parent item, all their sub-menus are displayed.



HEADER

The header is the area at the top of your website. It holds key info about your website such as logo, contact details and navigation.



PARENT & CHILD

A Parent passes along all its functionality, features and style to the child. The child can selectively make changes into the functionality of the parent without ever modifying the Parent.



MAIN CONTENT

This is the main area of your webpage that displays your most important content.



SIDEBAR

A sidebar in WordPress is referred to a widget-ready area used by WordPress themes to display information that is not a part of the main content. It is not always a vertical column on the side. It can be a horizontal rectangle below or above the content area, footer, header, or any where in the theme.



FOOTER

The term Footer usually refers to the bottom section of a web page. It usually contains information like copyright notices, links to privacy policy, credits, etc.



MEDIA

This is your media library and is used to manage user uploads (images, audio, video, and other files).



CATEGORY

Category is one of the pre-defined taxonomies in WordPress. It is used to sort and group content into different sections. A website publishing content on a variety of topics can divide their website into sections using categories.



SECTION

This is a section within your main content that can hold multiple rows and columns.



ROW

A row sits within a section and can have multiple columns. You can have many rows within 1 section.



MODULE

A module is a stylized pre-determined piece of content layout. You can have multiple modules with a row, column or section. Modules commonly refer to galleries, videos, sliders, text, imagery, shop etc.



SLIDER

A slider slides the images horizontally or vertically (usually horizontally) with a momentum effect. 1 image focus.



CAROUSEL

A carousel is a revolving selection of images that are either automatic or user input driven. Multiple image focused.



GALLERY

A gallery is usually where all images are available to see. A gallery is also the umbrella term for anything that shows images or the name of the page where you see the images.



SOCIAL SHARING

Social Sharing is the practice of sharing content from a website on a social media site or application. This requires sharing functionality.



SOCIAL MEDIA LINK

Social media icons can be displayed on your site in different ways. These small social media buttons link to services like Twitter and Facebook, allowing visitors to quickly access your social profiles.



BANNER

A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser.



ACCORDIAN/ TOGGLE/TAB

Accordions, toggles and tabs are great ways to communicate text-heavy information in an elegant and condensed fashion while saving valuable space.



SEO

Search Engine Optimisation is how to optimise your websites content to ensure Google and the other (slightly lesser) search engines can find your website if someone is searching for your unique services and skills. A search engine's main process is threefold: crawling, indexing, and querying. Let's define each.



1 Crawling

A search engine runs a software program called a "spider" to discover content on the web.

2 Indexing

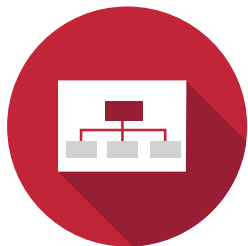
The search engine analyzes the content it finds to determine what it's about, then indexes it—or organizes the content—so that it's quickly retrieved when the next step occurs.

3 Querying

When you conduct a search online, the search engine fetches a list of results for you to consider. These search results appear on a SERP, or a Search Engine Results Page.

SITEMAP

A site map (or sitemap) is a list of pages of a web site accessible to crawlers or users. It is a Web page that lists the pages on a website, typically organized in hierarchical fashion.



META DESCRIPTION

The meta description is a brief summary or description of your web pages content. This is something you can specify when you compose your page. It's also very similar to a snippet (a snippet is what Google picks up as your page description and displayed under your Title Tag on your SERP).



KEYWORDS

A Keyword is a word or phrase that shows up in popular search results. With some research you can discover what keywords (if searched) would naturally bring traffic to your site.



PPC - pay-per-click

A model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.



AD-WORDS

AdWords (Google AdWords) is an advertising service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.



ORGANIC

Organic search is a method for entering one or a plurality of search items in a single data string into a search engine. Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements.



BLACKLISTING

In computing, a blacklist or block list is a basic access control mechanism that allows through all elements (email addresses, users, passwords, URLs, IP addresses, domain names, file hashes, etc.), except those explicitly mentioned.



SSL - Secure Sockets Layer

SSL is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral.



MALWARE

Malware, short for malicious software, is an umbrella term used to refer to a variety of forms of hostile or intrusive software, including computer viruses, worms, Trojan horses, ransomware, spyware, adware, scareware, and other malicious programs.



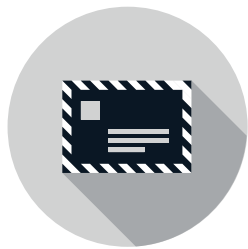
XSS - Cross-site Scripting

This is a very common way for hackers to gain access to login-restricted parts of your site. When your site has an XSS vulnerability, hackers can trick logged-in users into disclosing authorization cookies, granting them access to your site.



PHISHING

Phishing is on the rise, it's the process in which an attacker looks to confuse the enduser into sharing their sensitive information. These often come in the form of emails, but can also be found in social media.



BRUTE FORCE

Brute Force attacks focus on abusing your access control mechanisms. This is when the attacker tries to break into your web application by overwhelming the entry point with every possible username / password combination available.



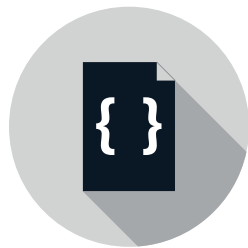
DDOS - DISTRIBUTION DENIAL OF SERVICE

Distributed Denial of Service are attacks in which the malicious person is looking to disrupt the availability of your website. They bombard the web application / web server with data making it unusable to any legitimate requests, as it tries to manage and account for the overwhelming load.



VULNERABLE EXPLOITATION

There are various attack vectors an attacker can try to exploit when trying to abuse your website. One category of attack vectors comes in the form of Software Vulnerabilities. Software vulnerabilities are flaws in the code of an application that leave it susceptible to abuse.



SPAM

There are numerous ways hackers can use your website to distribute spam. There could be a file known as a "mailer" hidden on your website that sends emails from your domain. You might get a blackhat SEO infection that adds links and spammy keywords to your posts.



TROJAN HORSE

A trojan horse is a program that appears to be safe but performs tasks such as giving access to your computer or sending personal information to other computers. Trojans are one of the most common methods a criminal uses to infect your computer.



BOUNCE RATE

The rate at which your emails are not delivered. There are two types of bounces, hard and soft, both of which are defined later in this glossary. An acceptable bounce rate is less than 5%.



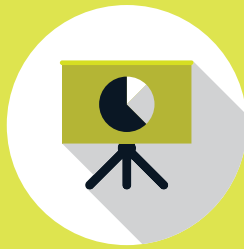
CTR - Click-Through-Rate

The percentage (the number of unique clicks divided by the number that were opened) of recipients that click on a given URL in your email.



CONVERSION RATE

The percentage of recipients who respond to your call-to-action in an email marketing campaign or promotion. This is one measure of your email campaign's success.



DOUBLE OPT IN

The recommended method of building an email list, it requires subscribers to confirm their opt in by clicking a link in a confirmation email or responding to the confirmation email in some other way.



HARD BOUNCE

A hard bounce is the failed delivery of an email due to a permanent reason like a non-existent, invalid, or blocked email address.



LIST SEGMENTATION

Selecting a target audience or group of individuals for whom your email message is relevant. A segmented list means a more targeted and relevant email campaign, thus a higher response rate and less unsubscribes and spam reports.



OPEN RATE

The percentage of emails opened in an email marketing campaign, or the percentage opened of the total number of emails sent.



SOFT BOUNCE

A soft bounce is the failed delivery of an email due to a temporary issue, like a full mailbox or an unavailable server.



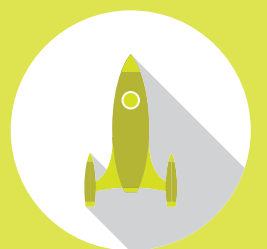
HONEY POT

A planted email address by organizations trying to combat spam that, when a spammer harvests and emails, identifies that sender as a spammer.



LANDING PAGE

A lead-capture page on your website that is linked to from an email to provide additional information directly related to products or services promoted in the email's call-to-action.



KERNING

The adjustment of space between two characters in your type. Kerning usually aims to achieve a more proportional and pleasing balance of space between each character.



DTP - Desktop Publishing

Desktop Publishing files contain page information, such as text, images and formats. Desktop publishing software can be used to create newsletters, brochures, and other printable documents.



LEADING

Pronounced 'ledding', leading refers to the space between lines of type. Overly tight leading can cause tension and overlap, making the content unreadable, and too-loose leading can equally make the type appear disjointed, so we usually try to find a nice balance between the two.



SERIF / SANS SERIF TYPEFACE

A serif typeface has small decorative strokes (called 'serifs') found at the end of horizontal and vertical lines. Serif typefaces tend to look professional, authoritative, and traditional in appearance. Sans Serif do not have the strokes. Sans serifs tend to look more modern, stylish, and cleaner than their serif counterparts.



CMYK - Cyan, Magenta, Yellow, Key

CMYK or 'Cyan, Magenta, Yellow, Key', is a color model that is used for print purposes. CMYK is a subtractive color, this means that we begin with white and end up with black. So, as we add more color, the result turns darker.



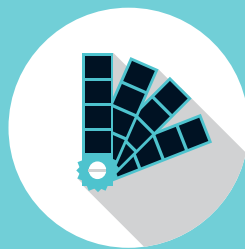
RGB - Red Green Blue

RGB is a color model that is used for on-screen purposes. RGB is an additive color, meaning that when mixing colors, we start with black and end up with white as more color is added.



PANTONE

The 'Pantone Matching System' is a standardized system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color.



RESOLUTION

The amount of detail an image has. Generally speaking, the higher your resolution, the better your images appear, and the more detail is rendered. Whereas lower resolution images or graphic tend to appear blurry, pixelated or muddy.



DIE CUTTING

Die cutting is a process where you can cut out of the ordinary square or rectangular objects out of a sheet of paper. This is usually done after printing.



BLEED & TRIM

Bleed ensures that no unprinted edges occur in the final trimmed document. It is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size.



ASPECT RATIO

Aspect Ratio is the relationship between the width and the height of your video dimensions expressed as a ratio. The most common aspect ratios for video are 4:3, 16:9 and 1.85:1.



RAW FOOTAGE

Raw footage is the crude output of a video or still camera recording. It is the unprocessed data from a camera's image sensor. Most photographers prefer shooting raw footage due to the high quality of images that the camera sensor could possibly produce.



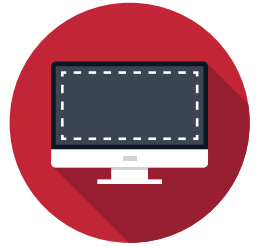
RENDER

Used to describe the process of calculating effects in a video editing program to produce final video output.



TITLE SAFE

The recommended area that will produce legible titles on most TV screens, 80 percent of the visible area, measured from the center.



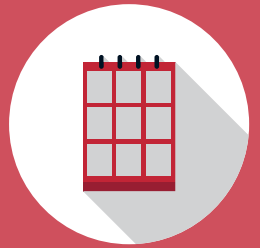
VO- Voice Over

Audio from an unseen narrator accompanying video, heard above background sound or music.



STORYBOARD

Storyboards are drawings that show each scene of your film, creating a blueprint for your movie. Storyboards provide a clear and concise visual plan for what needs to be shot or animated.



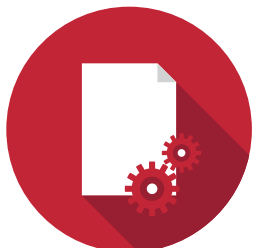
EDITING

Video editing is the process of stringing segments of video footage or animation together. This process can also refer to fixing any issues with the footage in post-production.



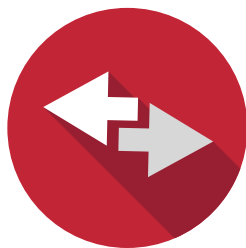
FILE FORMAT

A file format is the structure in which information is stored (encoded) in a computer file. When dealing with video, a large amount of data is required to depict a video signal accurately, this information is often compressed and written into a container file.



TRANSITIONS

A film transition is a technique used in the post-production process of film and video editing by which scenes or shots are combined. Most commonly this is through a normal cut or fade out to the next shot.



FRAME

In filmmaking, video production, animation, and related fields, a film frame or video frame is one of the many still images which compose the complete moving picture.



DARK POST

The "dark" or "unpublished" post is a post that will not appear on your timeline but can be accessed by anyone with a direct link (or by clicking through from an ad). They are used extensively by advertisers to create copy that then appears as a "Sponsored" piece of content.



ANALYTICS

Analytics tells you what happened. In general, it involves using a tag to gather data which analysts can study, looking for patterns in behavior. The tag registers when a user visits and then stores data about what actions they completed, and how they interacted with different elements.



AMA - Ask Me Anything

In an AMA post, a user will answer questions posed by the community.



CONTENT MARKETING

A marketing strategy based on attracting and retaining customers through the creation and distribution of valuable content, such as videos, white papers, guides, and infographics.



CLICKBAIT

Web content with a misleading or sensationalist headline that entices readers to click through to the full story, usually with the goal of generating page views and advertising revenue.



ENGAGEMENT

Talking to, messaging or otherwise interacting with other people on social networks. This broad term encompasses several different types of actions on social media, from commenting on Facebook posts to participating in Twitter chats. Essentially any interaction you have with other users.



ENGAGEMENT RATE

Engagement rate is the percentage of people who saw your social media post and actively engaged with it (clicked the link, expanded the image attached, replied, liked, favorited, shared, retweeted, etc). Engagement rate is a valuable metric to help determine the quality and success of your social media messaging.



HASHTAG

The hashtag is a word or phrase preceded by the "#" sign. #Hashtags are a simple way to mark the topic (or topics) of social media messages and make them discoverable to people with shared interests.



MENTION

The act of tagging another user's handle or account name in a social media message. Mentions typically trigger a notification for that user and are a key part of what makes social media "social".



SCHEDULING

Planning social media updates and content ahead of time, using a social relationship platform (SRP) or another publishing tool. Scheduling allows social media practitioners to save time in their daily workflow by posting content at a scheduled time and date.





Some people are good at running. Some at climbing big mountains.
There's even someone good at juggling chainsaws.

Well, we're great at what we do. Digital.

Banter is a leading boutique Digital & Creative Design Agency, combining digital design with the latest global trends and technology, to keep your business on the right side of the digital curve. We're a full 360° digital agency, here to make your brand stand out. And most importantly, our business is built on a foundation of transparency, passion and an all-round positive attitude.

Simply put: Awesome work created by great people.

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