What does that mean, exactly?

A Primer for WordPress Terminology

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Nerd Alert!

If I use a term you don't understand

Stop Me

Make me explain it

Items underlined will be in future slides

What does that mean, exactly?

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Why this topic?

Hosting

Bread Crumb

Database

Plugin

MySQL

Domain Name

Web Site

Widget

Sitemap

Categories

Header

Heading

PHP

What does that mean, exactly?

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Why this topic?

You can't ask questions if you don't speak the language

No one ever asks this stuff because they are worried they'll look dumb

What does that mean, exactly?

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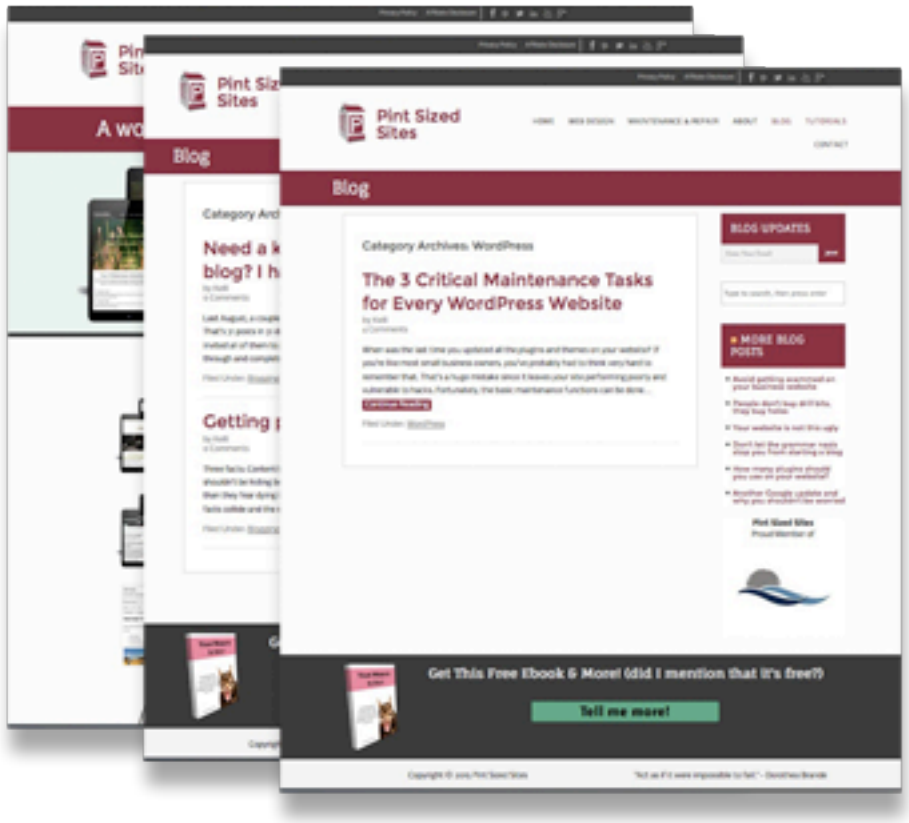
Web Site

- A collection of web pages, blog posts, and supporting files
- All falling under the same Domain Name



What does that mean, exactly?

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Domain Name

- Domain Name is an easy to remember name for the website

  example.com

- URL (Uniform Resource Locator) is a very detailed reference that includes the type of connection and the exact location

  http://www.example.com/picture.jpg

Domain name is part of the URL

What does that mean, exactly?

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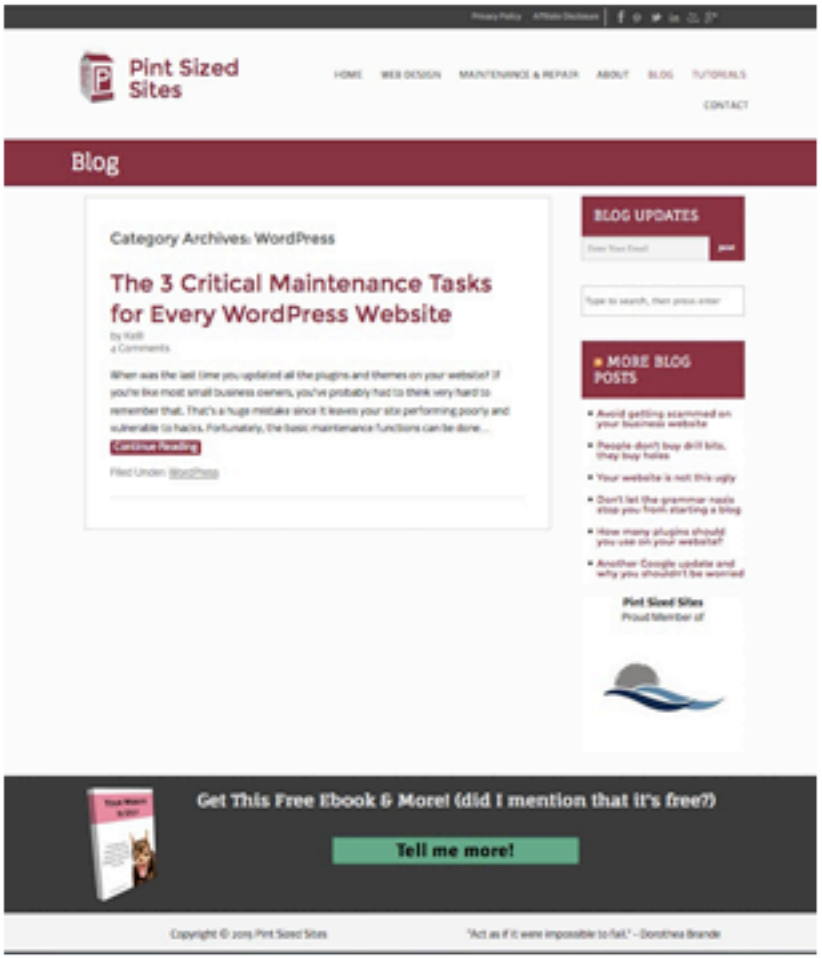
Web Page

- A single document on your web site
- Written in HTML
- Appearance is defined by CSS
- Created dynamically by WordPress



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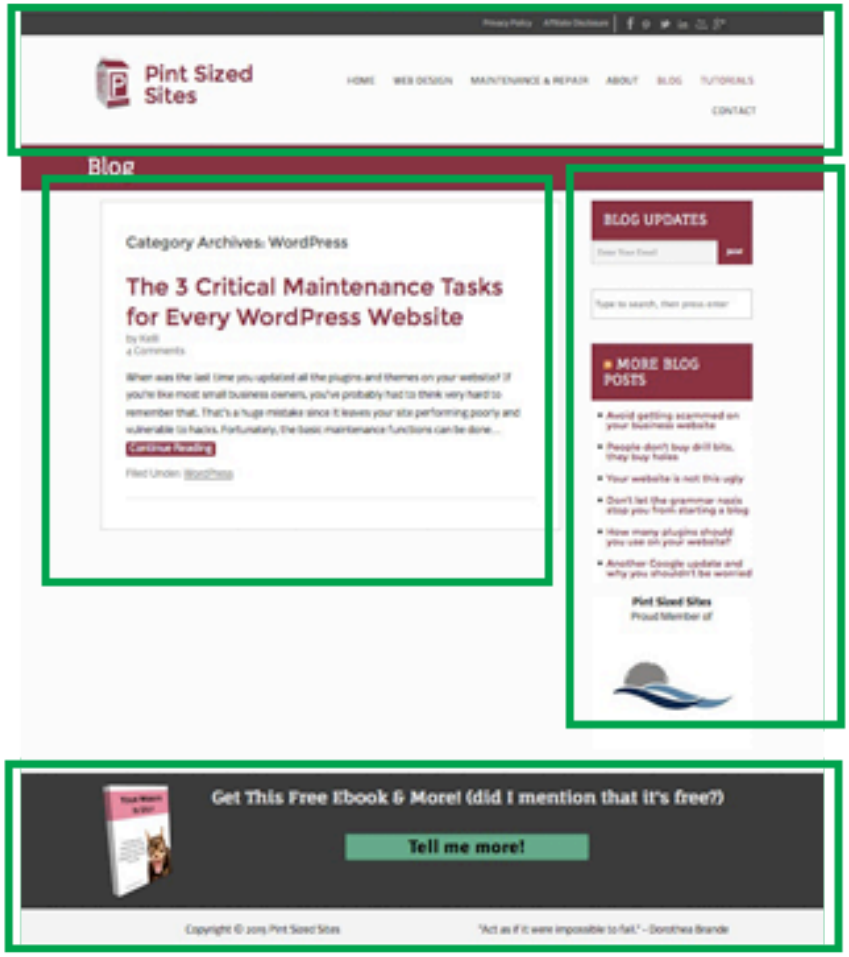
Web Page Terms

Header

Content

Sidebar

Footer



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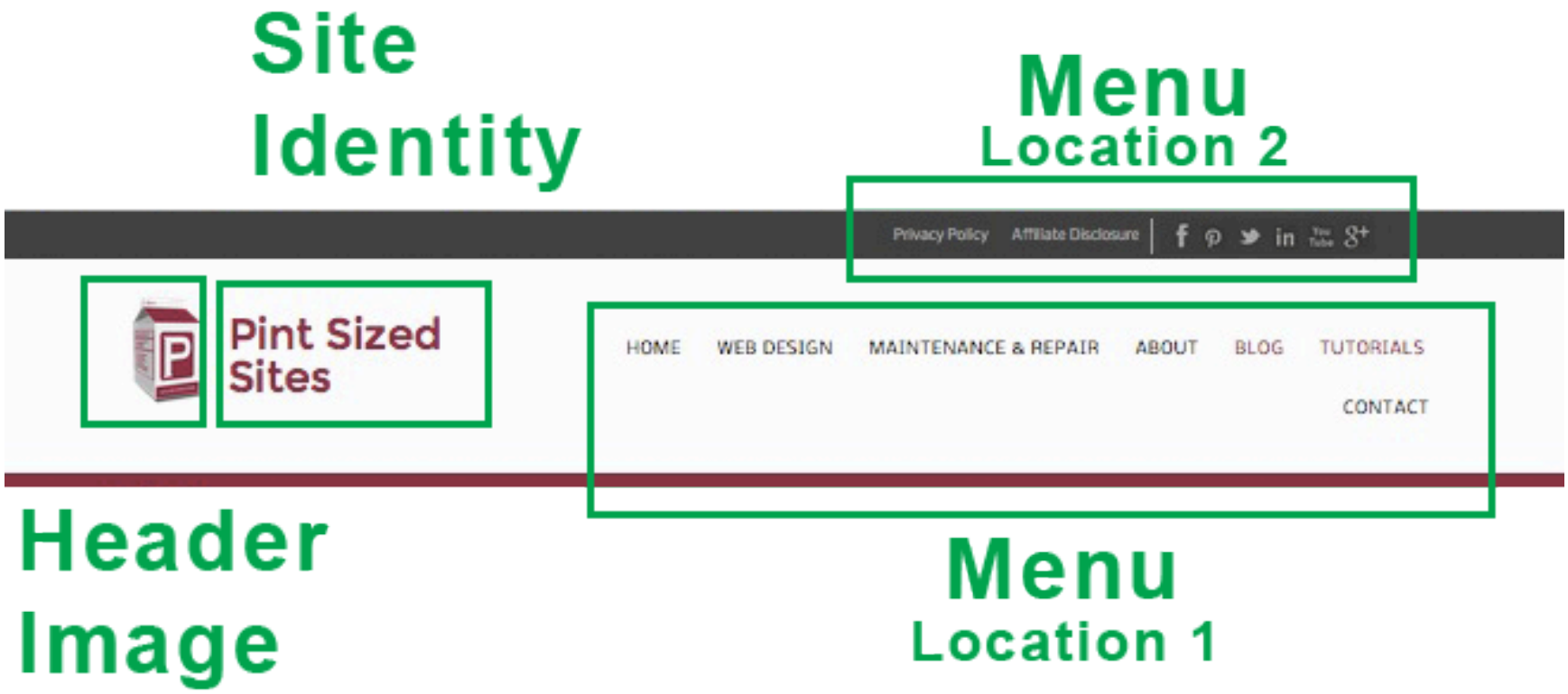
Header



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Head – Header - Heading

You're not the only one confused

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Head

- The document <head> is the html code that contains data about the HTML document
- Not visible in the browser

```
1  <!DOCTYPE HTML><html lang="en-US" prefix="og: http://ogp.me/ns#">
2
3  <head>
4  <meta charset="UTF-8" />
5  <link rel="profile" href="http://gmpg.org/xfn/11" />
6  <title>Home - Pint Sized Sites</title>
7
8  <!-- This site is optimized with the Yoast SEO plugin v2.3.5 - https:/
9  <meta name="description" content="Affordable web design and blog setup
10 <link rel="canonical" href="http://pintsizedsites.com/" />
11 <meta property="og:locale" content="en_US" />
12 <meta property="og:type" content="website" />
```

What does that mean, exactly?

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Heading

- A title of a page, paragraph, or section of your web page
  - h1 is the most important
  - h6 is the least important

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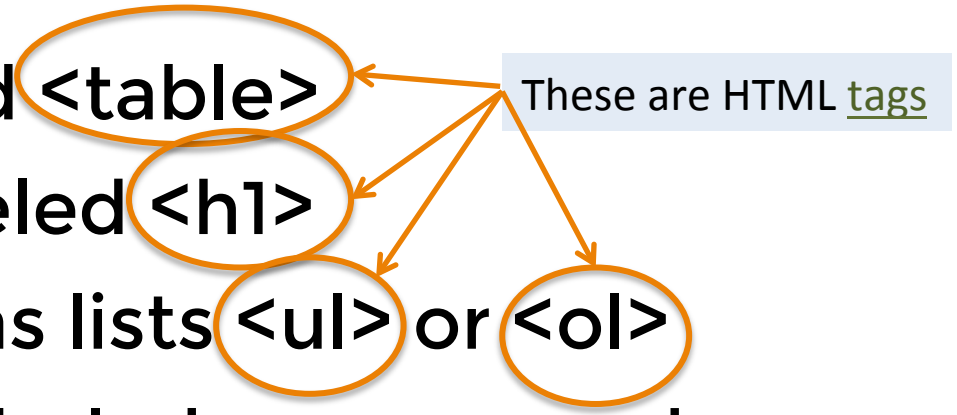
HTML

- HyperText Markup Language
- Labels the content of the webpage *semantically* – i.e. it provides the meaning of the information
  - Tables are labeled <table>
  - Headings are labeled <h1>
  - Lists are labeled as lists <ul> or
  - Paragraphs are labeled as paragraphs



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HTML Tag

- Code that describes a page element
- Enclosed by carrot brackets

< >

- Tags are opened then closed

<h1>Heading 1</h1>

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CSS

- Cascading Style Sheets
- Separate file

  style.css
- Describes how the HTML elements should look
  - Size
  - Color
  - Placement

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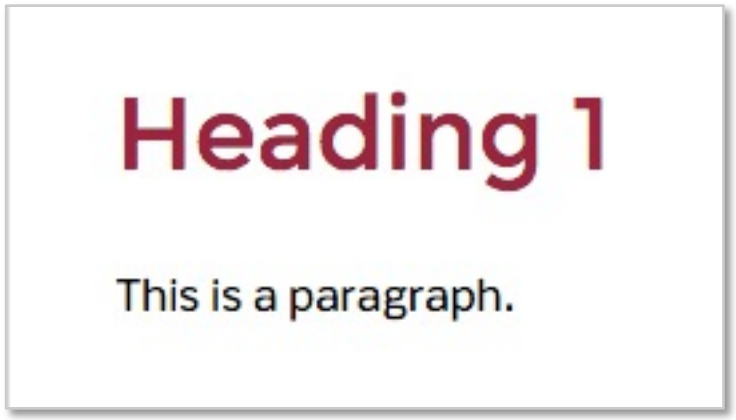
HTML & CSS working together

HTML

```
<h1>Heading 1</h1>

<p>This is a paragraph</p>
```



CSS

```
h1 {
    font-size: 42px;
    color: red;
    }
p {
    font-size: 16px;
    color: black;
    }
```

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WordPress

- Pro-tip: The W and the P are always capitalized
- Free & Open-source CMS
- Based on MySQL and PHP

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Free & Open-Source

- *Anyone* can use, copy, study and change the software in any way
- Openly shared to encourage volunteers to improve the software

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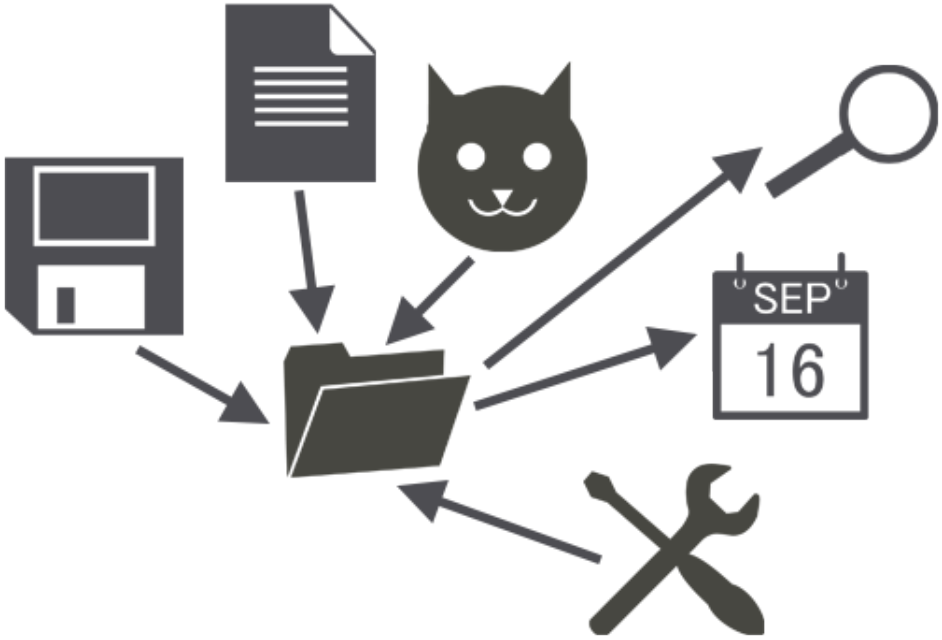
CMS

- Content Management System
  - Used to create, store, organize and manage content



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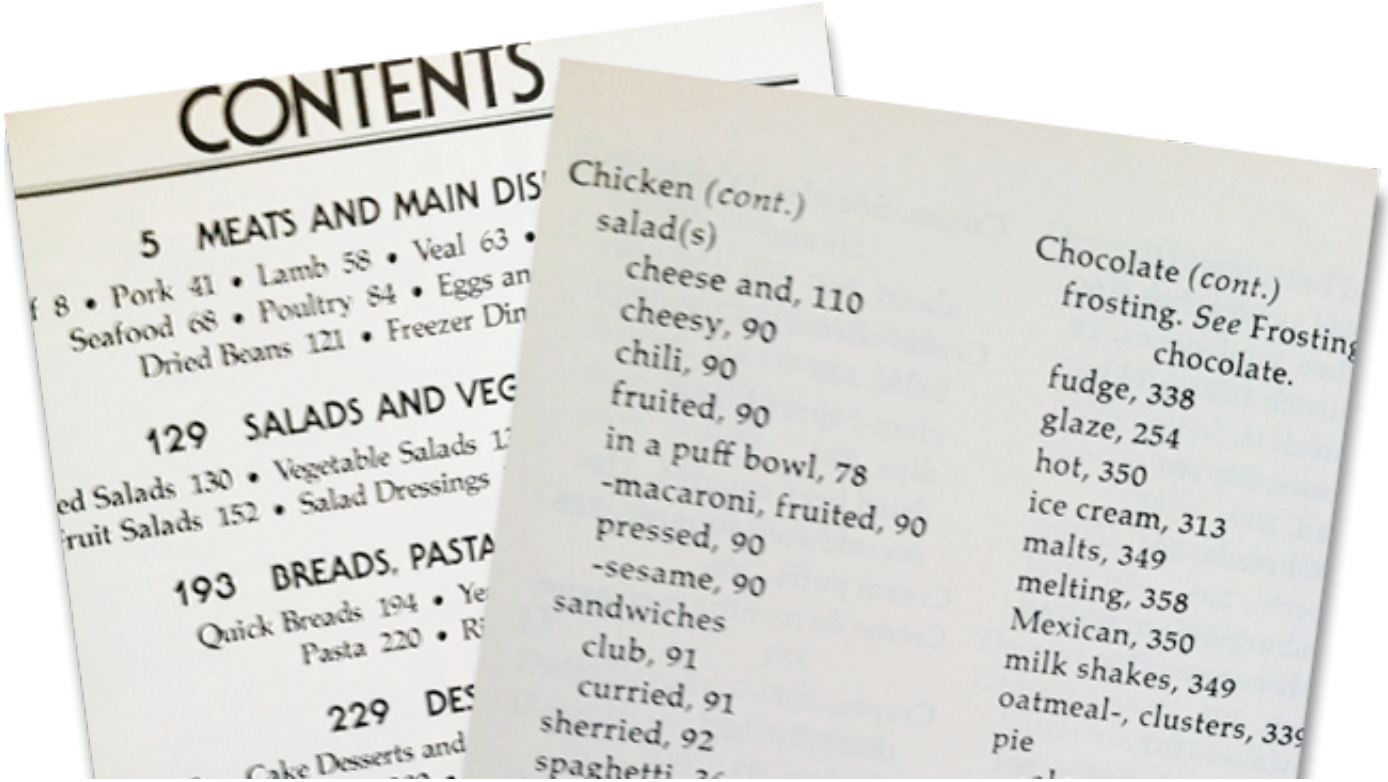
Database

- An organized collection of data



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MySQL & PHP

- MySQL is a open source, relational database
- PHP is a server-side scripting language for web development
  - PHP is short for “Personal Home Page”

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Server-side Scripting

- This is code that is executed on your web server

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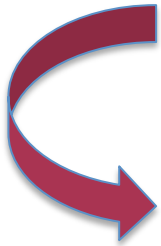
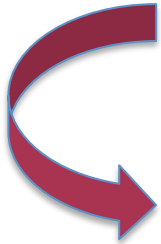
In rough terms:

PHP instructions ask for specific content to be fetched from the MySQL database



PHP instructions use that content to create the web page HTML



CSS specifies how that web page should look

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Javascript

- A Client-Side scripting language
- Adds dynamic elements to a website
  - Examples:
    - Analytics
    - Form verification
    - Button functions
    - Menus

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Client-side Scripting

- The code is executed by the visitors web browser

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Web Server

- This is the computer where your website is stored
- The server is located and maintained by your Web HOST

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Web Host

- They provide computer hardware to store your website code, graphics, and media
- They keep the computers working

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Shared Hosting

- Your website is placed on the same web server with many other websites

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ftp

- File Transfer Protocol
- A method of managing the files on your website
- Similar to the file manager on your PC, only it does it over the internet

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WORDPRESS SPECIFIC TERMS

What does that mean, exactly?

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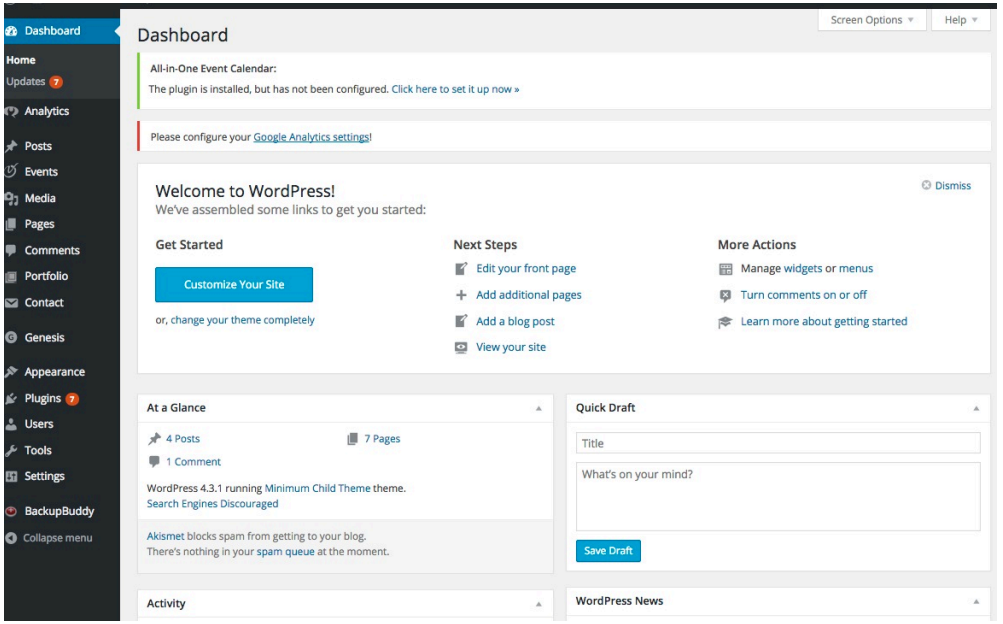
Dashboard/Administration Screen

- Provides a status of your website
- Where you go to add, edit, or maintain your WordPress website



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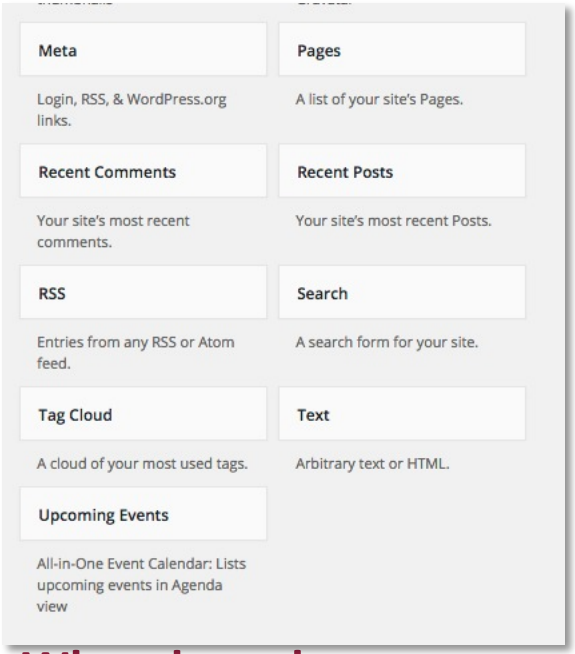
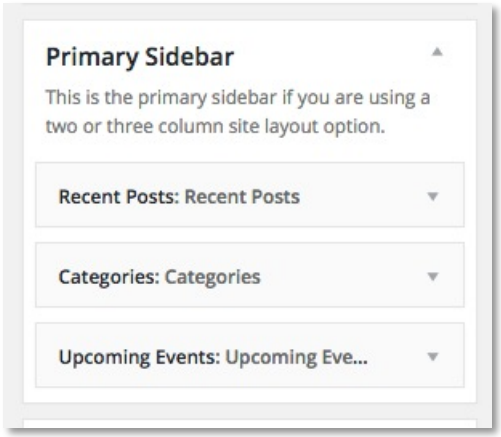
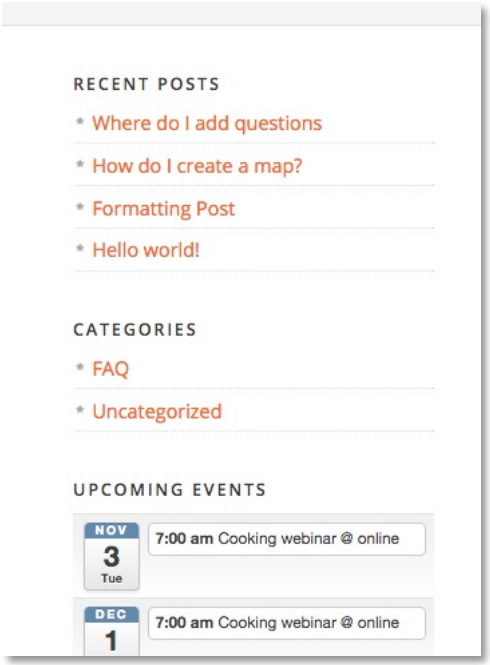
Widget

- Little gizmos that add information to your site
  - Usually on the sidebar







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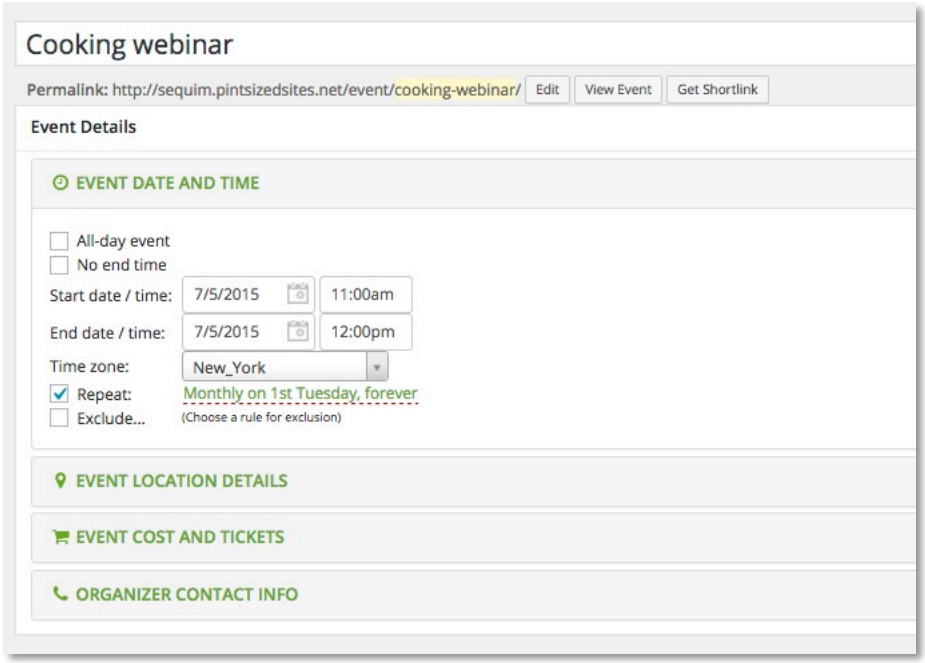
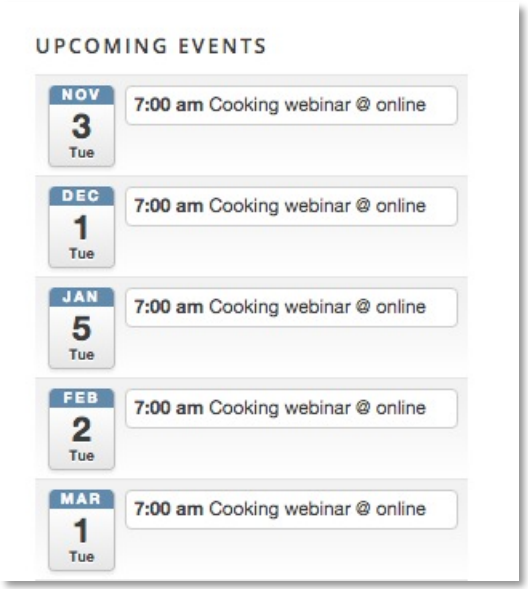
Plugin

- Software that adds extra features to your website





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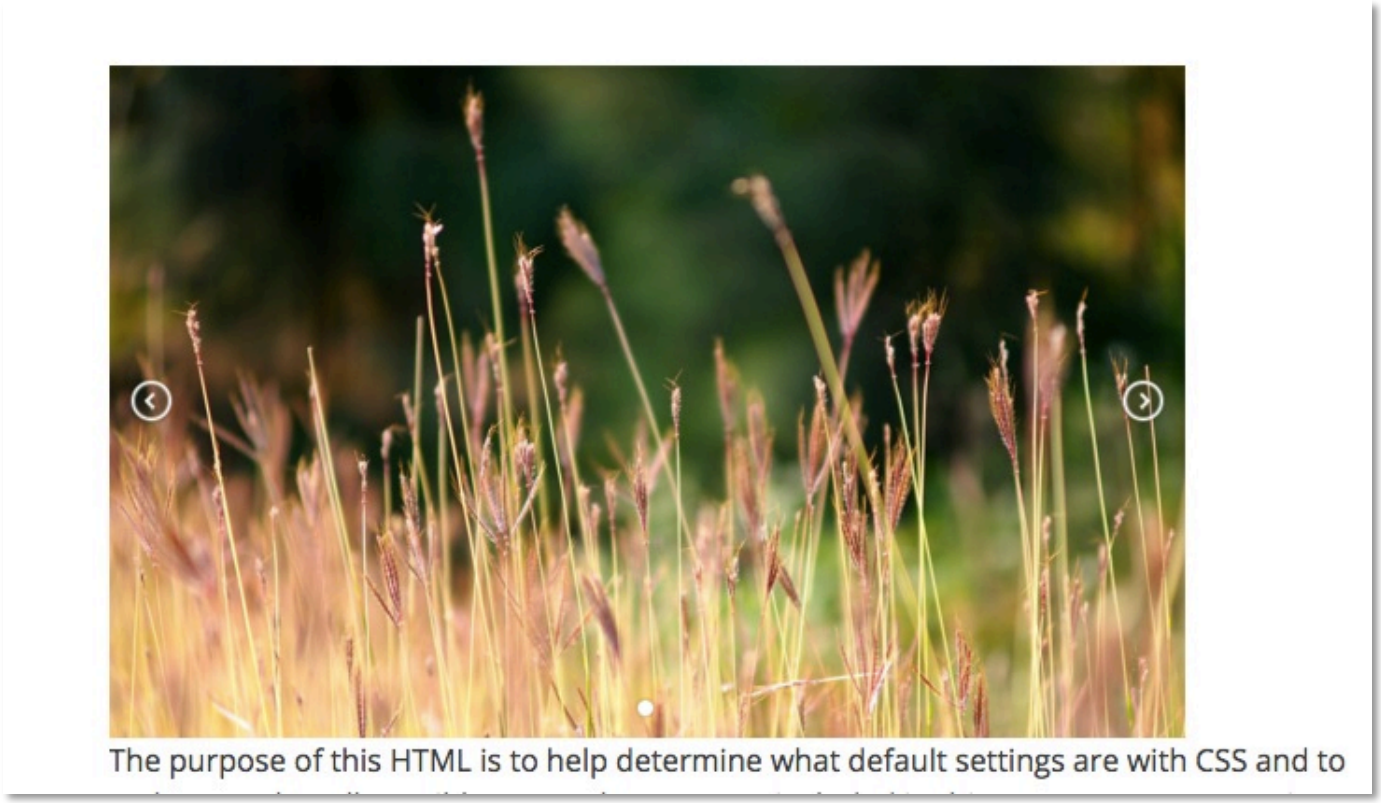
Slider

- A slideshow on a web page



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Permalink

- The permanent URL to a blog post or page

- Pretty Permalinks are commonly used

What does that mean, exactly?

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Pretty Permalink

- Human readable URLs
  - Default WordPress permalinks are

    /index.php?p=423

    (not very readable, is it?)
  - Pretty Permalink version would be

    /category/Recipes/cheese-souffle/

What does that mean, exactly?

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Categories vs. Tags

- Categories are general topics
- Tags are more specific

Categories

Tags

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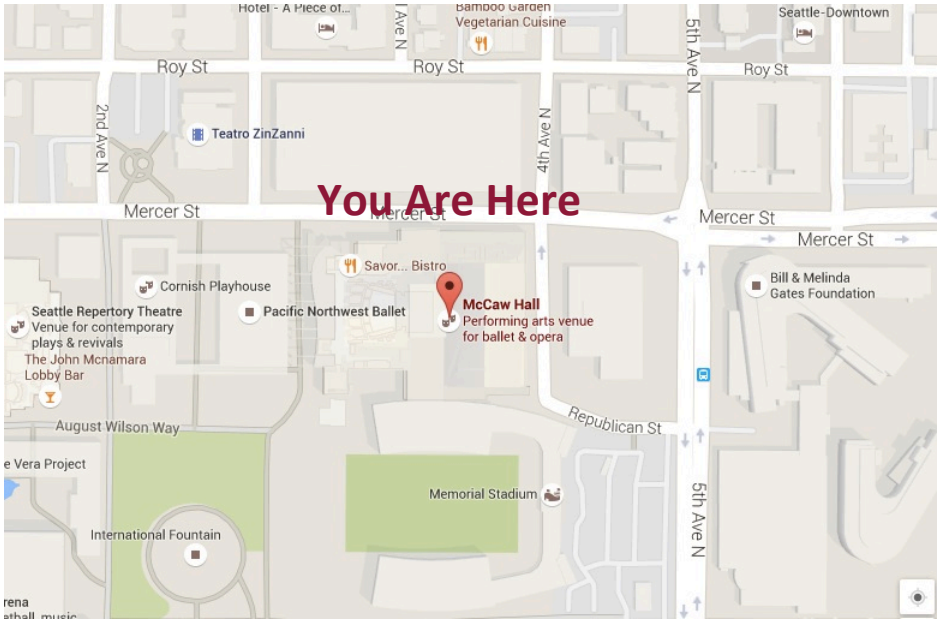
Breadcrumbs

- Navigation that tells people where they are in a website

> New to WordPress > Where to start



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Trackbacks/Pingbacks

- Notification when someone links to your website
- They differ in the communication method used
  - Pingbacks are automatic
  - Trackbacks are manual

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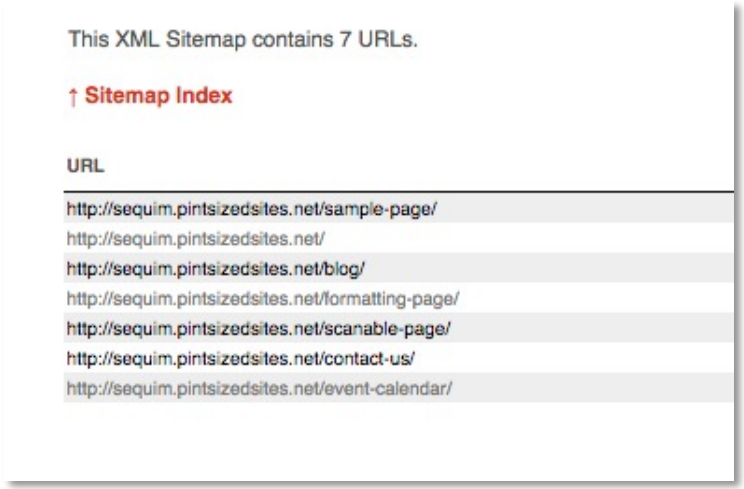
XML Sitemap

- A sitemap is a list of the pages and posts in your website
- XML sitemap includes instructions and information for the search engines' crawl bots


This XML Sitemap contains 7 URLs.

↑ Sitemap Index

URL
http://sequim.pintsizedsites.net/sample-page/
http://sequim.pintsizedsites.net/
http://sequim.pintsizedsites.net/blog/
http://sequim.pintsizedsites.net/formatting-page/
http://sequim.pintsizedsites.net/scanable-page/
http://sequim.pintsizedsites.net/contact-us/
http://sequim.pintsizedsites.net/event-calendar/

What does that mean, exactly?

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Metatag

- HTML that describes some aspect of the page
  - Title
  - Description
  - Author

What does that mean, exactly?

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Analytics

- Google Analytics
  - Tracking data for website visitors and usage

What does that mean, exactly?

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404

- This is an error code meaning

The page/post/file you are looking for can't be found

What does that mean, exactly?

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Your Turn

WHAT TERMS DO YOU HAVE QUESTIONS ABOUT?

What does that mean, exactly?

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You can find the slides

http://pintsizedsites.com/wordcamp-2015-seattle/

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