

**The Official**

# **TECH TERM CHEAT SHEET**

**By**

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# Rockstar Website Design

## Tech Term Cheat Sheet

### Internet Communication

- **Domain** – Your home address on the web: “*yourdomain.com*” (.org, .net, etc.)
- **URL** – (Universal Resource Locator) The complete web address for any page on your website, for example: *yourdomain.com/free-download/*. These are always all lower-case and can have no blank spaces.
- **Registrar** – The company with which you register and renew your domain.
- **Server** – A computer that stores and delivers the content (files, data, media) of your website. This is NOT *your* computer. A server is always on, or “on call”, and works differently than a home or business PC.
- **Hosting** – The company from which you rent server space.
- **IP Address (Internet Protocol Address)** – A unique address for identifying a server or device on the internet. This is usually a group of numbers, like 10.0.0.1.
- **DNS Record** – A DNS (Domain Name Server) record indicates what IP Address, or server, your website is located at. Your DNS record is kept with your registrar. When your web domain is called up by someone, your DNS record will direct your visitor where to go.
- **HTTP & HTTPS** – (Hyper Text Transfer Protocol) is a protocol for transferring data over the internet. Adding the “S” indicates there is an “SSL”, which makes it secure.
- **FTP** – (File Transfer Protocol) is a protocol for uploading data to your web server.
- **SSL** – (Secure Socket Layer) is a protocol for transferring data securely over the internet.

### Website Design

- **Responsive Design** – This is a design protocol for ensuring that websites respond properly to the type of device on which they are displayed.
- **Shortcode** – A piece of simple code used by Wordpress to “bridge the gap” between developers and non-developers. It helps ordinary folks perform extraordinary tasks. Shortcode uses the [ and ] brackets. Shortcode might look like: [shortcode].
- **Favicon** – A small 16x16 pixel image used to brand your website that is displayed in the website browser tab.
- **CMS** – (Content Management System) A software application like Wordpress or Joomla that enables developers to create complex, dynamic and data-driven websites.

### Media

- **PNG** – (.png Portable Network Graphic) is an image file. These are great for logos and other graphic media that need transparent backgrounds. File sizes tend to be larger than JPEGs.
- **JPEG** – (.jpg Joint Photographic Experts Group) is an image file. These are the best images for the web as they can be reduced by percentages in image quality to achieve best file size.

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- **GIF** – (.gif Graphics Interchange Format) is an image file. The cool thing about gifs is that they can be animated. However, animated gifs have gone the way of the dodo. GIFs are still useful, though, as they can also have transparent backgrounds.
- **MP3** – (.mp3 Moving Picture Experts Group Layer-3) is an audio file format best suited for the internet because of it's lower file size (about 1/10th) than .wav or .aiff audio files, which are used for CDs.
- **OGG** – (.ogg) is an audio file format that is an alternative to MP3s and are required by some audio players to ensure maximum compatibility with all devices.
- **MP4** – (.mp4 Moving Picture Experts Group Layer-4) is a video file format that is best suited for internet use.

### Email

- **POP3** – (Post Office Protocol) This method downloads your email from the email server and stores it on your local computer. It then deletes the original copy on your server. With some email reading clients, including Gmail, you can also choose to leave a copy of the email on the server.
- **IMAP** – (Internet Message Access Protocol) This method acts like a mirror. What you see on your local machine is “mirrored” on the server.
- **MX Records** – (Mail Exchanger) records act like a DNS record. It indicates what IP address will receive incoming email for a domain. Normally the DNS and MX records are set to the same IP address. However, in some cases, you may wish for your website to be on one server and your email on another.

### Computer Programming Languages

- **HTML** – (.html or .htm Hyper Text Markup Language) The basic language for every static web page. This type of web page needs no processing to be delivered to a web browser.
- **PHP** – (.php) PHP, which used to stand for Personal Home Page, is a dynamic programming language, meaning it calls for some action or processing before it is delivered to a browser.
- **JavaScript** – (.js) Javascript is used to change content, HTML attributes, styles and validate data.
- **CSS** – (.css Cascading Style Sheet) CSS is responsible for the styling of the layout of your website. It is a file that is referenced by your main web page documents. You can have the exact same content, but two different style sheets can make it look completely different. They also make it easier to format an entire website, creating uniformity across all pages, rather than having to write style code for every page.