

# Glossary

of Blog Terminology

**ABOVE THE LINE ADVERTISING** - Pure media advertising (press, radio or television) where the agency makes its money in the form of commission from the publisher, rather than a direct charge to the client.

**ALTERNATIVE TEXT/TAG OR ATTRIBUTE** - A word or phrase that describes an image on the web.

**ANCHOR TEXT** - Used to anchor a URL to some text on a web page. When users view the web page in a browser, they can click the text to activate the link and visit the page whose URL is in the link.

**ARTICLE** - Article and blog "post" are used interchangeably. An article is one single post on a blog.

**AUTHOR** - The name associated with the person who wrote a blog post.

**AVATAR** - A photo, graphic or image that represents you across blogs and other social-networking sites. Sometimes displayed within the profile or comment sections.

**AWARENESS** - That's what brand advertising is all about. It doesn't necessarily aim for immediate sales, but attempts to form favourable impressions that will motivate its audience to seek out and buy the advertiser's product or service.

**BLOG** - This is short for web log or weblog. Frequently it's a type of website or part of a website. Blogs are usually maintained by an individual or group of people. A personal blog or business blog will traditionally include regular entries of commentary, descriptions of events, or other material such as photos or video.

**BLOGGER or BLOGGING** - The person who writes for a blog is referred to as a blogger, and the act of writing for the blog is known as blogging.

**BLOGOSPHERE** - This refers to the collective community of all blogs and bloggers on the Internet.

**BLOGROLL** - Sometimes spelled blog-roll or blog roll, this is a blogger's list of links to other blogs the read or support.

**CATEGORY** - Category and tags are synonymous, except where a category (in terms of hierarchy) is the top level definition and a tag may be a more specific classification beneath that.

**CMS or PLATFORM** - This is short for content management system. It is a software program that allows you to add content to a website more easily

**COMMENTS** - The opinions of your readers left in response to a blog post.

**CSS or STYLESHEET** - This is short for Cascading Style Sheets. Written in HTML to style web pages - including page layouts, colours and fonts.

**DIRECTORY** - A blog directory is a website that lists blogs, usually ranking them by their popularity and ordering them by subject or category

**FAVICON** - This is the small graphic, typically your logo or other representation your website that appears in a browser's address bar, favourites or bookmark lists.

**FEED** - This is a news feed used for providing users with frequently updated content. Content distributors syndicate a web feed, thereby allowing users to subscribe to it in RSS reader or via e-mail.

**HEADER** - This is the top part of your blog, appearing before any pages or posts. Headers generally include items such as logos, taglines, and navigation menus.

**HYPERLINK** - Used synonymously with the word "link", this is clickable content within a web page that takes the user to another page, website, or within part of the same page.

**HTML** - This is short for Hypertext Markup Language, the language used to write web pages.

**INDEX(ed)** - The process by which search engines find your content and then make it available to users by storing it and displaying it in search results

**KEYWORD(s) or KEYPHRASE(s)** - These should be used as a topic generator. Picking keywords is the process of determining what topics are most relevant to your target audience or buyer persona and crafting content around those topics.

**META DESCRIPTION** - Your description should be a short description of that particular page or post.

**META KEYWORDS** - These have historically been the most popular and well known element describing content of a web page. Search engines, however, quickly came to realise that this piece of information was often inaccurate or misleading and frequently lead to spammy sites. As such this tag is no longer followed by search engines.

**META TAGS** - = meta titles + descriptions + keywords. Used to provide information about a given web page, most often to help search engines categorise them correctly.

**META TITLE or PAGE TITLE** - The Page Title is the phrase that shows in the blue bar at the top of your web browser when the page loads. The page title is also the bold text that shows up on a search results page when you rank in a search engine.

**NOFOLLOW** - A link attribute which prevents links from being crawled by search engines. As a result no SEO credit gets passed from one page to another.

**PERMALINK** - An address or URL of a particular post within a blog.

**POST** - An article within a blog. The collection of posts forms the basis of a blog.

**REDIRECT** - Used to specify an alternative URL and in order to redirect the user (or search engine) to a different location. The most commonly used redirect is a 301 permanent redirect, which is applied when you change the URL of a page. To ensure that people, who have linked to or bookmarked that old page/URL, can still get to the updated page/URL.

**ROBOTS** - Commonly filed as robots.txt, which provides information about a given Web page, most often to help search engines categorise them correctly.

**RSS** - Short for Really Simple Syndication, a means by which users can subscribe to a feed, a blog feed for instance. Because content is published in a frequent basis subscribing makes it easier for users to follow content and updates.

**SITEMAP** - A public directory or index of sorts to help users easily access pages of your website. This makes your content easier to find by users including search engines.

**SUBSCRIBE** - Your blog should have multiple means through which users can subscribe to your blog content. These should include email and RSS.

**TAG or TAGGING** - A tag is a bit like a category in that it is another way of classifying blog post. It is a word or set of words that help define what the post is about.

**TITLE or SUBJECT** - The title of your page is frequently an H1 tag.

**URL** - This is short for Uniform Resource Locator - The address of a piece of information that can be found on the web such as a page, image or document.

**WIDGET or MODULE** - Areas of your website that are uniquely designed to stand out and commonly found in the side bars of your website (left or hand side of a page). Within a CMS these are easily interchangeable sections that often provide links, call to actions or other helpful resources.

**.XML SITEMAP** - A file you can use to publish lists of links from across your site. Sitemaps do not guarantee all links will be crawled, and being crawled does not guarantee indexing.