List of terms mentioned in the WordPress for beginners training

We mention a lot of terms in this course which you might not be familiar with yet. Although we will explain these terms carefully in the course, it's easy to lose track of which term serves what purpose. Below, we have compiled an overview of the terms mentioned in this course, with short descriptions of what they entail. They are listed alphabetically.

.htaccess file:
a configuration file for use on web servers running the Apache Web Server software.

404 error:
the HTTP 404 (Not Found) error is a standard error code in computer communications, which means that the URL that was requested doesn't point to a certain page. The page may have been deleted, the URL was misspelled, or it never existed. The permalink structure might have changed or even the domain name, and redirects could have been set wrong.

Accessibility:
accessibility is about how well your website can be used by people with disabilities.

Administrator:
the most powerful role in WordPress, if you only have one site, is Administrator. If you've set up a WordPress site for yourself or you're planning to do so, this role will be given to you automatically. It gives you access to all WordPress features, like the ability to install or update plugins or to add and remove other users.

Administrator (admin) menu:
is the sidebar on the left side of your screen. It allows you to access WordPress functionalities through the various menu items: Dashboard, Posts, Media, Comments, Appearance, Plugins, Users, Tools, and Settings.

Administrator (admin) toolbar:
the toolbar allows you to access the front end of your site. From here, you can also quickly add new posts, pages, media, or users, edit your profile, and log out. The toolbar is visible only to logged-in users. Depending on the user's access level, the options in the toolbar can change.

Alt (alternative) text box:
the box where you enter the alternative text for an image. Alt text helps people with visual impairment, who use a screen reader, understand what the image is about. Screen readers allow users to listen to the alt text read aloud. In addition to helping people with visual impairment, the alternative text also helps the search engines determine what the image contains.

Appearance menu item:
located in the admin menu, it is the item that allows you to control what your website looks like. You can change the theme of your website, customize what your site looks like, manage the widgets on your site, and manage the menus that appear on your site.

Archive page:
archive pages are automatically generated when you create a category, tag, or other taxonomy (in WordPress, at least). Posts or (product) pages that belong to that taxonomy are presented in a list on these archive pages. So, these archives can be based on various things: this could be categories and tags, but also the post date and post author, or something else if you created a custom taxonomy or use a plugin that creates one.

Attachment page:
a page that contains information about the media you have uploaded. For example, in the case of images, an attachment page will contain the title of the image, the image itself, as well as any additional information you have added, such as a description or a caption.

Author:
authors in WordPress have rights to do content-related things, but they have fewer rights than Editors. Authors can only publish and manage their own posts. They also don't have rights to create pages.

Backup:

a copy of your website files, preferably in multiple different locations, such as your computer, an external hard drive or the cloud.

Bandwidth:

the capacity to transmit data. Every time someone views a page on your site, it adds to the amount of bandwidth you use. All of the texts and images on that page need to be downloaded onto each visitor's computer before they can be displayed in their web browser.

Block:

a content element that you use to structure your content or create a page. Working with blocks in WordPress is compared to building with LEGO blocks. And that's exactly what you do. You create your content block by block, piece by piece until you get to the desired result.

Breadcrumbs:

a clickable text path, often located at the top of a page. On yoast.com, for instance, the path to our Yoast SEO plugin page is Home > Yoast Plugins > Yoast SEO for WordPress. This breadcrumb immediately shows you where you are. Every part of that path is clickable, all the way back to the homepage.

Brute force attack:

an attack on your site that targets your wp-admin or wp-login access points using different login credentials to try things out.

Bug:

an error in the software code.

Canonical:

the canonical link element lets search engines know which variation of a collection of similar or identical pages you want search engines to put into the search results. A canonical consists of two elements: the link rel=, which specifies that we're dealing with a canonical link, and the href, which points to the canonical page. An example of a canonical link element is: <link rel="canonical" href="http://example.com/es" />.

Categories in WordPress:
categories allow for a broad grouping of post or page topics. They can be arranged in a hierarchy, so you can have subcategories. Each post must be attached to at least one category. For example, categories for a blog can be 'Books', 'Food', 'Music', and 'Travel'. In this example, the category 'Books' could be subdivided into the subcategories 'Fiction books' and 'Nonfiction books'.

CDN:
a CDN — short for content delivery network — is an excellent tool for improving the loading speed of your site. The CDN brings your site physically closer to your visitor, so to say. If your hosting provider has a server in California and your visitor is from Mumbai, India there might some long latency that results in poor performance. By adding a CDN, you can serve your site from a location near your visitor and, therefore, dramatically speed up its loading times.

Child theme:
is basically a subtheme, which has the same functionalities, features, and style of its parent theme. A child theme allows you to make changes to the parent theme, without having to worry about losing those changes when the parent theme has an update.

Comments menu item:
located in the admin menu, it is the item that gives you access to the comments managing screen. From here, you can also approve or not approve comments, provide replies, edit, mark as spam, or simply delete comments.

Content management system (CMS):
software that allows you to create, publish, manage, and customize online content.

Contributor:
contributors in WordPress can write, edit, and delete their own posts, but they can't publish them – as Authors can. Contributors also can't access the Media Library to upload files, whereas Authors can.

Copywriting:
the act of writing text for the purpose of advertising or other forms of marketing.

Country code TLDs (ccTLDs):
each country has its own TLD, which is called a country code TLD (ccTLD). Examples of ccTLDs are TLDs like .nl for the Netherlands, .fr for France, or .de for Germany.

Crawlability:
has to do with the possibilities search engines have to crawl your site. Crawlers can be blocked from your site. There are a few ways to block a crawler from your website: in the robots.txt file, in the HTTP header or in the robots meta tag. If your website or a page on your website is blocked, you're saying to the crawler: 'do not come here'. Your site or the respective page won't turn up in the search results in most of these cases.

Cross-browser compatible theme:
a theme that works properly in all popular browsers, both on desktop and on mobile devices.

Customizer:
the part of WordPress that allows you to make changes to the design of your site or the elements on your pages, such as your site branding, menus, and widgets.

Dashboard:
the part of the back end that gives you an overview of what's happening with your site. It's the control room of your site, where you have a bird's eye view of operations. It contains the following default widgets: At a Glance, Activity, Quick Draft, and WordPress Events and News.

Dedicated hosting:
a dedicated, fully allocated hardware server for your use only. You don't have to share the server with other customers. It's your own personal server with its own processors, hard disks, and memory.

Default content in WordPress:
the content that you find on WordPress when you access the back end for the first time. This typically includes a sample page and a sample post, titled Hello World. It is recommended to delete this content.

Domain name:

a convenient way to point people to the specific spot on the internet where you've built your website. Domain names are, generally, used to identify one or more IP addresses. So for Yoast, the domain name is yoast.com.

Duplicate content:

when the same article is present on two (or more) separate URLs on a site, this is called duplicate content.

Editor:

editors in WordPress have all the rights to do things that are related to content management. They can publish and manage pages and posts, including the posts of others.

Embeds:

various types of third-party media and content that you can incorporate in your posts and pages.

Focus keyphrase:

the search term or search terms that you want your post to be found for.

Front end:

the part of your website that your visitors see and interact with.

Generic TLDs (gTLDs):

are all of the other domains, like .com, .info, .net, .edu, and .gov.

Health Check:

a dedicated page in WordPress that shows you how your site is doing in a technical sense.

Holistic SEO approach:

an SEO approach where you focus on making every aspect of your site as good as possible in order to improve your ranking in the search results. Google's mission is to build the perfect search engine that helps people find the best results for what they are looking for. At Yoast, we believe that making your website fit this goal is the way to go and that this can be accomplished by using a holistic SEO approach.

Hosting company:
a company that makes sure your website is accessible through the internet. They provide space on a server, and they also provide internet connectivity in a data center.

HTTPS:
users engage with your site over an HTTP connection; this is what you type in when you enter a full web address: HTTP or HTTPS. The latter is the safer connection of the two, as it encrypts the connection between the browser and the site, therefore making sure that no one can intercept the data sent between those two.

Index:
aspect of a search engine; a gigantic database where the HTML-versions of pages that the crawler has found are saved. Pages that are saved in the index could appear in the search results. Whether they do depends on how the algorithm of the search engine ranks it.

Infrastructure TLDs:
are TLDs like .arpa. You can immediately forget about this kind of TLDs in the context of this course. You can't register a domain under .arpa, it's only used for infrastructure purposes.

Internal link:
a type of link on a webpage to another page or resource (e.g. an image or document), on the same website or domain. Internal links connect your content and give search engines an idea of the structure of your website. They can establish a hierarchy on your site, which enables you to give the most important pages and posts more link value than other, less valuable, pages.

Keyword research:
the activity you undertake to come up with an extensive list of keywords you would like to rank for.

Live preview:
the possibility to see what your website will look like when you make changes to it. This is usually available in the customizer. The changes you make will not be applied to your website unless you click save or publish.

Media menu item:
located in the admin menu, it gives you access to the media managing screen. Media can be anything, ranging from photos and videos to audio and PDF files.

Mission:
a sentence describing a company's function, markets, and competitive advantages; a short written statement of your business goals and philosophies.

Mobile ready theme:
a theme that is properly accessible on mobile devices.

Open-source software:
open-source software is a software that's developed within a community. Everyone can use, alter, and distribute the code. People are encouraged to participate and improve the software project.

Page builder:
a plugin that lets you easily structure and design your site's pages through a visual editor, which usually replaces the WordPress page (or post) editor.

Page editing sidebar:
the sidebar in the page editing screen that allows you to determine the visibility and date of publishing the page, edit the permalink of that page, add a featured image, and assign a parent page.

Pages menu item:
located in the admin menu, it is the item that gives you access to the pages managing screen. On that screen, you can add, edit and delete pages.

Password generator:
a tool that will automatically create strong, unique, and random passwords for you.

Permalink (or: permanent link):
the full URL you see – and use – for any given post, page, or other pieces of content on your site. It's a permanent link, hence the name permalink. A permalink could include your domain name (www.yoast.com) plus what's called a slug, the piece of the URL that comes after the domain name. A permalink might contain a date, or a category, or anything you please. A simple permalink makes a

URL easy to understand and share.

Playback control:
allows the visitors to your site to play, pause, forward and rewind audio and video files that you have published.

Plugin:
a piece of software that you install to add extra features and functionalities to your WordPress site.

Plugin box:
shows information about the plugin, including a short description, reviews, the number of active installations (how many sites currently have the plugin installed), when it was last updated, and if it's compatible with the version of WordPress you have installed. If you want to know more about the plugin, you can click More details in the plugin box. Then, a window showing more information about the plugin will pop up.

Plugins menu item:
located in the admin menu, this item allows you to add extra features to your site by installing plugins.

Post editing sidebar:
the sidebar in the post editing screen that allows you to control when you publish your post, who can see it, what the permalink of that post will look like, what categories and tags the post will belong to, add a featured image, an excerpt and enable or disable comments for that post.

Posts menu item:
located in the admin menu, it is the command center for writing and managing your posts.

Readability:
the ease with which a reader can understand a written text. Readability is not only important for your audience, but also for SEO. At Yoast, we believe that readable content leads to higher rankings and more traffic.

Redirection (of URLs):
a technique for making a web page available under more than one URL address. When a web browser attempts to open a URL that has been redirected, a page with a different URL is opened.

There are different types of redirect, depending on the purpose of the redirect, for example when you delete a post or page, or when you change a slug or URL.

Redirect manager in Yoast SEO:
a tool in the Yoast SEO Premium for WordPress plugin that helps you to set the correct redirect. After deleting a post or page, or changing a slug or URL, our plugin will ask you directly what you'd like to do with the old URL via an automatic notification. Besides this, you can also go to the redirect manager in the plugin menu.

Screen reader:
an assistive software application that attempts to convey what people with normal eyesight see on a display to their users via non-visual means, like text-to-speed, sound icons, or a Braille device.

Search Engine Optimization (SEO):
the practice of optimizing websites to make them reach a high position in the search engine's organic search results.

SEO analysis in Yoast SEO:
an analysis in the Yoast SEO plugin that gives you recommendations regarding your focus keyword and the SEO of your content. If you have Yoast SEO Premium, you can add more focus keywords, which will all be put through the SEO analysis separately.

Settings menu item:
located in the admin menu, this item gives you access to several tabs. In these tabs, you can determine the settings that regulate how your posts and pages are displayed, regulate the comment settings, determine the media and permalinks settings and create a Privacy Policy page.

Shared hosting:
hosting that you share with multiple customers. The resources of the server determine how much space, bandwidth, mailboxes, etc. you have available. Sharing these resources doesn't mean other customers can see or edit your data. However, it does mean that if you use shared hosting, there are resource limits on each hosting package.

Site structure:
site structure has to do with organizing and classifying your content on the one hand, and adding links to set up a context for your site on the other hand.

Slug:

The part of the URL that contains the post/page title. For example, in the URL
www.everydayimtravelling.com/asia/indonesia/2019/some-great-food, the slug is "some-great-food".

Snippet:

a result search engines show to the user in the search results. A snippet consists of an SEO title (in blue), the slug (in green), and the meta description (in black).

Static content:

the content usually shown on pages. The classic example is the About page. Static content is typically content that does not change over time but remains static.

Storage space:

the amount of space you need for the content of your website. Consider how many pages your site has and how much content is on that page. Are you building a large site with a lot of large images and videos? Then you'll need more storage space than when your website just has blog posts with plain text and a few small images.

Structured data:

the code in Yoast SEO that contains Information about your page and makes it easier for search engines to understand who you are, and what your website and individual pages are about.

Super Admin:

the most powerful role in WordPress, but it's only available for multisite installations, and most WordPress beginners will just have a single installation. A multisite installation means you have multiple sites that share one WordPress installation.

Subscriber:

subscribers in WordPress can read your site, post comments, and create a profile. But they can't write, edit, or delete posts.

Tags in WordPress:

allow for grouping of posts or pages. Tags are similar to categories, but tags are generally used to describe your post in more detail. Tags exist in their own right and have no set relationship to anything else, so they can't be arranged in a hierarchy. The use of tags is entirely optional.

Taxonomies in WordPress:

WordPress uses so-called taxonomies to group content. The word 'taxonomy' is basically a fancy term for a group of things (website pages, in this case) that have something in common. This is convenient because people looking for more information on the same topic will be able to find similar articles more easily. You can group content in different ways. The default taxonomies in WordPress are categories and tags.

Title tag:

the HTML title tag. This tag is the first thing a user sees in the search results. It's also one of the most important factors for search engines to decide what the topic of a page is.

top-level domain (TLD):

the last part of the domain name. So, for yoast.com, Yoast is obviously our brand, and .com is called a TLD.

Tools menu item:

located in the admin menu, this item allows you to import posts and comments (if you migrated from a different platform). You can also export the content of your current site.

Two-factor authentication:

is a way to boost your security by adding two forms of authentication. It's not enough to just enter your username and password, you'll also have to enter a code, usually generated by an app on your phone.

User experience (UX):

how a person experiences using a product, such as a website, a mobile phone, or an app, especially in terms of how easy or pleasing it is to use. It's all about how someone feels when using a particular product: does the product make you feel excited or happy, is it a joy to use it, does it help you effortlessly achieve what you've been aiming for?

Users menu item:

located in the admin menu, this item allows you to add users and edit user roles.

VPS hosting:

stands for Virtual Private Server and it's similar to a dedicated server. A VPS is part of a physical

server, which can be divided into different sections. With a VPS, you get your own space on the server, with access to a certain amount of resources, like memory and processors. These resources are for your use only. Furthermore, you can optimize your VPS server to your own preferences. You can determine which software runs on it, and you can adjust the settings to your liking.

Website menu:
the most common aid for navigation on your website. Visitors use your menu to find things on your website. It helps them understand the structure of your website. That's why the main categories on your site should all have a place in the menu on your homepage.

Widget:
a simple, pre-built block you can add to your site that serves a specific function, like a search bar, a list of your most recent posts, or an archive of your posts.

Widget area:
areas that are defined by your theme and are usually located in the sidebar(s) and the footer of your site.

WordPress.com:
a site that offers free and premium WordPress website packages that include hosting and management. You can create a WordPress.com account and, like that, create your own site or blog.

WordPress.org:
software that you can download and install on your own site. That means that you will first need to choose a website host and a domain name, on your own. After the hosting and domain name is taken care of, you will be able to download and use the WordPress software to create, publish and customize your site.

WordPress back end:
the part of the website where you can add, edit, and remove the content on your site, as well as control what your site looks like.

WordPress plugin repository:
gives you access to a big list of plugins that you can check out. There are currently over 50,000 plugins available in the directory.

WordPress theme:

software that handles the way your WordPress site looks. It serves as a representation for your brand, but - at the same time - takes care of the visual representation of WordPress content and data, like pages and posts. Simply put, a theme is what a person will see when visiting your website.