

## 15 Website Design + Development Terms

### **#1 301 Redirect:**

A method of redirecting a visitor from one web page to another web page. These are critical for launching a new website and informing Google of page name changes.

### **#2 404 Error:**

Also, known as "404 Page Not Found", this error indicated that the page or resource you're trying to view can't be found. Typically this means that's it's been deleted or moved.

### **#3 Content Management System:**

A web application designed to help you make a user-friendly website.

### **#4 Cascading Style Sheets (CSS):**

A style sheet language used for describing the presentation of a document written in a markup language like HTML, including colors, layout, and fonts.

### **#5 Dynamic Content:**

Messaging on your website that is tailored to each unique visitor. For example, a new visitor may see a different CTA than a frequent visitor.

### **#6 Favicon:**

The small icon image, often a company logo, that displays on the title bar or tab of a browser tab. This acts as a visual reminder of the website's identity in the browser tabs.

### **#7 Friction:**

Elements of your website that cause stress, confusion, or displeasure for the consumer and cause them to click off of your site.

### **#8 Hypertext Markup Language (HTML):**

A standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on web pages. Put simply they tell a web browser how to display a webpage.

### **#9 Javascript:**

An object-oriented scripting language commonly used to make HTML pages more dynamic and interactive.

**#10 Page Speed:**

The length of time a browser takes to load all the content on a specific landing page of a website. Also known as load time.

**#11 Really Simple Syndication (RSS):**

A way for users to keep track of updates to multiple websites (news sites, blogs, and more) in one place, as opposed to having to manually check in on every single site individually. An RSS Feed is a place where all updates are tracked together, in an easily viewable format.

**#12 Responsive Design:**

Web design that changes and is optimized for each specific device a consumer could be using/viewing your content on.

**#13 User Experience (UX):**

How a user feels when interfacing with a system such as a website, a web application, or desktop software. UX often determines how well a website converts or how much time users spend on a website or application.

**#14 User Interface (UI):**

Everything is designed into an information device that a user may interact with. This includes display screens, keyboards, user interfaces of applications and websites.

**#15 Visual Hierarchy:**

The organization of the design elements on a landing page so that the user's eye is guided to consume each aspect in the order of intended importance.