

Yola Glossary

- **About Me (Blogging)** - Gives the reader of you blog, information about you. It can be as little or as much as you want to share, but you should refrain from listing phone numbers and physical addresses on your site.
- **Adobe Photoshop** - is a desktop image editor which lets you edit your photos and images (resizing, cropping, tweaking the color, etc) (see [Gimp](#) for a free version)
- **Alt text** - Alternative text. This is the text that displays when an image does not load on a page
- **Animation** - this is when part of your text or other elements on your screen move independently, or in response to the movement of a mouse over a page
- **Background** - the part of a picture or design that serves as a setting to the main figure or object
- **Banner Image** - an image that is added to the banner region of the page, it could be a company logo or an image that reflects the theme of the site
- **Blog** - Abbreviation of "weblog." is a diary or journal on the internet. It can be used for news, reviews, or for a business. It helps the user stay in touch with the website with new and up to date information. (See an explanation on [wikipedia](#))
- **Blog Archive** - stores all of your posts so that they will always be there for others to read
- **Blog Categories** - Allows you to sort your posts into topics. This makes it easy for people to search your blog
- **Blog Manager** - Use this to manage your posts, enable comments and publish your blog.
- **Blog Post** - an entry on your blog.
- **Blog RSS** - this allows people subscribe to a feed that automatically notifies them when you create a new post
- **Blog Search** - this feature allows people to search your blog for all posts on a particular topic or theme.
- **Blog Tags** - allow authors to add free-form tags to a post, along with (or instead of) placing the post into categories ([wikipedia](#))
- **Blogroll** - where you can add links to other blogs that you read on a regular basis, or like.
- **Browse** - to look through something. You can browse (surf) the internet, or browse the files on your computer - look through them until you find the one you want.
- **Browser** - software that allows you to "surf " the Internet. Examples include Internet Explorer (IE), Firefox, Safari, Opera.
- **Bullet** - a bullet is a symbol used to introduce items in a list ([wikipedia](#))
- **Categories (blog)** - these allow you to sort your blog
- **Catalog of Products (Online store)** - this allows a multiple products to be added to the page and sold
- **Center** - middle - aligns the text along the center line of the page.
- **Clickable** - text, image, icon or button that performs an action or navigates to new information when it is clicked on. This is indicated by the mouse pointer changing from an arrow to a hand when the mouse cursor is dragged over the clickable element.
- **Cog icon** - a picture of a cog, found at the right hand side of your screen in the site builder. Clicking on it will gives access to all of the widget folders.
- **Collect Donation (Online store)** - this button can be added so that visitors to the site can contribute or donate money
- **Column** - a vertical division of a page or text
- **Color theory** - <http://www.colorjack.com/> - body of practical guidance to color mixing and the visual impact of specific color
- **Copyright** - a legal concept, enacted by most governments, giving the creator of an original work exclusive rights to it, usually for a limited time ([wikipedia](#))
- **Craigslist** - a central network of online communities, featuring free classified advertisements (with jobs, internships, housing, personals, erotic services, for sale/barter/wanted, services, community, gigs, resume, and pets categories) and forums on various topics. See: www.craigslist.com
- **Create New Page** - click on this button in the tabs at the top of the screen in site builder to create a new page for your site.

- **Create New Site** - clicking on this enables users to start the process of creating a new site
- **Creative Commons License** - several copyright licenses released by *Creative Commons*, a U.S. non-profit corporation founded in 2001. Many of the licenses, notably all the original licenses, grant certain "baseline rights", such as the right to distribute the copyrighted work without changes, at no charge. Some of the newer licenses do not grant these rights. Creative Commons licenses are currently available in 43 different jurisdictions worldwide, with more than nineteen others under development. ([wikipedia](#))
- **Crop** - removal of the outer part of an image or photograph ([wikipedia](#))
- **Cursor** - a flashing vertical line that indicates where the text will appear when you start typing
- **Dialog box** - It is a window that pops up on the screen with options that the user can select. After the selections have been made, the user can typically click "OK" to enter the changes or "Cancel" to discard the selections.
- **Digg** - a website made for people to discover and share content from anywhere on the Internet, by submitting links and stories, and voting for, and commenting on submitted links and stories, in a social and democratic spirit ([wikipedia](#))
- **Disqus** - service and tool for web comments and discussions that can be plugged into any website, blog, or application
- **Domain name** - a name that identifies a computer or computers on the Internet. These names appear as a part of a Website's URL ([wikipedia](#)) For example, in [www.bestcakesever.com](#) - bestcakesever is the domain name.
- **DPI** - dots per inch - measure of spatial printing or video resolution, in particular the number of individual dots or pixels within the span of one linear inch (2.54 cm) This determines the quality of the picture that will appear on your screen ([wikipedia](#))
- **Drag and drop** - Widgets are put onto pages using the drag and drop method. To drag and drop a widget; click on it with your mouse and, holding the button down, drag it across to the web page you are creating. Then let go of the button on your mouse. Your widget will be on your page ready to use.
- **Embed code**: code that adds a browser plugin or widget to your page
- **Edit** - make changes to your website
- **Editing mode** - the screen is active when you are editing your site. Changes can be made in this mode, unlike in preview mode and on your published site, which present static views of your page.
- **Facebook** - social networking website
- **FAQs** - Frequently asked questions. Here you will find answers to common questions.
- **Favicon** - the little image that appears next to your URL if the browser window
- **File Manager** - used every time you open your site to add content from the desktop to the site (images, audio, videos, text files, PDF's etc)
- **Firefox** - web browser developed by Mozilla. Download Firefox for free at: [www.getfirefox.com](#)
- **Flickr** - A place where you can store your images and videos online. An image and video hosting website, web services suite, and online community platform. Users have the option of a free or professional account. See: [www.flickr.com](#) ([wikipedia](#))
- **Flickr pool** - a group of photos on a particular topic, or by a particular person. Flickr Pools can belong to groups or individuals.
- **Fold** - traditionally used in reference to newspaper layout - the physical dimensions of a broadsheet newspaper dictate that it is folded. The first page of a newspaper is where the major stories of the issue are placed, for reasons of best visibility. In web design, the term "fold" refers to the line beyond which a user must scroll to see more contents of a page. It is also referred to as a "scroll-line"
- **Font** - typeface, the style of writing that will appear on your screen. You can change the font on your site by clicking on the "font style" icon on the text editing toolbar in Yola.
- **Form Assembly** - Third part service that allows you to easily generate HTML forms and embed them in your page in Yola. You will find this widget in the "Forms" folder.
- **Format** - the way in which something is arranged or set out
- **Get Satisfaction** - an open online customer support forum.
- **GIF** - image format, intended for compressing graphics that contain flat areas of plain color, as well as text (best to use PNG for this however)
- **Gimp** - free photo and imaging editor that you can use on your computer

- **Google** - is a popular search engine. Is a tool for finding resources on the World Wide Web. Google scans web pages to find instances of the keywords you have entered in the search box.
- **Google AdSense** - ad serving program run by Google. Website owners can enroll in this program to enable text, image and, more recently, video advertisements on their sites ([wikipedia](#))
- **Google Gadgets** - widgets available via Google. Browse the Google Gadgets directory at: <http://www.google.com/ig/directory?synd=open>
- **Google Maps** - free web mapping service application and technology provided by [Google](#). It offers street maps, a route planner, and an urban business locator for numerous countries around the world ([wikipedia](#))
See: maps.google.com
- **Google Video** - free Video sharing website and video search engine service from Google that allows anyone to upload video clips to Google's web servers as well as make their own media available free of charge ([wikipedia](#))
- **Header** - like heading, a line or block of text at the top of a page
- **Heading style** - the header text size and font
- **Highlight** - emphasize text with a color background - **like this**
- **Homepage** - the first page created, like the "welcome mat" to the rest of the site
- **Host** - a computer connected to the internet where information is stored. If you publish a site with Yola, Yola "hosts" the site for you.
- **HTML** - HyperText Markup Language - markup language for web pages ([wikipedia](#))
- **Hyperlink** - reference or navigation element in a document to another section of the same document or to another document that may be on or part of a (different) domain ([wikipedia](#))
- **Icon** - A graphic symbol (usually a simple picture) that denotes a program or a command or a data file or a concept in a graphical user interface
- **IE** - Internet Explorer, Microsoft's internet browser software
- **Image format** - what type of file the image is (jpg, png, bmp, gif etc)
- **Image link** - turning an image into a link so that people can click on it and be taken to another area of your site, or another site.
- **Image Manager** - where images uploaded for use on your site are kept and maintained
- **Image optimiser** (online) - www.imageoptimizer.net or <http://tools.dynamicdrive.com/imageoptimizer/> - reduce the file size of images
- **Image upload window** - window that appears after the image widget has been dragged and dropped onto the page
- **Image widget** - this widget allows you to add images onto your web page
- **Image Widget Properties column** - the sidebar that appears after click on the Properties button. Here, the image properties can be edited
- **Inbound link** - link from another site to your site
- **Indent** - to move an object (usually text) forward or backward a tab space
- **Index page** - home page
- **Insert link icon** - button at the top of the page which looks like three links of a chain
- **Instruction box** - the box that appears on the banner of styles to indicate that a custom banner can be added to the page
- **Internet Explorer** - Microsoft's internet browser software
- **iStockphoto** - www.istockphoto.com - cost-effective stock imagery to use on a website
- **JPEG/JPG** - image format used for saving images in digital form, intended for photo-style images only: photographs, movie stills, computer game stills, etc
- **Left align** - This aligns your text so that all writing lines up on the left hand side of the page
- **Library** - collection of widgets, styles etc that are available in the Yola toolset
- **Link** - also known as a Hyperlink - this is where people can click on a word (or image) and be taken to a new place (either on your own site, or someone else's or to an email address, or a file)
- **Link editor** - this will help you to create links - it opens up when you click on the link icon in the text editing tool bar
- **Link exchange** - you agree to exchange links with another website. So you list their address on your site and in return they link to you on theirs. This is a good way of increasing your ranking with search engines.
- **Live site** - a site that has been published to the internet

- **Loading a site** - the process of retrieving the site data from the internet in order to display it in your browser
- **Log in** - signing in to your account
- **Manage Files button** - will allow you to access the File Manager
- **Margin** - edge, border of your page
- **Meebo** - a chatroom widget that you can add to your webpage
- **Menu** - a list of commands or options, especially one displayed on screen
- **Metacafe** - video sharing web site, specializing in short-form original entertainment, where users upload, view and share video clips
- **More Upload slots** - selected in the *Image Upload window*, allows the user to upload many images at once
- **Mozilla Firefox** - web browser developed by Mozilla. Firefox is the preferred browser for Yola.
- **MySpace** - social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos ([wikipedia](#))
- **Navigation** - the process by which a web user accesses information on the internet. Navigation is facilitated by menus, links, images, icons, buttons etc.
- **Online Store** - folder containing the widgets used to create a store on Yola
- **Opera** - web browser
- **Orientation** - position
- **Outbound link** - link from your site to an external site
- **Palette Generator** - <http://bighugelabs.com/flickr/colors.php>
- **Page** - website is made up of pages which are displayed on the screen
- **Page element** - widgets, images, menu's, banners - are all elements on a web page
- **Page heading** - title of a page
- **Page layout** - format and design of a page
- **PDF** - Portable Document Format - fixed-layout format used for representing two-dimensional documents in a manner independent of the application software, hardware, and operating system ([wikipedia](#))
- **Photoshop** - desktop image editor (see Gimp for a free version)
- **Picnik** - www.picnik.com - online image manipulating tool, it allows you to edit your photos and add special effects to them
- **Pixel** - smallest piece of information in an image ([wikipedia](#))
- **PNG** - image format, intended for compressing graphics that contain flat areas of plain color, as well as text (use instead of GIF)
- **Post (blogging)** - an entry on your blog.
- **Preview mode** - view the page/website before it's published as it would look live on the internet
- **Properties sidebar** - configure the properties of a widget
- **Publish** - make the website live on the World Wide Web
- **Recent Posts (blogging)** - this will show visitors to your blog links to the most recent posts you have written for your blog
- **Redo** - a curved arrow in the text editing tool bar which allows you to repeat what was just undone
- **Refresh** - a button you can click on in your browser to make sure that you're seeing the latest version of a website
- **Republish** - when you make changes to a site that has already been published, you need to republish it so that those changes will appear live on the internet
- **Resize** - making your pictures and images bigger or smaller
- **Resolution** - number of pixels in an image the more pixels in an image, the longer it will take to load
- **Right align** - move the image, text etc to the right-hand side of the page
- **Screen resolution** - refers to the number of individual pixels that fit within a given space. For example in an 800 x 600 resolution, 800 refers to the number of pixels that the monitor can display horizontally and 640 points to the vertical limit. Today, the most widely used screen size is 1024 x 768.
- **Scroll line** - line beyond which a user must scroll to see more contents of a page
- **Search engine** - searches for information on the world wide web. Google, Yahoo!, Lycos, MSN Search, AltaVista, Ask Jeeves, AOL are examples of search engines.
- **Sidebar** - the menu and options that appear on the right hand side

- **Single Product (Online store)** - this allows a single product to be added to the page and sold
- **Site Builder** - the area of Yola where you build and make changes to your website
- **Site heading** - the name or title of the site that appears in the header
- **Site Manager** - A tab in Yola where the key functions of building your site are grouped together. In this tab you can view all the pages of your site, manage files, rename your site, publish your site, edit your menu, change your publishing settings, delete or open pages, close or delete your site.
- **Sitemap** - a representation of the architecture of a web site ([wikipedia](#)). In Yola, one is automatically generated for SEO purposes - see [Google Webmaster Tutorial](#).
- **Slide.com** - developer of third-party applications for Facebook - [www.slide.com](#)
- **Slideshow** - display of a series of chosen images ([wikipedia](#))
- **Smugmug** - a digital photo sharing website - [www.smugmug.com](#)
- **Spring Widget** - widgets available to add to websites - [www.springwidgets.com](#)
- **Stock photography/photographs** - libraries of photographs that can be bought and downloaded for public use
- **Style** (aka *template*) - basic skeleton of the site in terms of layout and color, header font, navigation etc.
- **Style sheets** - a type of template file consisting of font and layout settings to give a standardized look to certain documents (from the Mac dictionary)
- **StumbleUpon** - a Web browser plugin that allows its users to discover and rate Web pages, photos, and videos ([wikipedia](#))
- **Subdomain** - a domain that is part of a larger domain ([wikipedia](#)). Yola offers free subdomains eg: [yoursitename.synthasite.com](#)
- **Support Centre** - where you can get help! [www.yola.com/support](#)
- **Supported browser** - browsers which can be used with web-based software. The supported browsers for Yola are listed in the Yola Help menu.
- **Tags** - keyword or term associated with or assigned to a piece of information (a picture, a geographic map, a blog entry, a video clip etc.), thus describing the item and enabling keyword-based classification and search of information ([wikipedia](#))
- **Technorati** - Internet search engine for searching blogs ([www.technorati.com](#))
- **Text Box** - A text box allows a user to input text information to be used by the program
- **Text editing tool bar** - tool bar along the top that opens up when the text box is active
- **Text link** - link that is added to text so that a user can click on it to open a new window to another site or part of the site
- **Text widget** - widget that is dragged onto the page so that text can be added. Allows you to type or paste text and edit it using the text editing tool bar.
- **Thumbnail** - reduced-size versions of pictures, used to make it easier to scan and recognize them, serving the same role for images as a normal text index does for words ([wikipedia](#)) usually you can click on a thumb nail and be taken to a bigger picture on a different page
- **Type size** - the size of the font used on the screen, size 10 is average size, size 30 huge and size 5 tiny
- **Toolbox** - tools available to assist in the building of your site
- **Traffic** - visitors to the site
- **Two-column layout widget** - widget that splits the page into two columns. Other widgets can be dropped inside the two-column layout widget to add content. Additional two column layout widgets can be dropped inside each other to increase the number of columns.
- **Tutorial** - a lesson which will show you how to build your site. See our tutorials [here](#).
- **Undo** - a curved arrow in the text editing tool bar which allows you to undo your last action
- **Unpublish** - remove the site from the World Wide Web
- **Upload** - send data from a local computer to a remote system, FTP server, or website
- **URL** - Uniform Resource Locator - a web page address
- **Verification email** - email received from Yola verifying email address used during registration on the site
- **Video clip** - short clips of video, usually available on [youtube](#), [google video](#) or [metacafe](#)
- **ViewBook** - tool to build presentations, slideshows or portfolios - [www.viewbook.com](#)
- **Web 2.0** - a term describing a trend in the World Wide Web that aims to promote creativity, information sharing and participation. Characterized by web-based communities centered around blogging, social networking, wikis etc. ([wikipedia](#))

- **Website Speed Test** - www.iwebtool.com/speed_test
- **Welcome Page** - the first page within the Site Manager where new sites can be created and old sites deleted
- **Widget** - components, gadgets or elements which allow content to be added to the site without having to write the code
- **Widget Box** - widgets available to add to websites - www.widgetbox.com
- **Widgetbox Gallery** - a wide selection of different widgets that can be added to a page
- **Widget frame** - the outline of the area of the widget, does not appear on the published site
- **Widget toolbox** - toolbox that appears after clicking on the widget icon. Here, all widgets can be accessed
- **Wufoo** - Third party service that allows you to easily create HTML forms and embed them on your Yola page. - <http://wufoo.com/>. You will find the Wufoo widget in the "forms" folder in Yola.
- **WYSIWYG**: (pronounced "wiziwig") Stands for "What-You-See-is-What-You-Get". An editor that allows you to see your content as it will appear in the end result (document, webpage etc). (wikipedia) Yola is a WYSIWYG site builder which does not require you to write code in order to build a website.
- **XML sitemap** - one is automatically generated for SEO purposes - see [Google Webmaster Tutorial](#).
- **Yahoo!** - global Internet services company. It provides a range of products and services including a Web portal, a search engine, the Yahoo! Directory, Yahoo! Mail, news, and posting (wikipedia)
- **Yola** - free site builder. Also known as the most awesome spot on the internet :-)
- **Yourminis** - widgets available to add to websites - www.yourminis.com
- **Youtube** - video sharing website where users can upload, view and share video clips - www.youtube.com
- **Zoho** - web office suite which includes tools for word processing, spreadsheets, presentations, databases, note-taking, wikis, CRM, project management, invoicing and other applications (wikipedia)