

Learning the Language of the Internet

By J.J. Murphy

If you have a passion for designing and building websites, learning the language is part of the process. If you find the procedure confusing, then you need to know enough to choose the right specialist for each phase of the process.

IP Address

Every computer connected to the Internet is assigned a unique number known as an Internet Protocol (IP) address. Since these numbers are usually assigned in country-based blocks, an IP address can often be used to identify the country from which a computer is connecting to the Internet.

URL

Uniform Resource Locator, the global address of documents and other resources on the World Wide Web. Your "website address."

HTML

"HyperText Markup Language," the coding language used to create hypertext documents for use on the World Wide Web. A set of symbols or codes inserted in a file that tells the web browser how to display a web page's words and images for the user.

Meta Tags

Text in the coding of the HTML tag that must appear in the HEAD portion of the page structure, which the user does not see. The most commonly used are the "description" and "keyword" meta tags. The first is a maximum 25-word sentence; the second is a list of search terms or keywords. Search engines and directories use these meta tags as one method of indexing or finding websites.

PHP

Stands for Pre-Hypertext Processing, an HTML embedded

scripting language used to create dynamic web pages. It can modify a page before sending it to the user.

Java

A computer programming language that lets web developers create small programs (applets). These allow web pages to include animation, calculators, scrolling text, sound effects, and games that can be safely



downloaded to your computer. They immediately run without fear of viruses or other harm to your computer or files.

RSS

An acronym for Rich Site Summary. It is an XML format for distributing news headlines on the web.

The previous terms relate to the construction of the website. Once you have your website designed, you need to know the ways in which your site can be marketed effectively online without the risk of spamming. <http://www.jaclyneaston.com/freebook>

Web Host

Provides access to a web server, a computer that delivers web pages to the world wide web. IVAA members benefit from free web hosting. Fifteen MB of disk space and 250 MB of monthly bandwidth is provided. For more information go to: http://www.ivaa.org/membersonly/freehosting_faq.php.

Search Engine

A class of programs designed to search documents for specific

keywords and enable users to find documents on the world wide web.

Search Engine Optimization

Adding specific words and descriptions about your site to metatags so search engines can read and add to their database. An excellent newsletter on this topic is www.highrankings.com.

Link Exchange

An Internet marketing campaign in which two websites with similar or compatible products or services exchange hyperlinks, allowing both to generate more visitors.

Having a website that is informative and easy for users to find is an ongoing process. You need to find ways to connect with visitors, ideally to create content that will inspire a visitor to bookmark your site and share it with friends.

Special thanks to the following resources for information for this article:

Raquel Nilson
www.virtualexecutiveassistant.com

Elayne Whitfield-Parr
www.executiveassistance.org

Tricia Andreassen
www.ProStepMarketing.com

© 2004 J.J. Murphy



"The IVAA free web hosting is one of the benefits for our membership, especially those VAs who are just starting their practice and would like a web presence."
—Raquel Nilson
www.VirtualExecutiveAssistance.com