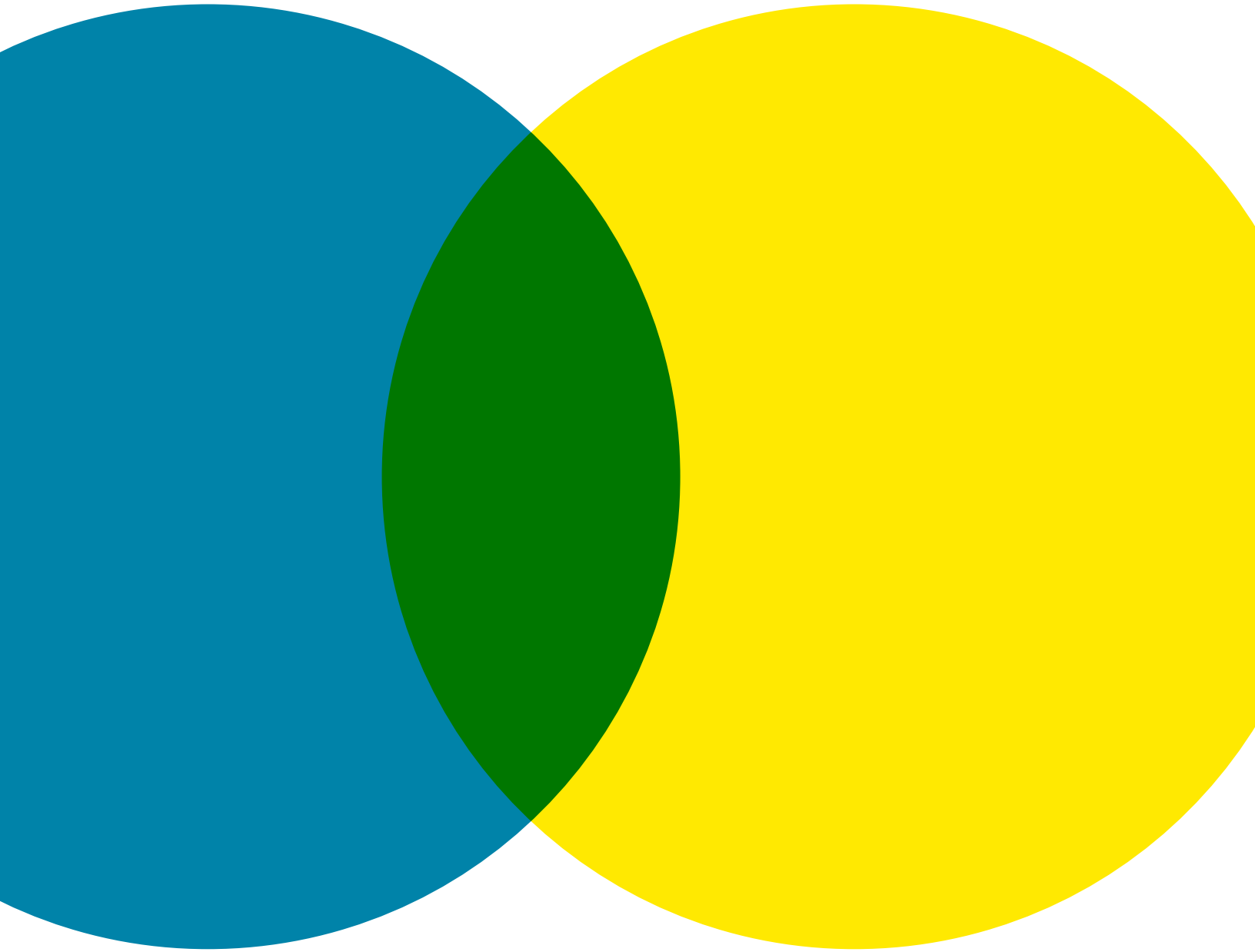
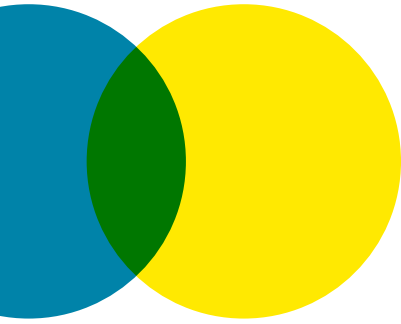


BOP DESIGN

Communication: Learn a Web Developer's Lingo

Web Developer Terminology Defined





At Bop Design, we build, implement and analyze [creative, professional websites](#) for our clients. Whether you're exploring the process for the first time or need to explain designs and results in layman's terms, we've compiled core development and analytics reporting definitions to better understand a website's construction and performance.

Constructing a Website

Here are some common web development tools and terms you may hear during the development and design of a new website:

- **Hypertext Markup Language (HTML)** The standardized language used by web developers to build websites. The most recent version is HTML5.
- **HTML Tag** An element used to define the structure of a webpage, using the opening (< >) and closing (</ >) keystrokes.
- **Script** Code that allows a web browser to conduct an action rather than displaying static content. The most well-known is JavaScript, with variations that can be embedded to play a video, show a Google Map and more.
- **HEX** Colors used to design a website. Written starting with a hashtag symbol (#) and six numerical characters, HEX spells out the levels of red, green and blue to create that color.
- **Cascading Style Sheets (CSS)** The common technique used to create the design of the website. Most recently updated to CSS3, this works with HTML to create the overall website by defining design elements such as font, size, colors, borders and more.
- **Responsive Web Design** A new wave of design that changes the size of a website based on the devices used to access it. For example, visiting the same website on a desktop versus a mobile device will result in different outputs due to the smaller screen width and layout.
- **World Wide Web Consortium (W3C)** An international organization that sets the standard for websites on the World Wide Web. W3C website approval is critical to ensure quality, accountability, accessibility and security.

Measuring a Website

Websites are meant to be measured and the most popular method is through Google Analytics. Below are common reporting metrics used to track the success of a website:

- **Unique Visitors** The number of unduplicated visitors to a website in a given time range. For example, if Person A visits your website three times in one week, they will only be counted for the first visit. Unique Monthly Visitors (UMV) is a common measurement to determine a site's usability, popularity and overall clout.
- **Pageviews** The total amount of pages visited in a given time range. This includes duplicate pages, so if Person A visits the home page, a blog post and the home page again, three total pageviews are recorded.
- **Pages/Visit** The average number of pages seen in a single visit, including duplicate pages. While this sounds similar to Pageviews, Pages/Visit is referring to one average user experience, while Pageviews is the total of all user visits.
- **Bounce Rates** The percentage of single page visits, this is if Person A enters and exits the site from the same page. A site will always have a bounce rate, but effective marketers and developers will analyze this percentage to determine which pages are causing the bounce, and if it's due to a user receiving the information they need or the page needs to improve.
- **Direct, Search and Referral Traffic** Direct traffic is when a visitor knows the exact URL of a website and types it into the search bar (ex: www.bopdesign.com), whereas search traffic is when a visitor finds a site from a keyword search (ex: "San Diego Marketing Firm"). Referral traffic is when visitors come to a site using links from other websites or platforms (ex: Twitter, LinkedIn, partner sites and emails).
- **Organic and Paid Search** Organic search is unpaid visits to a website based on keywords typed into a search engine. Paid search is visits to a website based on specific keywords or phrases the business identifies and pays to associate with its website. Organic search results can be increased using [Search Engine Optimization \(SEO\)](#), while paid search is increased using [Pay-Per-Click Marketing \(PPC\)](#).
- **Webmaster Tools** A free Google program that reports how search engines read a website and provides helpful information on site configuration, indexing, broken links and more. This tool is not to be confused with Google Analytics, as Webmaster Tools are primarily used by developers for back end web maintenance.