

## **The RealityHouse Guide to Jargon Busting**

Everyone hates jargon - and the web business has way too much of the stuff. Here's our starter guide; and if you'd like any other jargon translated please contact [jargonbusting@realityhouse.co.uk](mailto:jargonbusting@realityhouse.co.uk)

### **1. HTML - Hyper Text Mark-up Language**

This is the language that makes up the Internet - and it will be the basis of your website. It controls the look and feel of websites and controls how web pages appear. Use the XHTML version whenever you can.

### **2. XML - Extensible Mark-up Language**

eXtensible Mark-up Language is a variation of HTML that enables "structured data" (e.g. databases) to talk to each other and exchange information.

### **3. Spam**

Unsolicited "junk" e-mail sent to large numbers of people to promote products or services. If you'd like to know more about Spam blockers, please give us a call on 0870 350 1285.

### **4. Flash**

Flash is a much misunderstood technology. The flash player "plugs-in" to your web browser and enables you to see animations and Rich Media (e.g. sound and video) on HTML-based websites.

You can build complete websites using Flash but they can be extremely difficult to amend and update.

### **5. Shockwave**

Another "plug-in" from Macromedia - the people who make Flash. Shockwave adds much greater interactivity and is used to create interactive multimedia product demos and training as well as rich-media multi-user games.

Sounds great. But the plug-in is much less widely used than Flash so you may find your users can't see anything.

### **6. SEO - Search Engine Optimisation**

A form of online marketing, search engine optimisation is the process of making a site and its content highly relevant for both search engines and searchers. Successful search marketing helps a site gain top positioning for relevant words and phrases.

### **7. PPC - Pay Per Click**

Here's how to buy your way to the top of the search engines. Bid on a word or phrase (e.g. RealityHouse). If you bid enough, your name will appear at the top of the search list. But here's the clever bit, you don't pay until someone has actually clicked onto your website.



### **8. Rich Media**

The latest bit of jargon to be added to the web arena. When you see movies, animations and interactive games on a CD it's called multimedia. When you see them delivered via the Internet it's Rich Media. Who knows why? But a good name to drop at Marketing meetings.

### **9. Content Management**

This is the process of managing and updating the content on your website. It could be carried out by someone like us. Or you could manage your own content using dedicated software such as Contribute or a database-driven system such as Immediacy or SnapEdit.

### **10. Style Sheets**

In essence these are templates that control the look and feel of multiple pages across your website. They are already the standard for templates across the web.