

GLOSSARY OF ECOMMERCE

1 301 Temporary Redirect

301 Temporary redirect is used to tell web browser and search engine about the new web address of particular webpage.

Temporary redirect does not update bookmark or favorites information stored by web browser on visitor's computer.

301 Temporary Redirect is located on domain tab on the web hosting control panel. If it is available, then you can manually perform 301 Temporary Redirect using .htaccess file.

2 302 Permanent Redirect

302 Permanent Redirect does the same as 301 Temporary Redirect. However 302 Permanent Redirect updates bookmark or favorites information stored by web browser on visitor's computer.

302 Permanent Redirect is located on domain tab on the web hosting control panel. If it is available, then you can manually perform 302 Permanent Redirect using .htaccess file.

3 400 Bad Request

400 bad request error can arise due excessively long web address or error in the visitor's computer.

400 bad requests from little percentage of visitors may mean error in the visitors' computer. However, 400 errors on same webpage by each

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visitor may mean error in the web page file name, link point towards your webpage, customer typing wrong address, web server etc.

4 403 Forbidden

403 forbidden error arises due to visitor trying to access restricted or password protected directory.

Large number of 403 errors from one IP address is an indication that hacker may be trying to gain unauthorized access.

If you are digital products seller, then it would an indication of trying to hack your products to avoid payment.

5 404 Broken Link or Page Not Found

404 broken link error arises due to hyperlink is not correctly coded such as missing http or https, quotation marks, not closing HTML tag, incorrect file path etc.

404 broken link error also arises due to webpage no longer exists or move to different location without setting redirect by the webmaster.

In addition, visitors typing incorrect URL in their web browsers.

6 408 Timeout

408 error arises when webserver is responding too slowly. It is corrected only by web hosting provider.

However, you may create custom 408 error page using same content and formatting as your home page. In that case, you should add noindex meta tag to avoid duplicate content issue.

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7 500 Internal Server Error or Server Misconfiguration

500 internal server error is beyond your control. It can only be corrected by web hosting provider.

8 644 Permission

Only owner can change, delete and run while others can only access the file. This permission is useful non-execute files.

Public can always read the file unless permission is set to zero for reading.

9 755 Permission

Only owner can have do anything and other shared web hosting accounts can read and run but cannot change and delete files.

It is the default permission set on directories and files.

10 Absolute Link

Absolute link includes the full path of webpage.

`http://example.com/m/index.htm`

It is the only way to place external links.

Absolute link in your webpages allows you to protect your search engine ranking when copycats copy your webpage or part of its contents. It will communicate search engine about the original source of the content.

11 Algorithm

Formula used by search engines to rank webpages. It is the basic of artificial intelligence.

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12 ALT Text

Alt text stands for alternative text. Alternative text is useful for targeting customer with visual impairment and using screen readers.

Alternative text also useful to communicate search engine about the information inside an image and Search Engine Optimization (SEO).

13 Anchor Text

Anchor text is referred as Title by most WYSIWYG editors. Anchor or Title is text used to describe the hyperlink to other webpage.

Anchor text should contain descriptive text relevant to contents of linked webpage for effective Search Engine Optimization (SEO)

14 Anti-Spy & Anti-Virus

Anti-spy and anti-virus software are used for reducing threat of information being accessed, modified, deleted and copied in unauthorized manner.

15 API

API stands for Application Programming interface. API provides details necessary for creating add-ons or plug-in to use with software and web applications.

API is relevant for developers and large ebusinesses want to customize standard software or web application to suit their needs.

API guidance can be found from vendors official website.

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16 Auto Responder

Auto is automatic email sender, which is used to send standard emails at pre-defined intervals to maintain relationship with customers.

17 Back Link

Hyperlink from different top-level domain name point towards your domain name.

18 Bank Transfer

Local money transfer from one bank account to other bank account instantly. Other bank account does not need to have with the same bank.

19 Blog

Web 2.0 feature used for two-way communication.

20 Bookmarks

Bookmarks are hyperlink to text or image in the same webpage.

In PDF files bookmarks are hyperlink to text at particular location.

Bookmarks are also used by web browsers to enable you to revisit webpage without remembering and typing webpage address.

21 Bounce Rate

Number of visitors left the top-level domain name from landing webpage.

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22 Broadband Internet

High-speed internet connection having at least 1mbps (Mega Byte Per Second) downloading speed.

23 CGI

CGI stands for Common Gateway Interface. It is a programming language used for performing advanced task related web hosting.

CGI is used to create scripts to automate tasks of repeated nature.

CGI is mostly used by web hosting provider to exercise control over web hosting accounts.

It can also increase in functionality of website.

24 Client Software

Client software can be any application such as email, blogging, FTP (file transfer protocol) software installed on local computer and used to communicate with webserver server.

Client software enables you to manage more than one accounts using single platform.

Client software allows you to increase efficiency of tasks by providing additional functionality not provided by remote computer applications.

Client software such as blogging software, WYSIWYG web editors provide opportunity to create and edit files without internet access.

Client software allows you to perform tasks using mobile devices such as cell phones and tablets, which cannot be adequately, performed using applications provided by remote computer.

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25 Compressed File

See Zipped File

26 Content Management System

Used to manage large number of content subject to frequent modification.

27 Copywriting

Copywriting is the art of creating articles for marketing purpose.

28 Crawler/Spider

Crawler is software used to read webpages.

29 CSS

CSS stands for Cascade Style Sheet. It is used for format HTML contents.

30 CTR

CTR stands for Click Through Rate. It represents the total number of clicks out of total number of visitors. It is often expressed in percentage terms.

31 Customer Relationship Management (CRM)

Software used to manage relationship with existing and potential customers with the help of knowledge, support tickets, live chat etc.

32 Database

Database is the collection of data in the form of tables containing fields and rows. Each field keep different type of data and rows keeps

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information for various users related to each field in their respective cells.

Database is used by interactive scripts such as CRM, Forums, Blogs etc.

You do not to manage database. However, you should be able to make backups of database to prevent loss of important customer information.

33 Dedicated Server

Web server reserved for hosting domain names owned by only one client.

34 Deep Link

Deep link is the link to particular webpage down the linking structure of website rather than link to home page of the website.

Deep link is more useful for Search Engine Optimization (SEO). Search engines provide higher importance to links pointed towards webpage containing Link Title.

35 Directory

Directory is equivalent to folders in web hosting terminology.

36 DNS

DNS stands for Domain Name System. It is the opposite process of domain name mapping. DNS involves tracing domain name to IP address to retrieve required information store on web server computer. IP address is the unique numerical address used to identify computer over the internet.

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37 Domain Mapping

Using Fully Qualified Domain Name as replacement of IP address to enable visitors to easily remember your computer (webserver) containing needed information.

38 Domain Name

Domain is user-friendly address consisting of text, numbers and symbols used to identify particular computer on internet.

Domain Name consists of:

Sub domain name (www).

Main domain name (example).

Dot.

Top level domain name (com).

WWW stands for World Wide Web. It is add to Main domain name by default. Visitors do not need to type www. www represent the primary web directory named public_html. You cannot use any other sub domain name for primary directory.

However, you may consider using different sub domain for any sub-directory inside primary directory to replace www.

39 Downloading

Receiving data from web server.

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40 DRM

DRM stands for Digital Rights Management. It allows you to enforce your copyrights by providing encryption (password protection), disable content copying, screen capturing, annotations, editing, signing, printing, pages views etc.

41 Ecommerce / Ebusiness

Carrying out business activities through electronic media, such as Internet, Phone, Television etc. Business activities may involve maintaining relationships with customers (communicating products & its features, price & terms, suppliers (communicating product demand, features), employees (recruitment and promotional opportunities and public at large (financial statement, cash flow forecast). If ecommerce extended to carry out transactions (buying and selling), then it is termed as ebusiness. In theory, difference between ecommerce and ebusiness is of scope. However, in practice both terms are used interchangeably.

42 Email Server

Email server is webserver used to send and receive emails. Email server IP address can be alpha-numeric or numeric. Later is the same IP address used for domain name mapping.

43 Encryption

Encryption involves scrambling information to make it unreadable by human beings. Encrypted information requires public key (password) and private key to decrypt.

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Private key is stored on device required to decrypt information. If hacker gets your password, even then he/she will not be able to decrypt information without private key.

Similarly, if hacker gets access to your device, then he/she will be able to decrypt information without password. Please! Note that not every password requiring software or online account uses encryption.

Therefore, please make strong password and keep it confidential. Please! Do not disclose it to the account provider too.

Encryption effectiveness is expressed in bits such as 64 bit, 128 bit, 256 bit etc. Higher number of bits represents more complex and secure encryption.

Encryption is most secure and frequently used way for transferring data such as credit card information, emails, Office files (DOC, PPT, PDF etc).

Storage devices, such as data traveller (flash drive) and external hard drive with encryption facility. Encryption is scrambling information into format which cannot be processed by computers. Password is required to assemble the encrypted information; therefore, it can be processed by computers.

Example:

The e-book you are reading currently is encrypted.

44 Forums

Web 2.0 feature used for two-way communication. It allows visitors to raise and resolve issues. Forums allow greater interaction to customers than blogs.

Forums are also known as bulletin board, new groups, discussion board.

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45 Freeware

Freeware is free to use software or donation based software.

Freeware is subject to copyright restriction as paid software unless the publisher expressly waives his/her rights.

Freeware should not be redistributed without express permission of publisher.

Freeware has no clear definition. Therefore, it bears the risk of copyright infringement and legal action.

46 FQDN

Fully Qualified Domain Name. Just another way of expression top-level domain name.

47 FTP VS SFTP

FTP stands for File Transfer Protocol. File Transfer Protocol is used transfer HTML and other documents such as PDF, DOC, PPT, TXT, XML, GIF, JPG, PNG etc.

FTP is used to transfer large size and number of files to remote locations

FTP is also used for web hosting purpose using FTP client software.

SFTP stands for Secured File Transfer Protocol. Equivalent acronyms are SSH File Transfer Protocol, Secret File Transfer Protocol.

SFTP is used to communicate web browser that the connection is secured. However, it may not be secured in actual. Therefore, do not trust secured connections unless it is accompanied with valid digital certificate from trustworthy source.

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48 FTP Server

FTP is webserver used to send and receive files. FTP server IP address can be alpha-numeric or numeric. Later is the same IP address used for domain name mapping.

49 Gadget/Widget

Gadget or Widget is script used to provide additional functionality to blog.

50 GIF

GIF is useful for making simple animation such as banners. GIF is compatible with almost all browsers and does not require any software.

GIF is used for creating animated ad banners. GIF is also used for creating computer-generated graphics.

51 GPL License

GPL stands for General Public License. GPL license is used for communicate the rights of author and users.

GPL license allows you as user to copy, modify and distribute freely to other public. However, you cannot charge any money from the recipient.

GPL license allows you as author to retain copyrights relating to authorship and ownership of work.

GPL license allows you to use your work for viral marketing purpose while retaining the reseller rights.

Using applications under GPL license can be dangerous as it may be modification to accommodate spyware, virus etc. It is strongly

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recommended that please! Download any application only from official source.

52 Hot Link Protection

Hot link protection allows you to restrict direct access to files with specified extensions such as BMP, JPG, GIF, PNG, PDF, DOC, PPT, TXT etc.

External websites may link to your images to display it on their own webpages while using your bandwidth. In addition, they allow downloading your files without visiting your website.

You can place watermarks on images and PDF files, which contain your domain name as text to make visitor know the original source of contents.

53 .htaccess file

.htaccess file is used to redirect (temporary or permanent) web browsers to different webpage than requested.

.htaccess file is used to block or unblock IP address or range of IP address of accessing your website.

.htaccess is used to create sub domain and identify it to relevant directory.

.htaccess is used control permissions.

.htaccess file is automatically created and updated, when you perform above task using web hosting control panel.

Please note that .htaccess file can be opened with notepad but it must not have TXT extension associated with notepad files.

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54 HTML

HTML stands for Hyper Text Markup Language. HTML is the basic of World Wide Web.

55 HTTP Vs HTTPS

HTTP stands for Hyper Text Transfer Protocol. It is used to communicate with web browser.

HTTPS stands for Hyper Text Transfer Protocol Secured. It is used to communicate with web browser that data being transfer is secured. Therefore, do not trust secured connections unless it is accompanied with valid digital certificate from trustworthy source.

HTTPS is used to carry out credit card processing.

It is also used to transfer confidential information such as contact form details.

It is necessary to define the protocol before hyperlinks.

56 Hyperlink

Hyperlink is link to other webpages on the internet.

57 Inbound Link

Hyperlink to webpage published under same top-level domain name.

58 Internet Merchant Account

Internet merchant account is special account opened to receive payments via credit card over the internet.

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59 IP address

Numerical address used to identify computer connected to internet or network.

60 IP Deny Manager

IP deny manager can be used block or unblock particular IP address or range of IP address from accessing your website.

IP deny manager is located on security tab on web hosting control panel. However, if IP deny manager is not present, then you can manually edit .htaccess file.

61 JavaScript

JavaScript is client side scripting language. It runs on customer web browsers.

JavaScript is considered faster than PHP as it does not require requesting information from webserver more than one. It save bandwidth and load on webserver because of not webserver does not have to run script each time customer visits particular webpage.

JavaScript is used to add interactive features to webpages. It is commonly used for creating dynamic webpages, FAQs page, Contact form, Signup form etc. Contents can be quickly expanded and collapse without requesting information to webserver.

JavaScript is exploited by hackers as script runs on customer computer. Many customers turn off JavaScript for security reasons.

JavaScript may not be compatible with various web browsers and mobile devices.

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JavaScript is embedded inside the head and body tag of HTML document.

62 JPG VS BMP

JPG and BMP are raster images useful for reducing webpage size and loading time. Raster images get blurred on zooming. JPG is higher quality than BMP and usually preferred to BMP.

63 Keywords

Keywords are words or phrases typed by customers for searching information over the web.

Customers in different geographical location use different keywords to search same information.

Keywords used for SEO must be relevant to particular geographical location.

Keywords should be used in the pattern when writing articles for SEO purpose in which the customers type keyword to search information.

Frequency, location, order and closeness of keywords are considered by search engines for ranking webpages.

Using keywords too frequently or unnecessarily may result in penalty from search engines.

64 Landing Page

Landing page is first page customer visits. Landing page can be different from Home page.

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65 Linux

Open source (free) operating system uses command line interface.

66 Market Niche

Market niche is the industry in the business operates.

Sub Market Niche is the specific segment of the industry.

Example:

Micro finance and investment banking is the submarket niche of banking industry.

67 Meta Tags

Meta tags are used to communicate with search engine. They are invisible from customers. Contents of Meta Description tag can be display in search engine results.

68 Modem

Modem converts analogue signals into digital data. Computers can only process data in digital form.

69 Multiple Domain Hosting

Web hosting account configured to host more than one domain name in a single account.

70 My PHP Admin

My PHP Admin is used to manage (create, edit, remove, backup and restore) My SQL database.

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71 My SQL

My SQL is command line database management system. My SQL has several versions. You need to check compatibility of your database with My SQL version provided by web hosting provider in case of transfer to different web hosting provider.

72 Name Servers

Name servers are the part of Domain Name System (DNS). Name Servers are alpha-numeric address similar to website domain name. It stores information relating to domain name and provides the numerical IP address of webserver hosting domain name to web browsers.

You will be provided the Name Servers address by your web hosting provider, which you should write in name server fields in domain name control panel. Domain name control panel requires similar skills as web hosting control panel.

You should have at least to Name Servers addresses, as it is compulsorily required by most domain name control panels.

As an ebusiness owner, you have nothing to do with name servers. You may ask your web-hosting provider to do it for you.

73 Niche & Sub Niche

Niche is the group of products sharing similar characteristics such as benefits, customers, industry etc.

Sub niche is sub-group of products sharing similar characteristics such as benefits, customers, quality, quantity, price, speed etc.

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Small business should aim to identify sub-niche rather than competing in every sub-niche of the market.

74 Open Source Software

Open source software is free to use software. Open source can re-distributed freely.

It can be used as free resource and marketing tool to attract customers to your website.

75 Outbound Link

Hyperlink to webpage published under different top-level domain name.

76 Page Rank

Importance to webpage assigned by search engines.

77 Parked Domains

Parked domain is the use of another domain name for the same webpages as your existing domain name.

Parked domain can be used to make any sub-directory as your primary public_html directory.

Parked domains help increased search engine visibility and avoid losing visitors due to confusion with similar domain names.

example.org

example.com

However, parked domain leads to duplicate content issue and penalty from search engines if not used wisely.

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78 Payment Gateway

Payment gateway is service enables to charge credit card over the internet.

Usually, payment gateway and internet merchant account is provided by same vendor.

79 PHP

PHP is open source scripting language. It is server side scripting language. Therefore, it is compatible with every web browser, as it does not require interpretation by web browsers.

PHP is used to add interactive features and bring life to webpages.

PHP scripts make use of My SQL database to store customer information.

80 Pitch Page

Pitch page is also called sales page. Pitch page is the page used to persuade customer and where buy now link is placed.

81 PLR Articles

PLR stands for Private Label Rights. These articles can be used free with some restrictions under copyright law.

The main attraction of PLR article is that you can use your own name as an author of the article.

PLR article are not for resale. However, you can use it inside free ebook or website without any reference to author.

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PLR are used by large number of webmasters, as it is free. Therefore, it does not provide your visitors with unique contents. A knowledge, which is possessed by everyone, means it is possessed by no one.

You may be penalized by search engines for publishing duplicate contents. Therefore, must rewrite those articles and customize by adding images, videos etc. You may consider using article rewriters, which replace words with their synonyms.

It is only useful for topics over which you have little or no knowledge.

82 PNG

PNG is vector image useful for present high quality graphics. It does not get blur on zooming.

PNG image has higher file size and more loading time.

PNG image works well with both externally captured and computer generated graphics.

83 PPC

PPC stands for Pay Per Click. It is the form of advertising in which advertisers only need to pay when visitors click link pointed to their domain name.

Publishers will only get commission when advertisers are required to pay.

84 Read, Write, Execute

Read means accessing particular file.

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Write means modifying or deleting particular file by other web hosting accounts sharing the hard disk space in same webserver computer.

Execute means running particular file. Execution is relevant for software and scripts such as audio & video files.

Read = 4

Write = 2

Execute = 1

85 Relative Link

Relative link does not include full path of webpage

`http://example.com/m/index.htm`

It is written as follows:

`http://../m/index,htm`

Double dot represents previous directory. Double dot can be used for each previous directory.

It enables you to save time in writing full path and remember full path.

86 Reseller Hosting

Web hosting account, which is not administered by web hosting provider.

87 Robot

Robot is software used to automate tasks.

JPG is used for scanned or camera images.

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88 SCAM

Fraud.

89 Search Engine

Website allowing visitors to search relevant information across the web.

90 Scripts

Scripts are set of instructions made using web designing language intended to perform particular task.

91 SEO

Search engine optimization. It means optimizing your domain name to rank well on search engines.

92 Shareware

Shareware is the software given for demo or trial free. It is usually time limited after which user must purchase license to continue using that software. However, it may be available for infinite duration with reduced functionality than full or paid version.

Shareware is not available for copy, modification and distribution (sharing). Shareware is rather misleading name.

93 Shared Web Hosting

Webservers used for hosting domain names owned by one than more client.

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94 Shopping Cart/E-Commerce Software

Shopping cart software is also known as ecommerce software. It is designed to establish product, prices and pages Testimonials, FAQs, Contact, About pages.

Shopping cart software enables you to customize your credit card processing. Most credit card processing providers such as 2checkout.com allows using your own shopping cart software.

95 SMO

SMO stands for Social Media Optimization. Social media optimization is useful for quick traffic and search engine optimization (SEO).

96 SPAM

Sending unsolicited email messages without express permission of recipient.

97 Sub Domain

Sub domain is a sub-directory inside main directory usually named as public_html.

Sub domain is used for branding purpose and it is optional. You may use sub-directory as follows.

<http://example.com/sub-directory/>

Sub domain is written at the left hand side of top-level domain name.

<http://sub-directory-as-subdomain.example.com>

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98 Submission

Requesting search engines, directories to include your domain name in their index or list of contents.

99 SWIFT Transfer/Bank Wire Transfer

International money transfer from one bank account to other bank account instantly. Other bank account does not need to have with the same bank.

SWIFT transfers are subject to higher service charges, then bank transfer, demand draft, Direct Deposit etc.

100 Tags

Tags are often referred as Keywords in many web applications.

Tags are words or phrases displayed on social bookmarking websites when an individual bookmarks your web page.

Tags also help other web surfers to find your website using social bookmarking website.

Tags are used by gadgets to display links to webpages related to current webpage.

In HTML Tags are used for providing structure to HTML document.

It reduces the chances to error.

It is flexible as all previous directories automatically updated when you move content from one directory to other.

It is not suitable for placing external links.

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101 Template

Template is pre-formatted document or file, in which you later add content of your choice. Template is used for performing repetitive tasks without performing it repeatedly.

102 TLS

TLS stands for Transport Layer Security. TLS is the method of encryption for transferring data to remote locations in a secure way.

TLS is available in FTP and Email Clients as an optional feature.

103 Uploading

Sending data to web server.

104 URL

URL stands for Universal Resource Locator. URL is the technical name of the web address used to reach a particular webpage or file over the internet.

105 View Source

View source is feature provided by popular web browsers. It allows you to inspect the coding of competitors webpages.

106 Web Hosting

Managing website, blog, forums etc to communicate other over the internet.

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107 Webmaster

Webmaster administrator is also known as webmaster.

108 Web Server Software

Server software enables two or more computers communicate with each other. It helps controlling permissions and restrictions of each work station (computer) connected to network.

Internet is the largest of all networks. All the networks ultimately connect to internet.

Computer on which server software installed is referred to as webserver.

109 Web Traffic

Visitors to the website are also known as web traffic.

110 WYSIWYG

WYSIWYG stands for What You See Is What You Get. You do not need to know web-designing language. HTML coding is performed in background automatically as you use WYSIWYG graphical foreground.

WYSIWYG operating systems such as Windows and Mac is known as GUI (Graphical User Interface) software.

111 XML

XML stands for Extended Markup Language. It is used for communicated with search engines such as making sitemaps.

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112 Zipped File

Compressed file uses to transfer data over the internet. Zipped file reduces document size and allows speedy transfer and bandwidth saving.

Zipped file is also used to transfer several files or documents as one downloaded file. It will saving in time and bandwidth by avoid moving back and forth repeatedly.

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