

Web terminology, the basic terms to know

WWW = World Wide Web.

Commonly known as the web. It is the « **library** » or main information service of the internet and the richest one for the information seeker.

Website

= a group of webpages under a common denominator, owner, theme, subject, etc.

Webpage

= the basic unit of the web (as users are concerned). It can be static or dynamic.

URL <https://www.economist.com>

= for 'Uniform Resource Locator'. The address indicates where a particular page can be found on the web. It is like your postal address, unique. Here is the URL of the famous weekly UK journal : The Economist.

IP address (internet Protocol) *17.254.0.91 (one of Apple.com's IP addresses)*

Each device on the internet is assigned a unique IP address (by the internet services providers), so that nothing gets mixed up in the transport of the data. The computer “translates” the URL into the IP address for routers to be able to find the web servers. Routers are the devices that transport, i.e. route, the data to the right destination.

Domain name <https://www.economist.com>

= the part of the URL which refers to the owner (here *The Economist*, the UK economic weekly publication).

TLD (Top Level Domain) <https://www.economist.com>

= the most generic domain (at the highest level) in the internet's domain name system (DNS); usually 2 or 3 letters long and preceded by a dot. Often referred to as the “extension”.

HTML (HyperText Markup Language)

= the main programming language used to make a webpage and its content. Many website design apps exist to build a website without touching any codes, such as WordPress or Wix, but in the back, is the HTML programming language

Hyperlinks, Hypertext, Hypermedia

= the way web content is structured and accessed through links. A 3D rather than a 2D navigation. Dynamic, rather than linear and sequential (the latter the realm of books, which are usually read sequentially, from page 1 to last).
On the web, you « jump » from one link to another .

HTTP, HTTPS (HyperText Transfer Protocol) (S, for Secured)

= the communication or transfer **protocol** language of the web focused on delivering any data on the web (HTML files, images files, query results ..)

Browser (to navigate the web)

= the tool (a computer program, a software) which allows exploring (see and navigate) contents on the web, through menus and hyperlinks.

Search Engine (to search the web)

= the tool (a computer program, a software) which allows finding things (sites, pages) on the web inputting search strings (sequence of words with or without operators or functions)

Search String / Search Query

“A search string is the combination of all text, numbers and symbols entered by a user into a search engine to find desired results... Search strings are used to find files and their content, database information and web pages. A search string may include keywords, numeric data and operators”.

<https://www.techtarget.com/whatis/definition/search-string>

“Search query” is similar but usually restricted to strings of words”

<https://dictionary.cambridge.org/us/dictionary/english/search-query>

More on the information searcher’s concepts in our “Knowledge is Power” series (3 handbooks) available through your local Amazon store (author : Christine Gardiol).