

Rock It WordPress Training

Important Terminology

Hosting: Hosting is the “rent” you pay for putting your website online. It is the server space where your website is saved. For most websites, hosting will cost anywhere from \$4–10/month.

Domain Name: The domain name is the “address” you designate for your website (i.e. www.simplystatedmedia.com). You pay for the right to that domain usually over one or more years. Some domain names are free when you purchase hosting, and the price of domains can vary. The average cost is \$10/year. The more desirable the domain name, the more expensive it will be.

Content Management System (CMS): The content management system (often referred to as a CMS) is the “house” of your website. It where you add and manage the content of your site. The most commonly used CMS is WordPress. There are others (such as Drupal, Joomla & ExpressionEngine) and some websites are built with a custom CMS.

WordPress: WordPress is the most popular CMS for websites because it is easy to manage and customize.

WordPress Theme: A WordPress theme is the “design of your house.” The theme is the starting appearance of your website — the template that you can modify to match your needs and tastes.

Genesis Theme: A Genesis Theme is a plain WordPress theme that is extremely to easy modify and add custom design elements. Think of it as a house with white walls and flooring and a floor plan that you can easily adjust.

Pre-designed Genesis Theme: A pre-designed Genesis theme (sometime called a “child theme”) is a Genesis theme that already has design elements. A designer has taken the blank canvas of a Genesis theme and elaborated on its design.

Ecommerce Website: An ecommerce website is a site that directly sells products. There are products, a shopping cart, and check out options. Users can make purchases directly from the site.

Design: When a website has responsive design, it means the site automatically arranges itself to look its best on the given screen size. Responsive websites look different on desktops, mobile devices, and tablets because the screen sizes are different. The content is same. It is just displayed in a different way.

Mobile-Friendly: A site is considered “mobile friendly” when it is responsive because that means the site will modify its look when viewed on mobile devices.