

Surprise **Bonus**



A-Z

Internet Glossary

Helping you build **your** Internet **Business**

Everything you need to know
from **bytes** and **cookies**
to **pings** and **Wi-Fi**



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A

Acronyms (Web)

Commonly used and understood abbreviations, made from the first letters of the words from phrases that are useful for chat rooms and, to a lesser extent, email where you have to type your side of a conversation. These save everyone's time. If you want the full experience of a chat room, study up on your web acronyms or at least keep this cheat sheet handy. Some are;

BTW By The Way

IMHO In My Humble Opinion

LOL Laugh Out Loud

ActiveX

ActiveX is a model for writing programs. ActiveX technology is used to make interactive web pages that look and behave like computer programs, rather than static pages. With ActiveX, users can ask or answer questions, use push buttons, and interact in other ways with the web page.

ADN -- (Advanced Digital Network)

A leased data transmission line (56bps).

ADSL

Asymmetric Digital Subscriber Line. A line with a slower upload speed and higher download speed, e.g. downloads at up to 1.544 megabits per second and uploads at, say, 128 kilobits per second. Theoretically, speeds could be much higher.

Affiliate

Someone who promotes a product in between the merchant and the end customers to earn a commission for referring clicks, leads, or sales.

Affiliate Link

A link including a piece of special code that is provided to an affiliate for the purpose of tracking referrals.

Affiliate Program

Revenue sharing program where an affiliate receives a portion of income for delivering sales, leads, or traffic to a merchant.

Anonymous FTP

Logging in to a site to transfer files without supplying a specific username and password.

Applet

A small program, written in Java, that is inserted in an HTML page. Applets, unlike full Java programs, can't use the local computer's files, modems, printers, etc. or communicate with other computers - only the computer which sent the applet.

Application Server

Software run from a Server to manage how other software is made available on a network. This enables more efficient use of resources e.g. memory and database access.

Archie

Software which used to be widely used to find files on anonymous FTP sites. Accuracy depended on you having as much of the actual name of the file you wanted as possible. The web's search engines have almost completely replaced programs such as Archie.

ARPANet

Advanced Research Projects Agency Network. The military project by the US Department of Defense which preceded the Internet. In the 1960's and the early 1970's, they connected computers that ran different systems and at different locations so that all the users who had authorization could use the combined computing resources from all areas.

ASCII

The American Standard Code for Information Interchange is the commonly accepted standard for representing the numbers used by computers for all Latin letters, numbers, punctuation, etc. The 128 standard ASCII codes can be represented by a binary number from 0000000 to 1111111.

ASP

Application Service Provider. The organisation which operates one or more computer services (called applications) on their own server and charges others a fee to use those services. The applications which are provided may include organizational or collaborative applications which require significant computing power.

Atom

A current protocol which is still under active development for sharing of information (content) which some see as an improvement of RSS. It is also based on XML but supports many additional features.

Auto-Responder

An email feature that automatically sends an email message to anyone who sends it a message.

B

Backbone

A major, high-speed line or path connecting various parts of a network.

Also the term used for the supercomputers which co-ordinate the actual Internet by storing the actual URL's of all domains.

Bandwidth

The amount of data bits which can be sent through a connection in a specified time, measured in bits-per-second (*bps.*) English text converts to about 16,000 bits and dial-up modems push up to 57,000 bits through per second. Video may need about 10,000,000 bits-per-second.

Baud

A standard measure of the speed of a modem. Usually defined as the number of bits it transfers per second. Technically, a 1200 bit-per-second modem runs at 300 baud, moving 4 bits per baud (1200 bits per second).

BBS

Bulletin Board System. These were networks, usually run by volunteers who provided their own computers and time, which pre-dated the Internet as a means of transferring messages, files and information between computer users around the World. Their numbers are much less than during their hey-day in the early 1990's since services such as AOL, Internet Chat-rooms and Forums have spread.

Binary

A mathematical representation of data just with ones and zeros.

Image files are sometimes called 'binary files' as they contain more than just text..

Binhex

BINary HEXadecimal. A means of converting binary data to ASCII characters, very useful for transferring files between different types of computers because almost all can handle ASCII.

Bit

Binary Digit. The basic units of computer data - either a one or a zero..

BITNET

Because It's Time[or There] NETwork. A network that linked educational sites separately from the Internet, but allowed e-mail to flow between both systems..

Blog

weB LOG. A diary or journal on an Internet site. The focus may range from the blogger's life to any subject which they are interested in. Blogs require regular updating to continue to hold the interest of visitors. Since the explosive growth in blogging and consequent interest from companies interested in promoting their products and services to people that maintain or visit blogs, many companies have started their own blogs.

The content of many blogs are syndicated to other blogs and sites as RSS feeds.

Blogger

Someone who maintains and is responsible for the content of a blog.

Blogosphere or Blogosphere

An ever-changing 'world' composed of blogs and those who are interested/involved with them.

BPS

Bits-Per-Second) The number of bits which are moved in one second. A 56K modem can transfer 57,000 bits per second though most dial-up modem transmissions move at less than 37,000 bps.

Brett McFall

The name every internet user searches for when they need to solve any marketing problem (and to see how to deal with life without hair). www.brettmcfall.com

Broadband

Internet connections which allow transfers at much higher rates than through dial-up modems by accessing more bandwidth. They include *DSL* and Cable-TV connections.

Browser

Short for Web Browser; it's the tool (program) that allows you to surf the web. You probably used your Web Browser to locate this page. The most popular Web Browsers right now are Netscape Navigator and Internet Explorer.

Byte

The bits for a single character, usually 8.

C

CDMA

Code Division Multiple Access. A protocol for wireless data and voice communication, used in cellphone networks and other communications systems. The transmitted data spreads over more than one radio frequency, which is a more efficient use of the radio spectrum. Other protocols, such as *1xRTT* (CMDA2000), are being developed on top of CDMA.

Certificate Authority

An organization which issues Security Certificates for SSL connections.

CGI

Common Gateway Interface. Rules which define that way that communication between a Web Server is done. Any software which handles complies with this CGI standard may be a CGI program.

cgi-bin

The directory on your domain on a web server where you store CGI programs.

Chat Room

An Internet site (or part of a site) where people "chat" with other people in the room. There are thousands of Chat Rooms, usually organized by topic. For example, in a Michigan Room you would expect that most of the participants in the room are probably from Michigan or a Gay room, where the participants are usually gay. When you're in a Chat Room you can view all of the conversations taking place at once on your screen. Liberal use is made of acronyms in these rooms so you may want to study up or keep a cheat sheet with you at first. You can also get into a private chat room where only you and one or two others may talk. This can be an inexpensive way to keep up with friends and relatives who are online.

Chocolate

A crucial resource for computer users. Chocolate is what you eat when you get frustrated with web functions such as searching for specific items, writing web pages, or just being a Newbie.

Click-through

The action when a user clicks on a link.

Click-Through Ratio (CTR):

Percentage of visitors who click-through on a link to visit the merchant's web site.

Client

A program for connecting to and collecting data from another program on a computer Server. Client programs can only work with the type of server(s) which they are designed to work with and vice-versa. A Web Browser is a Client.

Co-branding

Situation where affiliates are able include their own logo and branding on the pages to which they send visitors through affiliate links.

Co-location

Co-operative arrangement with the owner of a server having it connected to someone else's network instead of their own, usually because the other network provides faster Internet connections and there may also be security considerations.

Commission

Income an affiliate receives for generating a sale, lead or click-through to a merchant's web site. Sometimes called a referral fee, a finder's fee or a bounty.

Conversion Rate

Percentage of clicks that result in a commissionable activity (sale or lead).

Cookie

A "cookie" is an Internet site's way of keeping track of you. It's a small program built into a web page you might visit. Typically you won't know when you are receiving cookies. Ideally a cookie could make your surfing easier by identifying you, tracking sites you visit, topics you search, and get a general feel for your preferences. It can also be used to collect your e-mail address for marketing (and maybe spamming) purposes. You may use your (advanced) browser settings to warn you before you accept cookies or to reject them all. Keep in mind that some secure sites, such as stock trading sites, won't work if you don't accept their cookies.

Counter

A number on many web pages that will count the number of hits or count the number of times the page has been accessed. Basically, it counts the number of people that have visited that page.

Cracker

A person who breaks into a site through a computer's security. While basically the same thing as a "Hacker", a Cracker is sometimes considered to be more malicious and destructive.

CSS

Cascading Style Sheet) A standard way of specifying the appearance of text and other elements in Web pages and also in applications built using XPFE. You can put common font, color and other design aspects for several pages of a web site in one CSS files and then just place a reference to that file on each of the pages. To change any particular aspect of all those pages, you just change the relevant entry in the CSS file.

Cyberpunk

'Cyberpunk' derived from science fiction about a near-future, over-industrialized society in the work of William Gibson and Bruce Sterling. The term is now used to cover many various human, machine, and punk attitudes as well as some people's clothing and lifestyles.

Cyberspace

Term used to describe the Internet and related networks; the term was coined by science-fiction novelist William Gibson in 1984 in 'Neuromancer'.

D

DHTML

Dynamic HyperText Markup Language. DHTML is the type of code, combining HTML, JavaScript, and CSS which can produce interactive content for web-pages such as users being able to drag items over the page, simple animations etc.

Digerati

People that consider themselves as knowledgeable about, or connected to, the cutting edge of every part of the digital world.

DNS

Domain Name System. The Domain Name System is how Internet domain names (such as 'mydomain.com') are converted to IP numbers by the DNS Servers.

Domain Name

The name which identifies a web site on the Internet. For example, mysite.com This is what you type in your browser to be connected directly to the site you want to see. A site does not have to have its own domain name. Most ISP's and some other web hosts offer web space to clients who do not want to buy their own domain name. These sites are usually represented by a domain name like usersite/hostsite.com or hostsite.com~usersite

Download

The transfer of files from any other computer to your computer, including from the Internet to your computer. Every time you instruct your computer system to retrieve your mail, you are downloading your mail to your computer. You may also download programs to your computer. However, be careful about downloading files or programs from a site in which you are not familiar. You could download a virus and never know it until it's too late.

DSL

Digital Subscriber Line. A circuit, connecting specific locations, which supports moving data over regular phone lines faster than a regular phone connection. This is like, but not the same as, a leased line.

E

E-mail

Electronic-mail. This tool is usually provided by your ISP. It allows you to send and receive mail (messages) over the Internet. Through e-mail you can write your friends, ask your ISP a technical question about your service, or even receive an Internet birthday card.

Email Signature (or Sig File)

Signature option allows for a brief message to be imbedded at the end of every email that a person sends.

Ethernet

A method for networking computers in a Local Area Network.

Extranet

A network owned and maintained by a company which can be accessed by other computers owned by associates/clients/suppliers which are not part of the network, but not anyone else outside of the company.

eZine

Short for electronic magazine. Some e-zines are simply electronic versions of existing print magazines, whereas others exist only in their digital format.

F

FAQ

An acronym for Frequently Asked Questions. This is a list of Questions that are Frequently Asked, with the answers. This mini-help file saves time because clients can get the information they need without support personnel having to repeatedly send the same information to different clients.

FDDI

Fiber Distributed Data Interface. A way of transmitting data over optical fiber cables at about 100,000,000 bits-per-second (10 times the rate possible with 10-BaseT Ethernet and twice the speed of T-3).

Finger

Software that may be used to find if certain people are associated with a particular Internet site. Most sites do not allow Finger requests.

Firewall

Either a software program or a combination of hardware and software that protects a computer or network from intruders.

Flame

Negative comments in Chat rooms, forums etc which are mostly intended to upset individuals and start arguments which interfere with the usual traffic in that Forum or chat room. Usually made by people so bereft of a real life that they regard any reaction to their crudity as some sort of success.

Flame War

The result of a "successful" flame which has people exchanging personal insults instead of discussing the subjects which brought them to that Forum or Chat room in a reasoned and friendly way.

Forum

Section of a web site where people can discuss topics related to the subject which the site is focused on. Some Forums have paid or restricted Membership. Even the free Forums usually require you to register with a confirmed email address to minimise flames and other problems.

FTP

File Transfer Protocol. A program to move files over the Internet between your computer and a web site, uploading to the site and downloading from the site to your computer.

G

Gateway

Hardware or software which transfers and translates data between different Internet Protocols (such as different email formats).

Also used to describe sites or services which give people easier entry to particular areas of the Net or the Internet itself.

GIF

Graphic Interchange Format. A format for image files, most suitable for images with large areas of color(s).

Gigabyte

1000 x 1024 bytes

Gopher

Fore-runner to FTP which used text-only menus to give users access to material through the Internet. Invented at the University of Minnesota and named after its mascot

H

Hacker

Also known as a "Cracker", a Hacker is a person who breaks into a site through a computer's security.

Hit

A hit occurs each time someone's Browser connects with any part of a web site. If someone goes to 3 different pages and then returns to a page they've already seen, that is 4 hits.

Home Page

The web page which your browser shows when you open it to start surfing. Also refers to the main page of a web site which is reached by typing in the site's domain name.

Host

The computer where the files which make up one (or many) web sites are physically located.

HTML

Hypertext Mark-up Language. HTML is not a programming language, but a way to format text by placing marks around the text so they can be used as web pages. For example HTML allows you to make a word bold by `word` etc. Early word processing programs used similar marks for the same reason - to show how the text should be displayed.

http

Hypertext Transfer Protocol. This protocol rules how computers communicate over the Internet, using an http client program on one machine and an http server program in the other.

Hypertext

Text on a web page that links the user to another web page. The hypertext, or links will usually be a different color than the other text on the page and also usually underlined.

Hypermedia

Media (such as pictures, videos, and audio), on a web page that links the user to another web page by clicking on the media.

I

IMAP

Internet Message Access Protocol is an advanced protocol used by email clients as a replacement for POP.

IMAP lets an email program get emails from multiple accounts and also manage messages on the server without actually downloading them.

Impression

Advertising metric that indicates how many times an advertising link is displayed.

Internet

Originally called ARPANET after the Advanced Research Projects Agency of the U.S. Department of Defense. This electronic network connects the hosts together so that you may go from one web page to another efficiently. The electronic connection began as a government experiment in 1969 with four computers connected together over phone lines. By 1972, universities also had access to what was, by then, called the Internet.

Intranet

Computers in an organization connected together so they can exchange files and use common equipment (printers etc) and operate programs which may only reside on one particular machine in the network.

IP Number

A number with 4 sections separated by dots which signifies the unique location of a system on the Internet. With the growth of the Net, shared IP addresses are now used by Internet Service Providers for some of the domains which they host.

IPv6

Internet Protocol, version 6) makes an almost unlimited amount of IP Numbers available - 2^{128} in theory. Though inefficiencies in the system of allocation mean not all those are actually usable, there are plenty for the devices likely to be connected to the Internet for several years.

IRC

I Internet Relay Chat. Worldwide real-time conferencing on the Internet, There are hundreds, maybe thousands of IRC channels, also called chat rooms made available through large dedicated servers in various points around the World. These chat rooms typically focus on specific topics, issue or commonality.

ISDN

Integrated Services Digital Network. A method of moving data over normal phone lines at nominal speeds of up to 128,000 bits-per-second though most users get speeds of up to 64,000 bits-per-second. ISDN can connect to many locations, one by one if both systems have ISDN capability.

ISP

Internet Service Provider. This is your connection to the Internet. You use an ISP to connect onto the Internet every time you log on.

IT

Information Technology. Covers everything to do with computers, programming and related functions including administration.

J

Java

A programming language, developed by Sun Microsystems, used for small programs (applets) that are embedded in Web pages and that run when a user accesses the page or clicks on a certain area. If you have visited sites that play sounds, have animated figures trotting across the screen, or display scrolling text, you have already seen Java.

JavaScript

JavaScript is a programming language used to add interactive features to web pages. The user's browser must accept the javascript. Some people turn this feature off in their browsers because of security concerns. JavaScript, Cascading Style Sheets(CSS) and versions of HTML from 4.0 upward are combined to make DHTML.

JDK

Java Development Kit. A software development package from Sun Microsystems with the basic tools for writing, testing and debugging *Java* programs and applets.

JPEG

Joint Photographic Experts Group. JPEG is a good format for image files with fine details (like photographs).

K

Keyword

A word you might use to search for a Web site. For example, searching the Web for the keyword "Dictionary" or "Terms" might help you find this site.

Kilobyte

1024 (2^{10}) bytes

L

LAN

Local Area Network. A computer network which may spread over several floors of a building but has a central control in the same building.

Logging In

Connecting with a username and password to a website or a special area on a site, such as a Forum or download area.

LOL

Acronym for Laugh Out Loud. Look for it in your e-mail, or chat rooms.

Laptop

A computer small enough to sit on your lap. The laptop computer's small size allows you to take it almost anywhere and access the Internet. Great if you travel a lot and don't want to go too long without your e-mail.

Leased Line

A telephone line or a cable which is for the exclusive use of the people operating the computers attached to it. They provide the capability of faster speeds than are available with public, shared lines.

Link

A link is text or an image on a web page which you click your mouse on. Code associated with the text or graphic will direct you to another location on a different page of that site or even a different site. Text links are usually underlined and a different color to the other text on the page.

Linux

An Open Source (free) operating system similar to Unix. Versions are available for all common types of computers.

Listserv®

A popular program for managing mailing lists.

Load

Short for download and upload. If someone asks how long did the page take to load? He/She is referring to the time it takes a page to appear on your screen. If a web page is loading slow it means that it's taking a long time to fully appear on your screen.

Location

An Internet address. In your browser you will see a box at the top of the page with a title such as "location". That's where you will see the location of whatever web page is open in your browser. The address you type in the location bar must be an exact match for the page you want.

Login

the name and password needed to access a computer system or restricted web site (or the act of accessing the system or site).

M

Mailing list

The list of people who have voluntarily subscribed to a particular publication.

Megabyte

One thousand kilobytes.

Merchant

An online business that markets and sells goods or services. Merchants establish affiliate programs as a cost effective method to get consumers to purchase a product, register for a service, fill out a form, or visit a Web site.

Meta Tag

A type of HTML tag that contains information about the page content and the person/organization which owns it for the benefit of Search Engine spiders, not other (human) users.

MIME

Multipurpose Internet Mail Extensions. A standard which defined what type of files were attached to email messages, also used for computer systems to tell other systems what type of files they are sending to them.

Mini-site:

Prefabricated HTML page for affiliates that displays new or specialized products with integrated affiliate links.

Mirror

Generally speaking, "to mirror" is to maintain an exact copy of something. Probably the most common use of the term on the Internet refers to "mirror sites" which are *web* sites, or *FTP* sites that maintain copies of material originated at another location, usually in order to provide more widespread access to the resource. For example, one site might create a library of software, and 5 other sites might maintain mirrors of that library.

Modem

Modulator-demodulator. Device attached between a computer and a phone to convert data from the form which the computer uses to a form suitable for transmission through the phone and the Internet and convert data which comes to it from the phone (and the Internet) back in to a form which the computer can use.

MOO

Mud, Object Oriented. A multi-user role-playing environment.

Mosaic

An early browser which was used by Macintosh, Windows and UNIX computers. The source-code to Mosaic became the basis for early versions of some other web browsers.

MUD

Multi-User Dungeon or Dimension. A text-based environment used for role-playing games (which may involve the players co-operating to continue to build the "world" in which the game's characters operate), chat and software development.

MUSE

Multi-User Simulated Environment. A particular type of, usually, non-violent MUD.

N

Net

Short for Internet.

Netiquette

Net etiquette; a system of interaction between Internet users on the *Internet*.

Netizen

A citizen of the Internet or, more plainly, an Internet user.

Netscape

A web Browser and also the Company which developed it, based on the Mosaic program.

Network

Two or more computers connected together and probably sharing resources such as printers etc.

Newbie

Someone that may have many talents, skills and vast knowledge in other areas but, at this point, is not very familiar with the Internet and how to use it.

Newsgroups

Groups whose Members come together on USENET to discuss a mutual interest.

NIC

Network Information Center. Usually refers to an organization which manages information for a network. For instance, InterNIC, which used to register almost all Internet domains before the function was devolved to several private companies. Less commonly used for "Network Interface cards which computer network cables are plugged into.

NNTP

Network News Transport Protocol. The protocol which defines how USENET postings travel over TCP/IP networks and how browsers, such as Netscape and Internet Explorer connect to and participate in newsgroups.

Node

A computer which is connected to a network. More particularly, one that distributes material received from other parts of the network to computers which may have slower network connections than it does.

O

Online

Being connected to the Internet.

Open Content

Information or other data which is made freely available by the copyright owner under the terms of a license which defines the allowed uses and distribution of the material.

Open Source Software

Software where the developer makes the original source code freely available to anyone that might want to read, use, enhance or change it. Open Source Software is subject to license terms specified by the developer which require that any software based on it must also be made freely available and carry an acknowledgement of the original developer and their license terms.

P

Packet Switching

Moving data over networks, including the Internet by parceling it into 'packets' which each carry the originating and destination addresses so that the packets from different sources, intended for varied destinations can use the network together and be tracked to the correct recipients.

Password

A secret string of characters which identify an authorized user when they try to log in to a system or web location.

Patience

Essential quality for users of the Internet and, in fact, ALL computer users.

Pay-Per-Sale

Program where an affiliate receives a commission for each sale of a product or service that they refer to a merchant's web site. Pay-per-sale programs usually offer the highest commissions and the lowest conversion ratio.

Pay-Per-Lead

Program where an affiliate receives a commission for each sales lead that they generate for a merchant web site. Examples would include completed surveys, contest or sweepstakes entries, downloaded software demos, or free trials. Pay-per-lead generally offers midrange commissions and midrange to high conversion ratios.

Pay-Per-Click

Program where an affiliate receives receive a commission for each click (visitor) they refer to a merchant's web site. Pay-per-click programs generally offer some of the lowest commissions (from \$0.01 to \$0.25 per click), and a very high conversion ratio since visitors need only click on a link to earn the affiliate a commission.

PDF

Portable Document Format. A file format, developed by the Adobe Corporation and based on their Postscript document-description language which allows consistent viewing and printing of digital documents with the fonts, images and layout on any computer system.

Persistence

Valuable asset when trying to master any skill such as Internet surfing and e-commerce.

ping

Contacting another computer on the Internet or other network and using the response, if any, to confirm the health of the connection.

Plug-in

Software which enhances the usability or features of amore complex program. For instance, graphics programs and web browsers use plug-ins.

PNG

Portable Network Graphics. A graphics format specifically for the Internet. It enables users to compress images without losing quality. Anyone may develop software to use PNG because the PNG standard does not carry any licensing fees.

POP

Either Point of Presence and Post Office Protocol.

Point of Presence is somewhere that a network, such as a phone system, connects to or where an ISP, perhaps from another area, provides access to their network for users without the need to incur long distance phone charges.

Post Office Protocol is currently the most common way that an e-mail *program* gets mail from servers.

Port

1. Physical or software connection where data is transferred to and from computers.

2. Systems which connect to the Internet use specific ports on a server for each specific service. Sometimes non-standard ports are used and then the particular port number is shown as part of the URL.
3. Port is also the term for translating a program to run on a different type of computer.

Portal

A web site that offers information and links intended to help people with limited experience of the Internet or, alternatively, with extensive information and links (including related advertising) about one particular topic to encourage people who share that interest to use the site to begin each of their Internet sessions.

Posting

A message which is submitted or 'posted' to an online forum or other discussion medium.

PPP

Point (to) Point Protocol. The protocol connecting home computers to the Internet over a phone line through a modem.

Protocol

A set of rules that lets computers agree how to communicate over the Internet or elsewhere.

Proxy Server

A Proxy Server deals with all requests from a client machine which are addressed to the main server on a Local Area Network. It responds to some requests with results of previous queries which it has stored and thus reduces the load on the main server.

PSTN

Public Switched Telephone Network. The traditional telephone system.

R

RDF

Resource Definition Framework. Rules about how to describe categorised information to be made available on the Internet. The RSS data format follows RDF rules.

RDF is also valuable for defining relationships between a collection of data and how it is displayed for users.

RFC

Request For Comments. New proposed Internet standards are published as a 'Request For Comments'. The Internet Engineering Task Force (<http://www.ietf.org/>) is the organization which reviews the proposed standard and manages discussion about it until the new standard is established. All Internet standards retain a trace of their origin because the identifying numbers for them start with RFC.

Residual Earnings

Programs that pay affiliates not just for the first sale a shopper form their sites makes, but all additional sales made at the merchant's site over the life of the customer.

Router

A dedicated computer or program which manages the traffic of packets through connections between Packet-Switching networks.

1xRTT

Single Carrier (1x) Radio Transmission Technology. A *protocol* for wireless connection of laptops and other equipment to *networks* at speeds up to 144 thousand bps. 1xRTT is also called CMDA2000.

RSS

Rich Site Summary or RDF Site Summary or Real Simple Syndication. A standard protocol for sharing of content such as news articles and very popular with bloggers.

RSS "feeds" are sources of information in RSS format and RSS "readers" are programs or scripts which read RSS feeds and display their content.

S

Scroll

Using the vertical bar at the right of your browser window or the middle button (or wheel) of your computer mouse to move up or down a web page or other document on your monitor.

SDSL

Symmetric Digital Subscriber Line. A type of *DSL* with identical upload and download speeds.

Search Engine

A publicly accessible site where people can browse information on any topic or question they like gathered by the Search Engine provider who uses special 'bots' to roam the Internet collecting the information.

Some search engines gather their results directly from the Internet and some also get some of their information from other search engines and directories. Some use human inspectors to manually approve material for their database while others mostly use proprietary software.

Security Certificate

Information, usually a text file which the *SSL* protocol uses to make a secure connection.

SEO

Search Engine Optimization. Designing web pages with the goal of attaining high ranking listings in your results from search engine queries by potential customers.

Server

A dedicated computer or a program which supplies service(s) to other computers. For instance, a *WWW* server which is used to host web sites or an email server which processes e-mail between its client computers and the Internet.

Servlet

A small program which enhances the capabilities of *server* software.

Site

A place on the Internet. Every web page has a specific location which is its site with an address, usually beginning with "http://"

SLIP

Serial Line Internet Protocol. An early standard by which a serial telephone line and a *modem* connected a computer to an Internet site. Now replaced by PPP.

SMDS

Switched Multimegabit Data Service. A very high-speed data transfer standard.

SMTP

Simple Mail Transfer Protocol. Used to send email between servers on the Internet.

SNMP

Simple Network Management Protocol. Communication standards for devices on TCP/IP network.

SOAP

Simple Object Access Protocol. A *protocol* providing sophisticated handling of complex data between a client and a server.

Microsoft's ".NET" system was based in large part on SOAP.

Spam (or Spamming)

The Internet version of junk mail. Spamming is sending the same message to a large number of users, usually to advertise something. E-mail address may be collected using cookies or a mailing list from a newsgroup.

An inappropriate attempt to use a *mailing list*, or *USENET* or other networked communications facility as if it was a broadcast medium (which it is not) by sending the same message to a large number of people who didn't ask for it. (Spam® is a registered trademark of Hormel Corporation, for its processed meat product.)

Spyware

Software introduced covertly to a computer and which secretly monitors its use. It may send information such as keystrokes, including passwords, to other places on the Net without the owner of the computer being aware or giving permission.

SQL

Structured Query Language. A special language for querying databases.

SSL

Secure Socket Layer. A protocol from Netscape Communications for secure communications over the Internet.

Super Affiliate

An affiliate capable of generating a significant percentage of an affiliate program's activity.

Surfing

Looking around the Internet for business or pleasurable purposes.

Sysop

System Operator. Person in charge of a computer system or network's operations or resources.

T

T-1

A *leased-line* connection capable of carrying data at high speed, used to connect large *LANs* to the Internet.

T-3

A *leased-line* connection that transfers data at high speed, capable of carrying full-screen, full-motion video.

Targeted Marketing

Offering the right offer to the right customer at the right time.

TCP/IP

Transmission Control Protocol/Internet Protocol. The protocols which define the Internet. Originally set up for UNIX but now available for all computer operating systems.

Ted Ciuba

The name every internet user searches for when they need to create joint ventures (and to learn manners "Southern stlye"). www.tedciuba.com

Telnet

A program which may be used to *connect* from an Internet site to another.

Terabyte

1000 gigabytes.

Terminal

A machine for sending commands to a remote computer.

Terminal Server

A dedicated computer with several *modems connected to it* and connected to a *LAN* or host. Terminal servers provide *PPP* or *SLIP* services to the *Internet*.

TLD

Top Level Domain. The highest part of a complete Domain Name, such as com, net or org.

Tom Hua

The name every internet user searches for when they need web hosting or to publish their e-product (and quite possibly the best Chinese immigrant Australia has ever had!) - www.tomhua.com

Tracking Method

The way that a program tracks referred sales, leads or clicks. The most common are by using a unique web address (URL) for each affiliate, or by embedding an affiliate ID number into the link that is processed by the merchant's software. Some programs also use cookies for tracking.

Trojan Horse

Like the Trojan horse of mythology, Trojan horse viruses pretend to be one thing when in fact they are something else. Typically, Trojan horses take the form of a game that deletes files while the user plays.

Two-tier

Affiliate marketing model that allows affiliates to sign up additional affiliates below themselves, so that when the second tier affiliates earn a commission, the affiliate above them also receives a commission. Two-tier affiliate marketing is also known as MLM (Multilevel Marketing).

U

UDP

User Datagram Protocol. A protocol in the *TCP/IP* suite which covers data transfer.

Unix

A computer operating system for *servers* on the Internet which can have many concurrent users. It includes *TCP/IP*.

Upload

The process of transferring information from your computer to another computer or a web site through the Internet.

URI

Uniform Resource Identifier. An address for a resource on the Internet.

Common URI `scvhemes include http, telnet, and news.

URL

Uniform Resource Locator. It's the address of each web site. It usually begins with "http://"

Very similar to URI which replaced URL in technical specifications.

URN

Uniform Resource Name. A URI controlled by an organization which has accepted an obligation to keep the resource available there.

Usenet

A collection of ongoing discussion groups for people on the Internet who share a mutual interest. They rarely have anything to do with news.

User ID

This is the unique identifier (like your logon name) that you use to identify yourself on a computer. You probably typed your User ID (and password) when you logged onto the Internet today.

UUENCODE

Unix to Unix Encoding. A way to convert files from Binary to *ASCII* (text) for sending them by email.

V

Veronica

Very Easy Rodent Oriented Net-wide Index to Computerized Archives. Obsolete database of almost every menu item on the gopher servers which was publicly accessible. Search engines have replaced it.

Viral Marketing

The rapid adoption of a product or passing on of an offer to friends and family through word-of-mouth (or word-of-email) networks. Any advertising that propagates itself the way viruses do.

Virus

Program which can infect your computer like a medical virus might infect and damage your body. Always use an anti-virus program, keep it updated and you're your entire computer as well as any disks or CD Roms and programs (especially games and other interactive software such as chat programs) which you intend to use on it .

VOIP

Voice Over Internet Protocol. A specification and programs which can be used for making phone calls over the Internet.

Costs for VOIP calls are currently much lower than for regular telephone calls. The IP networks are packet-switched which permits new ways of managing connections and very efficient use of network resources.

VPN

Virtual Private Network. A *network* which used the Internet to transfer data in encrypted form, maintaining the privacy of the network.

W

WAIS

Wide Area Information System. Lots of large databases which you can search using methods developed by WAIS Corp..

WAN

Wide Area Network. A network which has parts that are not all in the same building or other physical location.

Web

World Wide Web.

Web Browser

The program) you use to surf the Internet, such as Netscape Navigator, FireFox and Internet Explorer.

Web Page

The HTML pages you look at on the Internet.

Website

The web pages and multimedia files etc are located at the same domain

Wi-Fi

Wireless Fidelity. A type of wireless data communication, more correctly described as Wireless Ethernet.

World Wide Web

A full-color, multimedia database of information on the Internet. The World Wide Web is a universal mass of web pages connected together through links.

Theoretically, if you clicked on every link on every web page you would eventually visit every corner of the world without ever leaving your computer chair. Of course you would also have to live until you were about a million years old and current computers were antiquated technology.

Worm

A computer virus designed to affect or destroy files on your computer, or secretly install other nasty programs. It spreads of itself to all other computers which it can reach.

WWW

World Wide Web.

X

XML

eXtensible Markup Language. A common system which defines data formats, easily handling complex documents like business forms, news feeds and catalogs.

XMLRPC

XML Remote Procedure Call. A protocol involving a particular *XML* format for sending and receiving information over HTTP between clients and servers.

XPFE

Cross Platform Front End. A group of technologies, including Javascript, Cascading Style Sheets and XUL, for making applications that operate similarly and have the same look on varied computer operating systems. A popular XPFE application is the Mozilla web browser.

XUL

eXtensible User-interface Language. A markup language based on XML resembling HTML.

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