

**Terms:**

**Domain Name:** Domain Name System, or DNS, is the most recognized system for assigning addresses to Internet web servers (aka "Internet hosts"). Somewhat like international phone numbers, the domain name system helps to give every Internet server a memorable and easy-to-spell address. Simultaneously, the domain names keep the really technical IP address invisible for most viewers..Example: [www.turnerpublishing.net](http://www.turnerpublishing.net)

**URL (Uniform Resource Locator)** a domain name is commonly *part* of a larger Internet address called a "URL". A URL goes into much more detail than domain name, providing much more information, including the specific page address, folder name, machine name, and protocol language.

<http://horses.about.com/od/basiccare/a/healthcheck.htm>

**Banner Ad** - A web banner or banner ad is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser

**Pod Cast** - a method of publishing files to the Internet, allowing users to subscribe to a feed and receive new files automatically by subscription

**Screencast** - A screencast is a digital recording of computer screen output, also known as a video screen capture, often containing audio narration. Most commonly used as a visual aid to instruction. If you have a software that many people are downloading. A screencast is a good way to cover FAQ's.

**Hosting** - Every web page, email, file, or online service is stored ("hosted") on a computer (called a "server") that is connected to the Internet.

**WWW.** – World Wide Web

**HTTP:** - Hyper Text Transfer Protocol

**.COM** - .com is short for commercial, it is the top level extension for businesses on the internet.

**Blog** - a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. The word blog is a contraction of the term "We**B** log" (separated for readability)

**Social Network** - A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services. Examples are [www.myspace.com](http://www.myspace.com), [www.facebook.com](http://www.facebook.com)