# Let’s start with the words!

# About the Internet:

**The Registrar** is the entity to which you pay money for your domain name. For example: somethingorother.com

**The Host** is the company that has the computers (servers) that hold your code in order to serve it to **browsers (Firefox, Chrome, Internet Explorer, Safari)**

**FTP**: File Transfer Protocol is the method used to add content directly to the server. Access to this is particularly important if you make changes to your theme.

**URL**  (Universal Resource Locator) is the street address of a web page.

**DNS** (Domain Name Sever) Sometimes referred to as just “Name Server” translates your domain name to the URL as the numbers that the internet understands (like 122.122.5.1)

**About WordPress**

WordPress is a content management system. **CMS** is an application that supports the creation and modification of digital content. It generally supports multiple users working in a collaborative environment.

**Core** is the code that makes WordPress work. These are the original base files that make WordPress work.

**WordPress.com vs. WordPress.org**

**WordPress.org** is Self-Hosted, meaning you pay a company to hold your code and have access to make all kinds of changes. Many hosts have some version of a One-Click installation to make the setup of WordPress pretty easy. A self-hosted site will have a domain entirely of your choosing.

**WordPress.com** is a low cost option for hosting a WordPress site. No set up of the basic code is required. The options for themes and plugins are somewhat limited. A WordPress.com site may have WordPress as part of the domain name. Or for a fee, you can use your own domain name.

Each page has a **Permalink** the specific URL to that content. It can be edited on a page/post by page/post basis. A standard format is set in the Settings Tab

**Codex**: codex.wordpress.org is the online manual for WordPress and a living repository for WordPress information and documentation. Answers to your questions about usage, errors, etc. can be found there.

WordPress is built using:

1. **Database: Where the content is.** This is not something you can just download or scrape from a live site.
2. **HTML** (the Hypertext Markup Language) HTML provides the structure of the content on the web
3. **CSS** (Cascading Style Sheets) control the visual layout for a variety of devices.
4. **PHP** (PHP: Hypertext Preprocessor): This is a general purpose scripting language. It builds a page on the server, so when the page renders, it looks like HTML.
5. **Javascript:** a powerful scripting language that we aren’t going to talk about here.

# Parts of WordPress

**The LOOP.** This is a bit of PHP code that says essentially, if there is content, display it. Otherwise, don't. Core runs thru the Loop for each page, post, archive page etc. that is displayed.

**A theme** is made up of templates for pages and posts as well as styles (CSS) for displaying the site in a uniform manner. Layout of content is controlled by the Theme. Many themes have options for changing colors and fonts.

The Theme is responsible for **responsive design** (also called mobile-friendly design). This is what allows the site to be viewed on a mobile devise with minimal pinching and spreading.

Themes are often updated by the developer (the person or team who made the design and wrote the code for the theme). If you make changes to a theme and then update it, your changes will be lost.

In order to preserve changes you want to make, a **child theme** is developed. The code for that is loaded AFTER and ON TOP of the Theme code. Updates to the Theme do not affect the Child theme so your changes are protected.

**Menus**: These lay out the architecture of your site. A menu helps visitors navigate your content and should be carefully considered to have enough and not too many links.

## Pages and Posts

**Pages** are arranged Hierarchically (like grandparents, parents, and children)

Pages can use different templates, the existences of which depend on your theme. Examples would be full width content with no sidebar. Or perhaps 2 sidebars. Choose this in the side bar of the editing screen.

**Posts** are arranged chronologically, newest one on top

Posts can use **Categories** which is like the Table of Contents of a book. Posts belong in only one category.

Posts can also use **Tags** which are like the Index of a book. One post can have many tags.

The **content editing screen** looks mostly the same for Pages and Posts. Both include a **Visual** and **Text editor**.

The Visual editor shows you what the page is expected to look like.

The Text editor shows the HTML code written to create that.

**Plugins**: Add functionality not part of Core. Some plugins are widely used, others not much. They aren't added to Core unless it seems that EVERYBODY needs that function.

**Widgets**: Small blocks of specific functionality. Some widgets are included with Core. Some are provided by plugins. They are most commonly used in sidebars, although not necessarily.

# Other terms:

**Screen Readers:** A software application which, rather than presenting web content visually, converts text into 'synthesized speech' allowing user to alternatively listen to content.

**Accessibility**: Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web. Accessibility can also address issues including age of visitor and light conditions.

**Alt tags, title tags** (in images, menus, and links): These are tags that offer additional information about the thing they are attached to. They are valuable not only for accessibility reasons (they are read by screen readers) but also add value to SEO

**SEO**: Search Engine Optimization is the process of constructing content on a site to help search engines understand and assign authority to the content.