

Glossary of Blogging Terms

Ad network - a company that connects advertisers to web sites that want to host advertisements. Online ad networks use a central ad server to deliver ads to consumers, which enables targeting, tracking and reporting of impressions in ways not possible with analog media alternatives.

Affiliate marketing - a type of performance-based marketing in which a business rewards an affiliate for each visitor or customer brought by the affiliate's marketing efforts (in this case, a link on the affiliate's blog).

Blog - Short for 'web log', the term was shortened to 'blog' around 1999.

Blog Platform - A blogging platform is the software or service that you use to publish your content onto the internet in the form of a blog. Examples are either free, such as Blogger, WIX or Squarespace... or self-hosted i.e. WordPress.org.

Child theme - Within WordPress, a child theme is a theme that inherits the functions of another theme (a parent theme), and allows you to modify it without altering the parent theme.

Dashboard - The "behind the scenes" admin area of your blog where posts are created, comments are moderated and so on.

Disclosure - The law requires you to disclose any material relationships that you have with brands or advertisers when you write a review or recommend something to your readers. Can also be included on a main page, accessed through a menu. See mine: <https://sondralynathome.com/disclosure/>

Domain Name - A domain name is your website name. It is the address at which Internet users can access your website, also called your URL.

E-mail marketing - A form of direct marketing which uses email to communicate broadcast messages to its audience (also known as sending newsletters).

Google Analytics - A free and powerful analytics tool created by Google.

Header - The top area of your blog that contains your blog's logo.

Keywords - Words that users enter into search engines to find a relevant page or pages, these words can also be used by bloggers within their posts to get traffic via search.

Menu - An area of your screen at the top that contains useful info such as categories and subjects, sharing icons, and other features.

Page - A static page within a blog that does not form part of the blogging content.

Plugin - In WordPress, a plugin is folder of files added to the blog in order to give it extra functionality or features.

Post - An article on a blog. The regularly published content on one's website.

Self-hosted blog - A blog that requires the owner to purchase their own hosting services in order to use it. WordPress.org blogs are self-hosted, WordPress.com blogs are not.

SEO - Search Engine Optimization - Techniques used to improve the visibility of a website within search results in order to increase site traffic.

Sidebar - A column used to display content on a blog, other than the post or page's main content. For example: newsletter sign-up forms and advertisements.

Sponsored post - A blog post that's paid for by a sponsor. Usually written by the blogger in their tone and style, and approved by sponsor.

Theme - Files that modify the way a blog is displayed.

URL - Uniform Resource Locator, colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it. The reason we stopped using "www" before our URLs is simply because it's no longer needed.

Widget - A tool or content you can add to your blog's sidebar, such as a calendar, sign-up form, your bio or ad.

WordPress - An open-source (free) content management system, used to create customizable blogs and websites using themes and plugins.