Website Terminology

Laura Gibson - 2026-09-24 - Getting Started

This glossary covers common **website terminology** you may come across when working with your Kilo website.

0–9

- **301 Redirect:** A permanent redirect from one URL to another.
- **404:** An error message shown when a requested page can't be found.

A

- **Alt Text:** A short description added to images so search engines and screen readers can understand what the image shows. Helps with SEO and accessibility.
- **Author Role:** A WordPress user role that allows someone to write and edit blog posts, but not edit pages or change site design.

B

- **Backend:** The admin side of your website where you log in to make updates, add content, and manage settings.
- **Backup:** A saved copy of your website that can be restored if something goes wrong.
- **Blog:** A part of your website where you can post news, stories, tips, and updates.
- **Browser:** The app you use to visit websites, like Google Chrome, Safari, Firefox, or Microsoft Edge.
- **Bug:** A technical issue or error on the website that causes something to behave unexpectedly.
- **Button:** A clickable item (often styled in color) that encourages users to take action, like "Join Now" or "Book a Free Trial."

C

- **Cache:** Temporary data stored by your browser or site to help things load faster. Clearing it can help fix display issues.

- **Concierge Website:** A type of Kilo website where we handle all the updates for you. You can still post blogs, but we manage pages, layout, and design.
- **Cookies:** Small bits of data stored in a user's browser to remember settings and preferences.
- **Crawl:** When search engines (like Google) scan your website content to understand what it's about.
- **CSS (Cascading Style Sheets):** Code that controls the visual appearance of your site, including fonts, spacing, and colors. You don't need to edit this; we manage it.
- **CTA (Call to Action):** A prompt that encourages visitors to take action, usually a button or bold link like "Start Now" or "Book a Free Class."

D

- **Dashboard:** The control panel where you manage your WordPress site.
- **Design Library:** Kilo's collection of Canva templates for social media, flyers, and other gym materials.
- **DNS (Domain Name System):** Connects your domain name (e.g., usekilo.com) to the server where your site is hosted.
- **Domain:** Your website's web address (e.g., www.yourgym.com).

F

- **Fonts:** The styles and sizes of text used across your website.
- **Footer:** The bottom section of your site, usually showing hours, contact info, and social media links.

H

- **Header:** The top part of your website, often containing your logo, menu, and a CTA button.
- **Heading (H1–H6):** Titles and subtitles used to organize content on a page.
    - **H1:** Main page title (only one per page)
    - **H2–H6:** Subheadings to structure information clearly
- **Hero Section:** The large, eye-catching area at the top of your homepage. Usually includes a photo and headline.
- **Homepage:** The first page visitors see when they arrive at your website.
- **Hosting:** The service that stores your website and makes it available online. Kilo websites are hosted on Cloudways.

I

- **Indexing:** When a search engine adds your page to its database, making it eligible to appear in search results.
- **IP Address:** A unique set of numbers assigned to a device or server on the internet.

L

- **Load Time:** How fast your website appears when someone visits it. Affects both user experience and SEO.

M

- **Maintenance:** Regular updates and checks (done by our team) to keep your website secure and running smoothly.
- **Metadata:** Behind-the-scenes info like your page title and description, used by search engines to understand your content.

N

- **NAP:** Stands for Name, Address, Phone number. This info should be consistent across your site, Google profile, and socials.
- **Navigation (Menu):** The links at the top or side of your website that help visitors move between pages.

O

- **Optimization:** Improving your website's performance, speed, SEO, and user experience.

P

- **Paragraph:** A group of sentences that form a block of text on a page. Keep them short and easy to read for a better user experience.
- **Performance:** How well your site runs, including speed, responsiveness, and uptime.
- **Plugins:** Add-ons that extend your website's functionality, like SEO tools.
- **Post:** A blog entry or update published to your site's blog section.

R

- **Redirect:** A setting that automatically sends visitors from one URL to another (e.g., if a page was moved or renamed).
- **Responsive Design:** A layout that adjusts automatically to look good on phones, tablets, and desktops.

S

- **Search Engine:** A website (like Google or Bing) that helps people find content online.
- **SEO (Search Engine Optimization):** Techniques that help your website show up higher in search results.
- **Server:** A powerful computer that stores your website and delivers it to visitors.
- **SSL (Secure Sockets Layer):** A security certificate that encrypts your website, shown by a padlock in the browser bar.

T

- **Template:** A pre-made layout we customize for your gym's website.
- **Title Tag:** The text that appears as the title of your webpage in browser tabs and search results.

U

- **Usability:** How easy it is for someone to use and navigate your website.
- **User Experience (UX):** The overall feeling someone has when interacting with your site, including speed, design, layout, and clarity.

W

- **WordPress:** The platform we use to build all Kilo websites. It's flexible, reliable, and widely used across the web.

- Tags
- Website