

— FREE JARGON BUSTER

Website jargon, in plain English

111 terms explained, A to Z

The website, SEO and marketing words Jersey business owners ask about most, each explained in a few plain sentences.

JARGON BUSTER

Website and marketing jargon, in plain English

111 of the website, SEO and marketing terms Jersey business owners ask about most, each explained in a few sentences. Every term links to its full page on our website.

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#

.je domain

A .je domain is a web address ending in .je, the domain ending associated with Jersey. A business can use it for its website and for email addresses. The ending tells readers something about the address, but registering it does not provide hosting, email or a place in Google results on its own. [More](#)

A

A record

An A record is a DNS record that associates a name with an IPv4 address. It can help direct a domain or subdomain to the relevant network destination. It does not contain a website or configure every connected service. Before changing it, confirm the exact name, destination and provider instructions. [More](#)

A/B testing

A/B testing compares two versions through a planned experiment, commonly assigning visitors to different experiences and measuring a defined outcome. It can help investigate a design decision, but small samples and weak setup can mislead. A Jersey business should decide the question, allocation, success measure and review method before calling a result an improvement. [More](#)

AI hallucination

An AI hallucination is generated information that sounds plausible but is false or unsupported. A language model can invent dates, sources, features or business details while writing confidently. Before using AI output publicly, a Jersey business should check important claims against original sources and approve the wording that customers will rely on. [More](#)

Alt text

Alt text is a text alternative for an image, chosen according to its purpose on the page. Informative images need useful descriptions, decorative images usually need empty alternatives, and image links need an understandable purpose. A Jersey business should review context and accessibility rather than insert a list of search keywords. [More](#)

API

An API is a set of rules that lets software use another system's features or information. Websites use APIs for tasks such as payments, bookings and maps. For a Jersey business, the useful questions are what information moves, who can access it, what it costs and what happens when the connection fails. [More](#)

Attribution

Marketing attribution assigns credit for a measured outcome to interactions using a chosen rule or model. Different reports can credit the same action differently because their scope and settings differ. A Jersey business should check the outcome, eligible channels and model before comparing figures, and avoid treating attributed credit as proof of causation. [More](#)

B

Backend

Backend development builds the supporting application work behind a website, such as processing requests, accessing records and enforcing permissions. It may run on the server or through connected services. A Jersey business should know which systems handle its information, who maintains them, and how the complete customer workflow is verified and recovered. [More](#)

Backlinks

Backlinks are links from other websites to yours. They can help people discover a page and can give search engines a signal about it. A relevant link placed because your page is genuinely useful is different from a bought or automated link. Links between pages on your own site are internal links, not backlinks. [More](#)

Backups

Website backups are recovery copies of the files, databases and other information needed to rebuild a site after a problem. A useful backup arrangement defines what is included, where copies are protected, how much recent work could be lost and who can restore the site. A restore test checks whether that plan works. [More](#)

Bandwidth

Bandwidth describes the data-transfer capacity of a communication link, commonly expressed in bits per second. It differs from throughput, the rate actually achieved, and latency, the delay between points. A Jersey business should check the measured connection and website task before assuming a higher capacity figure will fix every performance problem. [More](#)

Brand identity

Brand identity is the set of choices a business uses to present its character and offer consistently, including its name, visual design and language. It shapes what the business intends to communicate; customers form their own impressions. A Jersey website should apply that identity clearly while keeping its information and controls usable. [More](#)

Breadcrumbs

Breadcrumbs are navigation links showing a page's place within a website hierarchy, such as Home, Services and the current service. They provide context and routes to parent sections. A Jersey business should keep the trail accurate and understandable, and ensure any breadcrumb structured data represents the relevant navigation without promising a search appearance. [More](#)

Business email

Business email is an email service used for work, often with an address at the business's own domain, such as hello@example.je. The domain is the address after the @; an email provider supplies the inbox and sending service. Website hosting and email can be bought together or separately, so check who controls each part. [More](#)

Business Profile ownership

Business Profile ownership is the access role used to control a Google Business Profile, including managing its users. A profile can have several owners but one primary owner, while managers have more limited administration rights. For a Jersey business, retain appropriate control, give authorised helpers their own accounts and roles, and verify access during staff or supplier handovers. [More](#)

business.site

business.site was the address Google gave to the free, basic websites it once let businesses make from a Google Business Profile. Google switched those websites off in March 2024, and the old addresses now show an error. Business Profiles themselves carry on, so a Jersey business needs a new website address, not a new listing. [More](#)

C

Cache

A cache stores information for reuse so a system can avoid fetching or computing it again unnecessarily. Websites can have browser, server and CDN caches with different rules. A Jersey business should understand which layer serves a page, how updates become visible and how personal information is kept out of inappropriate shared copies. [More](#)

Call to action

A call to action, often shortened to CTA, is a clear invitation for someone to take the next step on a page or advert. It might say 'Request a quote', 'Book a table' or 'View the menu'. A good CTA matches what the visitor is ready to do and makes the outcome of clicking or submitting clear. [More](#)

Canonical URL

A canonical URL is the preferred address for a page among duplicate or very similar versions. A website can signal that preference to search engines, but Google may choose a different canonical. For a Jersey business, consistent internal links, redirects and sitemap addresses help clarify which version of important content should be represented. [More](#)

CDN

A CDN, or content delivery network, uses distributed servers to deliver website content closer to visitors. It can reuse cached copies of suitable files, reducing repeated work at the main server. A Jersey business should understand what is cached, how updates reach visitors and how private or changing information is handled.

[More](#)

Checkout

Checkout is the process that turns a shopping selection into an order, including the relevant customer, delivery and payment steps. Exact behaviour depends on the platform and business arrangement. A Jersey retailer should review complete orders, unsuccessful attempts and customer messages, then verify that staff receive the information needed to supply the right items. [More](#)

CMS

A CMS, or content management system, is software that helps people create, edit and organise website content without changing each page's code by hand. It may provide a dashboard for pages, images and users. WordPress is one example. A website can also be built without a traditional CMS, so ask how updates will actually be made.

[More](#)

Contact form

A contact form lets a visitor send an enquiry through fields on a website to a receiving system. Its useful outcome is an accurately handled enquiry, not just a button click. A Jersey business should check necessary fields, accessible labels, validation, delivery, customer feedback and who responds when a request arrives. [More](#)

Content design

Content design starts with what a person needs to know or do and chooses information, structure and presentation that help them. It includes deciding what to publish, where it belongs and how it stays accurate. For a Jersey business, the aim is a useful customer task supported by understandable content. [More](#)

Content marketing

Content marketing creates useful material to help and attract the people a business wants to serve. It can include guides, videos and practical explanations connected to a genuine need. A Jersey business should choose clear reader questions, provide reliable information and offer a relevant next step, while measuring outcomes without assuming publication guarantees sales. [More](#)

Conversion rate

A conversion rate is the proportion of a defined audience or activity that completes a chosen action, such as an enquiry or purchase. The numerator, denominator and time period must be stated. A Jersey business should measure meaningful outcomes and check tracking before comparing rates from different pages, channels or reports. [More](#)

Conversion tracking

Conversion tracking records selected actions that a business considers useful, such as a completed enquiry or purchase. The measurement needs a clear definition, a working implementation and checks against the real outcome. A Jersey business should distinguish clicks from completed tasks and account for privacy choices, duplicate events and reporting limits. [More](#)

Cookie consent

Cookie consent is a person's informed choice about cookies or similar device technologies where consent is required for the intended use. The controls must match what the website actually does. A Jersey business should inventory its tools, review the applicable rules and test acceptance, rejection and changed preferences before relying on a banner. [More](#)

Copywriting

Copywriting is writing intended to explain an offer and encourage a relevant action, such as making an enquiry or booking a service. Website copy should help readers understand what a business does and what happens next. A Jersey business benefits from accurate local details, clear language and claims it can support. [More](#)

Core Web Vitals

Core Web Vitals are measurements of important parts of a web page's user experience: loading, response to interaction and visual stability. Google's current metrics are LCP, INP and CLS. They help identify frustrating pages, but passing them does not guarantee rankings or prove every customer task works properly. [More](#)

CPC

CPC means cost per click in advertising. Average CPC divides the relevant advertising click cost by the number of clicks included in the report. It measures a cost relationship, rather than customer quality or profit. A Jersey business should check the selected campaign, period and click definition alongside the outcomes those visits produce. [More](#)

CPM

CPM means cost per thousand advertising impressions. It describes a cost relationship using the relevant impression definition, while viewable CPM uses qualified viewable impressions. Neither proves that a person noticed or acted on an advert. A Jersey business should check the exact metric, reporting scope and campaign purpose before comparing costs. [More](#)

Crawling

Crawling is the process of fetching web content with automated software, often after discovering addresses through links or sitemaps. Search engines use it to inspect pages they can access. Crawling does not guarantee indexing or a search position. A Jersey business should keep useful public pages reachable and investigate unintended access restrictions. [More](#)

CRM

CRM means customer relationship management and often refers to software that organises customer information, enquiries and follow-ups. It helps a team understand the next action in a relationship. A Jersey business should define its workflow, limit unnecessary data collection and check account ownership, access, export and retention before choosing a system. [More](#)

CSS

CSS is the language used to describe how webpage content is presented. It controls colours, typography, spacing and layout, including adjustments for different screen sizes. HTML supplies structure and JavaScript can add behaviour. For a Jersey business, good CSS makes information readable, controls usable and the design consistent across pages. [More](#)

D

DNS

DNS, the Domain Name System, helps devices find services connected to a domain name. Its records can point website visitors towards a server and direct email towards the right mail provider. You can think of it as an address book for your domain. Changing DNS carelessly can affect your website and email at the same time.

[More](#)

Domain name

A domain name is the address people use to reach an online service, such as example.je. It can point visitors to your website and help route email sent to addresses at that domain. Registering a name gives you the right to use it under the registry's terms for a period; it does not create a website by itself. [More](#)

Domain renewal

Domain renewal maintains a registered domain under the applicable registry and registrar arrangements, commonly through payment for a further period. It is separate from website hosting and email services. A Jersey business should record the registration owner, responsible provider, payment and review dates, and check the specific rules for its domain ending. [More](#)

E

Ecommerce

Ecommerce means buying and selling goods or services online. An ecommerce website usually lets customers choose an item, place an order and pay, while the business manages stock, delivery or fulfilment and customer support. For a Jersey business, the shop also needs clear delivery areas, returns information, data protection and the right tax treatment for its sales. [More](#)

Email forwarding

Email forwarding sends relevant incoming messages onwards to another address according to a configured rule. It may operate for all eligible messages or a selected subset, depending on the provider. Check the destination, original-copy handling and reply identity. A Jersey business should also distinguish forwarding new messages from migrating old mail or providing shared staff access. [More](#)

Email marketing

Email marketing sends planned business communications to an appropriate mailing audience, such as useful updates or offers. It requires clear purposes, suitable permissions and a working way to manage preferences or unsubscribe. A Jersey business should distinguish marketing from necessary service messages and check the rules that apply to its actual audience. [More](#)

F

Frontend

Frontend development builds the website presentation and interaction people use in their browser, including content structure, styling and controls. It works with any supporting services required by the task. A Jersey business should review accessibility, responsive layouts and useful feedback, then verify that customer actions reach the intended business workflow. [More](#)

G

Google Analytics

Google Analytics is a tool that collects information about visits and actions on a website or app, then organises it into reports. The current Google Analytics 4 setup uses events to record interactions. It can help a business see which pages people use and which actions they take, but it needs careful setup and a privacy review. [More](#)

Google Business Profile

A Google Business Profile is a free listing that an eligible business can claim and manage on Google Search and Maps. It can show its name, category, hours, contact details, photos and reviews. Storefronts and businesses that meet customers in person may qualify; an online-only business generally does not. [More](#)

Google Business Profile category

A Google Business Profile category describes the kind of business represented by a profile. Choose a primary category from Google's available list that accurately describes the main business, with appropriate additional categories where needed. For a Jersey business, check real operations and the current options, then review the saved information. Categories affect local ranking but do not guarantee a position. [More](#)

Google reviews

Google reviews are public ratings and written feedback associated with a business or place on Google. They help people assess experiences and give owners feedback. A Jersey business should invite genuine feedback without incentives or selective positive-only requests, respond professionally and protect customer privacy when discussing issues in public. [More](#)

Google Search Console

Google Search Console is a Google tool for monitoring how a website appears in Google Search and investigating crawling, indexing and related issues. It can report queries, clicks, impressions and page information for a verified property. It does not measure every website visit or guarantee that submitted pages will be indexed. [More](#)

Guest checkout

Guest checkout allows a customer to place an order without being required to sign in to a customer account. The shop still collects the information needed for that order. A Jersey business should check the actual sign-in requirement, confirmation and later support journey; a guest order does not automatically mean no customer information is retained. [More](#)

H

H1 heading

An H1 heading is the top-level heading in HTML, commonly used for a page's main title. It identifies the subject within the content structure. A Jersey business should use a clear title and logical supporting headings, then check the rendered markup because large or bold text is not automatically a heading. [More](#)

HTML

HTML is the markup language that describes the structure and meaning of a webpage. It identifies content such as headings, paragraphs, links, images and form controls. CSS shapes presentation and JavaScript can add behaviour. A Jersey business benefits from clear HTML that keeps important information and actions understandable to visitors. [More](#)

HTTP status code

An HTTP status code is a server response value describing the handling of a request. Codes cover information, success, redirection, client errors and server errors. A Jersey website should return a suitable code and useful visible feedback, while its maintainer investigates the actual request and response before deciding how to fix a problem. [More](#)

HTTPS

HTTPS is HTTP carried over a connection protected by TLS. It helps protect information in transit and authenticate the server connection. It does not establish that a business is honest or that its stored information is secure. A Jersey website needs working HTTPS alongside appropriate account, application and data-handling arrangements. [More](#)

I

Image compression

Image compression reduces the data needed to store or deliver an image. Lossless compression preserves the represented image information, while lossy methods discard some information to reduce size. A Jersey business should choose suitable dimensions, format and quality, inspect the delivered artwork and retain the original file for future edits. [More](#)

Indexing

Indexing is the process by which a search engine analyses content and may store information for use in search results. A page being live or crawled does not guarantee inclusion. A Jersey business should review the actual page, indexing instructions and canonical signals, then use supported search tools to investigate its reported status. [More](#)

Internal links

Internal links connect one page of a website to another page on the same website. They help people find relevant information and help search engines discover pages and understand their context. A Jersey business should link naturally between explanations, guides and services, using useful wording and destinations that actually work. [More](#)

Inventory tracking

Inventory tracking records quantities and relevant stock movements for products, variants and locations. An online shop uses those records when deciding availability and handling orders. A Jersey retailer should understand how online sales, shop sales, deliveries, cancellations and returns update the figures, then reconcile the recorded quantities with the actual goods. [More](#)

J

JavaScript

JavaScript is a programming language used to add behaviour to websites and other software. In a browser it can respond to actions, update content and communicate with services. A Jersey business should know which features depend on scripts, how failures are handled and whether important information remains usable while the page loads. [More](#)

Jersey data protection

The Data Protection (Jersey) Law 2018 sets rules for how organisations use personal information and gives people rights over it. The Jersey Office of the Information Commissioner, or JOIC, is the island's data protection regulator. A business website can be affected when it collects enquiries, takes orders or uses analytics. Jersey has its own law, aligned with GDPR principles. [More](#)

K

Keyboard navigation

Keyboard navigation lets a person move through and operate a website using a keyboard interface. Important tasks need usable controls, an understandable focus order and a way to leave components. A Jersey business should review complete customer journeys, including menus, forms and dialogs, rather than check only whether links receive focus. [More](#)

Keywords

Keywords are words or phrases used to describe a topic and the searches people make about it. In SEO, they help connect a page with a relevant need. A Jersey business should choose terms that reflect its actual services and customer questions, then write useful content rather than repeating a phrase mechanically. [More](#)

L

Landing page

A landing page is the page someone reaches after clicking an advert, email link, search result or other campaign link. Businesses often make a dedicated landing page for one offer and one clear next step, such as an enquiry or booking. Its message should match the link that brought the visitor there. [More](#)

Local citations

Local citations are online mentions of a business's identifying details, such as its name, address and phone number. They can appear with or without a website link. A Jersey business should prioritise accurate information on legitimate relevant listings, keep account ownership clear and review outdated details when the business changes. [More](#)

Local SEO

Local SEO is work that helps a business appear for searches connected to a place or a nearby need. It includes clear location and service information on the website, accurate business details and, where eligible, a Google Business Profile. It helps people judge whether you serve them; it cannot guarantee a map position. [More](#)

M

Managed hosting

Managed hosting includes agreed operational work alongside the hosting service, performed by a provider or administrator. The scope can vary across server maintenance, application updates, backups and support. A Jersey business should record who maintains each component, what help is included and how the actual website and recovery arrangements are checked. [More](#)

Meta description

A meta description is a short summary placed in a web page's HTML to describe that page. Search engines may use it as the text beneath a result, but Google can choose a different passage from the page when that better matches the search. Write it for the reader, with a clear and accurate reason to visit. [More](#)

Meta title

A meta title is the common SEO name for a page's HTML title. It identifies the page in browser tabs and can help inform the title shown in search results. It is different from the visible H1 heading. Write a specific accurate title for the page, rather than a list of repeated keywords. [More](#)

Monitoring

Website monitoring observes selected signals, such as availability, response times or errors, to detect relevant changes and problems. Its coverage depends on what is checked and who responds. A Jersey business should define important customer journeys, useful alerts and maintenance responsibility; a working homepage does not prove that every enquiry or booking succeeds. [More](#)

MX records

MX records are DNS records that identify the mail servers responsible for receiving email for a domain. Their preference values help select a destination. They are separate from website address records, mailboxes and outgoing-mail authentication. Before a domain or hosting change, a Jersey business should confirm the correct mail provider's records and test actual delivery. [More](#)

N

Nameservers

Nameservers are servers that answer DNS queries. A domain's delegated authoritative nameservers provide the relevant DNS records for that domain. They can support website and email configuration through different records. Before changing nameservers, a Jersey business should identify the active DNS provider, preserve the required records and verify each affected service after the planned change. [More](#)

Noindex

Noindex is an instruction telling a supporting search engine not to include a page or resource in its index. Google must be able to access it to read the instruction. It does not stop visitors opening the content. A Jersey business should separate search exclusion from private access and verify launch settings carefully. [More](#)

O

Open source

Open source software is supplied under terms that allow its source code to be used, modified and shared in ways defined by the licence. Seeing code alone is insufficient. A Jersey business should identify the actual software and licences, then agree hosting, updates and support rather than assuming open source removes ongoing costs. [More](#)

Order fulfilment

Order fulfilment is the work required to supply an accepted customer order. For physical goods it can involve selecting items, packing and handing shipments to a carrier; other products have different arrangements. A Jersey shop should keep item quantities, fulfilment records and customer messages aligned with what has actually happened, especially when an order is supplied in parts. [More](#)

P

Page speed

Page speed describes how quickly a web page becomes useful to someone after they open it. It involves more than a single loading number: people notice when the main content appears, when buttons respond and when the layout stops jumping. Speed tools can reveal problems, but test the real page on a phone as well. [More](#)

Passkeys

Passkeys are a way to sign in using cryptographic credentials rather than typing a reusable password. A supported device or credential manager protects the private key, and you approve access using its unlock method. Passkeys resist common credential-phishing attacks, but a business still needs secure devices, account ownership and recovery arrangements. [More](#)

Password manager

A password manager stores login credentials in a protected vault and can help create strong unique passwords. Some also manage passkeys. A Jersey business should choose an arrangement with suitable account protection, recovery and staff access controls, and avoid relying on one undocumented personal account for every important business login. [More](#)

Payment gateway

A payment gateway is part of the payment system that securely passes payment information between a checkout and payment services. Providers may bundle several payment roles together. It is distinct from the shopping basket, order fulfilment and bank settlement. A Jersey retailer should verify provider support and test payment outcomes through the complete order workflow. [More](#)

Phishing

Phishing is a deceptive attempt to make someone reveal information, transfer money or take another harmful action by impersonating a trusted person or service. It can arrive through email, messages, calls or websites. A Jersey business should verify unusual requests through an independent trusted route and protect important accounts with suitable sign-in controls. [More](#)

Privacy policy

A privacy policy or notice explains how an organisation handles personal information, including its purposes, relevant sharing, retention and individual rights. It should describe the organisation's actual activities in clear language. A Jersey business needs to check its forms, suppliers and working practices before publishing a notice that accurately reflects them. [More](#)

Product feed

A product feed supplies structured information about products to another system, such as a merchant or shopping service. It can carry identifiers, descriptions, prices, images and availability. A Jersey shop should maintain the source data, verify the destination's requirements and check the processed result; sending an upload does not prove approval or visibility. [More](#)

Product variant

A product variant is a specific sellable version of a product, formed from relevant choices such as size and colour. Each version can have its own identifier, price and stock record. A Jersey shop should check that the customer's selection remains accurate through the product page, basket, checkout and staff's received order. [More](#)

R

Redirect

A redirect sends a request for one website address to another address. It helps visitors reach a replacement page when a URL changes. Permanent and temporary redirects communicate different intentions. A Jersey business should choose a relevant destination, use the appropriate redirect type and test old links after a website change. [More](#)

Responsive design

Responsive design is a way of building a website so its layout adapts to different screen sizes while keeping the same content and address. Text, images, menus and columns adjust so the page remains usable on a phone, tablet or desktop. It still needs testing with real content and devices; a responsive template alone is not enough.

[More](#)

ROAS

ROAS means return on advertising spend. It commonly relates attributed revenue or configured conversion value to advertising cost, often expressed as a ratio or percentage. The value definition and attribution settings affect the result. A Jersey business should review what is included and consider its actual costs before treating reported ROAS as evidence of profit. [More](#)

Robots.txt

Robots.txt is a public file that gives cooperating crawlers instructions about which website paths they may request. It helps manage crawling, but does not protect private information or reliably remove a URL from search results. A Jersey business should check these rules alongside indexing settings when launching or changing its website. [More](#)

S

Schema markup

Schema markup is structured information added to a web page to describe things such as a business, article, product or definition using a recognised vocabulary. It helps machines interpret the content. The markup should match what people can see, and valid code does not guarantee a Google rich result or higher rankings. [More](#)

Screen reader

A screen reader is assistive technology that presents interface information through speech or braille. Website structure, names, roles and states affect what it communicates. A Jersey business should review meaningful tasks with suitable expertise and user involvement, because reading visible paragraphs aloud does not establish that navigation, forms or changing content work. [More](#)

Search intent

Search intent is the purpose behind a person's search, such as learning what something means, finding a business or comparing options before buying. Understanding that purpose helps you choose the right page and answer. A Jersey definition page, practical guide and service offer can serve different intentions even when they mention similar words. [More](#)

SEO

SEO means search engine optimisation: work that helps search engines understand your website and helps relevant people find it in unpaid search results. It includes useful page content, clear site structure and technical access for search crawlers. SEO can improve visibility, but no honest supplier can guarantee a number-one Google position. [More](#)

Service-area business

A service-area business visits or delivers to customers rather than serving them at its business address. Google Business Profile uses this business type when representing eligible local operations. For a Jersey business, describe the areas served, follow Google's address-display rules and keep website information consistent. A service area tells customers about coverage; it does not guarantee rankings throughout that area. [More](#)

Shipping profile

A shipping profile groups shipping rules for particular products and fulfilment locations in a shop platform that supports this arrangement. It can connect products with destination zones and rates. A Jersey business should review its current platform setup and test mixed baskets, because products supplied through different groups can affect the shipping choices and total shown at checkout. [More](#)

Shopping cart

A shopping cart or basket holds the products and quantities a customer intends to buy before checkout. It lets the customer review and amend that selection. It is not proof of a paid order. A Jersey retailer should make prices, availability and the route to applicable delivery options understandable before asking for payment. [More](#)

Sitemap

An XML sitemap is a file that helps search engines discover the important public URLs on a website. It can include information about updates and media. It supports discovery, but does not guarantee indexing or rankings. A Jersey business should keep its sitemap aligned with the pages it actually wants available in search. [More](#)

SKU

An SKU, or stock keeping unit, is an internal identifier a business uses to distinguish items in its stock and order processes. Product variants commonly need distinct codes. A Jersey retailer should keep a clear mapping between each sellable item and its identifier so staff, imports and connected systems refer to the intended version. [More](#)

Special opening hours

Special opening hours are date-specific changes to a Google Business Profile's schedule for occasions such as holidays or events. They let the business describe exceptions while retaining its normal weekly hours. For a Jersey business, confirm the actual dates and customer availability, use the appropriate supported hours or closure setting, and check the public profile alongside the website after saving. [More](#)

SPF, DKIM and DMARC

SPF, DKIM and DMARC are email authentication mechanisms with different jobs. SPF checks authorised sending servers, DKIM checks a digital signature, and DMARC checks alignment with the visible From domain and states a handling policy. Together they help receiving services assess messages claiming to come from your business domain. [More](#)

SSL certificate

An SSL certificate is the common name for a digital certificate that helps a browser confirm it has reached the right website and establish an encrypted HTTPS connection. Modern websites use TLS technology, although people still say SSL. The certificate protects data in transit; it does not prove that the business itself is trustworthy. [More](#)

Staging site

A staging site is a separate environment used to review and test website changes before they reach the live site. It should use suitable access controls, safe test data and isolated integrations. For a Jersey business, staging is useful when the team agrees what is being tested and how approved changes are released. [More](#)

T

Two-factor authentication

Two-factor authentication checks two different types of evidence when someone signs in, such as a password and a supported device-based confirmation. It is one form of multi-factor authentication. A Jersey business should enable suitable methods for important accounts, protect recovery access, and understand that different methods offer different resistance to phishing. [More](#)

U

URL

A URL is an address identifying where a resource such as a page, image or video can be found. A web address can include a scheme, host, path, query and fragment; its domain is only one part. For a Jersey business, choose understandable addresses and check their destinations, shared views and maintenance before treating a link as ready to publish. [More](#)

URL slug

A URL slug is a readable identifier commonly used for a page within a website address, such as a service name in the path. Its exact handling depends on the site. A Jersey business should choose useful, stable names and plan redirects and link updates before changing addresses that visitors already use. [More](#)

Usability testing

Usability testing observes people attempting realistic tasks with a product or service so a team can identify difficulties. It can involve an existing website or a prototype. For a Jersey business, choose appropriate participants and clear tasks, record what happens, then use the findings to make and review focused improvements. [More](#)

User experience

User experience, or UX, describes how someone experiences a product or service, including whether it helps them complete their task. On a website, information, navigation, forms and the response after submission all contribute. A Jersey business should review the complete customer journey and test important tasks with appropriate users. [More](#)

User interface

A user interface, or UI, is the part of a system through which a person interacts with it. Website interfaces include navigation, buttons, forms and messages. A Jersey business should check that these controls are understandable, accessible and consistent, and that they lead to the intended customer outcome. [More](#)

UTM tags

UTM tags are campaign parameters added to a link so analytics software can describe where a visit came from. They can identify a source, medium and campaign, but do not prove that the visit caused a sale. Use consistent names, keep personal information out of URLs and check the resulting reports. [More](#)

V

Video captions

Video captions are synchronised text for speech and other audio information needed to understand a video. They can identify speakers and meaningful sounds. A Jersey business should review the words, timing and actual player presentation against the approved edit; an automatic caption file or a separate transcript alone does not establish a complete caption experience. [More](#)

VPN

A VPN, or virtual private network, provides a configured connection between devices or networks over another network. Business arrangements commonly use encrypted tunnels to support remote access. The routing, endpoints and permissions determine its scope. A Jersey business should review those responsibilities rather than assume a VPN makes every application secure or every online action anonymous. [More](#)

W

WCAG

WCAG stands for Web Content Accessibility Guidelines, a W3C standard for making web content accessible to people with disabilities. It includes testable success criteria and conformance levels. A Jersey business should specify the version, level and review scope, then use suitable evaluation evidence instead of treating a tool score as complete conformance. [More](#)

Web hosting

Web hosting is the service that keeps your website's files available on the internet. When someone visits your web address, a hosting server sends the pages, images and other files to their browser. Hosting is separate from your domain name, which is the address people type, and from the work of designing the site. [More](#)

Website accessibility

Website accessibility means designing and building web content so people with different disabilities can perceive, understand and use it. It includes structure, keyboard access, readable content and clear controls, not just colour choices. A Jersey business should check real customer tasks and use relevant standards and testing to identify and fix barriers. [More](#)

Website builder

A website builder is a service or tool that lets you create web pages using ready-made layouts and visual editing, usually without writing code. It can suit a simple first site, but check who controls your domain, what the ongoing plan includes, how easily you can move later, and whether the finished site meets your customers' needs. [More](#)

WordPress

WordPress is a content management system used to create and update websites. It provides editing tools, themes for presentation and plugins for extra features. The software and a managed WordPress service are different arrangements. A Jersey business should understand who owns the account, maintains the site and handles backups before choosing it. [More](#)

Rather someone handled the jargon for you?

Builds from £100 and hosting from £20 a month, explained in plain English.

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