

GCOM360 - Glossary of Terms-6

Michael Kay - 3.7.2019

Redundant Navigation

Redundancy in navigation describes the practice of [providing duplicate links](#) on the same page. There are both reasons for and against this practice, but basically ease of access to other pages is the main reason for, and excessive information clutter on the main page is a good reason to avoid redundant navigation.

404 page

By default a website hosting server will generate a "404 Not Found" web page when a user attempts to follow a broken or dead link, however, creating a [custom 404 page](#) provides the opportunity to show style, promote branding and leads, provide the user with a useful destination, and improve SEO by providing an actual page destination (given that dead links in fact penalize SEO ranking).

Keywords

Keywords are [web page words](#) harvested by search engine crawler bots to index website content and then feed web pages back to internet users who may enter such keywords into a browser search engine during a search query. Search engines are sophisticated, proprietary and secretive in the algorithmic relationship between keywords and word groupings web page content.

Meta Data / Meta Tags

[Meta data](#) is the description and content of data described as

- Title and description
- Tags and categories
- Who created and when
- Who last modified and when
- Who can access or update

A [Meta tag](#), on the other hand, describes how Meta data is coded in HTML and is located in the <head> tag in HTML documents.

Listicle

It is said that [the listicle](#) is great because:

1. The title tells you what to expect
2. They're easy to skim for important information
3. You always know how much is left
4. It's easy to put down and come back where you left off
5. They can break complex topics down into digestible chunks

Backlinks

When a link on another website points to our website we say that is a back link. Back linking is [important to SEO](#) because back links build search engine recognition, especially if the back link comes from a website deemed to be authoritative according to search engine algorithm.

Anchor Link

An anchor link is the HTML tag used to link jump to location, image, file, resource, script or to an external website. By default [anchor link tags](#) will replace a browser window with the linked resource unless coded with the tag attribute: [target=" blank"](#).

Page Speed

Describes how fast a web page will load into a browser and is an important consideration when [strategizing SEO ranking](#).

Jeffrey Zeldman

Innovative graphic artist and content creator who, amongst innumerable contributions to the arena of graphic and web design, [renamed the acronym KISS](#) to "Keep It Simple Smarty" in his recent article entitled "[The Cult of the Complex](#)".

Ethan Marcotte

This man is a web designer, writer, and speaker who, [in his own words](#), says that he started that whole "responsive design" thing. Wikipedia, on the other hand, points out that the [first website to feature a fluid layout](#) based in CSS3 media queries was built by Cameron Adams in 2004 and based in [research done by Razorfish](#) in 2001, pre-dating Marcotte's claim to fame in his [May 2010 "A List Apart" article](#) where he is accredited with coining the term Responsive Web Design (RWD).