



## A Quick and Easy Glossary of Terms as they relate to WordPress

•**Software Application:** WordPress is a browser-based software to help you maintain your website

•**Open Source:** The coding in the WordPress software is created by a group of developers who offer their time, free. It is then given away, at no charge, to anyone who wants to use it

•**Admin Section:** Where you go to change content on your WordPress site/blog. It requires a user name & password, so no one else can get into your site

•**Content Management System (CMS):** A system that manages your content. It organizes things into sections (pages, posts, images, video...), to allow you to easily add, find, edit and archive content

•**Visual Editor (WYSIWYG):** Also known as: *What you see is what you get* - It is the toolset that lets you add, change, and stylize your content (i.e.: B for Bold), without knowing a coding language like HTML

**Glossary Continues...**



•**Themes:** In WordPress, the layout of the overall site is created by pre-designed templates called Themes. These themes can be relatively easy to switch (to give a site a new look). There are 1000s and 1000s of free and premium (paid) themes available, but not all are created equal.

**You can also customize a theme(or hire a designer/developer for customizing the look/code) to represent your unique design, style and/or brand**

•**Template:** Individual page/post layout structor, such as a full width page vs. one with a sidebar

•**Widgets:** Typically WordPress Blog's have a sidebar. The content in the sidebar can be automatically pulled in by a piece of code that is put into a section called a widget. If you wanted to show your most recent posts, you would have them dynamically added with the Recent Post Widget. Your theme may also have other widget areas, to put code in to dynamically pull in content

•**Plugins:** A mini piece of software that automates something or adds functionality. Think of it like plugging something into your WordPress software to give your site/admin section additional features

•**Search Engine Optimization (SEO):** Though SEO is not part of WordPress, people often ask about it. It means actions you take on your site, to help you rank better with search engines, which in turn helps people find you easier. There is a plugin to help you do this!