* Absolute Link – Includes the complete URL of the linked document, including the domain
* Alternative Text – Textual descriptions of graphics and other design components on a web page; aids in search engine optimization
* Content – All of the information text, images, and other multimedia that are contained within the pages of a website
* Graphics Optimization – Designing and exporting graphics with the specific purpose of using it on a website; allows for quicker loading times
* Hyperlinks – Clickable connections that link text or images to other pages of the website, out to external websites, or to files posted on a website
* Hypertext Markup Language(HTML) – Program language that creates basic framework for all web pages; written using “tags” that a web browser uses to interpret the code and generate the content on the webpage; tags denote structured elements like headings, paragraphs, lists, etc.
* Link Target – The target attribute specifies a window or a frame where the linked document is loaded
* Mailto Link – Allows users clicking a link in a website to send an e-mail without first having to copy the destination e-mail address and open an e-mail client
* Plugin – A software component that adds a specific feature or function to a webpage, well-known browser plug-ins include the Adobe Flash Player, QuickTime Player, and Java plug-in
* Relative Link – Starts from the home page or root folder of the website and creates a path to the destination of the link
* Rollover – Feature that indicates interactivity to the user; normally causes a component of a web page to visually change when the user’s cursor hovers over it
* Root Folder – A central location of storage for every file involved in designing a website; allows the website to be portable from computer to computer.
* Skin – A preset package containing additional or changed graphical appearance details often used for video or audio controls
* Tables – A powerful tool for presenting tabular data and for laying out text and graphics on an HTML page
* Web Form – An interactive feature that allows a user to submit information