* Absolute Div Tag – Allows you to place any page element exactly where you want it
* Cascading Style Sheets – (CSS) Program language that separates layout and design features (color scheme, fonts, menu styles, etc.) from the actual content of the website; easiest way to make site-wide design changes; CSS files combine with HTML file to create a complete website; common format of downloadable templates found on the Web
* Class Style – Allows you to set a style to multiple element or tags in a document
* Div Tag – An HTML tag that defines logical divisions within the content of a web page
* Editable Region – Content users can edit in a document based on that template, enable template authors to control which page elements template users can edit
* External Style Sheets – The most commonly used way to apply a style sheet where all of the styles and rules are contained in one central, separate text file
* Hotspot – Specify a particular area as a link; can be drawn over a block of space, words, or an image
* HTML Attributes – Customize a tag and are defined within the opening tag
* HTML Tags – The hidden keywords within a web page that define how the browser must format and display the content
* ID Style – Allows the user to specify their own selectors called "id" and "class”
* Image Map – A single graphic that is divided into sections and linked to different locations
* Internal Style Sheets – A CSS document embedded into the HTML file, when using internal CSS you must add a new tag, <style>, inside the <head> tag
* Keywords – User-defined words or phrases that help a search engine’s algorithms select a group of words that can be searched to find your website
* Meta Tags – Contain elements that describe the information on the page, which is used by search browsers
* Page Ranking – A determination of how easy it is to find a website through search engines; the higher the ranking, the more traffic the website will have
* Relative Div Tag – Used with other positioning attributes will move from where it would NORMALLY be
* Search Engine – Websites that organize and retrieve information located on the Internet
* Search Engine Optimization – (SEO) Involves designing websites with the intention of helping search engines best
* Tags – Could be page titles, paragraph titles, image tags, or even meta tags that are hidden in the code of a website; help search engines find and organize the information on a website
* Template – A special type of document that you use to design a “fixed” page layout; you can then create documents based on the template that inherit its page layout
* Web Crawlers – Computer programs that “crawl” through the pages of a website to find tags, keywords, and other information