

THE
ESSENTIAL
WORDPRESS
GLOSSARY

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Accessibility

Accessibility in WordPress refers to the ability to access the site despite difference in software, hardware or any sensory or physical impairment.

Developers should take any constraints (especially physical) into consideration when designing a website. Increased accessibility results in faster load speeds, better SEO, and higher page ranks.

There are certain themes on WordPress.org that have been tagged '[accessibility ready](#)'. These themes have fulfilled theme review guidelines in addition to accessibility checks.

Here are some tips to [make your WordPress site more accessible](#) if that hasn't yet been a consideration.

Administrator

When a user creates a WordPress account, he/she, as the first user, becomes the account's administrator. The administrator is one of the six predefined user roles. As administrator, he/she can perform all actions and has *full* access to the various components of the website.

Administrators can add or assign user roles to other users: editor, author, contributor and subscriber (Super administrator is the sixth user role, and is exclusively reserved for multisites). Administrators can also add or limit user role functionalities by using a plugin.

Administrators are also the only ones that can modify or upgrade WordPress blogs. They can modify the WordPress theme and edit core WordPress files, as well as add, delete or edit plugins. For many WordPress installations, there is only one administrator.

AJAX (Asynchronous Javascript and XML)

AJAX (Asynchronous Javascript And XML), is a technique that allows a web page to communicate with the server without interfering or reloading the existing web page. This is what WordPress uses when approving comments. Users can immediately see the change without having to reload the page.

Although the 'X' is intended to stand for XML, it is not necessary to use XML to access/use data—JSON can also be used.

Analytics

In information technology, analytics is a multi-dimensional field that uses a mix of mathematics, statistics, machine learning techniques, and predictive modeling to find meaningful patterns in data.

For WordPress and other websites, the topic of analytics more specifically deals with the measurement, collection, analysis, and reporting of data to understand the website's visitors. Usually, web analytics software programs provide information about a site's visitors and the number of page views. The most popular analytics suite used in WordPress is [Google Analytics](#).

API (Application Programming Interface)

An API, or Application Programming Interface, involves software that connects two different applications, like websites that make use of social logins.

The WordPress REST (JSON) API, which was recently announced, will connect WordPress and other software applications. As of this writing, WordPress currently has an API, but it is outdated. This new one offers universal adaptability, which makes it exciting for WordPress users, as it means that a WordPress website can be used as a full-fledged application platform.

Author

An author is a predefined user role whose user is limited to writing, uploading, editing, publishing and deleting *their own* articles. Authors also have the ability to affect their user profile and change their password.

In the case of websites with multiple authors, writers are often assigned a contributor role, since website administrators realize that they might delete their articles once fired if assigned an author user role. This also makes things less complicated and makes it easier to avoid miscommunication by allowing only one person to upload all posts, since contributors don't have the permissions required to publish posts.

Websites can publish individual [author profiles using plugins](#) or the built in author archive page, which displays all posts written by each author.

Automattic

[Automattic](#) is the web development corporation founded by Matt Mullenweg that is responsible for WordPress, the free open-source content management system that powers over 75 million websites on the internet.

Related projects from Automattic include WordPress.com (the free blogging platform), WordPress.com VIP (an enterprise service for WordPress websites), and WooCommerce, in addition to several popular WordPress plugins (such as [Jetpack](#) and [Akismet](#)).

Backlink

A backlink is a link that a website gets from another website. [Backlinks are important in SEO](#), and they're a major contributing factor when deciding for a website's rank on the search engine results.

Backlinks should be natural and not generated by artificial means. The quality of the backlinks matter more than the quantity.

There are several ways to get backlinks the wrong way, including purchasing backlinks, link farming, low quality guest posts, and more. Search engines like Google penalize these artificial backlinks when caught.

The WordPress admin dashboard has a widget called *Incoming Links* that shows links to your website from other websites. There are also several other [backlink checker tools](#) available online to audit your backlink portfolio for both good and bad links.

Backup

Everything on your WordPress website, like posts, comments, and links, are stored in the database. If it gets corrupted or erased, everything could be lost. These negative awful possibilities provide the basis for the need of backups.

The creators of WordPress recommend having at least 3 backups: in a CD/DVD, hard drive, USB, and on your email account. Create a mix of physical backups, and backups in the cloud. Backups must be done every few weeks, and [most hosting providers](#) include a backup service in their hosting packages.

bbPress

bbPress is a free open source software solution built on top of WordPress. To get more specific, bbPress is a forum software program that can be installed into WordPress as a plugin, making it easy to add a forum to your website. bbPress offers the ability to create [multisite](#) forums, includes customizable templates, and has built-in support.

Blog

A blog is an online diary or journal written by a person or a group of people where they're empowered to and capable of writing about anything under the sun. In recent years, a number of companies and organizations have also incorporated a blog site on their company websites.

“Blog” is a short version of the word *weblog*. WordPress was initially introduced as a blogging platform, until it evolved to include additional functionality, and became more widely used to build out entire websites.

Authors of blogs can choose to publish content publicly or restrict access for content that they want to remain private to a few users through the use of signed in accounts or passwords.

Category

Categories help organize posts according to similar topics and can aid in making site navigation easier and more intuitive.

To give an example, all travel posts on a lifestyle blog might be categorized under ‘Travel’, fashion posts can be categorized under ‘Fashion’, and so on.

Comment

Comments are readers’ responses to the post the author has written. They provide visitors with a way to communicate with you, whether to start a discussion, give a compliment or provide feedback.

WordPress comes with its own comment management system, which allows posts and pages to accept comments. Comments may be regulated and filtered for language and possible spam. Comments can also be pre-approved before they become visible on a post.

CMS (content management system)

A CMS (content management system) is a system used to manage, organize, edit, create, and publish content on the Internet. It primarily encompasses functions that have to do with content—not design. What makes a CMS appealing to the masses is the fact that users can manage their website content without having to know a single line of code. WordPress is a popular example of a CMS.

Content

Websites are made up of three components: website content, website design, and a structural framework. Content refers to text, media, and other information shared in posts. Content is managed by users through the use of a content management system.

Contributor

A contributor is one of the six predefined user roles. Contributors are limited to editing or deleting their *own* posts. However, for a site with multiple writers, users don't have permission to publish posts, nor are they able to edit or delete published posts.

cPanel

cPanel is a web hosting control panel that is used to manage websites online in an easy-to-use interface. Functions users can control on cPanel include managing databases, mail accounts, domain names and website backups. Hosting providers provide access to cPanel for website administrators upon the purchase of a hosting plan.

CSS (Cascading Style Sheets)

CSS (cascading style sheets) is a programming language that defines how a web page design is presented. The use of CSS allows users to create a visual design and format HTML documents independent of content.

Custom Fields

Custom fields are also known as "post meta", or additional information when writing a post. WordPress stores this as metadata and users can display this data by using template tags in their WordPress theme.

Custom fields are hidden by default. This can be changed by going into a post and selecting *Screen Options*, then checking the *Custom Fields* checkbox. The custom fields boxes will then be visible on the post edit screen. You can add custom fields by checking the box above the post edit screen.

Examples of custom fields include ratings for review posts, or a description of what you're listening to or wearing while writing the post. Custom fields can be configured for practically anything you want to add to a post that you can think of.

Customizer

WordPress allows users to customize their websites by giving them control over a number of different design options. Users can customize their themes, site design, widgets and menus, headers, background, font style, colors and so much more.

WordPress has a built-in customizer, which can be accessed through *Appearance > Customizer*. Any changes made through the customizer or the WYSIWYG editor are instantly reflected.

Database

A database is a place where you can store and organize data. WordPress uses MySQL as its database management system to store and retrieve content, such as posts, comments, images, and so on. All WordPress hosting providers include a MySQL database in their hosting packages.

DNS (Domain Name System)

DNS, or Domain Name System, is the system that points domain names to IP addresses. When the website URL is typed in a browser, the DNS is used to find the IP address for where the website is hosted.

The DNS makes it possible for people to easily remember a website's name, in addition to allowing website owners to easily change web hosts *without* changing domain names. When making a move, website owners can simply change their DNS settings and point it to their new web host's name servers.

Domain Name

A domain name is a name used to identify and differentiate websites on the internet. Upon their creation, websites are assigned IP addresses, or a group of numbers that tells the browser where to find the website. The domain name makes it easier for people to identify and recall the website instead of having to remember an arbitrary group of numbers.

Domains can be purchased from online registrars like GoDaddy, or domain name resellers. In some cases, hosting packages come with one free domain registration. There are plenty of domain name extensions to choose from, but the most common options include .com, .net, .org, .biz, .edu, .info. There are also country specific domain extensions, like .us, .ca, and .au.

Editor

A user role with capabilities second to the administrator, the editor can write, edit, publish and delete posts: both their own and others'. They can also edit categories and tags, read private posts and pages, and upload files. Basically, they can do everything the administrator can do, minus site management tasks like tinkering with settings, themes, and plugins.

Excerpt

An excerpt is a summary or preview of the post, which includes a link to the full post. It is used to describe posts for RSS feeds, is commonly displayed in search results, and is sometimes found in the Archives or Categories views of the post.

An excerpt can be generated in three ways: automatically through a given WordPress theme, manually entered on the *Excerpt* field on the *Post Edit* screen, or using the `<!--more-->` tag inside the post content. WordPress automatically displays the first 55 words of the post as an excerpt if you don't provide alternative copy.

Featured Image

The featured image (also known as a post thumbnail) is an image assigned to represent a post, page, or custom type post. This can be assigned to any one of the images on the post, or separately uploaded if the post contains no other images.

Feed

A feed (more commonly known as or associated with RSS) is a function that allow "feed readers" to access a site to look for new content. The information on the new update is then posted onto another connected website.

RSS is one of the more popular feed technologies. Other popular options include Atom and RDF files. Feeds are generally based on XML technology.

Footer

The footer is associated with the bottom area of the web page, which consistently appears throughout the entire website. The footer can contain information about the site, including copyright notices, privacy policies, and other website terms. It may also contain widgets that the administrator can customize.

FTP (File Transfer Protocol)

An FTP (File Transfer Protocol) is a client-server protocol used to transfer files from one computer to another. It is one of many ways to download files or upload files to a server. The FTP *client* is the program installed on your computer that allows you to download files from, or upload files to, the FTP *server*. Examples of FTP clients include FileZilla and WS_FTP.

Although many tasks can be managed within the WordPress CMS, some things can only be changed by directly dealing with an FTP. Web hosting providers give users access to FTPs, which are needed to directly upload or download files from the web servers directly to the control panel.

Gallery

A gallery, or photo gallery, is a slideshow or showcase of images in posts or pages on a WordPress site.

GPL (General Public License)

GPL, or General Public License, is the most commonly used free software license. This license allows software to be used, modified, and distributed by *anyone*. GPLs operate under a copyleft license, which means derivative work can only be distributed under the same license terms.

WordPress is released under the GPL license, which means *anything* created based on WordPress's core code must use the same license. This has caused controversy when some WordPress theme and plugin developers have attempted to sell products with noncompliant licenses.

Gutenberg

Gutenberg is an open-source project currently being developed by WordPress. It is a newer, more improved version of the WordPress visual editor that allows users to easily edit parts of their WordPress site using "little blocks".

It is currently in the beta testing stage and WordPress founding developer Matt Mullenweg has announced plans to include it in the Wordpress version 5.0 update.

Header

A header is the top area of a website, which may or may not be customized depending on the theme. A header usually contains an image called the header image. Most header images often display the website name and/or logo. Headers also usually display the website's primary navigation menu. When customized headers are enabled for a theme, the website administrator can use their own images to replace the default.

High Availability

High Availability is a term that is used in reference to a system/component that is continuously operational or has a short amount of downtime.

High Availability hosting for WordPress spreads the workload over two different servers in two different time zones to reduce the risk of losing work or data during events like maintenance, power outages, or spikes in traffic.

Hosting

A host (also referred to as a web host) provides a service that allows users to publish websites on the internet. Websites are hosted (or stored) in special computers called servers.

Businesses that provides the tools and services for web hosting are called web hosting service providers, or simply web hosting providers.

.htaccess

.htaccess is a configuration file that is read by the server. Its is mainly used to override server configuration settings for web servers running on the Apache Web Server software. It can also be used to password protect the site, customize the site's error pages, deny access based on IP addresses, [redirect visitors](#), and more.

The .htaccess file is placed in a directory which is then 'loaded via the Apache Web Server'. Once it is loaded on the Apache Web , the .htaccess file is detected and executed by the Apache Web Server software.

HTML (Hypertext Markup Language)

HTML (Hypertext Markup Language) is a markup language used to render web pages. It is used in conjunction with CSS and Javascript to create a website's design, functionality, and structure. WordPress renders its pages to conform to the HTML5 format.

Javascript

Javascript is a programming language used in web browsers to allow theme developers to add dynamic elements to their websites, including popups, sliders, and display alerts.

jQuery

jQuery is a fast, small, feature-rich Javascript library. It makes it easier to use Javascript on a website by creating functions that would be equivalent to several lines of Javascript, but as a single line of code.

JSON (Javascript Object Notation)

JSON (Javascript Object Notation) is a minimal, easy-to-read format for structuring data. It is used to transmit data between a server and a web application, as an alternative to XML.

When working with Javascript on a website, the combination with XML can be difficult. Using JSON instead of XML makes the work much faster.

Loop

The loop (also known as the WordPress loop) is a PHP code used to display WordPress posts. It is used in WordPress themes to determine how each post will be displayed on a current page, or what the format will be, depending on the specific tags used to customize how each post is displayed.

Managed WordPress

Managed WordPress hosting is a special service provided by hosts where a user's hosting account is designed and optimized for WordPress websites.

Many WordPress blogs are hosted on shared hosting, which can be bad for security reasons. A managed WordPress website not only provides the user with their own server, but also involves a support team that can optimize and manage these servers to reduce any possible technical issues.

A managed WordPress site is good for beginners, business WordPress blogs, and enterprise WordPress websites.

Matt Mullenweg

Matt Mullenweg is an online social entrepreneur and founding developer of WordPress, the open-source content management system that powers over 75 million websites, or [28.5% of the internet](#).

Mullenweg is the founder of Automattic, the web development corporation responsible for WordPress software—and several related projects.

Media

Media is the tab in the WordPress admin sidebar that is used to manage user uploads such as images, audio, video, and other files.

There are two screens located within the Media tab. The first is *Library*, which warehouses all files uploaded. The second is *Add New*, which allows users to upload media files. WordPress users can upload media files directly to individual posts, but this area of WordPress assists with the storage of files even without writing a post.

Meta

Meta means *information about*. It is used to refer to administrative information. *Meta* is the HTML tag used to describe a web page to search engines. Meta tags are essentially snippets of text used to describe a page's content, but do not appear on the page itself—just the page code. In fact, you can have a different post title and meta title by using a tool like [Yoast's SEO plugin](#).

For example, meta descriptions involve a meta tag. Meta descriptions show a preview of website content on search engines.

Multisite

Multisite is a feature of WordPress that makes it possible for users to create several WordPress websites within a single installation. This feature makes subdomains (ex/ <http://name.blogpost.com>) and directories (ex/ <http://www.blogpost.com/name/>) possible.

Multisite functionality was previously available as a WordPress MultiUser Project (WPMU) but was later made available in the WordPress 3.0 core.

To create a multisite, install WordPress as necessary. Then, connect the site to an FTP client

(like FileZilla). Edit `wp-config.php`, then add this line of code just before the end of the code:

```
/* Multisite */  
define('WP_ALLOW_MULTISITE', true);
```

Save the `wp-config.php` file, then log into the Wordpress site. Then, go to *Tools > Network Setup* to configure the multisite network.

MySQL

MySQL is a database management system that WordPress uses to store and retrieve a website's files, including posts, comments, metadata, and other information. Like WordPress, it is an open source software program.

Name Server

A Name Server (also known as the singular "nameserver") keeps record of the domain name's DNS entries. When hosting a website on a server, there must be at least 2 nameservers in case the first one fails.

WordPress hosting providers also allows users to access their own private nameservers.

OpenSource

Open Source is a term used to describe programming source codes are available for everyone to use, study, modify, and distribute.

WordPress and PHP are examples of open source programs.

Page

(vs Post)

A page often refers to a page post, one of the predefined post types. It is used to present "static" content that is often not part of blog posts. Examples of pages include common webpages such as the about page, service pages and the contact page.

Some differences between posts and pages include:

- Posts are included in the blog's timely content and are arranged in reverse chronological order, while pages are "static" and not included in the arrangement.

- Pages are hierarchical and can have subpages. Say, for an About page, there can be subpages like “About the Author” and “About the Website”. Posts are not hierarchical.
- Posts can have tags or categories, while pages cannot.
- Pages can use custom page templates, posts cannot.
- Posts are included in RSS feeds, while pages are not.

Permalinks

Permalinks are the permanent links to which your blog post will be stored. By default, WordPress permalinks appear in a format like this:

<http://www.blogpost.com/?p=123>

You can and *should* change the format to be easily remembered by humans, such as:

<http://www.blogpost.com/2017/05/permalink/>

Further optimization of this format through the use of relevant keywords will make it SEO friendly.

PHP (Hypertext Preprocessor)

PHP is a recursive acronym for Hypertext Preprocessor. It is a programming and scripting language that is used to build interactive websites. It is designed specifically to integrate with HTML and is often used in the core code of content management systems (usually in conjunction with MySQL).

WordPress requires PHP in order to operate properly, but a WordPress user needs not actually know PHP code to make use of the CMS. However, if someone wants to develop WordPress themes or plugins, they must learn the basics of HTML, CSS and PHP. Like WordPress, PHP is an open source language.

Pingback

A pingback lets you notify authors if you linked back to the article (or post) they have written on your own blog.

If the website you linked to is pingback enabled, the owner will be notified that you have linked to their website. At that point, s/he may allow his website to display a link back to your site (which may or may not include an excerpt, depending on the settings). You may also change the settings of your site to be notified of pingbacks, and allow them to be displayed on your site

as well.

Pingbacks are normally found in the area where comments are displayed.

Plugin

One major element that differentiates WordPress from other website-building and blogging platforms is the ability to install plugins. A plugin is a software program made from the PHP programming language that can extend the functionality of or add new features to a WordPress site—without having to know a single line of code.

Thousands of plugins are available at the [WordPress plugin directory](#), both free and paid.

Post

Posts are articles you write on your blog. They may also be referred to as articles or “blogs”, which is a short term for “blog posts”.

Post Status

Post status refers to the publishing status of a post on WordPress. There are multiple post statuses available:

- Published posts are posts published on the blog site and are viewable by everyone
- Private posts are posts that are only viewable by administrators
- Draft posts are posts that have not yet been completed or published
- Pending posts are useful for multi-author websites. These are used to sort posts for higher-level users to check or edit before publishing
- Future posts are completed posts that are scheduled to be published

Other post status types include Trash, Autodraft, Inherit, or New. New posts refer to posts that have just been created and have no previous publish status.

Post Types

Post types refer to the different kinds of posts that you can create on WordPress. Native (or built-in) post types include post, page, attachment, revision, and nav-menu-item. New and custom post types are supported and can be defined with a plugin or the `register_post_type()` function.

You can use custom post types to create and manage content like portfolios, podcasts, video

libraries, and chats.

Profile

When people sign up as a user on a WordPress installation, they are immediately assigned a profile that they can edit in the WordPress admin area. Basic profile change options include a personalized admin panel color scheme, custom keyboard shortcuts, and the visibility of the admin bar.

WordPress users can also input additional information, which will be used to display in their author bio. Users can change their passwords within their profile.

QuickPress

QuickPress is a way to write a post without having to go to the dashboard and look for the post edit screen. It offers all the basic features necessary to create and publish a post. However, when posts created with QuickPress are published, they lack more in-depth details like SEO considerations.

To modify posts created with QuickPress, the full-featured Post Editor is needed.

Responsive (mobile-friendly)

A responsive site is a site that adapts to the screen size that the user views it from. According to the [Google Webmasters blog](#), Google is implementing a [mobile-first indexing system](#) in response to the rise in mobile searches.

Responsive design makes use of the combination of [cascading style sheet](#) media queries, flexible layouts, and flexible images.

REST (Representational State Transfer)

REST (Representational State Transfer) is a way of building APIs based on HTTP. Through REST, the APIs built are lightweight, user-friendly, compatible, and suited for large data volumes.

Revisions

Revisions are both a feature and post type in WordPress. As a feature, it enables WordPress to automatically save posts, pages, and other custom post types after 60 seconds of editing. This

feature helps to prevent the risk of losing data, while also allowing users to revert back to previous versions of their posts, should they want to work on them again.

Robots.txt

Web robots traverse the web automatically through programmed measures. They are also sometimes referred to as web wanderers, crawlers, or spiders. Search engines are the main web robots, as they scour websites for relevant terms.

The Robots.txt file is a text file that provides special instructions to the robots crawling websites as to what to look for on your site first. When looking through websites, the search engines are 'trained' to look for the Robots.txt file first, but there's no guarantee that this directive will always be followed.

RSS (Really Simple Syndication)

RSS is short for Really Simple Syndication, or in some cases, Rich Site Summary. RSS is a format incorporated to syndicate various types of content (such as blog posts) and other media on websites that are frequently updated (such as news sites).

The content is read on an RSS feed, which allows users to automatically receive updates about their favorite websites, instead of manually checking them individually. Feed readers can be web-based or desktop-based. Content on RSS feeds may contain hyperlinks or other metadata.

Screen Options

Screen options show options for how to configure the view of a specific page. It provides you with options to customize the admin screen, by allowing you to choose what to display or hide, and how many items to display. It is located at the top right corner of some pages in the WordPress admin area.

SEO (Search Engine Optimization)

SEO stands for Search Engine Optimization, a method in which websites are optimized to perform better in search engine results. These rules are based on guidelines given by the largest search engines: Google, Yahoo, and Bing (but Google is the gold standard).

Common SEO practices involve posting unique and relevant content, using organic backlinks and avoiding spam comments, unrelated content, and broken links.

Settings

Settings is one of the tabs on the WordPress Admin sidebar. This is where the configuration for all WordPress settings are located. There are 6 choices under the Settings tab: General, Writing, Reading, Discussion, Media, and Permalinks.

The *General* settings allow you to edit elements including language, title, tagline, date and time display, and the website URL.

Writing is more about post formatting and category options.

Reading contains settings about the site's front page, how many posts will be shown, and RSS feeds.

Discussion contains options for comment moderation, email notification for comments, and comment settings.

Media deals with the uploading and management of images and other media files within WordPress. There are options for image resizing and cropping within this tab.

Permalinks contain settings that deal with the URL structure of the website, specifically, how to make it easy for users to find and remember URLs.

Shared Hosting

Shared hosting refers to the type of hosting plan where several users share the resources of a large web server. Among all WordPress hosting plans, shared hosting is the cheapest because bandwidth and disk space is limited. Because of its cheap price, shared hosting best for small businesses, new blogs, or portfolio sites.

Shortcodes

Shortcodes allow you to embed a snippet of PHP code into the body of content. These allow you to execute different actions/incorporate certain functionality without knowing much code. Shortcodes simplify the addition of certain features (usually media) to a WordPress site.

Slider

A slider, in web speak, refers to a slideshow added to a webpage. Site owners usually put sliders to highlight their recent or most popular posts.

Slug (Post slug)

A post slug is the human-friendly, readable version of the permalink, that is usually composed of a few words in lowercase, separated by dashes. These words should make some sort of sense and give an idea of the post, especially if your WordPress websites incorporates an [SEO strategy](#).

By default, permalinks are assigned a number. Post slugs are generated automatically from a post title, but are not used unless custom permalinks are enabled. Change your permalink settings by going to *Settings > Permalink*.

The post URL is displayed below the post title once custom permalinks are enabled, and can be edited through quick edit. For posts that constantly get updated, the post slug should not be changed, or else multiple copies of the post will be saved and published on the website (or people with the old URL may land on a 404 error page).

Spam

Spam refers to things we associate as being *wrong* on the internet, be it unwanted emails, comments, posts or annoying ads. Blogs are often the target of these spam, which may manifest in the form of malware or spyware. Spam is usually sent by bots and computer programs that are able to send email and spam comments to millions of email and IP addresses all over the world.

Blogs should make an effort to regulate the spam on their website, because those that contain a lot of spam content may be associated with distributing these malicious content and will likely be penalized in search. There are plugins such as [Akismet](#) that can regulate comment spam.

SSL (Secure Sockets Layer)

SSL, or Secure Sockets Layer, refers to encryption protocols used to secure communications over an unsecured network. These are used to secure an information exchange and provide certificate information, which is used to verify if the website they are communicating with is secure. You'll often find SSL on websites with ecommerce functionality or membership areas. Moving forward, [Google's Chrome browser](#) will display alerts for websites that don't incorporate SSL certificates.

Staging

A staging site is a separate development area on a WordPress site that usually has restricted

access. The staging site (or environment) allows its administrators to test changes in a way that won't affect the live site (#nocowboycoding) or for new site development. Once the tests are made final, these changes can be pushed over to the live WordPress site.

Subscriber

A subscriber is someone that follows your blog through an RSS feed or mailing list.

Subscriber can also refer to the most limited WordPress user role. Subscribers can create and maintain a user profile, but not write or publish articles. With default settings, subscribers are able to comment on blogs without having to re-enter their details each time, which is useful for those who frequent their favorite blogs.

Tag

Tags are similar to categories in the sense that they describe content, but categories refer to a broader range of topics and tags are smaller in scope. The key difference is that tags vary from post to post, and are closer to the topic of a post, while a Category does not change often between posts. Tags are also completely optional. If you don't enter tags into a post, then it's fine, but if you don't file a post under a category, it will be set under the default ("uncategorized").

Taxonomy

In Biology, taxonomy is a methodology of classification. The same is true for WordPress. However, instead of organisms, WordPress taxonomy involves the organization of posts and custom post types through tags and categories. Custom post taxonomies can also be created.

Theme

A theme is essentially a collection of many files (including templates and stylesheets) that work together to produce a unified appearance and design for a WordPress website. The theme is responsible for the site display and design, which can be changed without modifying the core WordPress code.

Thousands of free and paid themes are available for WordPress, all of which have different features suited for each individual user's needs. Themes may be modified by adding plugins, adding code to the functions.php file, or through the use of a child theme.

(Child) Theme

A [child theme](#) is a sub theme that inherits functionality, features, and style of a WordPress parent theme. Child themes allow you to modify the appearance of your WordPress website without changing the site functionality. Child themes are known as a safer way to modify a WordPress theme without changing the parent theme.

(Parent) Theme

A parent theme is a theme complete with all the files and functionality needed to power a WordPress website. Usually, parent themes are assigned parent when incorporating a child theme. WordPress allows users to modify larger, more functional themes. The resulting modified theme is called child theme, while the original theme is then assigned as the parent theme. This is why creating a child theme is the easiest and safest way to modify a WordPress theme.

Theme Options

Theme Options are sometimes included with WordPress themes, and involve a custom admin page. It allows users to change theme settings without modifying theme files or coding.

WordPress themes are not required to have Theme Option pages; it is up to the theme designer to add in this option.

Tools

Tools can be accessed via a menu tab in the WordPress admin area, which contains tools to perform non-routine management tasks. There are three options:

- **Available tools:** Under this option, there is a section called “Press This” that allows quick posting and publishing using a browser button. Under that, there is a category to tag converter script that will take you to the Tools Import Screen.
- **Import and Export:** These tools allow the import and export of existing blogs to and from WordPress. This is where you’d grab any necessary files to move your blog to and from WordPress.

Trash

When users delete posts, pages or comments, those are moved to the Trash, similar to Windows’ Recycle Bin or Mac’s Trash. The deleted files are kept in the folder for 30 days, in case the site administrator wants to restore them. After 30 days, these items are deleted

permanently from the WordPress database.

Updates

Updates are the newest versions of the WordPress core, plugins and themes. WordPress automatically shows updates for these in a tab on the WordPress admin sidebar. The site administrator can then update plugins, themes, and the WordPress core when needed—directly from within WordPress.

However, plugins or themes downloaded from websites outside of the WordPress dashboard may not show any available updates, and users will have to manually download updates for these from the developers' websites.

UX (User Experience)

User Experience (UX) refers to the overall experience of using a website, program, or application. UX design considers how users interact with the company's products and services. The mark of a good UX design is that it is easy to use.

UI (User Interface)

When creating WordPress sites, there are two things a designer must consider: user experience (UX) and user interface (UI). User interface refers to the space where human and computer interactions occur. Input devices such as keyboards, appearance of desktops, and display screens are prime examples.

UI can also refer to how a user interacts with a website, program, or application. It is one of the most important parts of any program, because it will determine the ease of how you can make the program do what you want.

User Role

A user role refers to permissions given to users to perform certain tasks, which are predefined according to capability. The variable available user roles include administrator, editor, author, contributor, and subscriber.

(WordPress) VIP

WordPress VIP is Automattic's enterprise content management platform, which offers services

to large businesses using the WordPress platform. Some of the services offered include Managed WordPress hosting, implementation, dedicated support, and other solutions.

Some websites that use WordPress VIP include Facebook, New York Post, Spotify, Microsoft, and Time.

Visual Editor

The Visual Editor is one of the two editors on the WordPress post screen—the other is the Text Editor. The Visual Editor is a rich text editor that is WYSIWYG (what you see is what you get), which means content changes are shown on the display in the same way they are to be published.

However, WordPress users have complained about the “clumsiness” or “bulkiness” of the existing Visual Editor, which requires the knowledge of shortcodes and HTML for it to be fully functional.

WordPress founder Matt Mullenweg recently announced an update for the Visual Editor in the form of [the Gutenberg editor](#).

VPS Hosting

A VPS (Virtual Private Server) is a virtual machine sold as a service by an Internet hosting service. A VPS can run in its own operating system because of powerful hardware. VPS hosting employs the use of virtualization technology.

Virtualization technology allows one computer to host several websites on it. Unlike shared hosting, where site performance depends on how many users are currently accessing the website, virtualization guarantees availability of resources to each site—regardless of the number of users. A VPS provides functionality that seems as if the site has its own dedicated physical server. The price for a VPS is cheaper than having an actual physical server.

Wapuu

Wapuu is known by the WordPress community as the official mascot of ja.wordpress.org, which was designed by Kazuko Kaneuchi to help promote WordPress in Japan. [Wapuu has its own fan club](#), and a number of different character designs.

Web Host

A web host is a service provider that offers to store your files over servers so your website can be viewed on the Internet.

Widgets

A widget is a self-contained area on a WordPress website that performs a specific function. Widgets can also refer to the code that generates that particular area.

Widgets are used to provide an easy way for design and structure control as [widgets can be dragged and dropped](#) in a design area. Although widgets are normally located in the sidebar, they can also be located in the header and footer area, sometimes even below a post. You can find the list of available widgets in the *Appearance > Widgets* section in the WordPress dashboard.

WooCommerce

WooCommerce is an eCommerce plugin that is available for free to all users, and can be used to create your own online shop with WordPress.

It integrates with WordPress seamlessly because it was developed by Automattic, which is the same company that developed WordPress.

WordCamp

WordCamps are locally organized WordPress conferences that are attended by WordPress fans all over the world. The first one was organized in 2006, shortly after WordPress was initially released. Since then, hundreds of WordCamps have been organized in several countries.

These WordCamp events give opportunities for publishers, developers, designers, bloggers, SEOs, and other WordPress users to gather and talk about new developments in the field and to learn more about WordPress.

[WordCamp organizers](#) have to follow a set of guidelines that the WordPress foundation gives each year.

WordPress.com

WordPress.com is a popular blog hosting provider. It is not *exactly* the same as [WordPress.org](#).

Although WordPress.com (the blog hosting service) uses the WordPress CMS at its core, its similarities with WordPress.org end there. WordPress.com is fully hosted, meaning everything

on your blog is taken care of for you. You do not have to set up hosting, install plugins, or create your own theme.

Popular features like sharing, web stats, and comments are included, and support is available. While this may mean ease of access, it could also be very limiting. For example, monetization via Google Ads is not allowed, and custom themes may not be used.

WordPress.org

WordPress.org offers free publishing software/a content management system (CMS) called WordPress, which is used as the backbone for website development.

The WordPress CMS is an open-source project, meaning that there are thousands of developers around the world working on it and you can access many themes and plugins for free.

Unlike WordPress.com, websites on WordPress.org are self-hosted. This means you have to download the WordPress software, then upload and install it to a web server. Unlike WordPress.com, this allows you to be completely hands on with customization. On that note, you also have to take care of your own site maintenance and backups, find and set up your own web host, as well as install themes and plugins to fully customize your site.

There is no need to sign up for a WordPress.org account to use the software.

Wp-content

There are two major parts of a WordPress site: the database and the wp-content directory. The wp-content is WordPress' most important directory because it is where the site's media and resources are found. The text in the posts written are stored in the database.

Once the WordPress software is uploaded to a server, the wp-content folder is created. The wp-content folder can be accessed through the FTP and can be used to fix errors.

WYSIWYG (What You See Is What You Get)

This refers to the ability to manipulate the layout of a website without necessarily having to know any code.

It also refers to an editor wherein changes in content (text and graphics) made to the site may be viewed at the same time the changes happen, therefore updates on how the user interface looks happen in real time.

XML (Extensible Markup Language)

XML (Extensible Markup Language) is a metalanguage that allows you to define your own markup language. It is written in SGML (Standard Generalized Markup Language), and is useful in describing and sharing data across the internet. It is used in conjunction with HTML, where XML is used to define data and HTML is used to display the data.

In WordPress, XML is often used to create sitemaps, which is a list of the pages in the website that the search engines can crawl to look for information.