

A to Y (for YouTube)

A glossary of web technology terms: what they mean for websites and business

A Alert

Stay alert, listen and respond – the basic concepts of taking part in the Blogosphere. If you don't stay alert you've lost control, you can't respond, you can't initiate conversations: you'll look like you are stonewalling.

Authentic

Blogs (especially) are best when their authors are authentic. They may include long sentences, detailed analysis or critical opinions. Typically, those things run counter to traditional public relations.

Avatar

Life-like representation (or not) of a user's appearance in MMORPGs (see below) such as Second Life.

B Blogs

A weblog, web log or simply a blog, is a web application which displays time-stamped posts on a webpage. Blogging allows you to quickly and easily update website content, encourage user interaction, boost name recognition and increase traffic.

Bloglines

Consumers use a RSS reader (such as the online service www.bloglines.com) to read all their favourite Feeds in one place quickly and easily.

Buzz

Blogs facilitate the spread of buzz – honest, informative or thought-provoking posts about issues

important to customers tend to be spread more often. Bloggers are often buzz spreaders, and they can funnel many others like themselves to your blog and your organisation.

C Citizen marketers

Your customers are writing about your products or services whether you like it or not: www.creatingcustomerevangelists.com/cm/

Cluetrain

Cluetrain Manifesto – a 1999 online manifesto. It is all about what works when it comes to doing business on the internet. Read it: www.cluetrain.com

CMS

Content Management System – can be expensive software that allows users to update websites. With Open Source and blog software (such as TypePad), these tools are now available to almost anyone to build, maintain and change website content constantly.

Corporate blog

Employees of corporations are posting official or semi-official blogs about their work. Read www.thecorporatebloggingbook.com and make sure your employment contract or company handbook addresses blogging: www.corporateblogging.info

E Evangelists

Blogs fan the flames of customer evangelism. Their personal nature

helps humanise your organisation. Blog enthusiasts are excellent evangelist candidates. They're early adopters.

F Facebook – a social networking website. The second most visited website on the World Wide Web.

Feeds

RSS content updates from a publisher are called 'feeds'. Look for the RSS orange logo. Web feeds are widely used by the weblog community to share the latest entries' headlines or full text.

Flickr

An online photo management and sharing application. You could use Flickr to host an image library that you can password protect (if you wish) for the press, internal or customer use.

G Google Alerts

If you want to be alerted when someone writes about you, your products, your area of expertise or your company, create a Google Alert www.google.com/alerts

I Instant feedback

Blogs function as an instant-feedback mechanism. Readers can respond to your posts or link to them on their own blogs. These features provide feedback on ideas and issues that strike a chord, or highlight new or existing problems.

M MMORPG

Massive(ly) multiplayer online role-playing game. Online role-playing

video games or worlds in which a large number of players interact with one another virtually. See Second Life.

N Napsterize

Blogs can help you and your company Napsterize your knowledge. A blog is about sharing what you know, think and believe. Search engines index your ongoing knowledge-sharing, making it easier for customers and prospects to find you.

O Open Source

A set of principles and practices that promote access to the design and production of goods and knowledge. Most commonly applied to the source code of software that is available to the general public.

P Podcast

A method of distributing multimedia files, such as audio or video, over the internet using RSS, for playback on mobile devices and personal computers.

R Reputation

Thanks to blogs, positioning, message delivery and reputation management are in the hands of the public – the days of autocratic message control are over.

RSS

Really Simple Syndication. Fast emerging as the standard for informing consumers when web-based content is updated. Using

RSS, website owners can provide instant updates to their users.

S Second Life

Second Life is a privately owned, subscription-based 3-D virtual world. You view the world through your PC with broadband. You can buy or rent property, travel, shop, work, listen to live music, have a pint, dance, have sex, fall in love, possibly get rich, all from your computer.

Syndicate

With a weblog you can publish external content on your site and syndicate your content to other websites and users.

T Tagging

On a website such as Flickr, tags are adjectives that describe a photo's category (such as 'total lunar eclipse'). All of the photos that share a particular tag can themselves be explored as a group. The blog search engine called Technorati.com uses these tags to retrieve search results.

Technorati

The main blog search engine:
www.technorati.com

Three-legged Stool

Why blogs are so powerful. The three legs: search engines, your customers and the media. Blogs get high search rankings, they are a low-cost way to communicate with your customers, blog and get media interest.

Twitter.com

A social networking and micro-blogging service that allows users to send 'updates' (text-based messages) via text, instant messaging, e-mail or the Twitter website.

W Web 2.0

A call to action and a turning point for business. Web 2.0 marked the coming of the blogs.

Wiki

A wiki is a type of website that allows users to add, remove or edit all content quickly and easily, sometimes without the need for registration. Wiki technology is the foundation for the electronic encyclopaedia: Wikipedia (a free encyclopaedia built by its users).

Y YouTube

You Tube originally started as a personal video sharing service, and has grown into an entertainment destination www.youtube.com.



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