Term Glossary

Plain-language definitions of the terms you will hear when planning, building or improving a website.

Above the fold
The part of a web page visitors see before they scroll. It should say what you do and show the next step.

AEO (Answer Engine Optimization)
Structuring your content so AI answer tools and search engines can understand it and present your answers directly.

Alt text
A short description of an image. Screen readers read it aloud, and search engines use it to understand the image.

Analytics
Tools, like free Google Analytics, that show how many people visit, where they come from and what they do.

ICP (ideal customer profile)
A clear picture of the customer you most want to serve: who they are, what they need, and what they type into Google.

Call to action (CTA)
The button or link that asks visitors to take the next step, such as “Book a table” or “Request a quote.”

CMS (Content Management System)
The back office where you edit your website without writing code. WordPress, Drupal, Wix and Squarespace each have one.

Conversion
When a visitor takes an action you want: a call, a booking, a purchase, a form or an email signup.

Conversion rate
The share of visitors who convert. Twenty form submissions from 1,000 visitors is a 2% conversion rate.

Crawling
How search engines discover pages, by following links from page to page.

Domain name
Your website address, like yourbusiness.com. You rent it yearly from a registrar.

Footer
The bottom section of every page, with your address, phone, hours and key links.

Google Business Profile
Your free listing on Google Search and Maps, with your hours, photos, reviews and website link.

Google Search Console
A free Google tool that shows how your site appears in search and flags problems.

Header and navigation
The top of every page: your logo and the menu that helps visitors find their way.

Hosting
The service that stores your website and delivers it to visitors. Builders like Wix and Squarespace include it.

Office hours: free one-on-one help
Scan the code to book a time. Supported by the City of Boston.
hello@responsab.com · (617) 890-6010

Scan to book office hours for your business
crm.responsab.com/schedule/l/city-of-boston-workshop-series

Term Glossary (continued)

HTTPS
Hypertext Transfer Protocol Secure: the secure web address (https://) with the padlock. Without it, browsers warn “not secure.”

Website builder
An all-in-one service, like Wix or Squarespace, where you build a site with drag-and-drop tools and hosting included.

Keyword
A word or phrase people type into a search engine, like “bakery Dorchester.”

AI Website Builders
Tools that use AI to draft a website. Useful for mockups and first ideas; you still need edits, real content and your own judgment.

SSL
Secure Sockets Layer: the security technology that encrypts the connection between a visitor and your website. Used with HTTPS.

Meta description
The short summary under your page title in search results. It is your pitch for the click.

Page title
The clickable headline for your page in search results and the browser tab. Use words customers search.

LLM (large language model)
The kind of AI behind ChatGPT, Claude and Gemini. It predicts the next word to draft text in plain language.

Prompt
The instructions you type to tell an AI tool what you want: the task, the facts and the tone.

Responsive design
A website that adjusts to any screen size, from phones to desktops.

SEO (Search Engine Optimization)
Everything that helps search engines find, understand and show your website to the right people.

Sitemap
A file listing your website’s pages so search engines can find them. Most platforms create it for you.

URL
Uniform Resource Locator: the full address of a specific page, like yourbusiness.com/catering.

AI Assistant
A chat tool (like ChatGPT, Claude or Gemini) that drafts, answers and brainstorms in plain language.

Generative AI
AI that creates new text, images or ideas from a request, instead of only sorting or searching existing information.

AI (artificial intelligence)
Technology that helps you get things done faster, make better decisions, and save time and money. Useful for first drafts; you still check facts and write in your own voice.

Office hours: free one-on-one help
Scan the code to book a time. Supported by the City of Boston.
hello@responsab.com · (617) 890-6010

Scan to book office hours for your business
crm.responsab.com/schedule/l/city-of-boston-workshop-series