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# ***Web terminology***

- ◆ **Click-throughs:** Click-throughs are the number of times web site visitors clicked on a link and were transferred to an external web site.
- ◆ **Exposures:** Exposures are the total number of times an external link was displayed to visitors on a web site.
- ◆ **Web sessions:** The session of activity that a user with a unique address spends on a web site during a specific period of time.
- ◆ **Page views:** Hits to files designated as pages.
- ◆ **Home page hits:** Number of times your home page was visited.
- ◆ **Visits:** Number of times a visitor came to your site.
- ◆ **Visitors:** Individuals who visited the web site.
- ◆ **Unique visitors:** Visitors that are counted based on their unique “computer” (IP) address despite the number of times they visit a web site.
- ◆ **Tracking:** Activity, service or software, designed to find out where a link is coming from. Used to reveal effectiveness of web marketing efforts.
- ◆ **Tiles:** A tile is a graphic area in a web page, usually rectangular, which links to a page internally (same web site) or externally (different web site). Tiles are usually used to promote the linked content.
- ◆ **Web server:** A computer that delivers (*serves up*) web pages. Every web server has an IP address and possibly a domain name.
- ◆ **Web browser:** Software that gives a user access to the World Wide Web. Web browsers provide a graphical interface that lets users click buttons, icons and menu options to view and navigate Web pages. Netscape Navigator and Microsoft Internet Explorer are popular Web browsers.

January 2004

Note: this list of web terms will be further enriched in the future.  
Some of the definitions have been adapted by: [www.webopedia.com](http://www.webopedia.com)