APPENDIX

TERMS
APPENDIX -- Terms

Ajax

Short for Asynchronous JavaScript and XML, it is a term that describes a new approach to using a number of existing technologies together, including the following: HTML or XHTML, Cascading Style Sheets, JavaScript, the Document Object Model, XML, XSLT, and the XMLHttpRequest object. When these technologies are combined in the Ajax model, Web applications are able to make quick, incremental updates to the user interface without reloading the entire browser page.

Black Hat SEO

In search engine optimization (SEO) terminology, Black Hat SEO refers to the use of aggressive SEO strategies, techniques and tactics that focus only on search engines and not a human audience, and usually does not obey search engines rules. Some examples of Black Hat SEO techniques include keyword stuffing, invisible text and doorway pages. Black Hat SEO is more frequently used by those who are looking for a quick financial return on their Web site, rather than a long-term investment on their Web site. Black Hat SEO can possibly result in Web site being banned from a search engine, however since the focus is usually on quick high return business models, most experts who use Black Hat SEO tactics consider being banned from search engines a somewhat irrelevant risk. Black Hat SEO may also be referred to as Unethical SEO or just spamdexing, as spamdexing is a typical frequently used Black Hat SEO practice.

Broadband

The term broadband is used to describe a type of data transmission in which a single medium (wire) can carry several channels at once. Cable TV, for example, uses broadband transmission. In contrast, base-band transmission allows only one signal at a time.
Most communications between computers, including the majority of local-area networks, use base-band communications. An exception is B-ISDN networks, which employ broadband transmission.

**Broadband ISDN (B-ISDN)**

A Broadband is a standard for transmitting voice, video and data at the same time over fiber optic telephone lines. Broadband ISDN can support data rates of 1.5 million bits per second (bps), but it has not been widely implemented.

**Client Application Services**

Client Application Services is the name of the client and services framework provided by ASP.NET 2.0 AJAX Extensions and .NET 3.5 to configure and develop .NET Framework Windows clients that can use ASP.NET application services. Client Application Services enables multiple Windows and Web applications to share user management functionality, such as login, role and profile from a common server.

**Cold Site**

Cold site is a disaster recovery facility that provides only the physical space for recovery operations while the organization using the space provides its own hardware and software systems.

**Communications Satellite**

Often abbreviated as Comsat, a communications satellite is a satellite that has been stationed in space for the purpose of providing telecommunications. Communications satellites are commonly used for mobile phone signals, weather tracking, or broadcasting television programs. Communications satellites are artificial satellites that relay receive signals from an earth station and then retransmit the signal to other earth stations. They commonly move in a geostationary orbit.
Digital Satellite System

Abbreviated DSS is a network of satellites that broadcast digital data. An example of a DSS is DirecTV, which broadcasts digital television signals. DSS's are expected to become more important as the TV and computer converge into a single medium for information and entertainment.

Direct Broadcasting Satellite

Abbreviated as DBS, a direct broadcasting satellite is a type of satellite used for consumer services such as the transmission of radio and television programs. A direct broadcasting satellite is similar to a fixed service satellite (FSS) however it offers a higher power output requiring smaller antennas for receiving the signal.

E-mail Client

An application that runs on a personal computer or workstation and enables to send, receive and organize e-mail. It's called a client because e-mail systems are based on client-server architecture. Mail is sent from many clients to a central server, which re-routes the mail to its intended destination.

Enterprise Application

An enterprise application is the term used to describe applications -- or software -- that a business would use to assist the organization in solving enterprise problems. When the word "enterprise" is combined with "application," it usually refers to a software platform that is too large and too complex for individual or small business use.

Enterprise applications are typically designed to interface or integrate with other enterprise applications used within the organization, and to be deployed across a variety of networks (Internet, Intranet and corporate networks) while meeting strict requirements for security and administration management.
Proprietary enterprise applications are usually designed and deployed in-house by a specialized IT development team within the organization. However, an enterprise may outsource some or all of the development of the application, and bring it back in-house for deployment.

Today, using enterprise application service providers (ASP) is more prevalent. Here, the enterprise application is designed by a third-party application service provider and leased to the enterprise, as an on-premise or hosted service. This is also often referred to software as a Service (SaaS) or Web-based applications.

Another trend in enterprise applications is the move to cloud computing, where the enterprise moves some or its entire infrastructure to the cloud -- a type of Internet-based computing, where services are delivered to an organization's computers and devices through the Internet as an on-demand service. Some enterprises may also choose a hybrid solution where cloud applications are integrated with on-premise systems.

Some of the more common types of enterprise applications include the following:

- Automated billing systems
- Payment processing
- Email marketing systems
- Content management
- Call centre and customer support
- Customer Relationship Management (CRM)
- Enterprise Resource Planning (ERP)
- Business Intelligence
- Business Continuity Planning (BCP)
- HR Management
- Enterprise Application Integration (EAI)
- Enterprise search
- Messaging and collaboration systems
- Service-Oriented Architecture
Abbreviated SOA, an application architecture in which all functions, or services, are defined using a description language and have invokable interfaces that are called to perform business processes. Each interaction is independent of each and every other interaction and the interconnect protocols of the communicating devices (i.e., the infrastructure components that determine the communication system do not affect the interfaces). Because interfaces are platform-independent, a client from any device using any operating system in any language can use the service.

Though built on similar principles, SOA is not the same as Web services, which indicates a collection of technologies, such as SOAP and XML.

**Front Page Optimization**

Abbreviated as FPO, front page optimization is the process of increasing the amount of visitor click-through and reducing bounce rates. This process helps identify short and long term solutions in the areas of home page loading and rendering times.

**Geosynchronous Satellite**

Also called geostationary, or simply GEO, it refers to the movement of communications satellites where the satellite circles the globe over the equator, in a movement that is synchronized with the earth’s rotation. Because of this synchronization, the satellite appears to be stationary, and they also offer continuous operation in the area of visibility. These types of satellite are said to have a geostationary orbit, and it is the most common type of orbit for communications satellites. Bird is the slang term given to a communications satellite that is in geosynchronous orbit.

**Ghost site**

A Web site that remains live but is no longer updated or maintained or only done so very infrequently. Unlike a site that is no longer available and results in a 404 error message when the user tries to access it, ghost sites can be accessed even though they have not been updated. Web sites typically strive for relevant information that is
timely and current. However, there are some sites in which the content will never or rarely change, so there is no need to update the site. For example, a Web site that contains only the full text of the Declaration of Independence does not need to be updated as that data is never going to change.

**ISDN**

Abbreviation of Integrated Services Digital Network, an international communications standard for sending voice, video, and data over digital telephone lines or normal telephone wires. ISDN supports data transfer rates of 64 Kbps (64,000 bits per second).

There are two types of ISDN:

Basic Rate Interface (BRI) -- consists of two 64-Kbps B-channels and one D-channel for transmitting control information.

Primary Rate Interface (PRI) -- consists of 23 B-channels and one D-channel (U.S.) or 30 B-channels and one D-channel (Europe).

The original version of ISDN employs base-band transmission. Another version, called B-ISDN, uses broadband transmission and is able to support transmission rates of 1.5 Mbps. B-ISDN requires fiber optic cables and is not widely available.

**Mirror Site**

A Web site which is a replica of an already existing site, used to reduce network traffic (hits on a server) or improve the availability of the original site. Mirror sites are useful when the original site generates too much traffic for a single server to support.

Mirror sites also increase the speed with which files or Web sites can be accessed: users can download files more quickly from a server that is geographically closer to them. For example, if a busy New York-based Web site sets up a mirror site in England, users in Europe can access the mirror site faster than the original site in New York.
Sites such as Netscape which offer copies or updates of popular software often set up mirror sites. Mirror site is useful to handle the large demand which a single site may not be able to handle.

**Mobile Broadband**

The phrase used to describe Internet access (wireless communications) that is obtained through a portable modem or other device, such as a mobile phone. Different types of wireless network standards support a wide range of bandwidths but most are suitable for sending and receiving small bursts of data, such as e-mail and Web browsing, as well as large volumes of data.

Mobile broadband is a phrase that is typically used by wireless carriers to describe its mobile Internet access service that uses the mobile phone infrastructure, or cellular network. A number of network standards can be used for mobile broadband including:

- CDMA
- GPRS
- 3G
- WiMAX
- UMTS
- HSPDA
- HSUPA

**Multi-Site Cluster**

Microsoft Cluster Server (MSCS) is a term used to describe a cluster configuration where the servers are separated geographically and the physical storage is synchronously replicated among the sites. In a geo-dispersed cluster both the public and private network interfaces have to exist in the same network segment, and cluster nodes also must share the same IP subnet.
Off-Page Optimization

In search engine optimization, off-page optimization refers to factors that have an effect on Web site or Web page listing in natural search results. These factors are off-site in that they are not controlled or the coding on page. Examples of off-page optimization include things such as link popularity and page rank.

Online Service

A business that provides its subscribers with a wide variety of data transmitted over telecommunications lines. Online services provide an infrastructure in which subscribers can communicate with one another, either by exchanging e-mail messages or by participating in online conferences (forums). In addition, the service can connect users with an almost unlimited number of third-party information providers. Subscribers can get up-to-date stock quotes, news stories hot off the wire, articles from many magazines and journals, in fact, almost any information that has been put in electronic form. Of course, accessing all this data carries a price.

The difference between an online service and a bulletin board service is one of scale and profits. Online services provide a variety of information and services; whereas BBS's normally concentrate on a single theme. In addition, BBS's are often operated on a non-profit basis whereas online services are always for profit. Three of the largest online services are America Online, CompuServe and MSN.

One online service that defies classification is the Internet. In terms of users, it is the largest service, but it is not centrally controlled by any one organization, nor is it operated for profit.

On-page Optimization

In search engine optimization, on-page optimization refers to factors that have an effect on Web site or Web page listing in natural search results. These factors are controlled or by coding on page. Examples of on-page optimization include actual HTML code, Meta tags, keyword placement and keyword density.
Portal Application

Portal application is a business application that is integrated to an enterprise portal and is used for business system data aggregation.

Real-Time Optimization

Abbreviated as RTO, Real Time Optimization is a type of software that can be used to improve the performance of server software, in real time. It provides a real time view and control of the corporate IT infrastructure including applications, servers, and network devices. Using RTO software, for example, report and track configuration changes, maintain corporate information regarding software licenses, map application dependencies, and other supported tasks.

Rich Internet Application

Abbreviated as RIA, Rich Internet Applications are Web-based applications that function as traditional desktop applications however Web browsers (or clients) are required for access but unlike traditional applications, software installation is not required, however depending on the application usually will need to have ActiveX, Java, Flash, or similar technologies installed on the client machine.

Satellite Broadband

Satellite broadband offers two-way Internet access via satellites. A computer, through a special satellite modem, broadcasts requests to a satellite dish that sits on top of home or business. The dish then sends and receives signals from satellites that orbit some 22,000 miles above the equator. As long as dish maintains a clear view of the southern sky (in the U.S.), receive broadband Internet access. Currently, satellite broadband is slower in both the uplink and downlink, when compared to a DSL Internet service.
Semantic Web Application

A term used to describe Web-based applications that incorporate principles or technologies of the W3C Semantic Web, such as RDF, OWL and other metadata standards.

SEO Services

A service provider which utilizes the practice of search engine optimization to increase the amount of visitors to a Web site by obtaining high-ranking placements in the search results page of search engines (SERP) is called SEO services.

SEO services help to ensure that a site is accessible to a search engine and improves the chances that the site will be found and ranked highly by the search engine. SEO service providers offer a wide range of packages and options for search engine optimization, ranging from one-time fees for smaller sites to monthly subscriptions for ongoing SEO efforts and support.

SEO Spam

In SEO (search engine optimization) terminology, it refers to SEO manipulation techniques that are used to increase search engine ranking, but violate the search engine's Terms of Service.

Smart Client

An Internet connected device that allows the user's local applications to interact with server-based applications through the use of Web services. For example, a smart client running a word processing application can interface with a remote database over the Internet in order to collect data from the database to be used in the word processing document.
Smart clients are distinguished by key characteristics:

They support work offline?? Smart clients can work with data even when they are not connected to the Internet (which distinguishes them from browser-based applications, which do not work when the device is not connected to the Internet);

Smart client applications have the ability to be deployed and updated in real time over the network from a centralized server;

Smart client applications support multiple platforms and languages because they are built on Web services;

Smart client applications can run on almost any device that has Internet connectivity, including desktops, workstations, notebooks, tablet PCs, PDAs, and mobile phones.

**SOAP**

Short for Simple Object Access Protocol, a lightweight XML-based messaging protocol used to encode the information in Web service request and response messages before sending them over a network. SOAP messages are independent of any operating system or protocol and may be transported using a variety of Internet protocols, including SMTP, MIME, and HTTP.

**SPID**

Acronym for Service Profile Identifier is a number that identifies a specific ISDN line. To obtain ISDN service, Telephone Company assigns a SPID to line. Part of the initialization procedure is to configure ISDN terminal adapter to use this SPID.

Most telephone companies in the U.S. use the Generic SPID Format, which is a 14-digit number. The first 10 digits identify the telephone number, called the Directory Number (DN). The remaining four digits identify a particular ISDN device, in the case where multiple devices share the same Directory Number.
Terminal Adapter

Terminal adapter is a device that connects a computer to an external digital communications line, such as an ISDN line. A terminal adapter is a bit like a modem, but whereas a modem needs to convert between analog and digital signals, a terminal adapter only needs to pass along digital signals. As ISDN becomes more common, future computers will probably have terminal adapters built in. Currently, though, to purchase a separate terminal adapter is needed, to ISDN access. An internal adapter or an external adapter can use to connect computer’s serial port.

Thin Client

In client/server applications, a client designed to be especially small so that the bulk of the data processing occurs on the server.

Although the term thin client usually refers to software, it is increasingly used for computers, such as network computers and Net PCs, which are designed to serve as the clients for client/server architectures. A thin client is a network computer without a hard disk drive, whereas a fat client includes a disk drive.

UDDI

Short for Universal Description Discovery and Integration, it is a Web-based distributed directory that enables businesses to list themselves on the Internet and discover each other, similar to a traditional phone book’s yellow and white pages.

XML is used to tag the data, SOAP is used to transfer the data, WSDL is used for describing the services available and UDDI is used for listing what services are available. Used primarily as a means for businesses to communicate with each other and with clients, Web services allow organizations to communicate data without intimate knowledge of each other’s IT systems behind the firewall.
Virtual Web site

A Web site hosted on a server that shares resources with other Web sites, as opposed to a single machine dedicated to processing HTTP requests for a single Web site. Web sites on the same server will share common resources. Virtual web site also called shared Web hosting.

Web Services Technology

Web services are built on several technologies that work in conjunction with emerging standards to ensure security and manageability, and to make certain that Web services can be combined to work independent of a vendor. The term Web service describes a standardized way of integrating Web-based applications using the XML, SOAP, WSDL and UDDI open standards over an Internet protocol backbone.

Website optimization

1) Also called search engine optimization (SEO), website optimization is a phrase that describes the procedures used to optimize – or to design from scratch – a website to rank well in search engines. Website optimization includes processes such as adding relevant keyword and phrases on the website, editing Meta tags, image tags, and optimizing other components of website to ensure that it is accessible to a search engine and improve the overall chances that the website will be indexed by search engines.

2) A phrase used to describe the procedures to optimize the speed at which website loads in a Web browser. This type of optimization generally involves editing website to optimize scripts, HTML or CSS code for faster loading. It's also reduces the number of components such as images, scripts, or video components that are needed to render the webpage.
White Hat SEO

In search engine optimization (SEO) terminology, White Hat SEO refers to the usage of SEO strategies, techniques and tactics that focus on a human audience opposed to search engines and completely follows search engine rules and policies. For example, a Web site that is SEO optimized, yet focuses on relevancy and organic ranking is considered to be optimized using White Hat SEO practices. Some examples of White Hat SEO techniques include using keywords and keyword analysis, back-linking, link building to improve link popularity and writing content for human readers White Hat SEO is more frequently used by those who intend to make a long-term investment on their Web site. White Hat SEO is also called Ethical SEO.

WSDL

Short for Web Services Description Language, an XML-formatted language used to describe a Web service's capabilities as collections of communication endpoints capable of exchanging messages. WSDL is an integral part of UDDI, an XML-based worldwide business registry. WSDL is the language that UDDI uses. WSDL was developed jointly by Microsoft and IBM.

XML

Short for eXtensible Markup Language, a specification developed by the W3C. XML is a pared-down version of SGML, designed especially for Web documents. It allows designers to create their own customized tags, enabling the definition, transmission, validation, and interpretation of data between applications and between organizations.
XML digital signature

The XML Signature specification is a joint effort of W3C and IETF. XML Signatures provide integrity, message authentication and/or signer authentication services for data of any type, whether located within the XML that includes the signature or elsewhere.

XML Encryption

W3C's XML Encryption specification addresses the issue of data confidentiality using encryption techniques. Encrypted data is wrapped inside XML tags defined by the XML Encryption specification.

All the information is available at http://www.webopedia.com.