Glossary of web terms

Accessibility - Web accessibility refers to the practice of making websites usable by people of all abilities and disabilities. When sites are correctly designed, developed and edited, all users can have equal access to information and functionality.

Content manager – A person who has access to create and edit content on a website. Some may have more access than others. Content managers are overseen by a website's **lead administrator** (see definition).

There are two types of content managers:

- *Unit web content coordinator* – has jurisdiction over content for his or her unit – a college, educational department or division, laboratory, center, etc. A unit content coordinator will be considered the "accountable party" for the content on his/her unit's page. He or she would enter the info into the CMS.

- *Patient-centric web content coordinator* – Has jurisdiction over patient-centric content. Unit content coordinators will submit information regarding conditions/treatments/services to a patient-centric content coordinator, who will aggregate all related content and edit as needed. The patient-centric web content coordinator works with units for level of detail for condition or patient-centric information residing on an educational page links from that page to patient-centric info, and other related information. Once the information is put together and edited, unit web content coordinators may review text pertaining to their units for **accuracy only.**

Content management system – A software application that makes it possible for non-technical users to publish content to a website. A CMS serves as a store for a wide range of information assets, including text, image databases and other information. A CMS site is usually a database driven, dynamic website that provides the site owner with an administration area where website content (image & text) can be updated and/or deleted. Two primary CMS applications used within the UF&Shands public web presence are WordPress and Drupal.

Content monitoring and maintenance – includes, but is not limited to:

- Updating dates and events

- Keeping personnel information current

- Programmatic content reviewed and updated

- Patient-centric data reflecting latest science and services

- Link revalidation: Employ a robot that checks and validates links, then generates reports if they are found broken

DMZ – A physical or logical subnetwork that contains and exposes an organization's external services to a larger untrusted network, usually the Internet. The purpose of a DMZ is to add an additional layer of security to an organization's local area network (LAN); an external attacker only has access to equipment in the DMZ, rather than any other part of the network.

Directory structure - The directory structure consists of a system of virtual file folders, each containing a portion of the data within the website. Typically, data is arranged with a hierarchical website structure for ease of access.

Domain name - A unique, case-insensitive name consisting of alphanumeric characters and/or dashes, separated by periods, that the Domain Name System maps to IP numbers. Domain names typically end with a suffix that denotes the type or location of a resource.

Externally facing websites – Also known as a public-facing website, this site is designed and developed for the general public in addition to the internal audience. This type of website is accessible to anyone. Also known as an Internet site

Firewall - A security system consisting of a combination of hardware and software that limits the exposure of a computer or computer network to attack from crackers; commonly used on local area networks that are connected to the internet.

Information architecture - A description or design specification for how information should be treated and organized. In web design, the term describes the organization of online content into categories and the creation of an interface for displaying those categories with the aim of creating an effective system and a good user experience.

Internally facing websites - A private website or portal, secured or password-protected, specifically designed for workers in an organization to conduct internal business. Also known as an Intranet site.

Lead administrator – Deals with larger issues related to the website, non-compliance, oversees **unit web content coordinators** (see definition). Ultimately the responsible party for the website.

Legacy - A legacy system is an old method, technology, computer system or application program that continues to be used, typically because it still functions for the users' needs, even though newer technology or more efficient methods of performing a task are available.

Microsite - A microsite is a web design term referring to an individual web page or cluster of pages that are meant to function as an auxiliary supplement to a primary website. The microsite's main landing page most likely has its own domain name or subdomain. Microsites are often used in advertising or marketing communications.

Non-Patient-Focused Unit Content – Content primarily focused on education, research or administration.

Patches - A piece of software designed to fix problems with, or update a computer program or its supporting data. This includes fixing security vulnerabilities and other bugs, and improving the usability or performance.

Patient-Focused Content- Any content directly or indirectly dealing with care of patients, families and visitors. This content primarily resides on UFandShands.org. Veterinary patient information will be housed on the College of Veterinary Medicine's website.

Research consortium (and related site) - Multi-institutional research program that involves organizations outside UF. Often requires establishment of a devoted website that is not branded to any one of the participating institutions.

Review and approval workflow may include:

- review for factual accuracy of content
- review for web optimization, to include search engine optimization, polishing up for web
- these steps are mandatory for patient centric information

Search engine optimization - Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results. Optimizing a website may involve editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

Social media monitor – A person who provides high-level monitoring of social media accounts created by UF&Shands units that fall under a larger UF&Shands unit. At least one person from each college and from each official center or institute and Shands unit (the top communications professional for that entity, or his/her designee), will provide this monitoring for social media accounts operated by units of that entity (eg: a UF communications professional working for the College of Medicine would be that college's social media monitor and would provide additional oversight for all social media accounts established by College of Medicine departments, divisions, offices, unofficial offices/centers, etc.). See the social media guidelines for more information.

Social media manager – A person who manages a social media account for an individual unit at UF&Shands. Each unit with a social media account must have two, and each person must be a registered manager/administrators of the social media account and have access to make changes to the account.

UF&Shands Executive Web Steering Committee - The committee will provide an informed, collaborative and strategic decision-making body to govern with appropriate authority all processes as they relate to the web presence. See Governance Guideline (W1) for more information.

The committee formed the following five original subcommittees to complete the initial phases of the web integration project:

    Original subcommittees – Scope and Duties:

- *Web Design and Navigation Subcommittee* – Develop a patient-centric website under the UF&Shands brand that incorporates design concepts and navigation architecture that is easy and intuitive and integrates all the core missions and components of the University of Florida Academic Health Center, including its six colleges, centers, institutes and Shands hospitals and facilities.

- ***Web CMS and Tools Subcommittee*** - Identify and recommend a content management system and other tools and applications that will contribute to a robust, highly functional and flexible environment that supports online forms, interactivity, transactional business, and multimedia and database-driven platforms.

- ***Web Technical and Security Environment Subcommittee-*** Develop recommendations regarding technical platforms and programming standards to ensure a secure Web environment for the UF Academic Health Center.

- ***Web Policies and Procedures Subcommittee-*** Develop comprehensive procedures and guidelines that address Web technologies, standards, design, usage, functionality and security.

- ***Web Content Subcommittee -*** Identify key content requirements and guidelines and procedures for publishing content that support the mission and vision of the UF Academic Health Center and meet the needs of internal and external audiences.

The committee endorsed the eventual phasing-out of two subcommittees and the continuation of three to help govern specific areas of the UF&Shands web presence.

Long-term subcommittees – Scope and Duties (see Governance guidelines, W1 for more information)

- ***Web Branding and Navigation Subcommittee -*** The Branding and Navigation Subcommittee is assigned responsibility for the annual review of main and alternate templates. The Subcommittee, at the time of annual review, will offer opportunities for input from web administrators, and perhaps the larger Academic Health Center community, on template changes or development of new templates.

- ***Web Content Subcommittee -*** The Content Subcommittee is assigned the responsibility of ensuring web presence content updates, the development and review of annual training module(s), the enforcement of annual training, and the certification of Web administrators. Web content updates are to be completed according to schedule as outlined in the Maintaining Web Content guideline. All Web administrators shall be certified and shall complete training on an annual basis to renew the certification.

Vanity URL - A vanity URL is a URL or domain name created to point to something to which it is related and indicated in the name of the URL. Typically, the URL is shorter and easier to remember and used in advertising, marketing and/or communications pieces. Example: scienceofhope.org.

Virtual Private Network (VPN) - A method of computer networking--typically using the public internet--that allows users to privately share information between remote locations, or between a remote location and a business' home network. A VPN can provide secure information transport by authenticating users, and encrypting data to prevent unauthorized persons from reading the information transmitted.

Web services team – Will include employees in the following roles:

- ***Web Content Optimizer -*** Reviews the functional and content effectiveness of a website to ensure it is easy to use and understand, accessible by those with disabilities, and easy to find in search engines.
- ***Web Designer -***Visually designs websites for maximum usability and impact and then programs these visual designs into functional websites.
- ***Web Developer -***Develops and programs highly logical and functional web-based applications.
- ***Web Business Analyst -***Supports and trains the content managers on their use of content management systems and in building their websites.

Website template - A web template is a tool used to separate content from presentation in web design, and for mass-production of web documents. It is a basic component of a web template system.

Writing for the web – will be part of training process for content coordinators. To include education about proper style, emphasizing importance of correct grammar, spelling, etc.

APPROVAL: Approved by co-chairs of five original subcommittees