**HUSTLE: Website Design and Management**

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**Website Design and Management Terms**

**HTML (Hyper Text Markup Language)**

The standard [markup language](https://en.wikipedia.org/wiki/Markup_language) used to create [web pages](https://en.wikipedia.org/wiki/Web_page)

**CSS (Cascading Style Sheets)**

A [style sheet language](https://en.wikipedia.org/wiki/Style_sheet_language) used for describing the [presentation](https://en.wikipedia.org/wiki/Presentation_semantics) of a document written in a [markup language](https://en.wikipedia.org/wiki/Markup_language)

**JavaScript**

An advanced scripting language which, along with HTML and CSS, allows for interactive and dynamic elements

**Domain Name System (DNS)**

Domain names are used to identify one or more [IP addresses](http://www.webopedia.com/TERM/I/IP_address.html); because human users remember words more easily than sequences of numbers, DNS ensures that human users can better navigate the web.

**URL**

The generic term for all types of names and addresses that refer to websites/files online

**Web Hosting**

A service that allows individuals and organizations to make their [website](https://en.wikipedia.org/wiki/Website) accessible online

**Content Management Systems (CMS)**

An application that supports the creation and modification of digital content using a common user interface.

**Search Engine Optimization (SEO)**

Having content (text) on your website that allows search engines to easily locate your site and rank high in the search results

**Responsive Design**

Layout adapts from desktop, tablet, and phone devices

**Themes/Templates**

Many CMS have “themes” or “templates” that you can use as a foundation to design your site. Most have editable styles (such as color and font), but more extensive theme editing might require design assistance from someone who understands HTML/CSS.

**Analytics/Statistics**

Measurement and analysis of traffic/data for purposes of understanding and optimizing your website

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**Recommended CMS / Hosting Services** (not a complete list!)

**Hosted Content Management Systems***Pay a monthly or annual fee for hosting + CMS.*

Squarespace | squarespace.com

Xhbtr | xhbtr.com

Cargo Collective | cargocollective.com

Wix | wix.com

Tumblr | tumblr.com (Options to host)

Other People’s Pixels | otherpeoplespixels.com

**Open Source Content Management Systems**

*Free, downloadable CMS; you must pay for web hosting separately.*

WordPress | wordpress.org

Joomla | joomla.org

Tumblr | tumblr.com (Options to host)

**Hosting Services**

Siteground.com

InMotionHosting.com

DreamHost.com

BlueHost.com  
GoDaddy.com (Matthew uses, but he is not a fan...)

**Selling stuff online? Recommended E-Commerce Platforms/Plugins/Websites**

Squarespace | includes different pricing levels for different features including secure checkout

[WooCommerce](https://wordpress.org/plugins/woocommerce/) | free plugin for Word Press

Opencart | free open source CMS for E-Commerce (you must pay for hosting)

Shopify | monthly/annual fee, hosted platform with editable themes

Etsy | free hosted platform, very little control over design

Amazon | free hosted platform, very little control over design