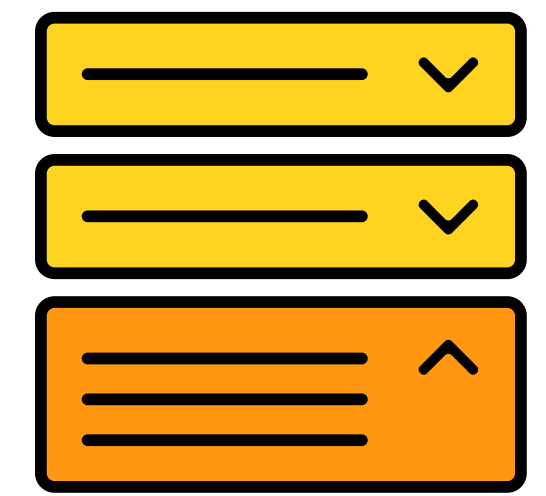


Town Web Glossary: Terms You Need to Know

Accordion

An accordion in web design is a vertically stacked list of expandable/collapsible items used to present information in a compact, organized way. Many times it's used for Frequently Asked Questions (FAQs).



ADA Compliance

ADA compliance involves ensuring that public spaces, websites, and various services are accessible to everyone, including those with disabilities. This means providing features such as ramps for wheelchair access, accessible restrooms, and ensuring that digital content is usable by people with visual, auditory, or cognitive impairments. The goal is to create an inclusive environment that allows individuals with disabilities to participate fully in society.



Branded Emails

Branded emails are professional email addresses that use a municipality's official domain name. They reflect the town's identity and build trust with residents by showing that messages come from an official source. Branded emails help give authenticity to your email address and reinforce professionalism in every communication.

At Town Web, we use Google Workspace to set up these municipal email accounts, ensuring they are secure, reliable, and easy to manage. Municipalities can also apply for a free dot gov email address, which adds an extra layer of legitimacy and is especially valuable for public trust.



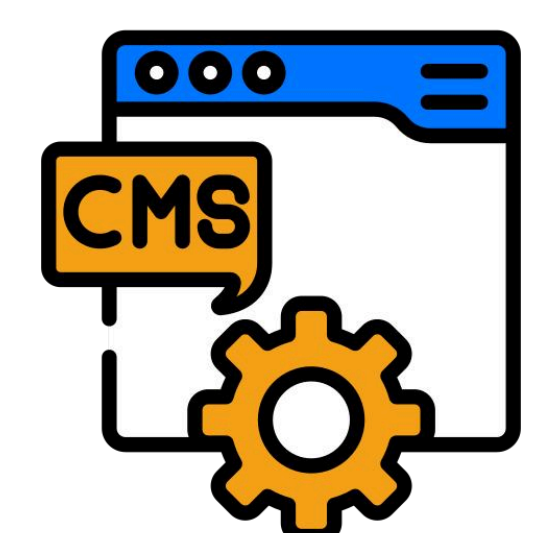
Clear Cache

Clearing the cache deletes temporarily stored website data, such as images and scripts, to resolve display issues and improve slow loading times caused by outdated or corrupted data. This process essentially forces the browser to reload the website with fresh data directly from the server.



CMS (Content Management System)

A CMS is software that helps users create, manage and modify website content without needing specialized coding knowledge. It provides an easy-to-use interface, which means a user-friendly dashboard or screen where you can click buttons, fill in forms, and upload content to your website. With a CMS, you can add or edit pages, blog posts, images and other digital content using built-in templates and tools that control the look and functionality of your site.



Difference Between an Event and a Calendar

The large calendar on the homepage serves as the primary calendar for creating and adding all events. This calendar can have multiple categories, one of which may be "Community Clean Up." When you create a single event, you select a category for it. The event can be simply placed on the calendar or displayed only when the "Community Clean Up" category is clicked.



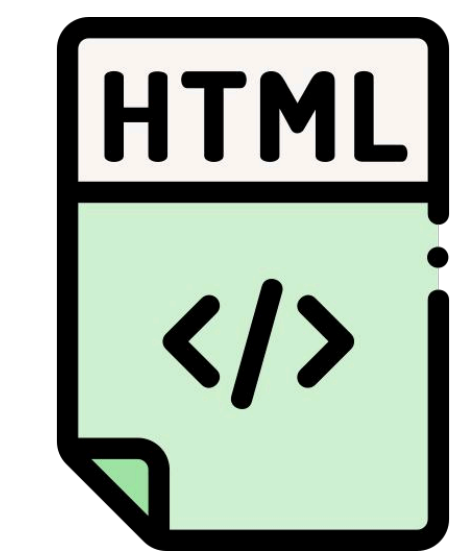
DNS (Domain Name System)

DNS is an internet service that translates human-readable domain names (like "google.com") into IP addresses (like "172.217.160.142") that computers use to communicate.



HTML (Hypertext Markup Language)

The main language used to create and organize content on websites. With HTML, people can format text, add pictures, create links, and arrange web pages into sections. HTML uses special tags to show different types of content, making it important for building websites that look good in web browsers.



News + Notices

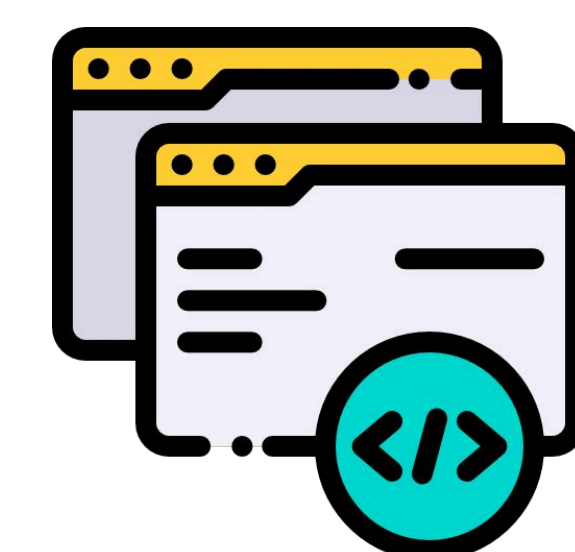
A way to keep an audience informed about current events as well as official communications they need to be aware of.



Program vs App

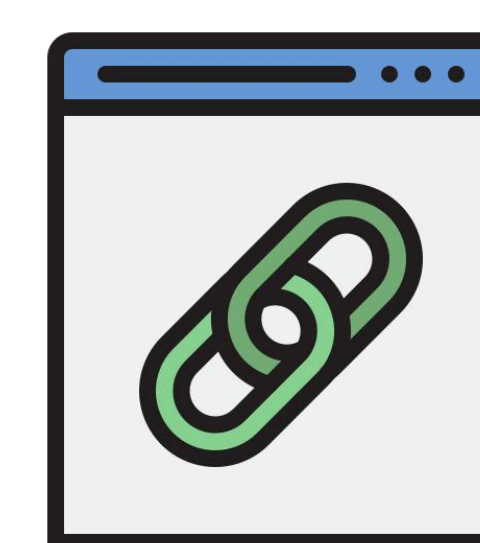
A program and an app are both forms of software, but they differ mainly in purpose and scope:

- 1. Program:** Generally refers to a more comprehensive set of instructions that enable a computer to perform specific tasks. Programs can range from simple scripts to complex systems and may run in various environments. They often require installation on a computer or server and can include software like operating systems or productivity suites.
- 2. App:** Short for "application," is typically designed for end-users to perform specific tasks or functions. Apps are often associated with mobile devices, like smartphones and tablets, but can also refer to applications on desktops. They are usually more focused in functionality and user-friendly, appealing to everyday users for tasks such as communication, entertainment, or productivity.



Permalink

A permalink is a URL intended to remain unchanged over a long period, providing a stable link to specific online content. (Both URLs and permalinks are used to identify and access specific web content.)



Responsive Web Design

Responsive web design is an approach to web development that ensures a website looks and functions well on all devices—desktops, tablets, and smartphones. It uses flexible layouts, images, and media queries to adapt content automatically based on screen size, orientation, and platform.



SSL (Secure Sockets Layer)

SSL is a security protocol that encrypts data transferred between a user's browser and a website, protecting sensitive information such as passwords, credit card numbers, and personal data. It is indicated by a padlock icon in the browser address bar and helps build trust with website visitors.



URL (Uniform Resource Locator)

A URL is the web address of a webpage or file. It specifies the location of a resource on the internet and how to retrieve it, usually starting with "http://" or "https://".

