

# List of terms mentioned in the Block editor training

We mention a lot of terms in this course which you might not be familiar with yet. Although we will explain these terms carefully in the course, it's easy to lose track of which term serves what purpose. Below, we have compiled an alphabetical list of terms, with short descriptions of what they entail.

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### **Accessibility:**

accessibility is about how well people with disabilities can use your website.

### **Administrator (admin) menu:**

is the sidebar on the left side of your screen. It allows you to access WordPress functionalities through the various menu items: Dashboard, Posts, Media, Comments, Appearance, Plugins, Users, Tools, and Settings.

### **Alt (alternative) text box:**

the box where you enter the alternative text for an image. Alt text helps people with visual impairment, who use a screen reader, understand what the image is about. Screen readers allow users to listen to the alt text read aloud. In addition to helping people with visual impairment, the alternative text also helps the search engines determine what the image contains.

### **Appearance menu item:**

located in the admin menu, it is the item that allows you to control what your website looks like. You can change the theme of your website, customize what your site looks like, manage the widgets on your site, and manage the menus that appear on your site.

### **Archive page:**

archive pages are automatically generated when you create a category, tag, or other taxonomy (in WordPress, at least). Posts or (product) pages that belong to that taxonomy are presented in a list on these archive pages. So, these archives can be based on various things: this could be categories and tags, but also the post date and post author, or something else if you created a custom taxonomy or use a plugin that creates one.

**Attachment page:**

a page that contains information about the media you have uploaded. For example, in the case of images, an attachment page will contain the title of the image, the image itself, as well as any additional information you have added, such as a description or a caption.

**Backup:**

a copy of your website files, preferably in multiple different locations, such as your computer, an external hard drive or the cloud.

**Block:**

a content element that you use to structure your content or create a page. Working with blocks in WordPress is compared to building with LEGO blocks. And that's exactly what you do. You create your content block by block, piece by piece until you get to the desired result.

**Blocks menu:**

the place where you find a list of the available blocks, divided into sections or headers.

**Block toolbar:**

the toolbar at the top of each block, with block-specific editing options.

**Content management system (CMS):**

software that allows you to create, publish, manage, and customize online content.

**Copywriting:**

the act of writing text for the purpose of advertising or other forms of marketing.

**Customizer:**

the part of WordPress that allows you to make changes to the design of your site or the elements on your pages, such as your site branding, menus, and widgets.

**Custom block plugins:**

plugins dedicated to creating additional blocks you can add to your blocks menu.

**Classic editor plugin:**

a plugin you can add to your site if you want to keep using the classic editor instead of the block editor.

**Dashboard:**

the part of the back end that gives you an overview of what's happening with your site. It's the control room of your site, where you have a bird's eye view of operations. It contains the following default widgets: At a Glance, Activity, Quick Draft, and WordPress Events and News.

**Embeds:**

various types of third-party media and content that you can incorporate in your posts and pages.

**Front end:**

the part of your website that your visitors see and interact with.

**Group block :**

is a block that groups multiple blocks into one block. However, you can still separately edit the individual blocks within the group.

**High-quality content:**

content that goes beyond writing text. To create engaging posts that people want to read, you need to add media such as images, videos, or audio. Sometimes, you need to embed content from other sites, such as tweets, for example. Plain text, in most cases, is not enough.

**High-quality writing:**

has flawless grammar and spelling, and a language that fits the target audience. Generally, it is best to use short and clear sentences and paragraphs. Most importantly, high-quality content provides new, original, and trustworthy information.

**Hosting company:**

a company that makes sure your website is accessible through the internet. They provide space on a server, and they also provide internet connectivity in a data center.

**Keyword research:**

the activity you undertake to come up with an extensive list of keywords you would like to rank for.

**Permalink (or: permanent link):**

the full URL you see – and use – for any given post, page, or other pieces of content on your site. It's a permanent link, hence the name permalink. A permalink could include your domain name (www.yoast.com) plus what's called a slug, the piece of the URL that comes after the domain name. A permalink might contain a date, or a category, or anything you please. A simple permalink makes a URL easy to understand and share.

**Plugin:**

a piece of software that you install to add extra features and functionalities to your WordPress site.

**Plugin box:**

shows information about the plugin, including a short description, reviews, the number of active installations (how many sites currently have the plugin installed), when it was last updated, and if it's compatible with the version of WordPress you have installed. If you want to know more about the plugin, you can click More details in the plugin box. Then, a window showing more information about the plugin will pop up.

**Plugins menu item:**

located in the admin menu, this item allows you to add extra features to your site by installing plugins.

**Posts menu item:**

located in the admin menu, it is the command center for writing and managing your posts.

**Publishing resources:**

writing the best page out there for helping users to solve their particular problem. This is much more than just writing. At Yoast, we like to call this: publishing resources. The goal of these resources is not to convince people to buy your products, sign up for your newsletter, or act in any other way we want them to, but to be useful. To be the best page for your users, you have to genuinely help them and provide them with the best answers.

**Readability:**

the ease with which a reader can understand a written text. Readability is not only important for your audience, but also for SEO. At Yoast, we believe that readable content leads to higher rankings and more traffic.

**Reusable blocks:**

blocks that you saved and that you can reuse when necessary.

**Screen reader:**

an assistive software application that attempts to convey what people with normal eyesight see on a display to their users via non-visual means, like text-to-speech, sound icons, or a Braille device.

**Sidebar:**

the bar on the right side of the screen. The sidebar contains two tabs: Document and Block. The Document tab applies to the whole post or page. With it, you control when you publish your post, who can see it, what the permalink of that post will look like, what categories and tags the post will belong to, add a featured image, an excerpt and enable or disable comments for that post. The Block tab of the sidebar contains block specific settings related to the style and appearance of the block.

**Shortcode:**

code that serves as a shortcut to a pre-created and pre-defined code on your website.

**Slug:**

The part of the URL that contains the post/page title. For example, in the URL *www.everydayimtravelling.com/asia/indonesia/2019/some-great-food*, the slug is "some-great-food".

**Staging site:**

a copy of your live website that allows you to implement and test changes without affecting your real site.

**Structured data:**

the code in Yoast SEO that contains information about your page and makes it easier for search engines to understand who you are, and what your website and individual pages are about.

**Tags in WordPress:**

allow for grouping of posts or pages. Tags are similar to categories, but tags are generally used to describe your post in more detail. Tags exist in their own right and have no set relationship to anything else, so they can't be arranged in a hierarchy. The use of tags is entirely optional.

**The Gutenberg project:**

the name of a multi-phase project, with the ambition to improve WordPress on all fronts. The first phase introduced the new editor called - the block editor, also known as Gutenberg editor or Gutenberg blocks. In the next phases, editing with blocks will extend site-wide, so you will also be able to use blocks to customize your site with menus, widgets, etc. Phase three will focus on making it easy to collaborate on projects within the WordPress editor. Phase four will be dedicated to improving multilingual publishing.

**Top toolbar:**

the bar at the top of the screen with options that apply to all blocks.

**Transforming blocks:**

changing one block type into another with the Change block type or style button.

**User experience (UX):**

how a person experiences using a product, such as a website, a mobile phone, or an app, especially in terms of how easy or pleasing it is to use. It's all about how someone feels when using a particular product: does the product make you feel excited or happy, is it a joy to use it, does it help you effortlessly achieve what you've been aiming for?

**User-friendly content:**

well-structured content where each section is divided with logical headings and subheadings, and add white space between paragraphs. When possible, the information is presented in bulleted lists, tables, or graphs. User-friendly content should contain appropriate, high-quality images, videos, and other media to illustrate a message. It is also important to have that media load fast and that it works well on all types of devices.

**Widget:**

a simple, pre-built block you can add to your site that serves a specific function, like a search bar, a list of your most recent posts, or an archive of your posts.

**Widget area:**

areas that are defined by your theme and are usually located in the sidebar(s) and the footer of your site.

**WordPress back end:**

the part of the website where you can add, edit, and remove the content on your site, as well as control what your site looks like.

**WordPress block editor:**

the new WordPress editor that offers a new and improved publishing experience, designed for adding all kinds of media and – more importantly – structuring it. The block editor uses blocks to add different types of content. For example, there are different blocks for adding videos, images, text, etc.

**WordPress Classic editor:**

the editor that was available default up to the release of WordPress version 5.0. Compared to the block editor, it contains less options to edit individual pieces of content separately.

**WordPress plugin repository:**

gives you access to a big list of plugins that you can check out. There are currently over 50,000 plugins available in the directory.

**WordPress theme:**

software that handles the way your WordPress site looks. It serves as a representation for your brand, but - at the same time - takes care of the visual representation of WordPress content and data, like pages and posts. Simply put, a theme is what a person will see when visiting your website.

**Yoast SEO structured data blocks:**

blocks created by Yoast, available in the Yoast SEO plugin. The Yoast structured data blocks add structured data to your website, making it easier for search engines to understand your content. Currently, you can get a How-to and an FAQ block with Yoast SEO.