

**Article** – An article is usually a block of text e.g. your Terms & Conditions, but can also be something which displays 'scrolling banners'. These are different to just 'banners'.

**Back office** – Much like a back office of a shop, this is the back office of your website where everything is loaded and edited.

**Banner** – A banner is an image which can be displayed on your site. This can be clicked on to take you through to other parts of the site, to a different site all together, or just be an image.

**COMS** – Content and Order Management Suite; this is what we call our system.

**CSV file** – comma separated values file. Opens in Excel. A way of uploading department trees and products.

**Department** – Also known as a 'category'. This is what your products are separated in to.

**Form** – A collection of text boxes, text areas & tick boxes used to gather information e.g. a returns form, or customer feedback form.

**GTIN** - Global Trade Item Number. Also known as a barcode number.

**HTML** – Hypertext Markup Language. The language of computers.

**MOTO** - Mail Order / Telephone Order. This is an option you can have in the back office so you can process telephone orders through the website.

**Meta** – This means this description or keyword will be picked up by Google and other search engines.

**MPN** - Manufacturers Part Number – need for Google Shopping.

**Promotion** – A promotion is something which usually arranges where banners, articles, products and forms are on a page (but not when products are being shown in departments). They can also be used as 'promotion' pages, where you can select certain products to display.

**PSP** – Payment Service Provider (e.g. Sagepay)

**RRP** - Recommended Retail Price

**Scrolling banner** – Sometimes referred to as 'scrolling images'. These can display a variety of images, on which customers can click through, click on to different parts of the site or other sites or just as images to advertise.

**UOM** - Unit of Measurement

**USP** – Unique selling point