GAC011 Practical Website Design, Interaction and Promotion

GAC Computing · Vocabulary in context

Word	Example
character encoding /ˈkærɪktə enˈkəʊdɪŋ/	Use UTF-8 **character encoding** for Chinese text. UTF-8
CSS custom property /ˌsi: es ˈes ˈkʌstəm ˈprɒpəti/	Store the page colour in a **CSS custom property**. CSS
event listener /ɪˈvent ˈlɪsənə/	An **event listener** runs when the button is clicked.
progressive enhancement /prəˈgresɪv enˈhænsmənt/	With **progressive enhancement**, the table still works without JavaScript. JavaScript
relative path /ˈrelətɪv pæθ/	Use a **relative path** to link to a file in the same folder.
static site /ˈstætɪk saɪt/	Our **static site** is just a set of saved HTML files. HTML
domain name /dəˈmeɪn neɪm/	google.com is a **domain name**. google.com
impressions /ɪmˈpreʃnz/	The post had 400 **impressions** but only 20 clicks. 400 20
click-through rate /klɪk θru: reɪt/	Twenty clicks from 400 views gives a 5% **click-through rate**. 400 20 5%

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