Glossary

Terms used throughout this book. For the fortification terms (bastion, casemate, and so on), see the website's own Architecture & Terminology page.

Term	Meaning
/admin	The address of the Content Manager, for example `https://www.fortadams.org/admin/`.
Build	The automatic process that turns the code and content into the finished website. It runs after every change and takes a few minutes.
Cloudflare Pages	The service that builds and hosts the website.
Cloudflare R2	Cloudflare's file storage, used for videos and PDFs (`cdn.r2.fortadams.org`).
CMS / Content Manager / Decap	The staff editing tool at `/admin`. Decap CMS is the name of the open-source software.
Commit	A saved change in GitHub. Every Content Manager save creates one.
Deploy	Publishing a finished build so that visitors see it.
Environment variable	A setting stored in Cloudflare rather than in the code, such as a secret key or a webhook address.
FareHarbor	The tour booking and ticketing service.
Featured event	The one event highlighted in a large band at the top of the Events page.
GitHub	The service that stores the website's code and content, with history.
HighLevel / GHL / LeadConnector	The Trust's CRM at `crm.fortadams.org`. The website sends inquiries there and links to its donation and membership checkouts.
Inbound webhook	An address in HighLevel that accepts form data and starts a workflow.
Lightframe	FareHarbor's pop-up booking window that opens over the website.
Main branch	The version of the code on GitHub that is live on the website.
Opportunity	A HighLevel deal record in a pipeline, such as an event inquiry.
Pages Function	A small piece of server code hosted by Cloudflare. The site has one: `/api/event-inquiry`.

Term	Meaning
Payment link	A HighLevel hosted checkout page. Each membership tier has one.
Pipeline / stage	HighLevel's way of tracking leads through steps, such as New Inquiry → Tour Booked → Contract.
Placeholder	Temporary content marked `[PLACEHOLDER: …]` in the code that still needs real content.
Preview deployment	A private test version of the site that Cloudflare builds for proposed changes before they go live.
Repository (repo)	The project's folder of code and content on GitHub.
Static site	A website made of pre-built pages rather than pages generated for each visitor.
Subscription	A HighLevel recurring billing record, such as an annual membership.

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