

A/B testing

A/B testing is a way to compare two different versions of a website or app to see which one works better. It uses data and statistics to prove that changes to the design are good and to increase conversion rates.

Android

Android is a mobile operating system built on a modified version of the Linux kernel and other open-source software. It was made for touchscreen mobile devices like smartphones and tablets.

App Store Optimization

App Store Optimization (ASO) is the process of making a mobile app more visible in an app store.

Automation

IT automation is the connection of various software and system components so that they take action on their own or regulate themselves.

Back-end developer

Back-end developers build and take care of the tools that websites use to process data and do things. They work on things like data storage, security, and other server-side tasks that you can't see. Front-end developers are in charge of everything you can see on a website.

Bootstrap

Bootstrap is a free and open-source framework for creating websites that employ HTML, CSS, and JavaScript. Members of the Twitter team created it.

C#

C#, or "C sharp", is an object-orientated programming language used to make a wide range of programs that run on the .NET Framework.

C++

C++ is a powerful programming language that can be used to make things like operating systems, browsers, games, etc. C++ lets you program in different ways, like procedurally, object-oriented, functionally, etc. This makes C++ both powerful and easy to use.

CAD

CAD (Computer-aided Design): The process of creating, modifying, analyzing, or optimizing a design with the help of computer technologies. Examples include Blender, Qcad, LibreCAD, FreeCAD, and OpenSCAD.

CAM

CAM, or computer-aided manufacturing, is the process of making things with the help of software that controls machine tools and other machinery.

Cloud computing

Cloud computing is a type of internet-based computing that gives computers and other devices access to shared information and resources when they need them. It is a model for making a shared pool of configurable computing resources available everywhere and on demand.

CRM

CRM, or Customer Relationship Management, is software that stores information about the history of a business's relationship with a customer. This helps businesses improve their marketing and customer service.

CSS

CSS (Cascading Style Sheets) is a way to tell an HTML page how to format itself. This separates a website's content from how it looks. This separation lets web developers change the look of a certain HTML element, like its position, colors, fonts, etc., instantly across an entire website.

CTR

CTR (Click-through Rate): A measure of the efficiency and success of advertising and email campaigns, it is the proportion of users who click on a particular link to the total users who visit a website, email, or advertisement.

Database

A database is a collection of data that has been arranged to make it simple for software to access and store.

DevOps

DevOps focuses on delivering IT services quickly by implementing agile and lean principles within a system-oriented framework. It is a concept that places a focus on people (and culture) and aims to enhance communication between the development and operations teams.

E-commerce

E-commerce, or electronic commerce, is the buying and selling of goods and services on the web. These business deals can be between businesses (B2B), between businesses and consumers (B2C), between consumers (C2C), or between consumers and businesses.

Framework

A framework is a system for creating software programs on a base upon which programmers can construct their work.

Front-End Developer

A front-end developer creates anything that people can see and interact with online (client-side environment). A front-end developer is usually someone who is good at both design and coding. This means that they know how to use simple design tools and can create a website using HTML code, style it with CSS, and make it interactive with JavaScript.

Full-Stack Developer

A full-stack developer knows how to use both back-end and front-end technologies well. For front-end developers to do their job well, they need to know about technologies from all parts of the development process. This means, of course, that they won't be experts in any one field. Instead, they can give a better idea of how the system can be used and be a link between how the system works and how it looks and feels to the user.

GitHub

GitHub is an online software development platform where software projects can be stored, tracked, and worked on together. It lets developers upload their own code files and work on open-source projects with other developers. GitHub is also a social networking site where developers can meet other developers, work together, and show off their work.

HTML

HTML, or Hypertext Markup Language, is the code that gives a web page and its content their structure. HTML sets up the layout of a web page like a written or printed document, with paragraphs, bullet lists, numbered lists, images, and tables.

iOS

iOS is an operating system for mobile devices that was made by Apple Inc. for its own hardware. It is the operating system that runs many of the company's mobile devices, including the iPhone.

Java

Java is an object-oriented, compiled programming language with syntax similar to that of C++. Its goal is to "write once, run anywhere," which means that written Java code can be executed without the need for further compilation on any platform that supports Java.

JavaScript

JavaScript is a dynamic programming language that is used to create websites, web apps, games, and a lot of other things. It lets you add things to web pages that change over time that you can't do with just HTML and CSS.

jQuery

jQuery is a JavaScript library that is free to use. Instead of creating the code themselves, web developers can quickly add functionality to their websites by referencing a jQuery JavaScript file.

Machine learning

Machine learning is a set of techniques used in artificial intelligence that enables a computer to learn and adjust over time, as opposed to following a set of static code.

Multithreading

A programming and execution model that is widely used and permits the existence of numerous threads within the context of a single process.

Open source

A word for software whose source code is free and accessible to the general public. Instead of being created by a business for profit, it is created by a community for use by everyone.

Oracle

Oracle is a relational database management system made specifically for business grid computing. It enables multinational corporations to efficiently manage and process information across extensive and local networks.

PaaS

PaaS (Cloud Computing): A cloud computing service that provides users with a streamlined platform for Web application development, management, and administration without the hassle of setting up and maintaining the infrastructure.

PHP

PHP (Hypertext Preprocessor) PHP is a widely used open-source scripting language that is especially good for web development and can be placed into HTML.

Python

Python is a programming language often used to make websites and software, automate tasks, and analyze data. Python is a general-purpose language, which means it can be used to make many different kinds of programs and isn't designed to solve any one problem in particular.

Ruby

Ruby is a high-level, general-purpose, interpreted programming language that works with more than

one programming paradigm. It was made with productivity and ease of use in programming in mind. In Ruby, everything is an object, even the most basic types of data.

SaaS

SaaS, or "cloud computing," is a way of distributing software in which a vendor or service provider hosts applications and makes them available over a network.

Scalability

The capacity of a network or system to support growth.

Source code

Source code is a piece of software, a website, or an application's operating instructions. A programming language like Java, CSS, or Ruby is used to create source code.

SQL

SQL is the most-used programming language for databases. In the past, this descriptive coding standard has been a key part of ad-hoc queries run by users directly with SQL to look at data (rather than with a UI). In modern times, SQL is also used to access data from central databases by being built into other, more general-purpose programming languages like Java.

UI

UI (User Interface) is anything created for an information device that a user or consumer can interact with.

UX

UX (User Experience) is how a person feels and behaves while utilizing a specific good, system, or service.

Web Sockets

Web Sockets are a way for a user's web browser to stay connected to a server through a full-duplex, bidirectional TCP connection. To start a WebSocket connection, a browser's HTTP connection sends a WebSocket handshake request to a server to improve the connection.