

## Glossary

**Application Development::** concepting, developing, programming and testing software applications. This includes Web sites, mobile apps, database integrations, e-commerce and others.

**CMS (Content Management System)::** Programs that help users create and publish information to their website. Most CMS applications allow the administrator to publish content without necessitating any coding skills. Examples of CMS applications include Wordpress, Drupal, Sitecore and Kentico.

**CRM (Customer Relationship Management)::** systems that help create customer profiles to aid in understanding customer needs and build stronger relationships based on those needs. CRM systems can help identify and provide the most suitable products to customers, and enhance customer service.

**CSS (Cascading Style Sheets)::** A coding language that establishes the presentation of a web page, including colors, layout, fonts and other design aspects. CSS allows the developer to efficiently alter aspects of the design. CSS is independent of HTML.

**Database::** a collection of information organized to provide efficient retrieval. The collected information could be in any number of formats (electronic, printed, graphic, audio, statistical, etc.).

**Domain::** a unique name that identifies an online resource, such as a website. The domain is part of every network address, including web site addresses, email addresses, and addresses for other Internet protocols such as FTP.

**ERP (Enterprise Resource Planning)::** an industry acronym that refers to automation and integration of a company's core business, which in turn helps that business be more focused and effective.

**Frontend Development::** The development of the elements of a website that users see and interact with directly. It is a combination of programming skills and aesthetics.

**Google Analytics::** A free service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. It is the most widely used website statistics service.

**Hosting::** The business of housing, serving, and maintaining files for websites. Hosting can be handled by a company's onsite servers or third-party hosting business.

**HTML (Hypertext Markup Language)::** the standardized coding language that establishes the color, font, graphics and links on a website.

**Landing Page::** A modest website (often a single page or a collection of 2-3 pages) that typically presents a single topic, product or service to the user.

**Microsite::** a separate section of a website that has a separate URL than its home page. It is typically used to provide information about and/or promote something that is related, but separate, to the main website.

**.net::** Microsoft operating system infrastructure incorporating applications, tools and services for a company's online properties.

**PHP::** an open source, server-side, HTML-embedded scripting language used to create dynamic Web pages. PHP helps the developer streamline the coding process.

**PPC (Pay Per Click)::** an internet advertising model used to direct traffic to websites. Advertisers pay the publisher (typically a website owner) when the ad is clicked.

**Real Time Design::** the thunder::tech name (often shortened to RTD) for the process in which a UX Frontend Developer and a Graphic Designer work side-by-side to build webpages. The process combines the functionality and aesthetic phases of a website build into one streamlined process.

**Responsive Design::** An approach to webpage creation that uses flexible layouts, flexible images and CSS to create webpages that seamlessly adapt to fit the size of the device being used to view the site.

**Scope::** the combined objectives, requirements and limitations that create the framework of a project.

**SEO (Search Engine Optimization)::** The process of increasing the number of visitors to a web site by achieving high rank in the search results of a search engine. SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be indexed and favorably ranked by the search engine.

**SERP::** Industry shorthand for a "Search Engine Results Page."

**URL::** Technical acronym for "Uniform Resource Locator," that is, a Web address.

**User Experience::** Often shortened to "UX," this is the science of creating pleasing and useful experiences on digital platforms such as websites and mobile apps.