Dictionary

1. Domain name

refers to your website address. This is what users type in a browser's search bar to directly access your website. A domain name is unique and cannot be shared between different sites. For example: .com, .io, .net

●Domain names have two parts that are separated by a dot, such as example.com.

●A domain name can be used to identify a single IP address or group of IP addresses.

●A host or organization may use a domain name as an alternate IP address because domain names are alphanumeric (as opposed to all numbers), making them easier to memorize.

●A domain name is used as part of a URL to identify a website.

●The part that follows the dot is the top level domain (TLD), or group to which the domain name belongs. For example, .gov is the TLD for U.S. government domains.

●The IP address in the domain name’s background is converted to a recognizable, alphanumeric domain name by a system known as the domain name system (DNS). ● ●

2. A domain email

is the part of an email address that comes after the @ symbol. For personal emails, it is most often gmail.com, outlook.com or yahoo.com. However, in a business context, companies are almost certain to have their own email domain that relates to their domain name and company name for example marketing@yourcompanyname.com.

Domain Emails need two things – a domain name and a hosting subscription. Most web hosting providers offer some form of email hosting but plans and features can vary.

3. Web hosting

A web hosting service is a type of Internet hosting service that hosts websites for clients, i.e. it offers the facilities required for them to create and maintain a site and makes it accessible on the World Wide Web. Companies providing web hosting services are sometimes called web hosts. It usually offers domain names, domain emails, security & storage space for website files.

4. SSL Certificate

An SSL certificate is a bit of code on your web server that provides security for online communications. When a web browser contacts your secured website, the SSL certificate enables an encrypted connection. It’s kind of like sealing a letter in an envelope before sending it through the mail.

SSL certificates also inspire trust because each SSL certificate contains identification information. When you request an SSL certificate, a third party (such as Thawte) verifies your organization’s information and issues a unique certificate to you with that information. This is known as the authentication process.

SSL certificates keep online interactions private even though they travel across the public Internet, and they help customers gain the confidence to provide personal information on your website. If you ask users of your website to sign in, enter personal data such as credit card numbers, or view confidential information such as health benefits or financial accounts, you need to keep the data private. You also need to assure them that your website is authenticLearn more: Get Started with SSL.

SSL is also used for email servers, web-based applications, server-to-server communications and the website is also marked unsafe when it lacks the SSL leading to emails marked as "spam" & browsers blocking access to your website showing users "Proceed to unsafe site".

5. UI Designing

User Interface (UI) Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to visualize, impress, access, understand, and use to facilitate those actions. UI brings together concepts from interaction design, visual design, and information architecture.

The goal of user interface design is to make the user's interaction as simple and efficient as possible, in terms of accomplishing user goals (user-centered design) with the focus on maximizing usability and the user experience.

6. UX Designing

UX design is the process of designing (digital or physical) products that are useful, easy to use, and delightful to interact with. It’s about enhancing the experience that people have while interacting with your product, and making sure they find value in what you’re providing.

“User Experience Design” is often used interchangeably with terms such as “User Interface Design” and “Usability”.

Teams use UX to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

Design decisions in UX Design are driven by research, data analysis, and test results rather than aesthetic preferences and opinions. Unlike User Interface Design, which focuses solely on the design of a computer interface, UX Design encompasses all aspects of a user's perceived experience with a product or website, such as its usability, usefulness, desirability, brand perception, and overall performance. UX Design is also an element of the Customer Experience (CX), which encompasses all aspects and stages of a customer's experience and interaction with a company.

7. Website Database

An online database is a database accessible from a local network or the Internet, as opposed to one that is stored locally on an individual computer or its attached storage (such as a CD). Online databases are hosted on websites, made available as software as a service products accessible via a web browser. They may be free or require payment, such as by a monthly subscription. Some have enhanced features such as collaborative editing and email notification.

A web database is a system for storing information that can then be accessed via a website. For example, an online community may have a database that stores the username, password, and other details of all its members. The most commonly used database system for the internet is MySQL due to its integration with PHP — one of the most widely used server side programming languages.

At its most simple level, a web database is a set of one or more tables that contain data. Each table has different fields for storing information of various types. These tables can then be linked together in order to manipulate data in useful or interesting ways. In many cases, a table will use a primary key, which must be unique for each entry and allows for unambiguous selection of data.

A web database can be used for a range of different purposes. Each field in a table has to have a defined data type. For example, numbers, strings, and dates can all be inserted into a web database. Proper database design involves choosing the correct data type for each field in order to reduce memory consumption and increase the speed of access. Although for small databases this often isn't so important, big web databases can grow to millions of entries and need to be well designed to work effectively.

8. Website Designing

Web designing is the creation of websites and pages to reflect a company’s brand and information and ensure a user-friendly experience. Appearance and design are incorporated as vital elements whether you’re designing a website, mobile app or maintaining content on a web page. The different areas of web design include web graphic design; user interface design (UI design) with the use of coding languages like HTML, CSS & Javascript.

Many webpages are designed with a focus on simplicity, so that no extraneous information and functionality that might distract or confuse users appears. As the keystone of a web designer’s output is a site that wins and fosters the trust of the target audience, removing as many potential points of user frustration as possible is a critical consideration.

Two of the most common methods for designing websites that work well both on desktop and mobile are responsive and adaptive design. In responsive design, content moves dynamically depending on screen size; in adaptive design, the website content is fixed in layout sizes that match common screen sizes.

9. Website Re-designing

By definition, redesign is all about modernizing, improving, or changing something, which already exists by making sure that the guidelines are followed correctly.

Website redesigning is much more than just changing its colors, menus, buttons, and forms. However, businesses that initiate the process of website redesign generally have similar objectives, which include:

Better UI (User Interface) design

Enhanced online presence

Greater user experience

Higher conversion rate

A full website redesign refers to the complete overhaul in code and presentation of a website. To put it in other terms, think of your website as a house that is being torn down to build a new one in its place. You might keep the logistical things like the pipes, electric hookups and sewage, but you are changing everything around it.

10. Website Development

Web development is the building and maintenance of websites; it’s the work that happens behind the scenes to make a website look great, work fast and perform well with a seamless user experience (UX).

Web developers, or ‘devs’, do this by using a variety of coding languages. The languages they use depends on the types of tasks they are preforming and the platforms on which they are working.

Web development skills are in high demand worldwide and well paid too – making development a great career option. It is one of the easiest accessible higher paid fields as you do not need a traditional university degree to become qualified.

The field of web development is generally broken down into front-end (the user-facing side) and back-end (the server side) which is also described as Full Stack Development.

11. Website Management

Website management is the collection of processes used to ensure your website is professional, up-to-date, and functioning as intended. It encompasses general maintenance, security, and long-term development of the website, as well as organizing your content delivery and marketing strategy.

At its most basic, website management involves the following tasks:

●    Performing maintenance

●    Implementing design updates

●    Planning and delivering content updates

●    Implementing marketing strategies

●    Guaranteeing website security

●    Providing web support to staff and customers

●    Planning for future growth in both domestic and international markets

●    Achieving a consistent user experience across channels

●    Ensuring content can be reused in various contexts

“Website management includes maintenance, design updates, content updates, and the connection and management of various online marketing solutions to provide a consistent and professional-looking website experience.”

12. Website Upgrading & Updating

Website Upgrading/Updating can mean many things. Updating your current website with new information, changing you hosting, or changing your website design. This can also fall under our other services we can provide for you.

In short, the importance of keeping a website up to date is this: With the majority of people spending more and more time online, regular updates that are well executed can help your business grow and lift it to the top; a lack of updates/upgrades, consequently, can bring you down.

The top things to focus on when updating your website are:

Updating Your Website Security

Keep Your Content Fresh

Updating Your Website Design

Responsive & Mobile Friendly

Upgrading to Backend system

13. Search Engine Optimization (SEO)

Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.

In Google and other search engines, the results page often features paid ads at the top of the page, followed by the regular results or what search marketers call the "organic search results". Traffic that comes via SEO is often referred to as "organic search traffic" to differentiate it from traffic that comes through paid search. Paid search is often referred to as search engine marketing (SEM) or pay-per-click (PPC).

In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

14. Full Stack Development

Full stack development refers to the development of both front end (client side) and back end (server side) portions of web application.

A full-stack web developer can be defined as a developer or engineer who works with both the front and back ends of a website or application. This means they can lead platform builds that involve databases, user-facing websites, and working with clients during the planning phase of projects.

Full stack web developers have the ability to design complete web applications and websites. They work on the frontend, backend, database and debugging of web applications or websites. They can develop both client and server software.

15. Comparing Front-End and Back-End Development

A front-end dev takes care of layout, design and interactivity using HTML, CSS and JavaScript. They take an idea from the drawing board and turn it into reality.

What you see and what you use, such as the visual aspect of the website, the drop down menus and the text, are all brought together by the front-end dev, who writes a series of programmes to bind and structure the elements, make them look good and add interactivity. These programmes are run through a browser.

The backend developer engineers what is going on behind the scenes. This is where the data is stored, and without this data, there would be no frontend. The backend of the web consists of the server that hosts the website, an application for running it and a database to contain the data.

The backend dev uses computer programmes to ensure that the server, the application and the database run smoothly together. This type of dev need to analyse what a company’s needs are and provide efficient programming solutions. To do all this amazing stuff they use a variety of server-side languages, like PHP, SQL, Ruby, Python and Java.