

Module 4 Glossary: Get started with No-Code Development

Term	Definition
Alt Text	Descriptive text added to images used by search engines to understand the content of the image.
Content Delivery Application (CDA)	The back-end process stores and makes the content visible to website visitors.
Content Management Application (CMA)	The software tool that enables developers to add and manage content on a website.
Content Management System (CMS)	Software that allows developers to create, manage, and modify content on a website without specialized technical knowledge.
Digital Asset Management System (DAMS)	Focuses on customer experience by centralizing assets, content, workflows, and operations.
Domain Name	The unique address that users use to access a website on the internet.
Enterprise Content Management System (ECMS)	Collects, stores, delivers, and manages unstructured data, often used for large-scale applications.
Headless Content Management Systems (CMSs)	Modern CMSs separate the backend (content management system) from the frontend (presentation layer), allowing more content distribution and integration flexibility with various platforms.
Hooks	Mechanisms in WordPress that allow developers to add or modify functionalities by executing custom code at specific points in the execution process.
Meta Tags	HTML tags that provide metadata about a web page used by search engines to understand the page's content.
MySQL	A relational database management system stores and manages data for websites and applications.
Omni channel	Refers to the practice of providing a consistent user experience across different channels, such as websites, apps, and social media, ensuring that content is delivered seamlessly regardless of the device or platform.
Organic Traffic	Visitors that come to a website through unpaid search engine results.
Permalinks	Permanent links that structure URLs for individual web pages.
Rest API	An interface that allows different software applications to communicate and interact with each other, enabling the creation of dynamic and interactive websites.
Static	Refers to a non-interactive, unchanging state of a website or web page.
Time-to-Market	The time it takes to develop and launch a product or application in the market.
Traditional Coding	The process of writing code using programming languages to create applications.
URL Slugs	Part of the URL that identifies a specific page is often customizable in CMS websites.
User Access Management	Controlling user permissions and access levels to specific pages or sections of a website.
Visual Development Environments	Software tools that provide a visual interface for designing and developing applications without manual coding.
Visual Page Builders	Plugins that enable users to create web pages using a drag-and-drop interface without coding.
Web Content Management System (WCMS)	Controls content on digital channels and manages HTML documents, images, and web materials.
Web Hosting	The service that provides the necessary server resources for a website to be accessible online.
Web Strategy	A comprehensive plan that outlines a website's goals, target audience, branding, marketing, and other aspects to ensure that the website aligns with business objectives.
XML Sitemaps	Files that list all the URLs of a website, helping search engines crawl and index the site's content.



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