10 Most Popular Programming Languages Today

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Programmers are in high demand these days--their fluency in coding language is invaluable. Knowing various programming languages is a no-brainer for engineers, but a basic understanding of the languages can benefit anyone, even if you're not looking to become a master coder. Grasping some general understanding of coding can help you make the right hires for your business needs, communicate better with the engineers on your team, and prevent any awkward misunderstandings (Ruby isn't a gem, and Java isn't an excellent cup of coffee). Plus, with the high salaries earned for coding, you might want to consider it for a future career move! So what do you need to know?

Here are the 10 most popular programming languages:

1. Java

Java is top pick as one of the most popular programming languages, used for building server-side applications to video games and mobile apps. It's also the core foundation for developing Android apps, making it a favorite of many programmers. With its WORA mantra (write once, run anywhere), it's designed to be portable and run happily across multiple software platforms. I first got started with Java server programming back in 1999--it was so exciting, I actually wrote a few books about it (http://www.amazon.com/Larry-Kim/e/?tag=inccom028-20). Java is everybody's pal!

2. Python

Python is a one-stop shop. There's a Python framework for pretty much anything, from web apps to data analysis. In fact, WordStream is written in Python! You're the best bud. Python is often heralded as the easiest programming language to learn, with its simple and straightforward syntax. Python has risen in popularity due to Google's investment in it over the past decade (in fact, one recent study has shown Python to be the most commonly taught programming language in U.S. schools). Other applications built with Python include Pinterest and Instagram.

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3. C

If you saw C on a report card, you'd be pretty bummed. Maybe a bit confused, too (is it actually a B-?). However, C is not the bizarrely bad grade it seems to be. It's often the first programming language taught in college (well, it was for me 10 years ago). I thought it was a nice "in-between" language in that it was object oriented without having to be fanatical about it. It was also low level enough to be close to hardware, but no so low level that you had to do everything manually. Because there are so many C compilers, you can write stuff in C and have it run pretty much anywhere.

4. Ruby

Ruby (also known as Ruby on Rails) is a major supplier of web apps. Ruby is popular due to its ease of learning (it's very straightforward) and power. Ruby knowledge is in high demand these days!

5. JavaScript

JavaScript (which, confusingly, is not at all related to Java) is another favorite programming language because it's so ubiquitous on the web--it's basically everywhere. JavaScript allows developers to add interactive elements to their website, and its presence is felt across the internet. At WordStream, we use a JavaScript library called JQuery (http://jquery.com/) to make our JavaScript work even easier.

6. C#

C# (pronounced C-sharp, not C-hashtag for you Twitter fans (https://twitter.com/larrykim/status/558966222709342209)) is the language used in order to develop Microsoft apps. C# is syntactically nearly identical to Java. I've spent much time training with C#, but if you're good at Java, you'll likely have an easy time jumping onto C#. If you're looking to work on Microsoft apps, C# is the way to go. C# opens a lot of *Windows* (har-har).

7. PHP

PHP (which stands for Hypertext Preprocessor, if you care to know) is often used in conjunction with dynamic data-heavy websites and app development. It provides a ton of power and is the beating heart of monster sites like WordPress and Facebook. What's really cool about PHP is that it's an open-source language, so there are tons of free pre-built modules that you can grab and modify to get your ideal results. PHP is also on the easy end of the learning spectrum, simply requiring you to embed the code within HTML. PHP is a must-learn language for aspiring web developers.

8. Objective-C

Objective-C is the programming language behind iOS apps. Apple's new language Swift is rising in the ranks, but Objective-C is still the recommended starting point for those looking to craft Apple apps for iPhones and iPads. Next stop--the iOS App Store!

9. SQL

SQL is a database query language (SQL stands for Structured Query Language) that's ideal when talking big data. SQL lets you siphon helpful data from massive databases. Nearly every app has a backend database, and SQL is the language that helps you interact with that sweet data. In terms of software development, SQL isn't ever used alone--rather, you invoke SQL from some other programming knowledge and you have yourself a nice package deal.

10. C

C is the predecessor to more complex programming languages like Java and C#. C is best when you want to work small and when dealing with low-level applications. It's widely used for embedded systems like the firmware of your television or the operating system of an airplane, as well as computer operating systems like Windows. For me personally, C was more of an academic language. It was nice to learn how to write a kernel back in college, and you gain a more solid understanding of how newer languages work under the covers, but it's rare for most application developers to ever have to use this today.

There you have it--the king languages of coding. What's your programming language of choice and why? If you're a newbie looking to dive into coding, take a look at these nine spots on the web where you can learn to code (for free)! (https://www.inc.com/larry-kim/9-places-you-can-learn-how-to-code-for-free.html) You'll be a code master in no time.

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30 UNDER 30 (HTTPS://WWW.INC.COM/30-UNDER-30)

How 2 Millennials Are Disrupting the $400 Billion Used Equipment Industry

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Machinio.com co-founders Dan Pinto (left) and Dmitriy Rokhfeld. *CREDIT: Courtesy Company*

Dan Pinto and Dmitriy Rokhfeld go way back. The duo met in middle school playing video games (https://www.inc.com/magazine/201709/david-whitford/2017-inc5000-skillz.html) and the entrepreneurial spirit already existed. Says Rokhfeld, "We realized there was a market to sell virtual items for Diablo 2 on Ebay (https://www.inc.com/maynard-webb/what-i-learned-at-ebay-about-importance-of-a-companys-character.html). That was our first business. We sold a few hundred dollars' worth and thought we discovered what we wanted to do for the rest of our lives -- play video games and make money." From there, they collaborated on a number of ventures that helped perfect their e-commerce (https://www.inc.com/bill-carmody/top-5-ecommerce-platforms-for-2017.html) and user acquisitions skills, before parting ways to go to college.

Now co-founders, and CTO and CEO respectively of Machinio.com (http://machinio.com), Pinto and Rokhfeld are disrupting a $400 billion dollar multigenerational industry with innovative technology, and revolutionizing the way people buy and sell used equipment in a global capacity. Machinio (https://www.machinio.com/) is the fastest growing global search engine for used industrial machinery and heavy equipment. Each month, they aggregate over one million used equipment listings and attract over 550,000 interested buyers from 190-plus countries. Using proprietary technology, they also connect buyers with thousands of global sellers to accelerate the sale of their equipment.

The idea for Machinio came in late 2012. At the time, Pinto was living in Chicago and working as a developer. One of his colleagues purchased secondhand printing presses in the United States and sold them in Ecuador, where they lacked a local market for that equipment, and he asked Pinto to help him find one. After 45 minutes of unsuccessful searching, he had an eureka moment: there was an opportunity to improve the process of finding used machinery by developing a vertical-focused search engine like Kayak, Indeed, or Priceline. A year later, Pinto and Rokhfeld moved to San Francisco and began working on Machinio. They launched the prototype in early 2013, and by 2014, moved the company to Chicago, where they opened Machinio's first office and now global headquarters. Very quickly, they experienced strong interest and demand from equipment buyers and sellers from all over the world, so the team opened their second office in Berlin in early 2017.

With $4 million dollars raised to date from high-profile investors Ritchie Bros. (the largest industrial auctioneer of used equipment in the world), and a team of 55 Millennials, the startup is a threat to competitors globally as it expands and takes over multiple markets. Today, old-school, blue-collar businesses are leveraging Machinio's technology to grow. Rokhfeld elaborated on how Machinio works, the gap that it bridges, and how it has impacted multigenerational businesses in a global capacity.

What gap does Machinio fill in the machinery marketplace?

We solve one of the biggest pain points that buyers experience every single day: how difficult and time consuming it is to find needed equipment. Solving this "information discovery" problem is the reason we founded Machinio back in 2012 and remains the driving force and mission behind our company. These days, not everyone takes the time to pick up the newest magazine or check out the latest newspaper, as some of the people in the industry might think that is still the way. With the shift toward digitalization and online marketplaces, we wanted to combine the quality of the local buyer with a much larger reach, and dealers of equipment have embraced our technology and understood what it can do for their businesses.

How is Machinio bridging the gap between business and technology?

We build tools focused on removing steps in the process for buyers and sellers, so they can spend less time messing with technology and more time focused on their core business. One example is when buyers sign up for keywords of items they are interested in and receive emails with the exact items they're looking for as soon as a seller posts those items online. They can sit back, relax, and wait for their daily email, saving them hours every week. Another example is the multistep vetting process of the leads that we run for sellers. We save them time and energy flagging inappropriate requests before they ever reach them.

How has Machinio impacted multigenerational businesses and helped them achieve significant growth in the last few years?

Multigenerational businesses can only continue to operate successfully if they adapt to the needs and changes of the industry. For dealers to keep growing their businesses into the future, they will need to reach those buyers who no longer come to them directly and, of course, new buyers. We have grown very quickly over the past five years by capturing those buyers and directing them to those businesses. This allows them to stay on the cutting edge of technology and thrive. Also, Machinio is not a "pay to play" marketplace, everyone is on an even playing field. Buyers are searching for specific machines, and sellers may have what buyers are looking for regardless of the size of their companies or how long they've been around. We've created the technology and the opportunity for those connections to happen.

Going forward:

As of November of 2017, Machinio works with over 1,500 dealers of used equipment from around the world, some of them leaders in the industry, and connects over 50,000 buyers with sellers per month. Over the next few months, they plan on expanding in Asia and South America, and have aggressive hiring efforts in place to grow their teams in the U.S. and Europe.

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