Top 6 Web Acronyms Explained

Get to Know these Web Acronyms

Acronyms acronyms acronyms! Today it seems we're drowning in a sea of acronyms. Everybody uses them in business. Some people use them for good, for example, to explain perhaps an otherwise complicated thing that requires some simplification. Others use them for bad, as a smokescreen to keep clients in the dark. Most of us, however, just misuse them because we take for granted that, when we engage in tech-speak, not everyone knows what we're talking about. To the average "Joe," this stuff isn't innate knowledge.

This article is inspired by a recent WordPress training session I had with a client. We were reviewing the functionality of their website. After several months of working very closely with this client on their new Go Media Designer Site, they asked, "What's a CMS? And do we have one?" A perfectly normal question to ask under any other circumstance. But with it being nine months into the project, it was a major red flag… It was at that moment when I realized that I hadn't done a good job explaining this stuff to them early in the process. I vowed to do something about it.

We at Go Media believe that the process of creating beautiful and intuitive, fully responsive websites should be presented in a manner that is easy to understand. Any self-respecting web design and web development team worth its salt sees the value in explaining "tech speak" to their clients.

In an effort to clear the smoke and mirrors, as well as the hocus pocus behind the business of web design and web development, we give you our Top 6 Web Development Acronyms explained:

CMS:

Once again, this is the one that inspired this very article. CMS is short for Content Management System. A Content Management System is a computer application that supports the creation and modification of digital content (i.e., all the stuff that goes on your company's website). A CMS is the very thing that your website is created on. Here at Go Media, we're big believers in WordPress for Web Design and Development. It's our personal favorite. Just sayin'.

UX:
Short for User Experience, UX literally refers to the more palatable, emotional response that people have toward the devices, gadgets, systems, and platforms they interact with on a daily basis. When it comes to building the perfect website (one that possesses beauty and functionality in spades), UX is HUGE! Providing a comfortable, rewarding UX experience through beautiful, fully responsive web design (see Go Media Designer Sites) that's fun to use is what we strive for.

UI:
Short for User Interface, this rather beautiful, perfectly contoured little acronym kind of looks like the very thing it refers to. User interface can be a thing of beauty. At its core, it concerns the way in which people interact with your website and just how user-friendly it is. The quality of a website's UI is really determined by how well the site is designed.

User Interface can also be very compelling, because, in order to fully understand it, you start getting into the emotional and physical responses that individuals have to your website. For our purposes, however, we'll cut to the chance. Translation: Your website should feel intuitive and easy to use, and it should look good too. Seek out the Web Designer who possesses the skill to create a dashing website that is beautiful with a satisfying user interface. Beware the web designer who neglects to tell you exactly what UI means.

GUI:
Pronounced like “gooey”, the GUI, or Graphical User Interface is UI’s kid brother. Graphical User interface refers to the overall look and feel of your website and all the little things [represented as graphic elements] that visitors to your website can click on to access information: icons, menus, buttons, images & video, etc.

At Go Media, we take GUI very seriously (despite the fact that it kinda reminds us of salt water taffy, which we love by the way). In addition to being talented Cleveland Web Developers, we’re also accomplished graphic designers. The two go together like hand and glove. GUI is what happens when we put our heads together. The overall look and feel of your website plays a major factor in the success of your business. Seek out the Web Design firm who understand the importance of getting GUI right!

SEO:
SEO (or Search Engine Optimization) is the process of improving the search rankings of your website through a series of metrics and procedures such as keyword analysis, code optimization, onsite optimization, and link building. Confused? You’re not alone.

At its most basic, SEO is simply a matter of taking the right steps to improve your website’s global profile. In terms of marketing your business these days, SEO is THE hot property. More and more businesses see the value in it. The process of “getting optimized” as we like to call it is necessary in managing an effective online strategy for your business.

CTA:
Short for Call to Action – a CTA is a prompt on a website that tells the user to take some specified action, such as ‘Read More’, ‘Contact Us’, or ‘Buy Now’. The CTA generally takes the form of a button or what is known as a hyperlink (i.e., a special link that visitors to your website can either click,

tap, or hover over to access other parts of your website).

So there you have it. Hopefully debunked some of the mysteries behind these common but confusing acronyms. Heck, if you found this article helpful (and we hope you did), print it out and take it with you the next time you're in the market for a new website. To paraphrase the great Seymour Merinsky, "An educated consumer is the best customer."

Plan on building a website for your business? Don't get lost in a sea of acronyms. Drop us a line. We'll remove the guesswork.

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