

Businessyield Technical Skills Checklist

Programming and Development:

- Programming Languages:
 - Proficient in at least one backend language (e.g., Python, Java, Node.js)
 - Experience with front-end languages (e.g., HTML, CSS, JavaScript)
- Web Development:
 - Mastery of web development frameworks (e.g., React, Angular, Django)
 - Responsive web design and cross-browser compatibility
- Version Control:
 - Proficient in using Git for version control
 - Experience with collaborative coding on platforms like GitHub

Digital Marketing:

- SEO (Search Engine Optimization):
 - Knowledge of on-page and off-page SEO techniques
 - Familiarity with SEO tools (e.g., Google Analytics, SEMrush)
- SEM (Search Engine Marketing):
 - Experience with paid advertising platforms (e.g., Google Ads, Facebook Ads)
 - Ability to optimize ad campaigns for performance
- Social Media Management:
 - Proficient in managing and scheduling social media content
 - Understanding of social media analytics and engagement metrics

Data Analysis and Analytics:

- Data Visualization:
 - Proficiency in data visualization tools (e.g., Tableau, Power BI)
 - Ability to communicate insights through visual representation
- Google Analytics:
 - Experience in setting up and analyzing Google Analytics data
 - Familiarity with conversion tracking and goal setting

E-commerce and Online Sales:

- E-commerce Platforms:
 - Proficiency in managing and customizing e-commerce platforms (e.g., Shopify, WooCommerce)
 - Knowledge of payment gateways and security protocols
- Conversion Rate Optimization (CRO):
 - Experience in optimizing website elements for higher conversion rates
 - A/B testing and data-driven decision-making skills

Cybersecurity:

- Network Security:
 - Knowledge of network security protocols and best practices
 - Experience with firewalls, intrusion detection systems, etc.
- Ethical Hacking:
 - Understanding of ethical hacking principles
 - Proficiency in using tools for vulnerability assessments

Mobile App Development:

- Mobile App Platforms:
 - Proficient in developing for Android and/or iOS platforms
 - Knowledge of mobile app design principles
- Cross-Platform Development:
 - Experience with cross-platform development frameworks (e.g., React Native, Flutter)
 - Testing and debugging mobile applications