

# **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