FROM: **YOUR NAME (email address)**

TO: “Prof Villegas” [ProfessorVillegas@gmail.com](mailto:ProfessorVillegas@gmail.com)

DATE: 27 June 2018

RE: CIS 234 – Text A ~ WEB DESIGN Book

Chapter 1 ~ THE ENVIRONMENT AND THE TOOLS (pp. 33-34)

Description: festline

**INSTRUCTIONS: Type the END of the CHAPTER Questions and**

**ENTER your Answers. Review chapter for accuracy**

**MATCHING (Match each term here with the best description below)**

**\_\_\_\_\_\_ 1. App**

**\_\_\_\_\_\_ 2. Browser**

**\_\_\_\_\_\_ 3. Webpage**

**\_\_\_\_\_\_ 4. Hyperlink**

**\_\_\_\_\_\_ 5. E-commerce**

**\_\_\_\_\_\_ 6. Robot**

**\_\_\_\_\_\_ 7. Landing page**

**\_\_\_\_\_\_ 8. Search engine optimization (SEO)**

**\_\_\_\_\_\_ 9. Content management system (CMS)**

**\_\_\_\_\_\_ 10. Internet service provider (ISP)**

**\_\_\_\_\_\_ 11. Uniform Resource Locator (URL)**

**\_\_\_\_\_\_ 12. Style sheet**

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**Ch. 1 Descriptions (Select the best description to match the terms above)**

**a. The page on a website that a visitor sees when they tap or click a link from an ad, search engine result or social media promotion**

**b. A webpage’s unique text address**

**c. A software program**

**d. A business that has a permanent Internet connection and provides temporary connections to individuals and companies for a fee**

**e. A web content writing technique that includes using meta tags, descriptive page titles, relevant inbound links from other websites, and clearly written text to increase the likelihood that the webpage will appear high in a search engine’s search results list.**

**f. A specifically formatted electronic document that contains text, graphics, and other information and is linked to similar, related documents**

**g. A document that a web designer can attach to multiple website pages to ensure design continuity**

**h. A word, phrase or graphical image that connects pages at the same website or pages across different websites**

**i. The conducting of a variety of business activities online including shopping, investing, and the exchange of data and services between business partners**

**j. A software program used to request, download and display webpages**

**k. A program that searches the web for new webpages in order to create or update a search index**

**l. A software program that provides website authoring and administrative tools**

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