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RE: CIS 234 – Text A ~ WEB DESIGN Book

Chapter 3 ~ PLANNING A SUCCESSFUL WEBSITE, PART 1 (p. 92)

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)**

**\_\_\_l\_\_\_ 1. Website plan**

**\_\_\_j\_\_\_ 2. Gadget**

**\_\_\_e\_\_\_ 3. Dead-end pages**

**\_\_\_a\_\_\_ 4. Database-driven website**

**\_\_\_k\_\_\_ 5. Purpose statement**

**\_\_\_m\_\_\_6. Linear/tutorial website structure**

**\_\_\_\_d\_\_ 7. Psychographic characteristics**

**\_\_\_g\_\_\_ 8. Plug-in**

**\_\_\_b\_\_\_ 9. Webbed website structure**

**\_\_\_h\_\_\_ 10. Stock image**

**\_\_\_\_i\_\_ 11. Call-to-action**

**\_\_\_\_c\_\_ 12. Hierarchical website structure**

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**Ch. 3 Descriptions (Select the best description to match the terms above)**

**a. A website that delivers content from a collection of data based on user input, such as a library card catalog**

**b. Webpages arranged in no specific order**

**c. Webpages organized by categories and subcategories**

**d. Social group affiliations, lifestyle choices, purchasing preferences, political affiliations, and other characteristics that explain why visitors might want to access your website**

**e. A webpage that currently does not fit into the linking arrangement**

**f. Information that is complete, accurate, relevant, timely, useful, and of high value**

**g. Software that allows certain content to function in a browser window**

**h. Clip art and photographs available for free or for purchase**

**i. Something that requires the website visitor to interact with a website in some manner**

**j. A fragment of code that creates dynamic content**

**k. A formal written explanation of a website’s overall goals and the specific objectives related to those goals**

**l. A formal document that states a website’s purpose, goals, objectives, general content, and structure**

**m. Webpages that must be viewed in a specific order**

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