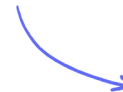


3.4 Web Technologies

Search Engine Indexing / PageRank Algorithm / Server Side & Client Side Processing / HTML / CSS / CSS: Styling / JavaScript / Variables & Constants in JavaScript / Outputs in JavaScript / Selection in JavaScript / For Loops in JavaScript / While Loops in JavaScript / Strings in JavaScript / Operators in JavaScript / Nested Statements in JavaScript / Functions & Procedures in JavaScript

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Total Marks

/13

- 1 A website sells tickets for sporting events. The website uses HTML, CSS and JavaScript.

Users are able to search for and find the ticket website using a search engine. Search engines can use indexing and ranking.

A search engine can use the PageRank algorithm to determine a website's ranking. The PageRank algorithm utilises a damping factor.

State what is meant by the term '**damping factor**'.

(1 mark)

- 2 The robot provides a web-based interface for users. The home screen webpage for this interface is shown in **Fig. 4**.



Robot User Interface

Robot prime directives

- Serve the company trust
- Protect data
- Uphold standards

Updates

Login

Password

Complete this HTML code that will display the webpage shown in **Fig. 4**.

<html>

<head>

<title>Robot User Interface</title>

</head>

<body>

<h1>Robot prime directives</h1>

.....

Serve the company trust

Protect data

Uphold standards

.....

<a = "updates.html">Updates

<p>.....</p>

<form action="dologin.php">

 Password

 <input type = " " name="pw">

 <input type = " ">

 </form>

</body>

</html>

.....

.....

.....

.....

.....

(5 marks)

3 The robot provides a web-based interface for users. The home screen webpage for this

interface is shown in **Fig. 4**.

Robot User Interface

Robot prime directives

- Serve the company trust
- Protect data
- Uphold standards

Updates

Login

Password

Submit

Write CSS code that could be used in an external stylesheet to format all text using the tag `<h1>` as white with a red background.

(3 marks)

- 4 A website sells tickets for sporting events. The website uses HTML, CSS and JavaScript

Users are able to search for and find the ticket website using a search engine. Search engines can use indexing and ranking.

Describe how a website is **indexed** by a search engine.

(4 marks)