Concepts Assignment 7 (Ch. 13-14)

CS341

Assignment is required to be completed online via myUJ - this document however can be use to work on the assignment in an offline fashion. Concepts assignments are designed to help ensure reading comprehension - so be sure to ask questions if you encounter any difficulty! They are based on Review Questions from the textbook, but will not match in number, wording, or solution.

1. Select the components of a search engine.

a. robot

b. database

c. search form

d. all of the above

2. Select the true statements about meta tags.

a. They may be placed anywhere in the web page.

b. They may be used by search engines to index a web page

c. They must be present or the page will not be indexed.

d. All of the above are true.

3. Select the best description of an “impression“.

a. a search form is completed

b. a visitor recommends your site to a friend

c. your site is listed in a search engine

d. your ad is viewed by a website visitor

4. Click thru rate (CTR) is the

a. ratio of the number of times an ad is clicked to the number of times it is viewed.

b. the rate you pay for each time a visitor clicks on your ad

c. the rate you pay for each time a visitor clicks on your ad and makes a purchase

d. the number of new visitors to your site each day

5. Select the true statement below.

a. Using tables can improve your search engine optimization.

b. Content contained within Flash media is invisible to search engines.

c. Your HTML code must be valid in order to be listed in search engine results.

d. Descriptive page titles and heading tags with appropriate keywords can help with search engine optimization.

6. A two-dimensional barcode in a square pattern that is readable by a smartphone camera scan application.

a. URL

b. domain name

c. QR code

d. HTML code

7. In the context of web page interactivity, a(n) \_\_\_\_\_\_\_\_\_ can be described as an action taken by the user.

a. object

b. event

c. tag

d. browser

8. A \_\_\_\_\_\_ is an attribute or characteristic of an object.

a. property

b. method

c. variable

d. function

9. A \_\_\_\_\_\_ is a reusable block of JavaScript statements.

a. property

b. method

c. variable

d. function

10. The \_\_\_\_\_\_\_\_\_\_ event handler is triggered when the visitor places their mouse on an object.

a. onclick

b. onmouseout

c. onmouseover

d. onmousehover

11. Select an appropriate use of JavaScript:

a. form validation

b. sending e-mail

c. both a and b

d. none of the above

12. Select the true statement:

a. You need to purchase the jQuery library.

b. The jQuery library is available online through a CDN

c. All browsers automatically include the jQuery library

d. None of the above statements is true.