

Chapter 12 Test

Multiple Choice. Choose the best answer.

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. A rating determined by a search engine based on the number of links to a particular site and the qualities of those links is called _____.
 - a. link checking
 - b. reciprocal linking
 - c. link popularity
 - d. None of the above
4. The term _____ refers to configuring a web page is optimally ranked by search engines
 - a. search engine optimization
 - b. social media optimization
 - c. Web analytics
 - d. search engine results page

5. FTP is a _____ that is utilized to copy and manage files over the Internet.
- a. domain
 - b. protocol
 - c. hosting
 - d. upload
6. Select the method that most people use to find websites.
- a. banner ads
 - b. hearing about websites on television
 - c. search engines
 - d. RSS feeds
7. The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design is called:
- a. accessibility
 - b. usability
 - c. universal design
 - d. assistive technology
8. A _____ is a word, phrase, symbol, or design that identifies and distinguishes the source of the goods of one party from those of others.
- a. copyright
 - b. trademark
 - c. domain name
 - d. Web host

9. _____ is appropriate for the initial web presence of an organization:
- a. Virtual Hosting
 - b. Free Web Hosting
 - c. Dedicated Hosting
 - d. Co-located Hosting
10. _____ is appropriate for a large to enterprise website.
- a. Virtual Hosting
 - b. Free Web Hosting
 - c. Dedicated Hosting
 - d. none of the above
11. The type of testing that observes how actual web page visitors use a website is called:
- a. visitor testing
 - b. usability testing
 - c. beta testing
 - d. client acceptance testing
12. Which are the four principles of the Web Content Accessibility Guidelines?
- a. contrast, repetition, alignment, proximity
 - b. perceivable, operable, understandable, robust
 - c. accessible, readable, maintainable, reliable
 - d. hierarchical, linear, random, sequential
13. Select the true statement from the list below.
- a. No single testing tool can automatically test for all web standards.
 - b. Include as many people as possible when you conduct usability tests.
 - c. Search engines listings are effective immediately after submission.
 - d. None of the above statements are true

14. Before selecting a web host provider, it is a good idea to.
- a. Try to contact their technical support
 - b. Make sure they are the cheapest possible
 - c. Carefully read their service level agreement
 - d. both a and c
15. A _____ involves the exclusive use of a rented computer and connection to the Internet that is housed in the web hosting company's premises.
- a. virtual hosting agreement
 - b. dedicated Web server
 - c. co-located Web server
 - d. private registration

True or False.

16. ____ It is recommended to register multiple domain names for a website.
17. ____ There is no reason to consider the operating system of the web server when selecting a Web host.
18. ____ Commercial businesses should register a domain name with a .org TLD.