

Web Development & Design Foundations with HTML5 & CSS3
Instructor Materials Chapter 13 Test Bank

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. The first step in submitting your web site to search engines and search directories is to
 - a. join an affiliate program
 - b. visit the search engine and submit your web site
 - c. prepare your pages for search engines by adding keyword and description meta tags to your pages
 - d. none of the above

4. Search indexes are different from search engines because:
 - a. Search engines are larger
 - b. Search indexes have a human being review your web site
 - c. Search engines are easier to use
 - d. None of the above.

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5. Information about which keywords are bringing visitors to your website can be found in the _____.

- a. web position log
- b. website log
- c. search engine file
- d. None of the above

6. 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

7. _____ are the most popular method used by visitors to find web sites.

- a. banner ads
- b. hearing about web sites on TV
- c. search engines
- d. personal recommendations

8. Using _____ as a promotion method will bring return visitors to your site.

- a. newsletters
- b. banner exchanges
- c. TV ads
- d. none of the above

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9. Banner ads benefit websites by_____.
- a. bringing many new visitors to your site
 - b. increasing awareness of the website
 - c. both bringing many new visitors and increasing awareness of the site
 - d. None of the above
10. 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
11. The ability to keep web page visitors at your site is called _____.
- a. link popularity
 - b. stickiness
 - c. attention
 - d. None of the above
12. Uses for meta tags include:
- a. to indicate that a web page should not be indexed
 - b. to indicate the character encoding for a web page
 - c. to indicate a description of a website
 - d. all of the above

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13. Website promotion methods include:

- a. banner ads
- b. word of mouth
- c. newsletters
- d. all of the above

14. Other parts of a web page that a search engine robot may examine include:

- a. page title
- b. text in headings and paragraphs
- c. links
- d. all of the above

15. Select the true statement below.

- a. Paying to be listed preferentially in a search engine is considered by many organizations to be a justified cost of doing business.
- b. Submit your site to search engines before it is finished.
- c. It only takes a few minutes to be listed in a search engine.
- d. All of the statements above are true.

16. 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

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17. 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.

18. The term _____ refers to configuring a web page so that it can be easily linked to from social bookmarking and social networking sites.

- a. search engine optimization
- b. social media optimization
- c. Web analytics
- d. search engine results page

19. The measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing web usage is called _____.

- a. search engine optimization
- b. social media optimization
- c. Web analytics
- d. search engine results

20. The price you are charged if you sign up for a paid sponsor or ad program and a visitor clicks on a link to your website.

- a. CPL
- b. CTR

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- c. CPM
 - d. CPC
21. 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
- 22 The _____ element provides for nested browsing.
- a. object
 - b. source
 - c. canvas
 - d. iframe

True or False.

23. _____ XML Sitemap is an XML file that is used by search engines but is not accessed by your web page visitors.
24. _____ Yahoo! is the most popular search engine.
25. _____ In an affiliate program a website (the affiliate) promotes another website's products or services (the merchant) in exchange for a commission.

