NAME: Kevin Brown	STUDENT NUMBER:

Web Design Chapter 7:
Promoting and Maintaining a Web Site

Save this file in your WD folder, and then follow the instructions below.

Chapter 7: Read the chapter from the WEB DESIGN textbook, and then fill in the answers to these questions in the row after the question.

Part 1. Definitions: Briefly define the following terms:

1. Self-testing – Phase you test your website's structure and page layout, color scheme, and other elements.

2. Target audience testing – A small group of people who act as testers.

3. Web hosting company – Companies that offer serve space for a monthly fee.

4. Cloud-based web service – Offer virtual storage for not only your website content, but other files related to your business or personal life.

5. SEO (Search Engine Optimization) – Applying design and development techniques to your webpages to increase the possibility that they will appear near the top of a search results list for specific keywords.

6. Pay per click – If a user taps or clicks on your ad, you pay a small fee or share any of revenue generated.

7. Search tool submission service – A business that registers websites with multiple search tools.

8. Hashtag – Text preceded by the # symbol and do not include spaces.

9. FTP client – A software program that provides a user interface for transferring files using the FTP protocol.

10. Benchmark – A measurement of performance.

11. Web server log analysis – Software that reads raw data in web server transaction logs, and measures visitors' behavior.

12. Web analytics – Combining various types of visitor data and then analyzing the data to discover how visitors act at a website.

13. Tracking cookies – Small text files stored on a webpage visitor's hard drive, usually without the visitor's knowledge.

Part 2: Questions: Answer each of the following briefly, but completely.

1. List at least three traditional techniques for promoting a web site.
   a. Word of Mouth – Telling people about your website, to market it.

   b. Print Material – Display your website prominently on all material you use, including stationary, business cards, brochures, reports, print media ads, signage, and magazines.

c.   Promotional Giveaways – Include such items as magnets, coffee mugs, coasters, t-shirts, caps, pens, memo pads, and calendars.

2. Why is it essential to maintain and update your web site on a regular basis?
This keeps your website fresh and keeps your audience coming back by offering something new. In addition to being able to catch and fix bugs, crashes, and keeping information up to date.

3. Describe these types of **web page ads**:
   a. Banner ad – A horizontal rectangular webpage advertisement that links to the advertiser's website.

   b. Sidebar – A vertical rectangular webpage advertisement that links to the advertiser's website.

   c. Pop-up – Opens in its own window on top of the page or app a visitor is currently viewing.

4. Describe <u>four activities</u> you should do as part of an **ongoing maintenance plan**:
   a. Add and promote timely content – Change photographs, substitute text, publicize upcoming events, and offer timely tips or create frequently updated blogs.

   b. Check for broken links and add new links – Ensuring visitors can find content by maintaining links and a functional navigation system.

   c. Include a way to get user feedback, and then act on that feedback – Use visitor feedback to improve your website design and layout.

   d. Evaluate and implement new technologies – adapt your content to new platforms or devices when they can further your website's objectives and increase its accessibility and usability, as well as fit into your website's budget and meet your audience expectations.

5. Go to WIKIPEDIA and search for **SEO, "Search engine optimization,"** to answer these questions:
   a. What are **spiders**?
      A program that crawls pages, extract links to other pages from it, and return information found on the page to be indexed.
   b. What is **indexing**?
      Indexing is the process to optimize speed and performance in finding relevant documents for a search query.

   c. What are **crawlers**?
      An Internet bot that systematically browses the World Wide Web, typically for the purpose of Web indexing.

   d. What are **link farms**? Are these a reputable way to advertise your site?
      A link farm is any group of web sites that all hyperlink to every other site in the group.[1] In graph theoretic terms, a link farm is a clique.

   e. What is the difference between **white hat** and **black hat** SEO techniques?
      White hats tend to produce results that last a long time, whereas black hats anticipate that their sites may eventually be banned either temporarily or permanently once the search engines discover what they are doing.

   f. What are **web analytics programs**?
      The measurement, collection, analysis and reporting of web data for purposes of understanding and

optimizing web usage.

g. What is **cloaking**?
Gives a different page depending on whether the page is being requested by a human visitor or a search engine.

6. **Web Site Optimization Tools:** There are a number of sites on the Internet that will help you optimize your site. One is the **Web Page Analyzer**, a free service for web analysis:
   a. Go to: http://www.websiteoptimization.com/services/analyze/
   b. In the box for the URL to diagnose, enter the SFCC web site: www.southflorida.edu then click SUBMIT QUERY (you may have to enter a graphics verification).
   c. Scroll through the analysis results. What kind of information did this analysis provide?
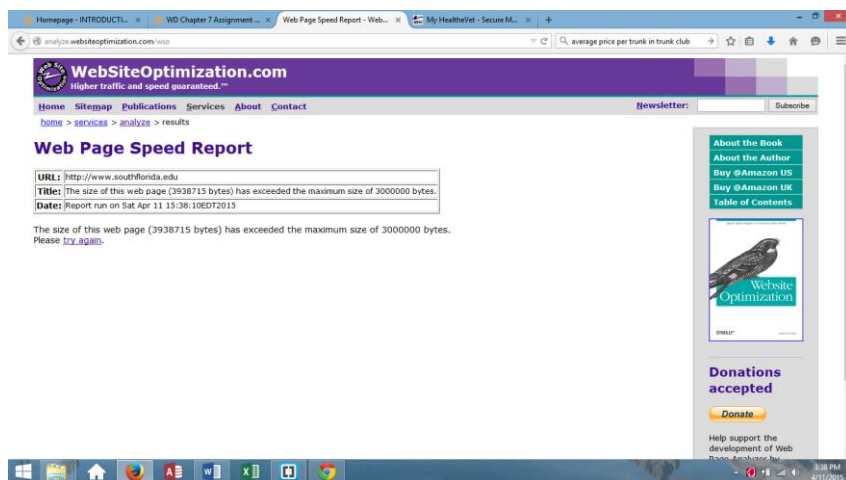   Normally would give detailed information about what on your site pulled the most data or time, as well as suggestions to make your website better. My results did not load as it exceeded the maximum data limit.

   d. Once you upload your own web pages, how can this service be of help to you?
   It would allow you to cut down on the amount of information presented on your page, which would cause slow load times or lost information when using smaller or slower devices.

   e. Take a "screen shot" of the SFSC home page analysis and paste below:

Web Page Analysis: http://www.southflorida.edu

.

7.