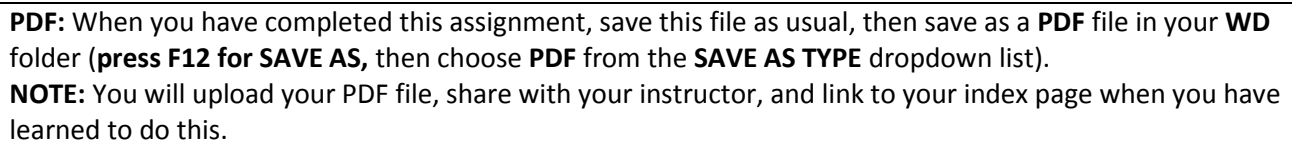


NAME: Matt Crews	STUDENT NUMBER: 3
<h2>Web Design (3rd ed.): Chapter 7:</h2> <h3>Promoting and Maintaining a Web Site</h3>	
<p>Save this file in your WD folder, and then follow the instructions below.</p>	
<p>Chapter 7: Read the chapter from the WEB DESIGN textbook, and then fill in the answers to these questions in the row after the question.</p>	
<p>Part 1. Definitions: Briefly define the following terms:</p> <ol style="list-style-type: none"> 1. Self-testing prepublishing testing is self-testing. 2. Target audience testing recruiting a small group of testers, including people representative of your target audience 3. Web hosting company offer personal or small business server space for a modest monthly fee. 4. FTP client software provides a user interface for transferring files using the FTP protocol. 5. Anonymous FTP site 6. Search tool submission service is a business that registers Web sites with multiple search tools for you 7. Link exchange program reciprocal links in a more formal manner and on a much larger scale. 8. Benchmark a measure standard with which actual performance can be compared 9. Web server log analysis provide information such as IP address, browser making the request, the date and time, the URL of a referring link, the path a visitor takes from page to page through a Web site 10. Web analytics combines various types of visitor data, server log analysis, eye-tracking studies, tracking cookies, page tagging, sales data, and so forth. 	
<p>Part 2: Questions: Answer each of the following briefly, but completely.</p>	
<p>1. List at least three traditional techniques for promoting a web site.</p>	
<p>A full scale campaign using both online and traditional techniques, manual search tool submission, free link exchange, and traditional word of mouth.</p>	
<p>2. Why is it important to maintain and update your web site on a regular basis?</p>	
<p>So people will want to continuously come back, no broken links, it looks good.</p>	
<p>3. Go to WIKIPEDIA and search for SEO, "Search engine optimization," to answer these questions:</p> <ol style="list-style-type: none"> a. What are spiders? A web crawler b. What is indexing? collects, parses, and stores data to facilitate fast and accurate information retrieval c. What are crawlers? A Web crawler is 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? any group of web sites that all hyperlink to every other site in the group. e. What is the difference between white hat and black hat SEO techniques? An SEO technique is considered white hat if it conforms to the search engines' guidelines and involves no deception. Black hat SEO attempts to improve rankings in ways that are disapproved of by the search engines, or involve deception f. What are web analytics programs? enable site owners to measure results, and improving a site's conversion rate. g. What is cloaking? A technique in which the content presented to the search engine spider is different from that presented to the user's browser. This is done by delivering content based on the IP addresses or the User-Agent HTTP header of the user requesting the page. 	
<p>4. 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:</p> <ol style="list-style-type: none"> 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). 	

- Web Page Analysis:** <http://www.southflorida.edu>



Page 2