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Student Number: 10

WEB DESIGN Textbook Assignment: Chapter 7: Promoting and Maintaining a Web Site

POINTS: 10

DIRECTIONS: Type the answers to the following questions as appropriate. Underline your answers to distinguish them from the questions. This document should have a professional appearance when complete. *NOTE: Test questions will be based on this information.*

1. Definitions: Briefly define the following terms:

1. Self-testing a major initiative by academia, industry, and government agencies to help increase the Internet's possibilities and solve some of its challenges
2. Target audience testing provide a location where people with common interests can exchange text or multimedia messages in real time.
3. Web hosting company an online journal which readers can add their own commentary
4. FTP client software is massively multiplayer online game which lets millions of gamers interact with each other.
5. Anonymous FTP site are transactions done online from different web sites
6. Search tool submission service is a group of related web pages to which content can be added, edited, or deleted by its users using a web browser
7. Link exchange program worldwide telephone system that handles voice-oriented telephone calls.
8. Benchmark line is a temporary connection that uses one or more analog telephone lines for communications.
9. Web server log analysis is a set of standards for digital transmission of data over standard copper telephone lines.
10. Web analytics at fast speeds on existing standard copper telephone wiring.

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

1. List at least three traditional techniques for promoting a web site. Maintenance, updating, and retesting
2. Why is it important to maintain and update your web site on a regular basis? To keep up with current information regarding your website
3. Go to WIKIPEDIA and search for SEO ("Search engine optimization") to answer these questions:
 - a. What are **spiders**? Spiders are mainly used to create a copy of all the visited pages for later processing by a search engine that will index the downloaded pages to provide fast searches
 - b. What is **indexing**? Search engine indexing collects, parses, and stores data to facilitate fast and accurate information retrieval. Index design incorporates interdisciplinary concepts from linguistics, cognitive psychology, mathematics, informatics, physics and computer science.
 - c. What are **crawlers**? A Web crawler is a computer program that browses the World Wide Web in a methodical, automated manner.
 - 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. A link farm is a form of spamming the index of a search engine (sometimes called spamdexing or spamexing)
 - e. What is the difference between **white hat** and **black hat** SEO techniques? A white hat is the hero or good guy, especially in computing slang, where it refers to an ethical hacker or

penetration tester who focuses on securing and protecting IT systems. A black hat is the villain or bad guy, especially in a western movie in which such a character would wear a black hat in contrast to the hero's white hat. The phrase is often used figuratively, especially in computing slang, where it refers to a hacker who breaks into networks or computers, or creates computer viruses.

f. What is **robot.txt** used for? is a convention to prevent cooperating web spiders and other web robots from accessing all or part of a website which is otherwise publicly viewable.

g. What is **cloaking**? Cloaking is a black hat search engine optimization (SEO) technique in which the content presented to the search engine spider is different to that presented to the user's browser

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:
 - 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? Speed Report, download times, page objects, and recommendations.
 - d. Once you upload your own web pages, how can this service be of help to you? It can give me tips on how to speed up the site for visitors
 - e. Print the first page of the analysis results for SFCC web page and attach to this assignment **(no need to print the whole thing!). To print one page, go to PRINT PREVIEW, then click the printer icon, then, in PAGE RANGE, click on CURRENT PAGE.**

Web Page Speed Report

URL:	www.southflorida.edu
Title:	South Florida Community College
Date:	Report run on Thu Oct 1 13:13:53EDT2009

Diagnosis

Global Statistics

Total HTTP Requests:	44
Total Size:	399198 bytes

Object Size Totals

Object type	Size (bytes)	Download @ 56K (seconds)	Download @ T1 (seconds)
HTML:	66682	13.49	0.55
HTML Images:	83684	19.28	3.04
CSS Images:	16318	5.85	2.69
Total Images:	100002	25.13	5.73
Javascript:	111724	24.87	3.19
CSS:	8388	2.27	0.64
Multimedia:	112402	22.60	0.80
Other:	0	0.00	0.00

External Objects

External Object	QTY
Total HTML:	1
Total HTML Images:	13
Total CSS Images:	13
Total Images:	26
Total Scripts:	13
Total CSS imports:	3
Total Frames:	0
Total Iframes:	0

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