


## Chapter 10 Review Question Answers

1. a) Publishing a Web site is the process of uploading a local site to a Web server so that the site can be accessed on the World Wide Web.  
b) Local sites are saved and edited on a local disk.
2. Before a Web site is published, the following should be checked and tested:
  - misspellings and grammar errors on each Web page document
  - the download time of each Web page document
  - each Web page document previewed in each target browser
  - the HTML for target browser compatibility
  - the site for broken links and missing links
  - the HTML for problems such as missing Alt text, empty tags, and untitled pages
3. Web page documents should be checked for spelling and grammar errors because a Web site with spelling or grammar errors seems less credible.
4. The “weight of the page” refers to a Web page document’s file size and the estimated download time.
5. Users will only wait about 12 seconds for a page to load before clicking a link or the Back button in their browser.
6. a) A target browser is a browser and version, such as Internet Explorer 6.0, in which the Web site is designed to display correctly.  
b) A Web site should be viewed and tested in more than one target browser and resolution because a Web site on the Web is going to be viewed with different browsers, monitor sizes, screen resolutions, and connection speeds.
7. Four questions that could be asked about the target audience to help define which browsers to target when testing a Web site are:
  1. What platform will be used? Windows, Linux, or another?
  2. What type of connection and speed will be used? Dial-up, DSL, cable?
  3. What browser will be used? Internet Explorer, Netscape Navigator, or another?
  4. What screen resolution will be used? Perhaps 800x600, or 1024x768?
8. a) To add a browser to the Preview in Browser submenu:
  1. Select File → Preview in Browser → Edit Browser List.
  2. Select Preview in Browser in the Category list.
  3. Click  to display the Add Browser dialog box.
  4. Type a name for the browser in the Name box.
  5. Click Browse to navigate to the browser application file.
 b) Up to 20 browsers can be listed in the Preview in Browser submenu.
9. a) The Check Target Browser command tests the HTML associated with a Web page to see if any tags or attributes are not supported by the selected target browsers.  
b) To select two browsers in the Check Target Browsers dialog box and then test the page:
  1. Open the Web page document.
  2. Select File → Check Page → Check Target Browsers.
  3. Hold down the Ctrl key and, in the Browsers list, click the two browser names.
  4. Select Check.
10. “Fail gracefully” means a Web page should be designed to ensure that a site displays appropriately when some elements are not supported.
11. To check the document-relative links in a Web site for broken links:
  1. In the Site panel, select Site → Check Links Sitewide.
12. The Orphaned Files report displays a list of orphan files, which may indicate missing links.
13. a) External links, accessibility, missing Alt text, and untitled documents of the entire Web site can be checked in the report that is generated by selecting Site → Reports.

- b) To correct HTML errors if any are listed in a report that has been generated in the Site Reports panel:
1. Double-click a file name in the File column to open the Web page document.
  2. Edit the document or select Commands → Clean up HTML.
14. a) A Web server computer runs TCP/IP software in order to be connected to the Internet.
- b) A Web server computer runs HTTP in order to handle the hyperlinks between Web pages.
15. Web hosting companies provide space on their server for a fee.
16. a) Domain names are used to identify a particular Web page and are made up of a sequence of parts, or subnames, separated by periods that may stand for the server, organization, or organization type.
- b) A consideration when choosing a domain name is that users should associate it with the Web site, such as the business name or major topic that the site is about.
17. a) Virtual hosting is the most common type of hosting option and allows a Web site to be identified by a selected domain name, such as `www.lpdatafiles.com`. Non-virtual hosting requires a Web site to be identified by a subdirectory name, which is on the host's domain. Non-virtual hosting is free, but the domain name is not as easy for a user to remember.
- b) Three companies that offer free non-virtual hosting are GeoCities, Tripod, and Angelfire.
18. a) Publishing a Web site to a Web server requires obtaining a Web host, defining the remote site, and then uploading the site.
- b) Uploading is posting files to a Web server.
19. Publishing a Web site to a local/network server requires obtaining server space where a local/network site can be set up, setting up the local/network site, and then uploading the site.
20. a) To download files from the remote site to the local site:
1. In Remote View, select the file in the Site panel.
  2. Click the Get File(s) button.
- b) To upload an edited file from the local site to the remote site:
1. In Local View, select the file in the Site panel.
  2. Click the Put File(s) button.
21. Collaboration is when more than one person works on the same Web site.
22. a) A meta tag is a tag that appears in the HTML head section of a document used to add meta data to a document.
- b) Meta data is information about the Web site contents.
- c) A meta tag should be used to help users find the site and increase the probability that a Web site is found by a search engine.
- d) Keywords are words or phrases that describe the site's content.
23. a) Meta tags are not required in a Web site.
- b) Meta tags do not affect the layout or content of a Web page.
- c) To add a meta tag with keywords:
1. Open the Web page document.
  2. On the Document toolbar, click the Show Design View button.
  3. In the Insert bar, select the Head tab and then click the Keywords button.
  4. In the Keywords box, type each keyword or phrase separated with a comma.
  5. Select OK.
- d) To add a meta tag with a description:
1. Open the Web page document.
  2. On the Document toolbar, click the Show Design View button.
  3. In the Insert bar, select the Head tab and then click the Description button.
  4. In the Description box, type a description of the Web site.
  5. Select OK.
24. Reciprocal links is a technique used to promote a Web site where Web sites with complementary information post links to each other's sites.

25. *Answers will vary.* Two ways to promote a Web site are list it with search engines and directories and advertise by e-mail or in printed media.
26. Two ways to measure the success of a Web site are to have an online form and analyze the feedback from users to see if there are ways to improve the site and obtain information from Web tracking software.
27. Web tracking software is software installed on a server that allows a report to be produced containing information about users such as the IP address, the URL requested, the browser, and the time spent at the site.