

5.4 Review Sheet and Question Prep

REVIEW VOCABULARY

Alt Attribute

If an image cannot be displayed on the screen, the alt attribute provides alternate text.

Bookmarking

When an Internet user creates a shortcut to a web URL that contains a title and sometimes a favicon and allow them to avoid typing out the URL or searching for it again.

Character Sets

Every letter (A, B, C), number (1, 2, 3), and symbol (!, @, #) are defined as a list of characters, but not every computer recognizes the same symbols, so metadata often defines the "charset."

Favicon

Any small website or webpage icon that is used in the title tab, bookmark, or shortcut.

Index Page

The index page is the primary home page of every website. It is always saved as index.html or index.htm (and in some of those more advanced websites, index.php). This is the page that sits in the root directory and points to everything else.

Metadata

A way of describing the content of a page for a search engine to better understand or display.

(for example: <title></title>, <meta>)

Search Engine Caching

Internet Browsers (Firefox, Chrome, etc) will often take a "snapshot" (or cache file) of a common website that you visit so that it can load quicker the next time you visit. If the page is updated and the user doesn't see the change, the browser cache just needs to be refreshed.

Search Engine Indexing

Spiders/Robots enter data (links, keywords, etc) into a database that can be searched by anyone.

Search Engine Optimization

Using HTML elements and attributes, this is when designers create websites with a search engine in mind, knowing that search spiders will be crawling through the code to find key info.

Search Engine Spiders/Robots

Computer programs that are designed to search through source codes and find keywords, links, and metadata that can help with a search engine index.

Validator

A program or website that checks a source code to ensure that it has no errors.

...QUESTIONS BELOW...

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REVIEW QUESTIONS

1. What is the correct syntax for coding an image of a cat with proper Search Engine Optimization?

- A. ``
- B. ``
- C. ``
- D. ``

2. A method of creating browser shortcuts is:

- A. Validating
- B. Indexing
- C. Bookmarking
- D. Attributing

3. Why would someone use a code validator?

4. In HTML5, the most common charset is:

- A. Windows 1252
- B. UTF-8
- C. ISO-8859
- D. ANSI

5. Designing a site for a search engine is called:

- A. Indexing
- B. Caching
- C. SEO
- D. Validating

6. What kinds of things do search engine spiders look for in a source code?

7. What is the purpose of an index page?

- A. To direct viewers to other pages on the site
- B. To be a starting point on every website
- C. To establish the root directory
- D. All of the above