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Question 1

Question Type: MultipleChoice

Which of the following represents an SEO strategy of using short phrases of three to five key words?

Options:

- A- Word cloud
- B- Word salad
- C- Long-tail keyword
- D- Boolean operator keywords



Answer:

C

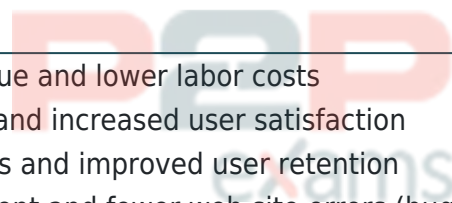
Question 2

Question Type: MultipleChoice

User-Centered Web Design focuses on understanding what users want, and regular testing to make sure users are getting what they want. What are the main benefits of this practice?

Options:

- A- Increased ecommerce revenue and lower labor costs
- B- Reduced development time and increased user satisfaction
- C- Reduced marketing expenses and improved user retention
- D- Improved product development and fewer web site errors (bugs)



Answer:

C

Question 3

Question Type: MultipleChoice

Rebecca is registering for her Web site hosting account and has been prompted to pick a strong password. It must include letters, numbers, special characters, and be at least 8 characters long. What kind of security threat is her Internet Service Provider trying to prevent with this requirement?

Options:

- A- SQL injection
- B- Denial of Service (DOS) attack
- C- Brute-force attack
- D- Social engineering



Answer:

C

Question 4

Question Type: MultipleChoice

Your web developer has presented a report of a focus group's review of your new website. The report contains information on the amount of time the group spent on the site, the number of clicks required to navigate, and the general pattern of navigation. What kind of testing was the focus group performing?

Options:

- A- Formative testing
- B- Objective testing
- C- Qualitative testing
- D- Summative testing



Answer:

C

Question 5

Question Type: MultipleChoice

Gabby is meeting with a client to discuss a new web site. She is asking her client a series of questions so that she can create a site strategy. Which of the questions below would help Gabby define the site audience?

Options:

- A- How will users navigate through this site?
- B- What kind of users will be visiting the site?
- C- What is the most important task for users to complete on the site?
- D- How many visitors are expected to visit the site?

Answer:

B

Question 6

Question Type: MultipleChoice

A confirmation message is displayed to a customer after the purchase of product is completed on an ecommerce site. This is an example of which user interface design principle?

Options:

- A- Feedback
- B- Tolerance
- C- Structure
- D- Visibility

Answer:

A

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