

# WEB DESIGN MATCHING

## Digital Media 1

- |           |                      |          |   |
|-----------|----------------------|----------|---|
| 1. _____  | Color                | <b>A</b> | A way of organizing information on a web page, ensures the information on a page can be easily located.                                     |
| 2. _____  | Communication        | <b>B</b> | A computer programs that looks through websites to find tags, keywords and other info.  |
| 3. _____  | Content              | <b>C</b> | A determination of how easy it is to find your website through search engines.  |
| 4. _____  | Digital Portfolio    | <b>D</b> | A visual representation of your abilities, skills, capabilities, knowledge, and qualities that represent your potential.                    |
| 5. _____  | Effective Web Design | <b>E</b> | All of the information, images, and other multimedia that are contained within the pages of a website.                                      |
| 6. _____  | FTP                  | <b>F</b> | Are page title, paragraph titles, image tags, or meta tags that search engines use to find your website.                                    |
| 7. _____  | Hyperlinks           | <b>G</b> | Clickable connections that link text and images to other pages of the website, out to external websites, or to files posted on the website. |
| 8. _____  | Images               | <b>H</b> | Computer programs that read and interpret web design code to display a web page to the user.  |
| 9. _____  | Internet Browsers    | <b>I</b> | Creating web pages to be viewed on the internet.  |
| 10. _____ | Keywords             | <b>J</b> | Don't lose your user by forcing them to wait for content to display.  |
| 11. _____ | Load Time            | <b>K</b> | Good overall web design using Skills and disciplines.   |
| 12. _____ | Mobile Friendly      | <b>L</b> | Keep content at the top and to the left of the page.  |
| 13. _____ | Navigation           | <b>M</b> | Make sure to consider mobile devices when designing a site.   |
| 14. _____ | Page Layout          | <b>N</b> | Method by which data and files are transferred over the internet.   |
| 15. _____ | Page Ranking         | <b>O</b> | Only use high quality photos, infographics, and illustrations.  |
| 16. _____ | Purpose              | <b>P</b> | The method by which a user accesses all the pages and information on a website, should be easy to understand and use effectively.           |
| 17. _____ | Reading Pattern      | <b>Q</b> | The process of maximizing the number of visitors to your site by ensuring the site appears higher on the return list by a search engine.    |
| 18. _____ | Seach Engine         | <b>R</b> | The specific address of a page on the internet.   |
| 19. _____ | Search Engines       | <b>S</b> | This is the focus of the needs of the user.   |
| 20. _____ | Tags                 | <b>T</b> | Use headings, bullets and concise text so users can locate content quickly.   |
| 21. _____ | Typography           | <b>U</b> | User defined words or phrases that help a search engine find your website.  |
| 22. _____ | URL                  | <b>V</b> | Using readable, web friendly fonts while considering size and spacing.  |
| 23. _____ | Web Crawlers         | <b>W</b> | Using the web safe versions of these for test, background, etc..  |
| 24. _____ | Web Design           | <b>X</b> | Websites that organize and retrieve information located on the internet.  |