Unit 17

True/False
Indicate whether the statement is true or false.

_____ 1. Assistive technology is a device or software developed with the goal of helping those with disabilities use a computer.

_____ 2. Alternative text descriptions for images are needed so that screen readers, used by the vision impaired will skip over the image.

_____ 3. Assistive technology helps with both media content on a Web page and interactive features on a page.

_____ 4. The W3C recommendations for Web accessibility are mandates for all Web sites.

_____ 5. The most obvious way of ensuring that your Web site will be found by potential clients is to advertise in print media.

_____ 6. Loading the meta tag with keywords is the secret to getting your Web site indexed.

_____ 7. The meta tag, placed in the head section of the HTML code by the Web designer, provides a crawler with information about the site.

_____ 8. Spiders index everything on a Web page, including text within images.

_____ 9. A meta tag allows for certain directories or files to be blocked from search engines.

_____ 10. A link exchange is an agreement among two or more Web sites to link to each other in hopes of increasing the ranking of each party in search engine results.

_____ 11. Adwords are keywords and phrases for your site to which you agree with a search engine such as Google or Bing to link an advertisement.

_____ 12. Tools that analyze and report statistics detailing traffic to a Web site are Web analytics.

Multiple Choice
Identify the choice that best completes the statement or answers the question.

_____ 1. The _____ plays the major role in establishing and promoting Web standards
   a. WCAG
   b. WAI
   c. W3C
   d. WAIM

_____ 2. The principle of making Web content understandable and usable by all people regardless of disabilities is _____.
   a. accessibility
   b. perceivability
   c. operability
   d. required by all Web pages

_____ 3. Some accessibility standards are regulated by
   a. Section 507 of 1977.   c. Section 508 of 1973.
   b. Section 508 of 1990.   d. Section 501 of 1993.

_____ 4. All of the following regulations are required by federal law except
   a. A text equivalent for every non-text element shall be provided.
   b. Equivalent alternatives for any multimedia presentation synchronized with the presentation.
   c. Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.
   d. Row and column headers shall be omitted for data tables.

_____ 5. Software that checks Web sites under development for compliance with particular standards is known as a(n) _____.
   a. validator   c. site map confirmation
   b. accessibility checker   d. accessibility test

_____ 6. All of the following are Web conventions EXCEPT a(n)
   a. copyright date.   c. accessibility report.
   b. Web Master email link.   d. link back to home pages.

_____ 7. It is a convention to use blue underlined text for active links and _____ underlined text for links that have been used.
   a. navy blue   c. fuchsia
   b. purple   d. black

_____ 8. A Web standard that allows Web administrators to block search engine spiders from indexing certain directories or files within the Web site is called
   a. Disallow Exclusion Protocol (DEP)   c. Spider Exclusion Protocol (SEP)
   b. Robot Exclusion Protocol (REP)   d. Robot Specification Site (RSS)

_____ 9. Loading the meta tag with keywords to get your Web site indexed is known as _____ and it was practiced by Web developers in the past; it fell into disfavor and search engines now pay little attention to meta tags.
   a. keyword stuffing   c. crawling
   b. ranking   d. optimization

_____ 10. All of the following affect ranking order of a Web site within a search engine EXCEPT
   a. the frequency and relevance of keywords within the Web site.
   b. the number of links to the Web site from other Web sites.
   c. purchasing adwords.
   d. meeting the accessibility standards.

_____ 11. Techniques used in an effort to enhance the ranking of a Web site in search engine results.
   a. Link exchanges   c. Robot Exclusion Protocol (REP)
   b. Search engine optimization (SEO) d. Web analytics

_____ 12. Web analytics can provide a large store of data about
   a. links within Web sites.
   b. Web site optimization.
   c. Web site visitors.
   d. adwords, keywords, and phrases for a Web site.

Short Answer

   1. What are the four areas that the WCAG promotes accessibility in? Briefly explain each.