

Question 1. (Single Select)

You are building an educational games website for children. You have determined that your users respond best to large, colorful, easy-to-read buttons to navigate through the site. You've created a prototype of the navigation element, and want to make sure it meets your user's needs. What kind of testing should be performed at this stage?

- A: Positional testing
- B: Usability testing
- C: Responsiveness testing
- D: Functional testing

Correct Answer: D

Question 2. (Single Select)

When a new user visits your proprietary site, what is typically the first method of interaction with them?

- A: A welcome e-mail message
- B: A registration form allowing access to the site
- C: Log file entry notifying you of new visitor activity
- D: Shopping cart activity

Correct Answer: C

Question 3. (Single Select)

You need to update your website for better search engine optimization. You've heard of technology that will search web pages, read the code and store the data for public search engines. What kind of technology is this?

- A: Web crawler
- B: Static index
- C: Database
- D: Dynamic index

Correct Answer: A

Question 4. (Single Select)

Consider the following image.
What kind of Web site would benefit most from this kind of layout?

- A: A social media site promoting movies through video trailers
- B: A dictionary of definitions for slang words and phrases
- C: A photo gallery site for clothing fashions
- D: A general newspaper site, with many images and videos

Correct Answer: D

Question 5. (Single Select)

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

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

Correct Answer: C