

# After You Read Answers

## (Page 331) Section 12.1 After You Read Answers

### Review Key Concepts

1. A feedback form provides customers with a way to voice opinions, comments, and suggestions. Visitor feedback helps cement the relationship between the customer and the business.
2. Newsletters and blogs are both used to share information with a site's visitors. While a newsletter is sent to visitors, a blog is a public Web page that visitors access to read what is posted. Newsletters are usually published either monthly or quarterly, whereas most blogs are frequently updated. A business that sells technology products and services might employ a more tech-savvy form of communication, such as an Instant Messenger Help Desk or a micro blogging service like Twitter.

## (Page 340) Section 12.2 After You Read Answers

### Review Key Concepts

1. Privacy policies let the customers of an e-commerce site know how the information it collects will be used. Customers are more likely to make online purchases when they know that the information they supply will be used ethically and will be transmitted securely.
2. Using alternative text for a site's multimedia elements allows the site to be more accessible.

## (Page 345) Section 12.3 After You Read Answers

### Review Key Concepts

1. Tracking systems provide a significant amount of information about a site's visitors. They help individuals and companies decide where and how to advertise their sites, and identify the most popular pages at a site.
2. A static page contains fixed information. A dynamic page contains information that is capable of change. On a static page, information is embedded in the XHTML code that makes up the page. Dynamic pages are shells that contain changing information.

## (Page 350) Section 12.4 After You Read Answers

### Review Key Concepts

1. Site maps and tables of contents help visitors navigate to the specific information they are seeking, which is especially important when the site is large and contains a great deal of information.
2. FAQ pages answer common questions that visitors are likely to have about the site. This helps visitors find the information they seek and reduces the number of queries a site is likely to receive.