After You Read Answers

(Page 364) Section 13.1 After You Read Answers
Review Key Concepts
1. Individuals should consider cost, performance, reliability, tech support, storage space and bandwidth, and additional features.
2. With a personal Web server, a company uploads its Web site to its own Web server. The company retains all the control over the site and how it functions on the server. Using a Web server provider involves transferring the Web site files to the Web server of another company that typically hosts many other Web sites. By sharing the costs of the server with other companies, the cost is often less than what it would be if the site were internally hosted.

(Page 370) Section 13.2 After You Read Answers
Review Key Concepts
1. When developing a large Web site, a logical directory structure helps developers keep files organized. It also improves download time when a user visits the site.
2. HTTP is the Internet protocol used to access Web pages via a browser. FTP is the protocol used to transfer files between a client computer and a Web server.

(Page 378) Section 13.3 After You Read Answers
Review Key Concepts
1. Reports are useful tools that help you spot errors or make maintenance easier. Web developers use reports and validations to be sure their Web sites are ready to run smoothly before being published.
2. Publicizing methods include e-mail advertising, print advertising, link trading, registering with search engines, and embedding meta tags in XHTML code.