

After You Read Answers

(Page 136) Section 5.1 After You Read Answers

Review Key Concepts

1. If a chosen Web site topic is too broad or lacks focus, refining or narrowing that topic will make the site's purpose more achievable.
2. You should know who the target audience is, what that audience already knows about the site's topic, what that audience wants to find out, and how that audience will access the site.

(Page 142) Section 5.2 After You Read Answers

Review Key Concepts

1. Navigation makes a site easier to use. An effective navigation scheme is well organized, uncluttered, predicts users' needs, and appeals to its target audience.
2. Consider what kind of information is presented on the site and how the audience will want to access that information.

(Page 149) Section 5.3 After You Read Answers

Review Key Concepts

1. Using tables and charts is a good way to gather the information needed to plan a Web site's navigation structure.
2. The page name, also called the page title, is the name you choose to display on the browser's title bar. The file name is the name you choose to save your page and can be an .html (or .htm) document.