Web Design & Evaluation:

Know and be able to discuss importance of each factor below as well as specific examples:
  - Planning
  - Site Structure
  - Content
  - Navigation
  - Page Design
  - Maintenance

We talked a lot about "knowing your audience." What are some different ways of learning about your audience?

Know and be able to discuss website evaluation strategies:
  - Usability testing
  - Surveys
  - Focus groups
  - Market research
  - Web analytics
  - Server logs
  - Search data analysis
  - Contact w/ public
  - Web content from similar businesses/domains
  - Performance evaluation

Intellectual Property

Property vs. intellectual property. Why do countries grant protection to IP? How has digital technology impacted intellectual property? What 4 ways do we have to protect IP? What are the main features of each? What rights are conveyed via copyright protection? What are the 4 factors influencing a determination of "fair use" of copyrighted material? What is the DCMA? What are the 3 major provisions of the DMCA we discussed in class? In relation to the DMCA, what is a "takedown notice," and how does it function?

HTML and CSS

Where do pages written in HTML live/function in the client-server architecture of the Web? What do we mean when we say browsers "render" webpages? What are the three types of text in a webpage? Give examples of each? What role do each play in the form/function of a webpage? What are tags? Give some examples of tags and their associated visual HTML elements?
  - Spacing elements
  - Headings
  - Lists
  - Tables
  - Formatted text
What is the difference between absolute and relative references on a webpage? When would/wouldn't you use each?

What is CSS?
Why would you use this to style your webpages?
What are the advantages/disadvantages of in-line CSS vs. a separate file for CSS?
What do classes in CSS allow us to do?

**Analytics**

Give some examples of types of information you can get from Google Analytics.

What are some ways businesses could use this information? ( Might want to reference above section on website design/evaluation.)

What is a bounce rate? Exit rate?

What is the difference between "organic" traffic and "paid" traffic.