

Unit 305

Guidance Notes

THE FOLLOWING IS A GUIDE ONLY

SECTION ONE

Q1.2 Features: server side, SEO friendly, content hierarchy

Q1.2 Functions: integrated file manager, intuitive interface, templates

Q1.3 Advantages and Disadvantages: cost, ownership of content, flexibility, customisation, SEO, static vs. dynamic pages, analytics

Q1.3 Hosting Options: self hosted, hosted by WordPress / blogger

Q1.8 Content and Layout: web page content and layout will vary according to the needs of the website but should include text (e.g. body, headings), images (photographs, images), moving images (animation, videos, live streaming), Social networking links, Blog

Q1.9 Laws, Guidelines and Constraints: effect of copyright law, acknowledgement of sources, avoiding plagiarism, provisions of Data Protection Act, accessibility standards, IPR

Q1.10 File Types: text (e.g. rtf, docx, pdf), Images (jpeg, tif, gif), Sound (e.g. wav, mp3), Video (e.g. mp4, avi)

SECTION TWO

Q2.1 Website Templates: templates may be customised according to requirements of CMS and website design. Templates should give header / footer and layout of pages (side bars, menu structure)

Q2.3 Programming and Development Techniques: methods will vary but may include use of plugins, widgets, creating and changing code using programming language, snippets, creating internal and external links, adding multimedia content to pages

Q2.4 Website Metatags: title, description, URL, ALT-tags, H1, H2, keyword, tagging

Q2.7 Social Networking Sites: could include Twitter, LinkedIn, Facebook, Instagram, Pinterest, TikTok or others

Q2.8 Buttons: RSS, Digg, Delicious etc.

Q2.9 Testing Methods: methods will vary but should include 'viewing pages using different browser software', checking links, testing multi-media and interactive elements

SECTION THREE

Q3.3 Parts of a Website: use of style sheets, colour, images, multimedia, navigation, scripts and forms, text, structure

Q3.4 – 3.5 Accessibility Guidelines: cascading style sheet, colours that do not cause problems for colour blindness, use ALT tags and titles on images, tabulated structures need captions and headings, sound files need accessible player or transcript to be made available, video files need accessible player and closed captioning, tabbed navigation, audio CAPTCHA on forms

SECTION FOUR

Q4.2 Methods of Measuring: number of hits to a website page, number of downloads, emails sent to an address, calls to a phone number, number of shares of content, number of visits to a blog

Q4.3 Analytical information: example: Bounce rate, hits, unique visitors, search terms, referral sites