

7. WebGo develop websites for mobile devices. WebGo have developed a site for a new university.

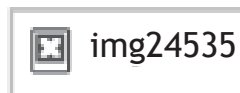
- (a) The university would like the website to incorporate an internal search engine. Search engines make use of crawler software.

Describe **two** ways that WebGo could ensure that the new website was optimised for indexing by crawler software.

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- (b) Students have reported issues with one of the web pages that is returned following a search.

The web page is supposed to display images of the student union gym and cafeteria. When the page loads the images appear as follows.



Explain how the HTML code could be changed to make this web page more accessible in the event of images not appearing on screen.

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