DMD
Connecting Healthcare

Test your digital vocabulary knowledge for a chance to win a special prize!
Submit your answers with your business card at the DMD booth.
Good luck!

DIGITAL GRUB

1. Chips and salsa
   A. A Mexican food staple
   B. Software that enables two-way communication via voice and video
   C. Chips is slang for hardware; salsa is slang for software

2. Breadcrumbs
   A. Slang for social media followers
   B. A navigation aid, allowing users to track their locations within programs/documents (e.g., DMD › Client Solutions › Agency and Service Companies)
   C. Pieces of bread left behind

3. Ham
   A. Email that is not spam
   B. A cut of meat from a pig
   C. Email that is not delivered to the user's mailbox

HAPPY HALLOWEEN!

4. Boolean operators
   A. Another name for email service providers that decide whether or not an email is spam
   B. Words such as "AND", "OR," and "NOT" that are used with search terms to broaden or narrow a search
   C. A scary phone operator

5. Google bomb
   A. Occurs when Google occasionally fails on Friday the 13th
   B. A Google results page that appears blank
   C. A Web page appearing in Google results from searches of off-topic keywords, often for comedic effect

6. Cloaking:
   A. Presenting content to the user's browser that differs from what is presented to the search engine spider for SEO purposes
   B. Wearing an overcoat to disguise one's presence
   C. Occurs when an email does not appear correctly on a mobile device

7. Black hat SEO
   A. A witch that appears out of thin air
   B. The optimization of a Web page achieved by creating content intended to deceive search engine spiders
   C. A company that specializes in search engine optimization

DIGITAL IN THE WILD

8. Spear phishing:
   A. Catching fish with a knife
   B. Phishing targeted toward a specific individual, group, or company
   C. The act of stopping phishing from happening, by recognizing that the source is a fraud

9. Heatmap
   A. A geographic map that shows temperatures of particular areas
   B. An image of a Web page that displays where test subjects directed their attention
   C. A geographic map that shows the range of email response rates in different areas

10. X image block:
   A. A pirate's treasure hunt
   B. A small red or black "x" that appears when hypertext markup language (HTML) fails to load.
   C. Occurs when an image prevents an email from getting delivered