

3

Websites

- discuss the purpose of websites
- talk about website features
- describe a process
- write a proposal

Website purpose

- Speaking 1** Which websites do you use in your work and study? Make a list and share it with a partner. Do you use the same sites?



- Reading 2** Read this text about different types of website. Answer these questions.

TYPES OF WEBSITE – A GUIDE FOR WEBSITE DESIGNERS

The purpose of an organisational website is to inform about an idea or event. Companies develop commercial websites to sell products or services. Entertainment websites are designed to entertain or provide fun activities. People visit news websites to obtain information. The purpose of a personal website is to provide information about an individual. Social networking websites help people to exchange personal information. Educational websites aim to share knowledge and enable online learning.

- 1 Why do people visit organisational websites?
- 2 Why do people visit company websites?
- 3 Why do people visit entertainment websites?
- 4 Why do people visit news websites?

- Vocabulary 3** Complete these sentences about the purpose of websites with the words in the box.


offer practise present promote read sell share

Example: The purpose of Nationalgeographic.com is to present information on topics.

- 1 People visit CNN.com to _____ international news.
- 2 Some websites want to _____ a service.
- 3 Companies use Amazon.com to _____ their products.
- 4 Thegreenshoppingguide.co.uk wants to _____ environmentally friendly shopping.
- 5 Students visit Math.com to _____ their maths.
- 6 English teachers join eltforum.com to _____ teaching resources.

Question words (1)

| | |
|---|--|
| We use which to ask about things. We can use it with a noun. | Which websites do you visit/go to? <i>I use Wikipedia a lot.</i> |
| We use what to ask about things. | What do you use CNN for? <i>I use it to get the news.</i> |
| We use why to ask the reason for something. | Why do you use Wikipedia? <i>I use Wikipedia to check information.</i> |
| We use when to ask about time. | When do you use CNN? <i>In my lunchbreak.</i> |

Listening 4  19 Listen and repeat these questions.

- 1 Which websites do you use?
- 2 Why do you use Wikipedia?
- 3 What do you use CNN for?
- 4 When does she use CNN?

Speaking 5 Work in pairs. Use the websites you listed in 1 to ask and answer questions.

Example:

A: Which websites do you use?

B: I use ...

6 Go around the class and ask five students to name the websites they visit and use at home. Write down a website for each of the four headings 1–4 in the table.

| Interviewee name | Interviewee uses these websites to: | | | |
|------------------|-------------------------------------|------------|------------------|--------|
| | 1 entertain | 2 get news | 3 research/study | 4 shop |
| a) | | | | |
| b) | | | | |
| c) | | | | |
| d) | | | | |
| e) | | | | |

7 Present the information you collected to the group. Which are the most popular websites for each heading?



Website analytics

Speaking 1 What information can you get about website traffic using a website analysis application? Work in pairs. Make a list.



AT&T 9:53PM
MySite.com
Oct 1, 2008 - Oct 1, 2008

Keyword (Visits)

| | |
|----------------------------|-----|
| iphone app reviews | 473 |
| iphone app review | 369 |
| iphone application reviews | 312 |
| gotapps | 190 |
| newest iphone apps | 178 |
| iphone game reviews | 132 |
| labyrinth game | 81 |
| app reviews | 80 |
| fun 2 player games | 73 |
| craigslist iphone app | 73 |

Reading 2 Which items of the analytics programme above answer these questions?

Example:

A: *Where do you find information about the website's visitors?*

B: *In 'Visitors Overview'.*

- Where can you find out how many people visit the website?
- Where can you see what percentage of people view only one page on the website?
- Where do you find information about how long they spend on the website?
- Where do you see how many people searched for 'gotapps' to find the website?

Listening 3 Listen to Sarah and George. Complete this dialogue.

Sarah: George, I (1) _____ some information about our website.

George: OK, what do you need to (2) _____ ?

Sarah: Well, I need some information about website (3) _____, you know, external visits to our website.

George: OK.

Sarah: (4) _____ you do a report for me?

George: Sure. (5) _____ do you need it by?

Sarah: Er, tomorrow morning, I'm (6) _____. It's for the finance director.

George: OK, what do you need to know (7) _____ ?

Sarah: Well, the (8) _____ of visitors to our website last month, their movements and actions on the website, and where they're from.

George: OK, I (9) _____ do that.

Sarah: Thanks very (10) _____ indeed.


Vocabulary 4 Match the website analysis tools 1-5 to the descriptions a-e.

- | | |
|---------------------|---|
| 1 traffic | a) information about where the visitors to your site are from |
| 2 meta tag | b) invisible information (e.g. a hidden keyword) on a website |
| 3 visitor map | c) information about a user and the sites they browse |
| 4 user profile | d) increasing the number of visitors to your site |
| 5 page optimisation | e) the movement and actions of visitors to your site |

Language

Question words (2)

| | |
|---|---|
| We use how much/how many to ask about quantity. | How many people visit our website every day? About 20,000. |
| | How many hits do we get each month? About 40,000. |
| We use where to ask about places. | Where are the visitors from? From Asia and the US. |
| | Where do they go on our website? To 'News'. |
| We can use how + adjective/adverb to ask about degree. | How often do people visit our website? At least once a day. |

Listening 5  **21** Listen and repeat these questions.

- 1 How many people visit the site?
- 2 Where do they go on the website?
- 3 How long do they spend on the website?


Language

Large numbers

| | |
|-----------|--------------------------------------|
| 20,000 | twenty thousand |
| 400,000 | four hundred thousand |
| 500,000 | five hundred thousand/half a million |
| 3,000,000 | three million |

6 How do you say these numbers?

- 1 30,000
- 2 700,000
- 3 10,000,000
- 4 100,000
- 5 80,000

7  **22** Listen and check your answers.

Speaking 8 Work in pairs. You both work in website analytics. Ask and answer questions about website visits.

Student A: Turn to page 68
Student B: Turn to page 78



Website development

Speaking 1 Describe something you do every day at home or at work. Use the words in the Language box below.

Example: Sending an email.

First, click on 'New email'. After that ...

Language

Describing steps in a process

We use **first, next, then, after that** (etc.) to describe the order of actions.

First, do ...

To start, do ...

After that, ...

Next, ...

Then, ...

Secondly, ...

Thirdly, ...

Finally, ...

To finish, ...

Reading 2 Complete this text with the words in the box.

After that Finally First Next Secondly Then Thirdly

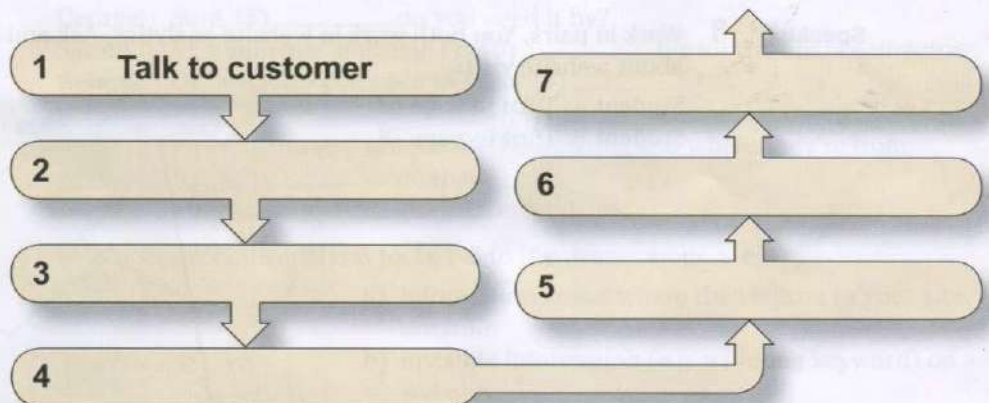


The steps in website development

(1) _____, discuss with the customer their requirements and the target audience. Find out what features and number of pages they want on their site. (2) _____, analyse the information from the customer. (3) _____, create a website specification. (4) _____ design and develop the website. (5) _____, assign a specialist to write the website content. (6) _____ give the project to programmers for HTML coding. (7) _____, test the website.

After you publish the website, update and maintain it on an ongoing basis. Monitor customer use.

3 Work in pairs. Complete the flowchart to show the website development process.



Speaking 4 Describe the website development process to another pair in your own words.

Reading 5 Look at the websites below and answer these questions.

- 1 What are the websites?
- 2 Do you use these websites? Why/Why not?
- 3 What is the purpose of each website: sell, inform, share, educate?
- 4 What are the main features of each website?
- 5 Think of two more websites that have the same purpose. Are they different to the ones below? Why?

Writing 6 You are the owner of a company that needs a new website. Make a list of things that you need/would like for your website. Answer the following questions.

- What is the name of your company?
- What is the business type?
- What is the purpose of your website?

Speaking 7 Work in pairs. Student A is the website developer. Student B is the customer. Ask and answer questions about website requirements. Swap roles.

Example:

A: What is the name of your company?

B: It's called/Its name is ...

The best websites

Vocabulary 1 What are your favourite websites? Why? Use the words in the box to describe them.

beautiful well-designed easy-to-use/navigate clear reliable
useful informative fun funny exciting interesting

Example: *The most exciting website is ... because ...*



Language

Describing things

| | |
|-------------------------------------|--|
| There's/There is/There isn't | <i>There's a lot of information on this website.</i> |
| There are/aren't | <i>There aren't many photos on this website.</i> |
| Has | <i>The website has good graphics.</i> |
| Have | <i>Most websites have a lot of features.</i> |

Writing 2 Write about the things you like and dislike about different websites.

Example: *I really like the look of the Nickelodeon website. It has ...*

Speaking 3 What are the trends in website design? Discuss with the group.

Example: *Websites use more video now.*

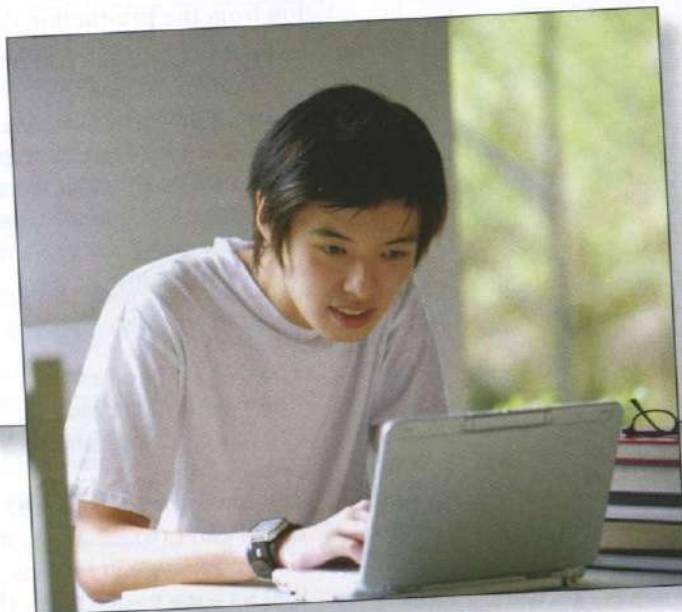
Business matters

Reading 1 You are a website designer. Read the information about Learning Now Ltd. Answer these questions.

- What is the business type?
- What is the purpose of the website: sell, inform, share, educate?
- Who are the website users? Where are the website users?
- What are the features of the website?

Learning Now Ltd

Learning Now Ltd is in the education business. It needs a new website to promote its courses, materials and learning resources and provide online language-learning services. The website users are young adults all around the world. The website needs to have these features: good interactivity, audio and fast download times.



Writing 2 In pairs, write a proposal for Learning Now Ltd's website. Use your answers from 1 and the template below to help you.

| | |
|-------------------------|--------------------|
| Proposal No. 2011/32154 | Date: |
| Customer: | Business activity: |
| Subject: | |
| Purpose: | |
| Users: | |
| Features: | |
| Proposal presented by: | |

Speaking 3 Present your proposal to the group.