

9

Web browsing

1 URL

2 meta tags

3 search engine

4 hyperlink

5 web browser

6 website

T.B. BROWN Inc.
 INFORMATION TECHNOLOGY DEPARTMENT
 To: All Employees of T.B. Brown Incorporation
 From: IT Department
 Please be aware of these changes to the company web site.
 The new URL is <http://tbbrownincorp.com>.
 The site has a new web host. The new host supports higher traffic to the site. The site also loads quicker.
 The site has new HTML codes. They include several additional meta tags. Our site now receives more traffic from search engines.
 All web browsers now support our graphics.
 The hyperlinks open new pages. Customers do not navigate away from the original page.
 We expect increased sales on the www as a result of these changes.

Get ready!

- 1 Before you read the passage, talk about these questions.

- 1 When do you browse the web at work?
- 2 What kind of things do you browse for?

Reading

- 2 Read the email from the IT department of T.B. Brown Inc. Then, mark the following statements as true (T) or false (F).

- 1 ☐ T.B. Brown Inc. now has a different URL.
- 2 ☐ The hyperlinks navigate away from the original page.
- 3 ☐ The web site now has fewer meta tags.

Vocabulary

- 3 Match the words (1-5) with the definitions (A-E).

- | | |
|--------------------------------------|--|
| 1 ☐ hyperlink | 4 ☐ web host |
| 2 ☐ website | 5 ☐ web browser |
| 3 ☐ HTML | |

- A a collection of related Internet pages
- B a program that lets you look at web pages
- C a word/image that you can click on to navigate
- D a computer language used to make web sites
- E a company that provides space for a website

4 Choose the word that is closest in meaning to the underlined part.

- The text used in webpage codes that provide information to search engines gives us high search rankings.
A hyperlink B meta tag C web host
- Type a word into the computer program that allows people to look for particular information to find a web site.
A search engine B http C website
- Our website is very popular on the system of information that is available on the Internet.
A meta tag B hyperlink C www
- The company's text and symbols that form a web address is <http://tbbrownincorp.com>.
A URL B search engine C web host
- Please begin the web address with the part of the web address that allows the computer to connect to the site.
A HTML B web browser C http

5 Listen and read the email from the IT department of T.B Brown Inc. again. Where does their site get more activity from?

Listening

6 Listen to a conversation between two employees of T.B. Brown Inc. Choose the correct answers.

- What is the main idea of the dialogue?
A how to compose a memo
B the importance of meta tags
C finding a better search engine
D what a hyperlink is
- What does the man say about the website?
A It displays larger meta tags.
B It contains more hyperlinks.
C It has larger web pages available.
D It appears near the top of search results.

7 Listen again and complete the conversation.

- B: Hi Susan! Did you receive the staff email?
S: Yes, and I have a question, Bob.
B: Okay, no problem. What is it?
S: I don't even know what 1 _____ are. Why are they important?
B: They're descriptive words on the 2 _____ . They make the site rank higher in 3 _____ .
S: You mean our 4 _____ appears at the top of the search results?
B: Exactly. Customers 5 _____ our hyperlink first.
S: That's good news for our sales department.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

*I don't even know what meta tags are.
Our site appears at the top of the search results.
Customers click on our hyperlink first.*

Student A: You are a T.B. Brown Inc. employee. You want to know more about meta tags and the company's website. Talk about:

- meta tags
- search engines
- search results

Make up a name for your co-worker.

Student B: You are an IT department employee. Answer A's questions.

Make up a name for your co-worker.

Writing

9 Use the conversation from Task 8 to fill in the email.

Dear _____,
Thanks for explaining what the _____ are. I had no idea they were so _____. Now, I can see why our website appears at _____. There are some pretty good _____ on the new website. Anyway, as long as customers keep _____ first, it'll be good for business!
Regards,
