# 9 Web browsing

Google™

click he

Forward Reload Stop Home Histo   http://www.amazon.com/

Started Click to view full siz... Latest ple ▼ Amazon

**(1) URL**

Web Images ... ews Froogle Local more »

**(3) search engine**

Google Search   I'm Feeling Lucky   Advan Prefere Langua

**(4) hyperlink**

<meta http-equi
names"Keyword
<me  De
<link re tyles!>
</head>
<body>
<tab
<t

**(2) meta tags**

Advertising

## 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.

**(5) web browser**

Contact Information   VIEW

**(6) website**   I'm looking for

November 13 · Yesterdays thru Sunday

## Get ready!

**❶ 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

**❷ 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

**❸ 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.**

1 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

2 Type a word into the computer program that allows people to look for particular information to find a web site.

  A search engine      C website
  B http

3 Our website is very popular on the system of information that is available on the Internet.

  A meta tag   B hyperlink   C www

4 The company's text and symbols that form a web address is http://tbbrownincorp.com.

  A URL   B search engine  C web host

5 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.**

1 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

2 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,

_____