VOCAB AND GRAMMAR REVIEW

talk english

Selling online

1. Read the definitions. Then supply the missing vowels for each word.

1 something you buy cheaply or for less than the usual price	a b _ rg__n
2 a large building used for storing goods	a w_r_h__s_
3 to send goods to a place	to d _ sp _ tch
4 a formal word meaning to buy	to p _ rch _ s _
5 to give someone their money back (e.g., because they are not satisfied with what they have bought)	to r _ f _ nd

2. Choose the suitable words to complete the text.

Selling online successfully

To be a successful online business, first of all you need to have a good website. A good website looks professional and is quick and easy to use. For instance, many people do not like to have to register to visit a site. It is also important for the company to have its 1_____ on each page. This brands the site and can be used by the visitor as a link back to the 2 _____.

Of course, your products need to be at least as good as your site. The site may be what 3_____ customers in the first place, but it is certainly the quality of the products and of the service that makes them come back. 4_____ your prices down, and make a point of offering excellent after sales 5_____. Inform your visitors that you offer 6_____ online ordering. finally, when you receive an order, e-mail the customer to 7_____ receipt and to inform them when the goods will be 8_____.

a) flag	b) symbol	c) logo
a) homepage	b) modem	c) search engine
a) shows	b) appeals	c) attracts
a) lake	b) Give	c) Bring
a) service	b) guarantee	c) method
a) saved	b) proof	c) secure
a) thank	b) acknowledge	c) send
a) exchanged	b) despatched	c) purchased

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3. Match each sentence to the meaning expressed by the modal in italics.

1 Online retailers *should* offer secure online ordering.	a) It is not necessary.
2 You *have to* work very hard to attract visitors to your site.	b) It would be a good idea.
3 If you need a password, you *mustn't* let anyone else use it.	c) It is necessary.
4 People like it when they don't *have to* register to visit a site.	d) Don't do that!

4. Rewrite these sentences using an appropriate modal to replace the words in italics.

1. If you want your website to be effective, it is necessary to work on it all the time.
   If you want your website to be effective, *you have to work on it all the time*.
2. It's a good idea for online retailers to despatch orders quickly.
   Online retailers _____.
3. One of the good things about their website is that it is not necessary to register.
   One of the good things about their website is that you _____.
4. It is a good idea to put your logo on every page of your site.
   You _____.
5. If you order before 15 March, it's not necessary for you to pay until July.
   If you order before 15 March, you _____.
6. This deal is very important for all of us, so no mistakes please!
   This deal is very important, so we _____!

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