WEBSITES

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.

Listening **3** 🔲 20 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
2 meta tag
3 visitor map
4 user profile
5 page optimisation

a) information about where the visitors to your site are from
b) invisible information (e.g. a hidden keyword) on a website
c) information about a user and the sites they browse
d) increasing the number of visitors to your site
e) the movement and actions of visitors to your site

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.