• You will hear a web designer called Paul Doherty giving advice about creating a website to a group of people who own a small business.

• For questions 33 to 38, circle one letter A, B or C for the correct answer.

• You will hear the talk twice.

33 Paul Doherty advises getting ideas from websites which

A have been set up by local competitors.

B are offering a range of different goods.

**C are based abroad.**

34 According to Paul Doherty, what is the advantage of using a website designer?

**A It may be cheaper than doing it yourself.**

B It is likely to be quicker than doing it yourself.

C It will be more professional than doing it yourself.

35 Paul Doherty says that when producing your own web pages you should

A make the pages bright and colourful.

**B use the same typeface throughout.**

C put your logo on every page.

36 Paul Doherty says that a good website should also include

A a counter to see how many hits you’ve had.

**B background information on staff.**

C a range of charts and graphs.

37 Paul Doherty says that many companies fail to

A display full contact details.

**B update their web pages regularly.**

C employ someone to check emails.

38 Paul Doherty thinks one good way to get customers to return to a site is

A to offer a new tip each day.

B to provide a free calculator.

**C to have quizzes for customers.**