INGLÉS TÉCNICO DE GRADO SUPERIOR UD-9

WEB BROWSING

ÍNDICE

[GET READY! 3](#_Toc151678465)

[READING 3](#_Toc151678466)

[VOCABULARY 3](#_Toc151678467)

[LISTENING 4](#_Toc151678468)

# GET READY!

Before you read the passage talk aboutthese questions.

1. *When do you browse the web at work?*

I usually browse the web at work when I’m searching for specific information. It’s a good way of keeping up to date with new technology, products and services.

1. *What kind of things do you browse for?*

I browse the Internet for particular products as I often purchase online through eBay. I constantly look for news that may be important for my company and I make my airline and train reservations after searching for the best deals.

# READING

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

# VOCABULARY

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

1. **Website**: a collection of related Internet pages.
2. **Web browser**: a program that lets you look at web pages.
3. **Hyperlink**: a word/image that you can click on to navigate.
4. **HTML**: a computer language used to make web sites.
5. **Web host**: a company that provides space for a website.

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.
2. hyperlink
3. **meta tag**
4. web host
5. Type a word into the **computer program that allows people to look for particular information** to find a web site.
6. **search engine**
7. http
8. website
9. Our website is very popular on the **system of information that is available on the Internet**.
10. meta tag
11. hyperlink
12. **www**
13. The company's **text and symbols that form a web address is** [**http://tbbrownincorp.com**](http://tbbrownincorp.com).
14. **URL**
15. search engine
16. web host
17. Please begin the web address with **the part of the web address that allows the computer to connect to the site**.
18. HTML
19. web browser
20. **http**

HTML (HyperText Markup Language). A code to structure the web page.

Meta tag. They define meta data about an HTML document.

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

Their site receives more traffic from search engines.

# LISTENING

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?
2. how to compose a memo
3. **the importance of meta tags**
4. finding a better search engine
5. what a hyperlink is
6. What does the man say about the website?
7. It displays larger meta tags.
8. It contains more hyperlinks.
9. It has larger web pages available.
10. **It appears near the top of search results.**

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 **meta tags** are. Why are they important?

8: They're descriptive words on the 2 **new website**. They make the site rank higher in 3 **search engines**.

S: You mean our 4 **site** appears at the top of the search results?

B: Exactly. Customers 5 **click on** our hyperlink first.

S: That's good news for our sales department.