Websites

- discuss the purpose of websites
- talk about website features
- describe a process
- write a proposal

Website purpose

Speaking

E-SUS Udemy.com DevMedia YouTube Codecademy Dio Hackr.io

Which websites do you use in your work and study? Make a list and share it with a partner. Do you use the same sites?



Reading

Read this text about different types of website. Answer these questions.

TYPES OF WEBSITE - A GUIDE FOR WEBSITE DESIGNERS

The purpose of an organisational website is to inform about an idea or event. Companies develop commercial websites to sell products or services. Entertainment websites are designed to entertain or provide fun activities. People visit news websites to obtain information. The purpose of a personal website is to provide information about an individual. Social networking websites help people to exchange personal information. Educational websites aim to share knowledge and enable online learning.

- 1 Why do people visit organisational websites? stay informed about an idea or event
- 2 Why do people visit company websites? purchase products or services
- 3 Why do people visit entertainment websites?
- 4 Why do people visit news websites? Information to entertain yourself or perform fun activities.

Vocabulary

Complete these sentences about the purpose of websites with the words in the box.

practise present promote share

Example: The purpose of Nationalgeographic.com is to <u>present</u> information on topics.

- read 1 People visit CNN.com to . international news.
- 2 Some websites want to _ a service.
- sell 3 Companies use Amazon.com to __ their products.
- 4 Thegreenshoppingguide.co.uk wants to <u>promote</u> environmentally friendly shopping.
- 5 Students visit Math.com to practise their maths.
- 6 English teachers join eltforum.com to share _ teaching resources.

Language

Question words (1)

Which websites do you visit/go to? I use Wikipedia a lot.
What do you use CNN for? I use it to get the news.
Why do you use Wikipedia? I use Wikipedia to check information.
When do you use CNN? In my lunchbreak.

A: She uses Wikipedia a lot.

Listening

Listen and repeat these questions.

- 1 Which websites do you use?
- 2 Why do you use Wikipedia?
- 3 What do you use CNN for?
- 4 When does she use CNN?

A: She uses Wikipedia to verify information.

A: She uses CNN to get the news, especially on my lunch break.

A: She uses CNN on her lunch

Speaking

Work in pairs. Use the websites you listed in 1 to ask and answer questions.

Example:

A: Which websites do you use? B: I use

What websites do you use to perform agile queries? I use chat.openai.com

break.

What websites do you use for your entertainment?

Luse YouTube 6 Go around the class and ask five students to name the websites they visit

and use at home. Write down a website for each of the four headings 1-4 in the table.

Interviewee name	Interviewee uses these websites to:			
interviewee name	1 entertain	2 get news	3 research/study	4 shop
a) Mayana	Netflix	G1	Udemy	Shain
b) Alexandre	You Tube	G1	YouTube	Shopee
c) João	Netflix	Instagram	YouTube	Amazon
d) Felipe	Instagram	Instagram	Udemy	Amazom
e) Arthur	Instagram	G1	Udemy	Shopee

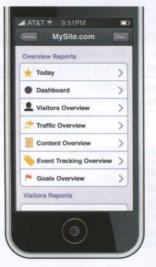
Present the information you collected to the group. Which are the most popular websites for each heading?



- 1- Total number of visitors: Website analysis allows you to track the number of unique visitors and the total number of visits to the website in a given period of time. This helps to understand the popularity of the site and the reach of the audience.
- 2- Origin of traffic: It is possible to identify the source of traffic that directs visitors to the site, such as search engines, social networks, referral links from other sites, marketing campaigns, etc. This information helps measure the effectiveness of traffic acquisition strategies.
- 3- Most visited pages: Website analysis can provide data about the pages that receive the most visits. This allows site owners to identify popular content and determine areas that need improvement.
- 4- Average length of stay: The average duration of visits to the site is an important metric to understand the engagement of visitors. The longer users stay on the site, the more likely it is that the content will be relevant and interesting.

Website analytics

What information can you get about website traffic using a website analysis application? Work in pairs. Make a list.







Reading

- Which items of the analytics programme above answer these questions? Example:
 - A: Where do you find information about the website's visitors?
 - B: In 'Visitors Overview'.
 - 1 Where can you find out how many people visit the website? Visits
 - 2 Where can you see what percentage of people view only one page on **Average Pageviews** the website?
 - 3 Where do you find information about how long they spend on the website?
 - 4 Where do you see how many people searched for 'gotapps' to find the website?

Listening 3

- Listen to Sarah and George. Complete this dialogue.
 - George, I (1) ______ some information about our website. Sarah:
 - George: OK, what do you need to (2) _____?
 - Sarah: Well, I need some information about website (3) __ ___ , vou know,
 - external visits to our website.
 - George: OK.

4 user profile

page optimisation

- 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.
- OK, I (9) _____ do that. George:
- Sarah: Thanks very (10) ___ _ indeed.

Vocabulary

- Match the website analysis tools 1-5 to the descriptions a-e.
 - 1 traffic --a) information about where the visitors to your site
 - b) invisible information (e.g. a hidden keyword) on a meta tag
 - website visitor map 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

Language

Question words (2)

We use how much/how many to ask about quantity.	How many people visit our website every day? About 20,000.
	How many hits do we get each month? About 40,000.
	Where are the visitors from? From Asia and the US.
We use where to ask about places.	Where do they go on our website? To 'News'.
We can use how + adjective/adverb to ask about degree.	How often do people visit our website? At least once a day.

Listening

- 5 Listen and repeat these questions.
 - 1 How many people visit the site?
 - 2 Where do they go on the website?
 - 3 How long do they spend on the website?

Language

A: About 20,000 people visit the site every day.

A: They go to the 'News' section on the website.

A: There is no information in the text about how much time they spend on the site.

Large numbers

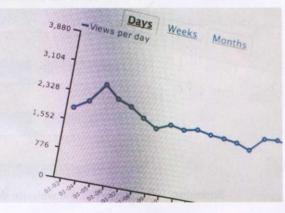
20,000	twenty thousand
400,000	four hundred thousand
500,000	five hundred thousand/half a million
3,000,000	three million

- 6 How do you say these numbers?
 - 1 30,000 thirty thousand
 - 2 700,000 seven hundred thousand
 - 3 10,000,000 ten million
 - 4 100,000 One hundred thousand
 - 5 80,000 eighty thousand
- 7 Listen and check your answers.

Speaking

Work in pairs. You both work in website analytics. Ask and answer questions about website visits.

Student A: Turn to page 68 Student B: Turn to page 78



Website development

Speaking 1 Describe something you do every day at home or at work. Use the words in the Language box below.

Example: Sending an email.

First, click on 'New email'. After that ...

Language

Describing steps in a process

We use *first*, *next*, *then*, *after that* (etc.) to describe the order of actions.

First, do	To start, do
After that,	Next,
Then,	and the second second
Secondly,	Thirdly,
Finally,	To finish,

Reading 2 Complete this text with the words in the box.

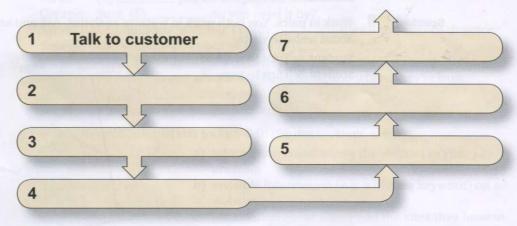
After that Finally First Next Secondly Then Thirdly



The steps in website development

After you publish the website, update and maintain it on an ongoing basis. Monitor customer use.

3 Work in pairs. Complete the flowchart to show the website development process.



Speaking 4 Describe the website development process to another pair in your own words.

Reading 5 Look at the websites below and answer these questions.

- 1 What are the websites? FINANCIAL TIMES and PEARSON LONGMAN
- 2 Do you use these websites? Why/Why not? Not those exactly, but others that have the same purpose.
- 3 What is the purpose of each website: sell, inform, share, educate?inform
- 4 What are the main features of each website? Information and communication
- Think of two more websites that have the same purpose. Are they different to the ones below? Why? G1 and UOL, are sites with similar purposes, but with different layouts.





Writing

- You are the owner of a company that needs a new website. Make a list of things that you need/would like for your website. Answer the following questions.
 - What is the name of your company?
 - What is the business type?
 - What is the purpose of your website?

Work in pairs. Student A is the website developer. Student B is the customer. Ask and answer questions about website requirements. Swap roles.

Example:

Student A (Developer):

A: What is the name of your company?

B: It's called/Its name is ...

- 1- What is the name of your company or what would you like it to be called?
- 2- What is your company's type of business?
- 3- What are the main products or services you offer?
- 4- Who is your primary target audience?
- 5- Do you have any color or style preferences for website design?

Student B (Client):

- 1-The name of my company is EcoTech Solutions.
- 2-Our business is focused on sustainability and environmental solutions.3-We offer eco-friendly products and sustainable services, such as sustainability consulting and renewable energy solutions.4-Our main target audience are environmentally conscious people and companies committed to sustainability.
- 5-Colors that reflect nature, such as shades of green, would be great. The design should be clean and modern

1-Company Name: EcoTech Solutions 6)

2-Type of business: Sustainability and Environmental Solutions

3-Purpose of the site: To provide ecological solutions and sustainable services to individuals and companies, promoting environmental protection and the conscious use of natural resources

The best websites

What are your favourite websites? Why? Use the words in the box to describe Vocabulary

> beautiful reliable well-designed easy-to-use/navigate clear exciting useful informative funny interesting

Example: The most exciting website is ... because



Describing things

There's/There is/There isn't	There's a lot of information on this website.
There are/aren't	There aren't many photos on this website.
Has	The website has good graphics.
Have	Most websites have a lot of features.

Writing Write about the things you like and dislike about different websites.

> Example: I really like the look of the Nickelodeon website. It has I like the look of the Amazon website, although it is simple and very intuitive.

Speaking What are the trends in website design? Discuss with the group.

Example: Websites use more video now. Minimalist design,

Dark mode, Expressive typography, Videos and animations, Asymmetric layouts

Business matters

Reading

- 1 You are a website designer. Read the information about Learning Now Ltd. Answer these questions.
 - What is the business type?
 - What is the purpose of the website: sell, inform, share, educate?
 - Who are the website users? Where are the website users?
 - What are the features of the website?

Learning Now Ltd

Learning Now Ltd is in the education business. It needs a new website to promote its courses, materials and learning resources and provide online language-learning services. The website users are young adults all around the world. The website needs to have these features: good interactivity, audio and fast download times.

Type of business: Online language learning education and services.

Purpose of the site: The purpose of the site is to promote offer online language learning courses, materials. ng adults around the world. and resources, as well as to provide learning services to

Site users: Users of the site are young adults around the world who seek courses and language learning materials online.

Location of site users: Site users are spread across different countries around the world.

Site Features: Good interactivity, Good interactivity and it is important that the site offers audio features.

Writing

In pairs, write a proposal for Learning Now Ltd's website. Use your answers from 1 and the template below to help you.

The completion date of the proposal will be Date: agreed after discussions with the client. Proposal No. 2011/32154 Business activity: Online language learning education and services. Learning Now Ltd Customer: Development of new website Subject: To create a website to promote and offer online language learning courses, materials and Purpose: resources, as well as to provide learning services to young adults around the world. Young adults around the world interested in learning languages online Users: The site will have good interactivity to make the learning experience dynamic, audio Features: resources to aid in language learning and will be optimized for quick download. Proposal presented by: José Chacon

Present your proposal to the group. Speaking