

Week 3 Class 2

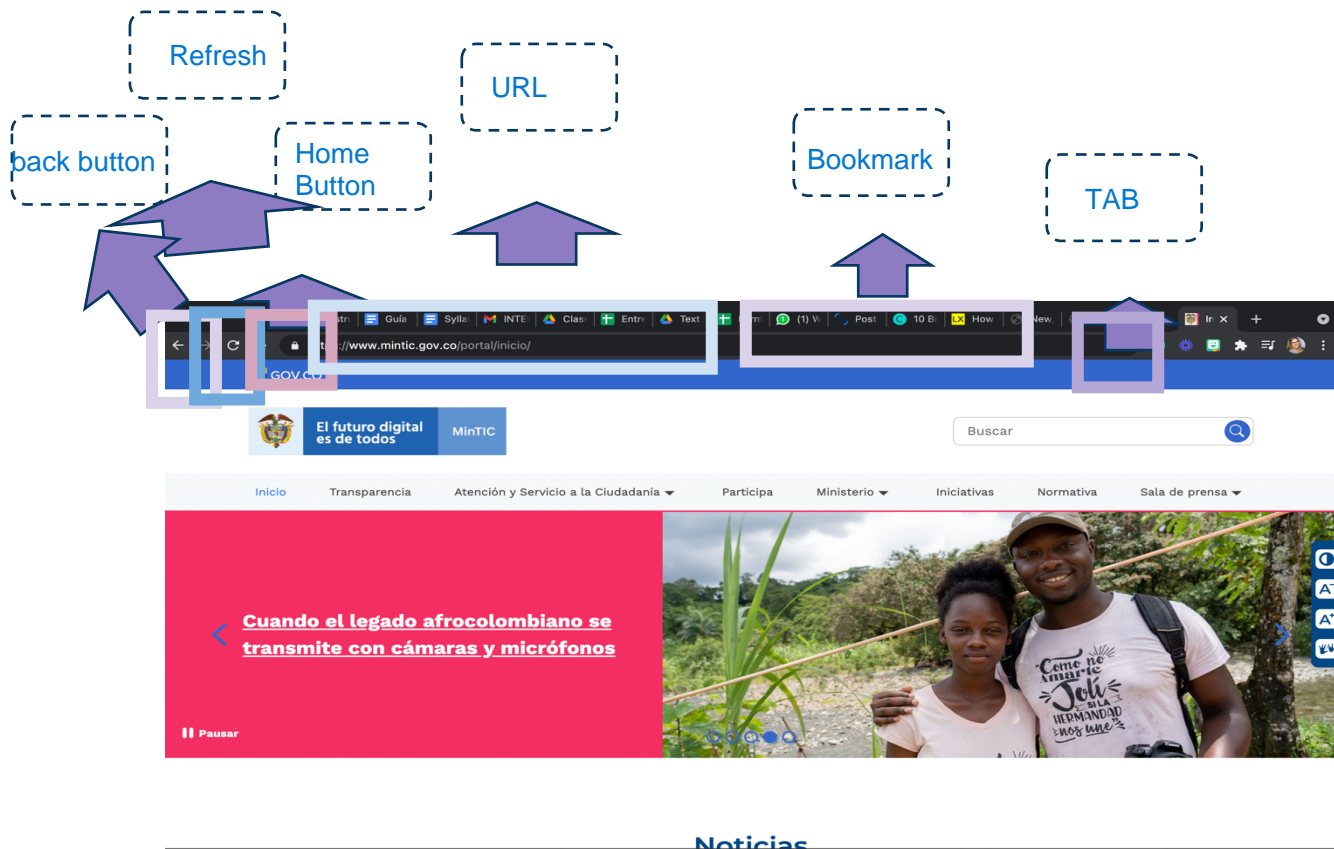
Student Worksheet

2024

Step 1. Explore web-page vocabulary

Did you know? URL stands for Uniform Resource Locator. This is the web address or location of your website. Write the following words into each box.

refresh	Home button	URL
bookmark	tab	Back button



Step 2. Before you Read

You are going to read a text about the importance of websites for small business. Before you read fill in the blanks with the appropriate vocabulary words.

refresh - home button - URL - bookmark - tab - back button

1. To reload the current webpage and display the latest content, click the refresh.
2. The bookmark is a saved shortcut to a specific webpage for quick access.
3. A web address that identifies a resource on the internet is called a URL.
4. If you want to return to the main page of a website, click the Home button.
5. Open a new tab to have a separate section for viewing another webpage simultaneously.
6. The back button allows you to go back to the previous webpage you visited.

Step 3. Reading

Now read the text. While you read, decide if the following **statements** are **True** or **False**.

Statement	True	False
Websites can have a negative impact on your brand.	x	
CTA helps your customers know what to do.	x	
Neat call to action increases the conversion rate.		x
80% of websites do not have call to action.		x
Only 35% of people trust online reviews.		x

A website is one of the most important parts of your business. **You** can use it to tell your story and to promote all your products and services. Also, it helps you create connections between you and current or future customers or clients. **Yet**, statistics say that almost a third of small businesses maintain their website themselves, and often small business owners have problems with managing and maintaining their website.

This often has a negative impact on their brand. Some small businesses even lose customers. You only get one chance to make a first impression and your website will either attract potential customers or **reject** them.

Here are 3 biggest problems with websites:

1. No call to action

A call to action, or CTA as they are often referred to, are images, buttons or a line of text that prompts your website visitors to provoke an immediate response. For example, a button that says 'Add to basket', 'Start free trial' or 'Call now'.

Not having a CTA is often a side effect of bad web design. Without a CTA your customers won't know what to do or where they should go. If you are not providing your customers and visitors with a reason for visiting or an easy way to contact you, they'll **just** go to a competitor.

Did you know:

- Reducing clutter around your call to action increases conversion rate by **232%** ([Source](#))
- **70%** of small business websites lack a Call to Action on their homepage ([Source](#))

How to fix:

Check your site to make sure you have calls to action. Website visitors expect to see CTA and it makes them feel like you know what you want from them.

2. No credibility

Many small businesses are unknown and to make sure that visitors trust your services, they need to be able to see credibility elements on your website. The best of which is a testimonial from a happy customer or client.

Online credibility is essential to the success of your business. Clever **use** and placement of testimonials can help you promote your business.

Did you know:

- **85%** of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts ([Source](#))
- **Positive reviews make 73%** of consumers trust a local business more ([Source](#))

How to fix:

If you don't already have reviews or testimonials on your website, it is a good idea to start adding them. Contact your existing customers or clients and ask for feedback on a product or service they enjoyed. Their positive feedback will add to the improve your business.