Ch 3. Websites

Section 2. Website analytics

Learning objectives

- Explain the features of some website analysis application.

- Using question words in a sentence.

- Read large numbers correctly.

Act. 1: Website analysis applications

- Look at the different menu items
- What kind of information about website traffic that you can see?

Act. 1: Website analysis applications

- Where can you find out how many people visit the website? ....

- Where can you see what percentage of people view only one page of the website? ....

- Where do you find information about how long they spend on the website? ....

- Where do you see how many people searched for 'gotapps' to find the website? ....

Act. 2.1: Listening

- Recording 3.20

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.

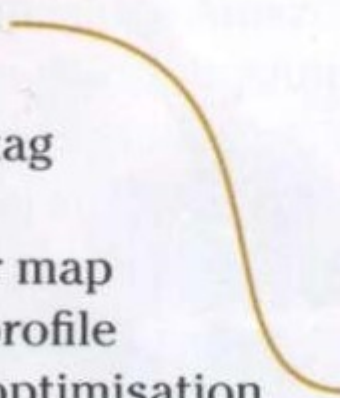George: OK, what do you need to know (7) _____ ?

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.

Act. 2.2: Exercise

- Recording 3.20

1	traffic	a)	information about where the visitors to your site are from
2	meta tag	b)	invisible information (e.g. a hidden keyword) on a website
3	visitor map	c)	information about a user and the sites they browse
4	user profile	d)	increasing the number of visitors to your site
5	page optimisation	e)	the movement and actions of visitors to your site

Act. 3.1: Vocabulary

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.
We use **where** to ask about places.	**Where** are the visitors from? From Asia and the US.
	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.

- Can you explain the differences between the questions words above?

Act. 3.2: Large number

Large numbers

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

- How do you say these numbers?

  - 30,000
  - 700,000
  - 10,000,000

  - 80,500
  - 704,500
  - 10,030,000

  - 204,500
  - 7,500,300
  - 12,045,020