Business matters

1 You are at a training workshop. The trainer asks all the trainees to complete the form and introduce themselves. Complete this form about yourself.

Participant Information

Name: _____ Date: _____

DOB: _____ Place of residence: _____

Contact: Phone _____ Email _____

Interests: _____

_____

IT job you want and why: _____

_____

_____

_____

_____

_____

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2 Work in pairs. Swap your profiles and introduce your partner.

3 Write an email message to introduce yourself to the employees in the company using the profile below or your own information.

> You are a new employee in a company. Your position is a network administrator. You are responsible for setting up firewalls, security levels, wireless connection, usernames and passwords.

2 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?
2 Why do people visit company websites?
3 Why do people visit entertainment websites?
4 Why do people visit news websites?

Vocabulary 3 Complete these sentences about the purpose of websites with the words in the box.

offer	practise	~~present~~	promote	read	sell	share

Example: The purpose of Nationalgeographic.com is to __present__ information on topics.

1 People visit CNN.com to _____ international news.
2 Some websites want to _____ a service.
3 Companies use Amazon.com to _____ their products.
4 Thegreenshoppingguide.co.uk wants to _____ environmentally friendly shopping.
5 Students visit Math.com to _____ their maths.
6 English teachers join eltforum.com to _____ teaching resources.

Vocabulary 4 Match the website analysis tools 1–5 to the descriptions a–e.

1 traffic
2 meta tag
3 visitor map
4 user profile
5 page optimisation

a) information about where the visitors to your site are from
b) invisible information (e.g. a hidden keyword) on a website
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

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

After that	Finally	First	Next	Secondly	Then	Thirdly

The steps in website development

(1) _____ , discuss with the customer their requirements and the target audience. Find out what features and number of pages they want on their site. (2) _____ , analyse the information from the customer. (3) _____ , create a website specification. (4) _____ design and develop the website. (5) _____ , assign a specialist to write the website content. (6) _____ give the project to programmers for HTML coding. (7) _____ , test the website.

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

GRAMMAR: PRESENT PERFECT SIMPLE