

Business matters

- Writing 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: _____ _____ _____ _____ _____ _____	

- 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.

- Reading 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? To know about an idea or event
- 2 Why do people visit company websites? To buy products or services
- 3 Why do people visit entertainment websites? To consume entertainment
- 4 Why do people visit news websites? To be informed

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

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

- | | |
|---------------------|---|
| 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 |

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

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

GRAMMAR: PRESENT PERFECT SIMPLE