

17.- An e-mail giving specifications to a website host

1. Why is Richard writing to Ms Redwood?

Richard is interested in creating a website.

2. What does Richard's company sell?

Richard sells children's clothes.

3. What type of website does Richard want?

He wants an online store.

4. How does he want to ensure his website gets many visitors?

Richard wants guarantee a high SEO across multiple search engines, incorporate social media and include social proof comments.

5. What does he say regarding customer payment?

It's essential that the payment gateway be 100% secure.