WEBSITE HOSTING

Page 68

1. Answer the questions:
- 1.1. Maximize the number of visits.
- 1.2. With implementation of keywords to offer high SEO across multiple search engines.
- 1.3. You should incorporate social media into your website.
- 1.4. Monitoring user activities with real-time analytics and getting immediate feedback on interactions.
- 1.5. Providing social proof comments.
- 1.6. Integrating the full G Suit.

2. Listen and match:
- 2.1. d
- 2.2. e
- 2.3. a
- 2.4. f
- 2.5. b
- 2.6. c

Page 69

3. Nada que hacer.

4. Choose the correct answer:
- 4.1. Choosing the right keywords will help generate more visits to your website.
- 4.2. A secure payment gateway process makes sure customer data is not revealed.
- 4.3. The Live Chat feature answers customers questions.
- 4.4. Visitors can easily link to sites like Facebook and Pinterest to post comments.
- 4.5. Other people's online experiences can help a customer solve technical problems.

Working with vocabulary

5. Listen and match:
- 5.1. c
- 5.2. d
- 5.3. g
- 5.4. f
- 5.5. a
- 5.6. b
- 5.7. e

6. Match:
- 6.1. e
- 6.2. c
- 6.3. b
- 6.4. a
- 6.5. d

7. Listen and complete:
- 7.1. worth
- 7.2. increase
- 7.3. feedback
- 7.4. social share buttons
- 7.5. trust logo
- 7.6. credible
- 7.7. payment gateway
- 7.8. PCI

"Your Turn" Nada que hacer.

Cloud Computing

Page 70

Working with vocabulary

1. Complete the sentences:
    1.1. When cloud computing, you use programs on the internet, not on your computer's hard drive.
    1.2. When cloud computing is used, customers use and pay for resources according to what is used.
    1.3. When cloud computing, the user depends on service providers, as well as on reliable Internet connection.
    1.4. Users of SaaS get cloud-based applications owned and operated by a third party, but PaaS users can create their own applications on the provided infrastructure.
    1.5. Using of public cloud is not expensive because the infrastructure cost is shared by a number of users.
    1.6. Using a private cloud is more secure because the service is provided to single organisation.

2. Listen and complete:
    2.1. cloud computing
    2.2. money
    2.3. company
    2.4. needs
    2.5. advantages
    2.6. provider

Page 71

3. Nada que hacer aquí.

4. Which advantages are mentioned by the IT consultant:
    4.1. Yes
    4.2. Yes
    4.3. No
    4.4. Yes
    4.5. No
    4.6. Yes

5. Match:
    5.1. self-service
    5.2. third-party
    5.3. on-demand
    5.4. payment per usage
    5.5. multi-user

6. Complete:
    6.1. payment per usage
    6.2. multi-user
    6.3. self-service
    6.4. third-party
    6.5. on-demand

7. Listen and decide which sentences are logical:
    7.1. Yes
    7.2. Yes
    7.3. No
    7.4. Yes
    7.5. Yes
    7.6. No

8. Choose the correct answer:
    8.1. it is perfect
    8.2. unauthorised
    8.3. can't
    8.4. no one else
    8.5. might
    8.6. should
    8.7. have got
    8.8. enlarge

9. Complete the sentences:
    9.1. can
    9.2. else
    9.3. lose
    9.4. employees
    9.5. benefits
    9.6. monthly

"Your Turn" Nada que hacer aquí.