Unit 3
Websites

Be careful!

- I **am** waiting for someone to come into my life.

- She put **on** her apron.

- I **want** a pair of sunglasses.

- I put a phone **in** my pocket.

- My father~~'s~~ usually leaves work **at** five o'clock.

- Bake always help other people so everyone loves him.

- We have a hang out **on** New Year Day.

- I like to go hang out **in** the night.

Read the text and answer the 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.

Different types of websites

1. People visit organisational websites for ideas or events.

2. People visit company websites for purchasing products or services.

3. People visit entertainment websites for entertaining and doing fun activities.

4. People visit news websites for obtaining information.

The purpose of websites

offer   practice   present   promote   read   sell   share

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 ...**practice**... their maths.

6. English teachers join eltforum.com to ...**share**... teaching resources.

Question words 1 (Wh-question)

Which – ask about things (specific information)

    Example: **<u>Which</u>** websites do you visit/go to?

                 <u>Which</u> do you prefer? Lemon cake or carrot cake?

                 <u>Which of</u> the following features do you feel are important when

                 creating websites?

What – ask about things (the range of answers is not restricted)

    Example: **<u>What</u>** do you use CNN for?

                 <u>What</u> is the capital of Thailand?

                 <u>What</u> do you want for dessert?

Question words 1 (Wh-question)

Why – ask the reasons and explanations for something

    Example: <u>Why</u> do you use Wikipedia?

                 <u>Why</u> did he leave home when he was 16?

                 He asked me <u>why</u> I wanted to leave the job.

When – ask about time or what time something happens

    Example: <u>When</u> do you use CNN?

                 <u>When</u> are you going on holiday?

                 I wonder <u>when</u> the new computers will arrive.

Website Analysis tools

1. Traffic – the movement and actions of visitors to your site

2. Meta tag – invisible information (e.g. a hidden keyword) on a website

3. Visitor map – information about where the visitors to your site

are from

4. User profile – information about a user and the sites they browse

5. Page optimisation – increasing the number of visitors to your browse

Question words 2

How much - ask about quantity (uncountable nouns)

               - ask when we want to know the PRICE of something

Examples: <u>How much</u> time do we have to finish the test?

                <u>How much</u> money did you spend?

                <u>How much</u> is the dress on display in the window?

How many - ask about quantity (only used with plural countable nouns)

Examples: <u>How many</u> **do** people visit our website every day?

                <u>How many</u> hits do we get each month?

                <u>How many</u> do people work in your company?

Question words 2

Where – ask for information about places

Examples: Where are the visitors from?

Where do they go on our website?

I asked him where I could buy an umbrella.

How + adj. / adv. – ask about degree

Examples: How often do people visit our website?

How deep…? How heavy…? How high…?

How far…? How old…? How fast…?

Large numbers

100 = hundred

1,000 = thousand

20,000 = twenty thousand

400,000 = four hundred thousand

500,000 = five hundred thousand / half a million

3,000,000 = three million

Large numbers

30,000 = thirty thousand

700,000 = seven hundred thousand

10,000,000 = ten million

100,000 = one hundred thousand

80,000 = eighty thousand

100,000,000 = hundred million

1,000,000,000 = billion

Describing steps in a process

Use to describe the order of actions

- First, second, third, ...

- Firstly, secondly, thirdly, ...

- To start, ...   In the beginning

- After that, ...   Next, ...

- Then, ...

- Finally, ...   To finish, ...

The steps in website development

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) _Next_ design and develop the website. (5) _After that_ , assign a specialist to write the website content. (6) _Then_ 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.

Describing things

There is (there's)/ there are – use when we first refer to the existence or presence of someone or something

    Examples: <u>There's</u> a lot of information on this website.

             <u>There are</u> three Japanese students in my class.

Has / have - use to show possession

    Examples: The website <u>has</u> good graphics.

             Most websites <u>have</u> a lot of features.

Words to describe a favourite website (adj.)

- Beautiful
- Well-designed
- Easy-to-use / navigate
- Clear
- Reliable
- Useful
- Informative
- Fun
- Exciting
- Interesting

End of Unit 3