

**Now answer these questions. Listen again if necessary.**

- 1 What is the maximum number of times visitors should have to click to find the information they want?
- 2 According to surveys, what do visitors do with Flash introductions?
- 3 Which company made the 'look inside' option popular?
- 4 What are two examples of the 'look inside' option?
- 5 Who should check the content on your website if you are writing in a foreign language?

**2 Use the information from the presentation (you can find the transcript on pages 71–72) and your own ideas to make a checklist of dos and don'ts. Then use this checklist to examine the strengths and weaknesses of your own (or another) company's home page.**

Dos	Don'ts

**3 What makes a website easy to navigate? Look at the two home pages on the next page and answer the questions.**

- 1 Where do you click to ...
  - a get help with a product?
  - b see the company's products?
  - c get a mailing address?
  - d find out about the company's history?
  - e read articles about the company?
- 2 Where can you search for a word or phrase?

**Which home page do you think is more attractive to customers? Why? What do you think customers expect from a website?**

**4 How is your internet English? Find translations of the following words in the puzzle.**

- 1 stáhnout
- 2 novinky
- 3 o nás
- 4 umístění
- 5 obsah
- 6 obraz
- 7 vyhledávací stroj

e	c	m	a	c	u	g	e	w	j	t	d	e
d	o	w	n	l	o	a	d	b	e	n	h	g
g	n	i	g	o	m	u	t	d	w	e	l	k
t	t	w	r	c	z	u	f	r	t	w	o	p
k	e	s	s	a	b	o	u	t	u	s	z	u
z	n	i	e	t	e	t	u	j	g	d	f	h
r	t	p	z	i	m	a	g	e	a	u	f	k
j	g	e	u	o	y	t	r	d	t	k	i	n
a	d	g	r	n	e	w	v	r	j	k	n	e
s	e	a	r	c	h	e	n	g	i	n	e	l

