

# Student Focus *Web Content*

An enterprise workbook  
on web content and design

EFL B1 (intermediate) and above

# ***PREVIEW***

*Remember there are 101 questions in the full version.  
Here we are only showing section one with questions 1.1 and 1.2  
as an example.*

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# Buckingham<sup>®</sup> English

Brighter ELT



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Buckingham  
English

**Introduction**

**page 1**

**How to use it**

**page 2**

**1 History**

**pages 3 - 13**

1.1 In what year did the organisation begin?

1.2 How many product lines did the organisation sell when it started?

1.3 What stories are told about how the organisation started?

1.4 Where did they begin operations?

1.5 Is the original founder still involved in operations?

1.6 How many of the original products are still offered today?

1.7 When did they first diversify or improve their offering?

1.8 What was their most significant innovation?  
Was it in the process or the product?

1.9 What was their most significant year? Why?

1.10 Have their logo and tag line changed? If so, how?

**Notes:**

## Introduction

On the following pages, users will find 101 questions related to website analysis. This publication offers a platform for discussion related to website design and content.

Learners using this resource will begin to think beyond their own prejudices of what makes a good website and start to examine the structure and messages imbedded in them. We all subconsciously make decisions based on the way people behave and look, I believe the same is true with company websites.

Through the use of this unique resource users will be able to further discuss issues relating to the design and functionality of a website.

There is plenty of space for users to add comments relating to the questions, which in turn will help them to formulate their opinions of what does and doesn't work in web design.

Web design and the content of websites as a discussion tool has been missing from the EFL market until now. We hope this publication goes some way to addressing this need.

## How to use it

There are 10 sections each containing 10 questions, and a final section with only one question, thus there are 101 questions in total.

This workbook can be used to analyse your competitors or indeed to look internally at your own site and the communication it delivers.

Each page has one question at the top which forms the main focus of the page. There follows three separate sections on each page: Easy find? and Importance? have a ratings scale of 1 (poor) to ten (high) and finally a Development box.

The ratings can be marked by circling a number.

For example question: 1.1 In what year did the organisation begin? If this information is very easy to find the user can mark a number at the higher end of the scale.

If the information is not easy to uncover then a lower mark is awarded.

The next section relates to how important the question is. It may be that the user considers the question irrelevant to that particular site or indeed to that particular industry (a low mark would be recorded).

The Development box gives the user a chance to note initial ideas on how they may improve on this aspect of the site. They may have lots of ideas that could fill a whole page, but it is the essence of the idea that should be recorded in as few words as possible (bullet points are often best for this purpose).

At the end of the book on page 115 we have included a Continuous Professional Development (CPD) Sheet for the teacher to record the good and the areas for development in each lesson. Use a copy in each lesson and reflect on it before repeating the lesson to help spread best practice and help you plan better lessons.

In terms of methodology it is open to your ideas - whether you want learners to do it in their own time and then go over it in class, work on it in pairs, as an individual exercise or as a set piece over a term with an open class discussion at the end is down to you.

# 1 History

1.1 In what year did the organisation begin?

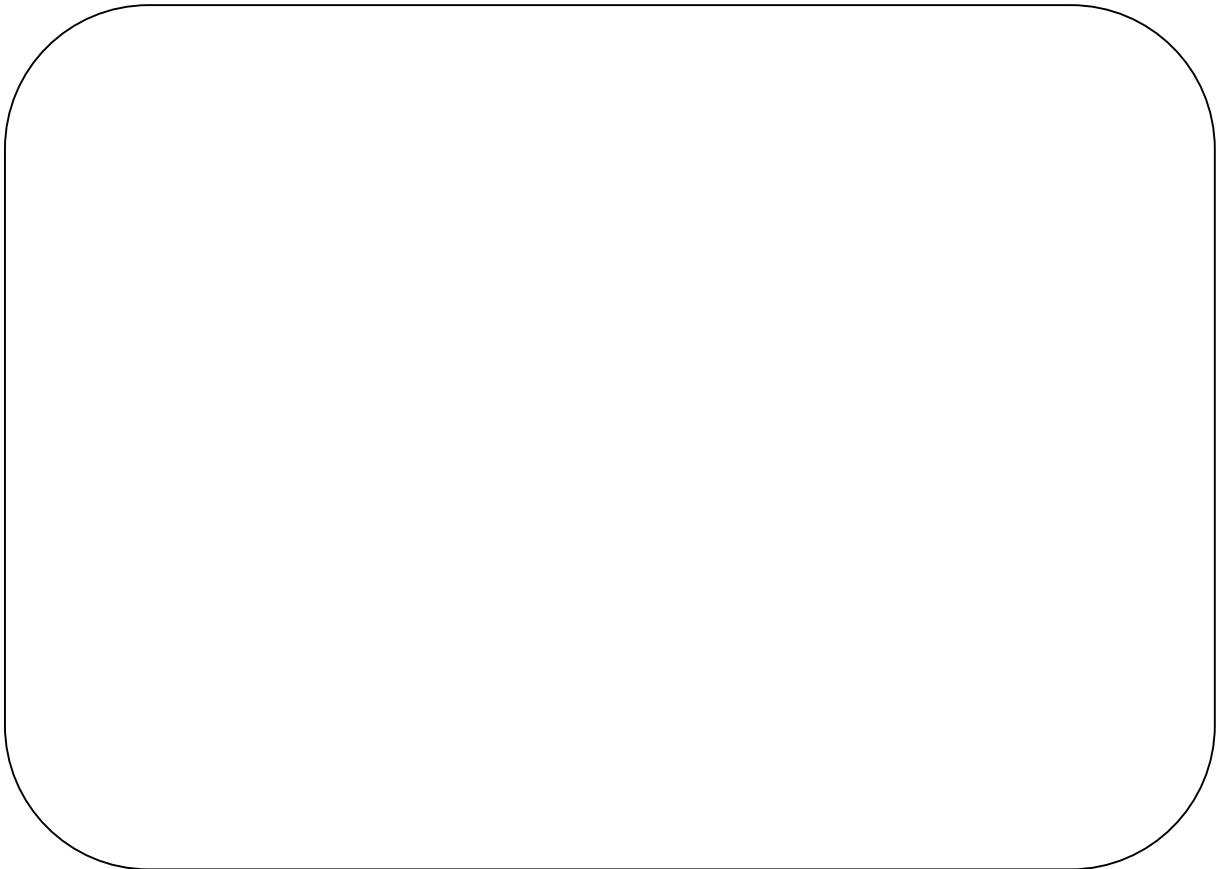
Easy find?

1 2 3 4 5 6 7 8 9 10

Importance?

1 2 3 4 5 6 7 8 9 10

Development box



# 1 History

1.2 How many product lines did the organisation sell when it started?

Easy find?

1 2 3 4 5 6 7 8 9 10

Importance?

1 2 3 4 5 6 7 8 9 10

Development box

