

TASK Complete the text with the words you hear.

E: So, Larry, I **1.** _____ (**2words**) you have there the online sales figures for the **2.** _____ (**2words**) on Audio Wire?

L: Ah, yeah, it's not looking good, Ed. Um, really bad **3.** _____ (**3words**). Very few users are returning to purchase. High **4.** _____ (**5words**) like, um ...49%.

E: Yeah, well, there're obviously **5.** _____ (**2words**) in the checkout process. If the customer wants to make changes, say ten earphones not five, it's difficult. And they get you to register before you can purchase.

K: Yeah, and the **6.** _____ (**1word**) is really confusing. It took me forever to find the earphones I wanted.

E: What about content and design, Kirstie?

K: Well, they have some nice images, but they are, like, you know, just way too big. I mean this one on the homepage should be a third of the size.

E: Uh-huh. Anything else?

K: The product pages have ... um... again too many **7.** _____ (**2words**) photos that take up space and you get no idea of the actual product.

E: You mean there is not enough product information.

K: Exactly.

E: So, what's the **8.** _____, _____ (**2words**)?

L: I'd say, **9.** _____ (**3words**) the whole thing.

K: Yup.

E: OK, er, let's look at what we can **10.** _____ (**3words**) in four weeks. Er, deliverables? Larry?

L: Oh, um, improve the online checkout process, reduce clicks. We've really gotta persuade the user to purchase.

E: Yeah, I think they need a **11.** _____ (**4words**) to view all their product selections. It should include, er pricing, delivery and payment information.

K: But we need to keep some of those photos of the earphones!

E: Well, OK, as long as you **12.** _____ (**4words**).

K: I'll make them **13.** _____ (**1word**). What about the copy? Some of it really **14.** _____ (**1word**).

E: Well, we can recommend some **15.** _____ (**1word**) for copy. It's gotta be **16.** _____ (**3words**). Can you take care of that and design, Kirstie?

K: Sure.

E: Let's just go over our deliverables. I say we send them a **17.** _____ (**3words**) of the current site with our recommendations. We're saying we'll improve the navigation and content for every

page in the buying process, from the home page through checkout, right? I want both of you to work on that.

K: Yep.

L: Uh-huh.

E: And Kirstie, you say you can do a rewrite of some of the copy? Include the **18.**
_____ **(2words)** of how Audio Wire should describe
its earphones.

K: Yeah, but what are you doing, Ed?

E: Me? I gotta write the proposal. Oh, Larry, could we **19.**
_____ **(9words)?**

K: Oh, great.