

Week 6: Paragraphs

Activity 1:

Look at the below paragraph and highlight the different parts. Be careful, it might not be as simple as it seems!

Topic Sentence

Explanation

Evidence or Examples

Link Sentence

One problem some companies face is poor marketing, which means customers do not know about their products or services. Often, businesses struggle to reach the right audience or plan their marketing effectively. For example, a survey found that 73% of small businesses are not confident their marketing strategy works (Constant Contact, 2024). As a result, even a good product may fail if customers are unaware of it. Poor marketing can also make it difficult for companies to attract new customers consistently. Additionally, 60% of small businesses say finding new customers is their biggest marketing challenge (Agility PR Solutions, 2024), which makes it harder for companies with strong products to grow and reach enough customers. Therefore, poor marketing can lead to fewer customers and lower sales, which can slow down business growth.

Activity 2:

Sarah and Nick both have to write on the topic of how poor websites/technology can negatively impact a business.

- A) Read their paragraphs below and decide whose paragraph is a more effective use of TEEL and whose is a weaker use of TEEL.
- B) Then write at least 2 reasons for why the effective paragraph is well written and why the ineffective one is poorly written.
- C) Then highlight TEEL elements in the **STRONG** paragraph.

Sarah's Paragraph:

Website problems are important for companies to think about. Slow websites can frustrate customers, and broken links can make it difficult to find information. Companies also spend a lot of time deciding how to display products or writing extra content for blog pages, which may attract some visitors. Customers may get confused if there are too many images or banners on the homepage. Some companies report that over 70% of users enjoy interactive pop-up surveys on their websites (SurveyMonkey, 2023). Businesses sometimes invest in new fonts, layouts, or pop-up features to improve the website, even if the site is still slow or hard to navigate. Some companies also add chatbots or special promotions, which can be useful. Adobe (2023) reports that some companies lose up to 30% of potential customers because of website mistakes. Information is more difficult to find with mistakes. Therefore, website problems are something companies need to consider carefully.

Reasons:

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Nick's Paragraph:

Many companies experience problems with their websites or online services which can frustrate customers and reduce sales. Slow-loading pages, confusing navigation, or broken links make it difficult for customers to find information or buy products. For example, research shows that 47% of online shoppers abandon a website if it takes more than three seconds to load (Google, 2022). This demonstrates that even minor technical problems can directly affect sales and customer satisfaction. Technology issues can also reduce customer trust and make it harder for companies to attract new customers. Another study found that companies with frequent website errors lose up to 30% of potential customers (Adobe, 2023), which makes it difficult to grow the business. Therefore, addressing website and technology problems is essential for maintaining customer confidence and ensuring steady revenue growth.

Reasons:

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Activity 3

Rewrite these weaker topic sentences with a partner (you will need to be creative!)

- 1) Businesses sometimes face problems that can affect their success.
- 2) A considerable number of individuals express a preference for consuming pizza.
- 3) Most clothing retailers now sell their products through online marketplaces like Amazon and eBay.

Activity 4A

Sarah's second section of her report focuses on small businesses and their websites. She's written sentences from her notes but needs to put them in order as her notes are quite disorganised (she isn't very ordered when she is stressed!).

Put the sentences into a correct TEEL paragraph order. Copy and paste or write the numbers in your notebook in the order they should appear.

Topic sentence is number 1 and done for you.

1. **Many small businesses lose revenue when their websites are difficult to use because they often have limited staff and budgets to maintain them.**
2. A 2023 study found that 40% of customers will avoid websites that take more than five seconds to load on mobile devices (TechPulse, 2023).
3. Some small businesses try adding unnecessary pop-ups or animations to attract attention, and these features can distract users and increase users' security concerns.
4. Slow websites often result in slow-loading checkout pages because the software is not top-of-the-line or updated regularly.
5. Small companies may struggle to keep website security up to date, which can make customers hesitant to buy.
6. Slow-loading checkout pages can make customers abandon their shopping carts.
7. Improving website speed, mobile optimization, and security can help small companies retain customers and increase sales.

8. Investing in website maintenance is crucial for small businesses to protect revenue, maintain customer trust, and compete with larger companies.
9. Another survey reported that 25% of customers stop buying from websites they consider insecure (SafeWeb, 2023).

Activity 4B

Purpose	Linking/Cohesive Devices
To show cause or consequence	therefore, as a result, consequently, because of this, so
To add information	also, in addition, moreover, furthermore
To contrast ideas	however, on the other hand, but, although, despite this, while
To give examples or evidence	for example, for instance, in particular, according to [source]
To summarise or conclude	in conclusion, overall, to sum up, thus

Improve Sarah's paragraph further by inserting linking devices in the appropriate places to help her with coherence and cohesion. You can use devices from the above table OR include your own if you know any others for each purpose.

Many small businesses lose revenue when their websites are difficult to use because they often have limited staff and budgets to maintain them. Slow websites often result in slow-loading checkout pages because the software is not top-of-the-line or updated regularly. These slow checkout pages can frustrate customers and lead them to abandon their shopping carts. Small companies may also struggle to keep website security up to date, which can make customers hesitant to buy. A 2023 study found that 40% of customers will avoid websites that take more than five seconds to load on mobile devices (TechPulse, 2023), and another survey reported that 25% of customers stop buying from websites they consider insecure (SafeWeb, 2023). Some small businesses try adding unnecessary pop-ups or animations to attract attention and these features can distract users and increase users' security concerns. Investing in website maintenance is crucial for small businesses to protect revenue, maintain customer trust, and compete with larger companies.