

# Unit 3

## How to Build an E-commerce Website

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# New Words

crucial	[ˈkruːʃl]	adj.决定性的; 关键性的, 极其显要的
element	[ˈɛləmənt]	n.元素
monumental	[ˌmɒnəˈmɛntl]	adj.纪念碑的, 纪念物的, 不朽的, 非常的
narrow	[ˈnærəʊ]	v.收缩, 缩小, 窄化, 变窄 adj.狭小的, 窄的
vintage	[ˈvɪntɪdʒ]	adj.古老的, 最佳的, 过时的
ghost	[ɡɒst]	n.鬼, 幽灵
serious	[ˈsɪəriəs]	adj.严肃的, 认真的, 严重的
construct	[kənˈstrʌkt]	vt.构成; 修建, 建造; 创立
tweak	[tiːk]	v.编织
market	[ˈmɑːkɪt]	v.推销 n.市场
commercially	[kəˈmɜːʃli]	adv.商业地; 贸易地
available	[əˈveɪləbəl]	adj.可获得的; 有空的; 可购得的; 能找到的
offer	[ˈɒfə]	v.提供
functionality	[fʌŋkənˈɪləti]	n.功能性
statistic	[stəˈtɪstɪk]	adj.统计的, 统计学的 n.统计量



# New Words

appropriate

[əˈprəʊpiət]

adj.适当的

gateway

[ˈɡeɪtweɪ]

n.门, 通路, 网关

illuminate

[ɪˈluːmɪneɪt]

vt.阐明, 说明

platform

[ˈplætfɔːm]

n.平台

hassle

[ˈhæsl]

n.激战vi争论

vt.与...争辩

numerous

[ˈnʌmərəs]

adj.数不清的; 很多的, 许多的

commission

[kəˈmɪʃən]

n.委托, 代办(权), 代理(权)

route

[raʊt]

n.途径, 路线, 路程, 通道

organize

[ˈɔːɡənaɪz]

v.组织

switch

[swɪtʃ]

vt.转换, 转变

commit

[kəˈmɪt]

vt.犯罪, 做错事; 把...托付给; 保证

earn

[ɜːn]

v.赚得, 获得

giant

[ˈdʒaɪənt]

adj.巨大的, 特大的, 伟大的

n.伟人, 巨人

entryway

[ˈentriweɪ]

n.入口通道

aesthetically

[əˈstetɪkəlɪ]

adv.审美地, 美学观点上地

intuitive

[ɪnˈtjuːɪv]

adj.直觉的, 直观的

sub

[sʌb]

n.子



# New Words

layout	[ˈleɪaʊt]	n.规划, 设计, 布局
checkout	[ˈtʃek.aʊt]	v.检查, 检验, 校验
encrypt	[ɪnˈkrɪpt]	v.加密, 将...译成密码
refund	[rɪˈfʌnd]	v.退款, 退还, 偿还 n.退款, 偿还额
interface	[ˈɪntəˌfeɪs]	n.界面, 接口
compliant	[kəmˈplaɪənt]	adj.兼容的, 适应的
authorize	[ˈɔːθəraɪz]	v.审定, 授权, 批准, 委托
deposit	[dɪˈpɒzɪt]	vt.存放 n.存款, 押金, 保证金
settled	[ˈsetlɪd]	adj.结算的
keyword	[ˈkiːwɜːd]	n.关键字
gauge	[ɡeɪdʒ]	v.测量, 测定
hit	[hɪt]	n.点击
tidbit	[ˈtɪdbɪt]	n.(=titbit)珍闻, 小栏报导
blog	[blɒɡ]	n.博客, 网志 v.维护网志
steady	[ˈsteɪdi]	adj.稳固的, 稳定的 v.(使)稳定, (使)稳固



# Phrases

in the age of

在...时代

crucial element

关键元素

in no time

立刻, 马上, 很快

shopping cart

购物车

look for

寻找, 期待

merchant tool

商家获取利益的工具

payment option

支付选项

be compatible with

适合, 一致

payment gateway

支付网关

associated with

与...有关

specialized store

专卖店

a ton of

许多, 大量

set up fee

开设费, 设立费, 设置费

transaction fee

交易费

make sure

确保, 务必, 务请

profit margin

利润空间, 利润率

be based on

基于

net profit

净利, 纯利

get one's feet wet

着手, 动手, 亲自参加



# Phrases

hidden charge

隐藏的费用

upgrade option

升级选项

get used to

习惯

pay for

支付

extra feature

额外功能

go through

遭受, 经历

pro store

专业店

standard store

标准店

fill out

填写

store front

店面; 门店销售系统

figure out

解决, 断定, 领会到

approval rate

支持率

stand behind

后援, 做后盾

drum up

招徕, 竭力争取, 兜揽(生意)

back link

反向链接

search engine

搜索引擎

climb up

向上爬, 攀登

happy medium

折衷办法



# Abbreviations

**PCI (Peripheral Component Interconnect)**

外部设备互连





# 难句讲解

原句

[1] You will want to look for a cart that offers merchant tools, supports many payment options, offers configuration for shipping and taxes, offers real-time statistics and reporting, and has the appropriate security.

讲解

本句中，**that offers merchant tools, supports many payment options, offers configuration for shipping and taxes, offers real-time statistics and reporting, and has the appropriate security** 是一个定语从句，修饰和限定 **a cart**。that指 **a cart**，在从句中作主语。

# 难句讲解

原句

[2] If you're looking for something which requires low maintenance and don't want to deal with the hassle of supplying and shipping your own inventory there are numerous large websites (such as Amazon.com) that will let you set up a more specialized store selling their products for a commission.

讲解

本句中，**which requires low maintenance and don't want to deal with the hassle of supplying and shipping your own inventory** 是一个定语从句，修饰和限定 **something**。**that will let you set up a more specialized store selling their products for a commission** 也是一个定语从句，修饰和限定 **numerous large websites**。在该从句中，**selling their products for a commission** 是一个现在分词短语作定语，修饰和限定 **a more specialized store**。**deal with** 的意思是“处理，应对”。

# 难句讲解

原句

[3] Make sure the site is easy to use and organize, because if you decide you want to switch sites later, you'll have wasted that money.

讲解

本句中，**because if you decide you want to switch sites later, you'll have wasted that money**是一个原因状语从句，修饰**Make sure**。在该从句中，**if you decide you want to switch sites later**是一个条件状语从句，修饰**will have wasted**。

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