CHAPTER 1

1. **Match the terms in Column A with their correct definitions in Column B by writing A-E in ☐**

Column A	Column B
☐ 1. Crowdsourcing	**A.** A platform for creating websites and blogs
☐ 2. Kickstarter	**B.** A process of gathering ideas or input from a large group of people
☐ 3. WordPress	**C.** A crowdfunding platform for raising money for projects
☐ 4. SEO	**D.** A way to improve your website's placement in search engine results
☐ 5. RetailMeNot	**E.** A website that provides coupons and deals for online shopping

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2. Read the questions carefully and answer based on the information provided in Unit 1.

1.List three ways a blog can generate revenue for a business.

2.What are the three main components of "triangulating" for business success?

3.Name four popular social networking sites mentioned in the text for business promotion.

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3. Match the service with its primary function by writing a-e in each blank.

a) Photo sharing platform

b) Crowdfunding website

c) Mobile website creation

d) Blogging and website platform

e) Handmade arts and crafts marketplace

1._____ 2._____ 3._____

4._____ 5._____

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4. Fill in the blanks with the correct word from the word bank.

SEO **hosting service** **Kickstarter** **templates**
Mobify **Consumers** **crowdfunding(2)**

- 1.A company like _____ specializes in creating mobile sites for online sellers.
- 2._____ is a way to improve your website's placement in search engine results.
- 3._____ allows businesses to gather ideas and feedback from a large group of people.
- 4.Entrepreneurs can use _____ platforms like Kickstarter to raise funds for their projects.
- 5.E-commerce hosting services often provide pre-designed _____ to help businesses create websites easily.
- 6. A _____ gives you space on a web server in exchange for a monthly or yearly fee.
- 7. _____ now shop with smartphones in hand in brick-and-mortar stores to compare prices and research products.
- 8. _____ is a crowd-funding website that helped fund approximately 18,000 projects with $320 million in 2012.

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5. Write "T" or "F" for each statement based on the document.

1._____ A mobile-friendly website is optional for attracting mobile shoppers.

2._____ Mod Cloth uses customer feedback to decide on product designs and colors.

3._____ Crowdsourcing involves only a small group of people in the decision-making process.

4._____ RetailMeNot is a platform for selling vintage clothing.

5._____ Kickstarter raised $320 million for 18,000 projects in 2012.

6._____ Free shipping has been shown to increase the likelihood of customers making purchases.

7._____ Blogs can only be used for personal journaling and cannot generate revenue.

8._____ Social media presence is optional for modern online businesses.

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