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

LIVEWORKSHEETS

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.

LIVEWORKSHEETS

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._____

LIVEWORKSHEETS

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.

LIVEWORKSHEETS

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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