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ITS 444

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Questions Chapter 1

1. What are some examples cited in the video as to how a customer might use the Internet on a typical morning?

The video mentions different examples of how a customer might use the internet on a typical morning such as responding to emails, buying items online, online banking and paying bills.

2. Why is a company's web presence important for attracting and retaining new customers?

Having a good web present is important to be visible for the customer and for them to be satisfied when using your site. This will make the name of the company known by more and new people. Also, it shows that the company is active and up to date with what works on a daily basis