

# NEW MEXICO BROADBAND PROGRAM

## INTERNET TOOLS FOR SMALL BUSINESS

### MODULE 6 - WEBSITES AND BLOGS – ASSESSMENTS

1. Most businesses need a blog or a website presence, even if they do not use it as a primary location.
  - a. True
  - b. False
2. Websites and blogs
  - a. allow you to communicate to your market
  - b. allow your customers to learn about your business and your products
  - c. allow your customers to provide comments, feedback, and questions
  - d. all of the above
3. Some of the disadvantages of using blogs or websites include
  - a. they are expensive if someone else builds and maintains them for you
  - b. they take time if you build and maintain them yourself
  - c. they can have a negative impact if not maintained
  - d. all of the above
4. To determine which type of site is best for your business, you will need to know
  - a. your goals for the site
  - b. your financial options
  - c. your time and technical skills
  - d. all of the above
5. Good website or blog design must
  - a. provide enough detail to keep your audience engaged for more than a an hour
  - b. provide tools that capture audience contact information
  - c. provide content that interests you, not content directed towards the audience
  - d. all of the above
6. To manage and maintain a website or blog, you should
  - a. create and maintain a regular schedule for posting
  - b. create short posts that change often and keep customers interested
  - c. keep the site easy to navigate
  - d. all of the above
7. Blogs and websites now offer many similar features and can be hard to distinguish from each other.
  - a. True
  - b. False