

# Making Your Mark Online

## **Research Exercise**

1. Imagine you want to purchase your products or services on the Internet. What would you type into the search engine? List as many phrases as you can think of here:

2. Now do it, go to a search engine (google, msn, or yahoo) and type in your key phrases.

Visit the top sites that are listed and write down the following information for each web site:

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Keywords searched for:

Does this site have the products and services I'm looking for?  
If no, adjust the keyword phrase and search again.

If yes, answer these questions:

Web Site Address:

List elements of this site that you like (colors, layout, information available, specific features)

List elements of this site that you do not like:

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