



Mr. Amerikaner's House

What's My Connection? Internet Service Providers Research

As an E-Commerce Marketer, you need to know what kind of Internet access your customers have.

The current choices are:

- ✓ Dial up Modem
- ✓ DSL Modem
- ✓ Broadband (Cable)
- ✓ Satellite Service

Using Google/Bing create a comparison worksheet in WORD. Research the following:

- A. Define each type of Internet services
- B. List the names of major services for each type of service
- C. Average monthly customer cost
- D. Average download and upload speed
- E. Major advantages of each service
- F. Major disadvantages of each service
- G. Percentage of US population that uses each service
- H. Which service is most popular in the urban suburban areas of the US
- I. Which service is most popular in the rural (farm) areas of the US

In a paragraph form, discuss why knowing what service your customers use will affect the style and complexity of your e-Commerce website. For example, if you customer base uses Dial-up, would you design a website that is heavy on graphics??

Name your file: Internet_Access_YourName. Save a copy and e-mail a copy to Mr. Amerikaner.