

Presence



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Presence When viewed generally, the term “ presence” is given to a of being present or available in a particular physical or mental place or state. “ 1. The state of being present, or of being within sight or call; the part of space within one's influence, etc.” (Webster's 1913 Dictionary). This term can be used in various situations in everyday context. When used in the context of internet, it gives a slightly different perspective or meaning. The term “ Web presence” is used to denote both website as well as the web servers. When one talks about presence in the web, it denotes the website and when one focuses on physical presence, it is the web servers. Website is a collection of pages or files that is present in the ‘ cyberspace’, containing information and other details on a particular subject or subjects. These websites have virtual presence and their physical presence is the web servers. As the files and pages, which are visible on the website, have to be stored in some physical location, web servers play that part. “ A server in this context is a computer that holds the files for one or more sites. On one hand, a very large Web site may reside on a number of servers that may in different geographic locations.” (whatis. com). Websites are developed and put online by several organizations, entities, individuals, etc to fulfil various purposes. Firms, which do business on the web has to be more concerned about presence particularly website presence, because many customers and other stakeholders of a web business will tend to know the company only through its website. (Schneider, 2008). Only if the firm’s online presence is optimally visible and accessible to prospective customers, it can succeed. To fortify their online presence, firms have to develop website, which is user-friendly, loaded with apt details, have a distinct and interesting look, etc. In addition to that, the website can be promoted in other websites as well as in other

mediums, to make its presence felt. References Schneider, G. (2008).

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