* “gap analysis to study the discrepancies between the current and planned results of online marketing activities”
* “the solution to the problem of reducing the uncertainty of the results of online marketing activities is to study the interaction of marketing expert systems and small business enterprises”
* “The main feature of this interaction is the gaps between the actual and planned characteristics of online marketing activities of small business enterprises”
* Aim: Reduce the uncertainty, but to measure the success of reducing uncertainty?
  + Measures uncertainty before using the GAP method and after using the Gap method
  + How to measure uncertainty?
    - Create prediction intervals for before using the GAP method and after using the GAP method and see if they got shorter while maintaining coverage