MAKE YOUR 2002 SITE SELL!

Glossary

This Glossary contains terms from the book that you may not understand.

The terms are explained in easy-to-understand language.

Do not **read** the Glossary... It's boring and the words are out of context.

Use the glossary on an **"as needed"** basis.

There are links to the Glossary from all four volumes of **MYSS! 2002.**

Each term will be blue and underlined.

When finished, click in either margin **(the invisible back buttons)**

to **trace back** to your original place in whichever volume

you are presently reading.

affiliate/associate programs

In 1997, Amazon.com launched the first associate program. Amazon initially started by selling books online... and now they sell just about everything.

Books, of course, offer information on millions of different subjects. So if you sell books, how can you efficiently reach so many people with so many different interests?...

The Web! There are millions, soon to be squillions, of sites out there, on an incredible variety of subjects.

So Amazon figured, “Why not convert those sites into specialized, niche bookshops for us? We’ll pay a commission when a site refers a customer who buys a book.”

And thus, the first associate program (AKA affiliate or referrer program) was born. Affiliate programs increase exponentially the exposure of a merchant’s product or service.

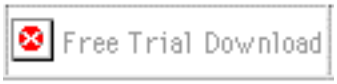
algorithm

The formula that a Search Engine uses to determine the relevancy of a page for a search term.

ALT tag

The ALT tag is a specification within an IMAGE tag. It tells browser software to show specified text if it has “graphics turned off.”

Let’s say one of your buttons has an ALT tag that says “Free Trial Download.” The graphics-off browser will see this...



But if there’s no ALT tag, here’s what it looks like...

Use ALT tags. 'Nuff said?

ASCII

ASCII is totally unformatted text. No bold, no italics. No formatting at all by a word processor. Just straight text. To date, all e-mail software uses ASCII.

While you can paste text from an e-mail software or a text editor into a word processor, and then format it, **never do the reverse.** You'll get all kinds of weird little symbols when the formatted text gets converted into the e-mail's ASCII.

Oh, almost forgot... It stands for American Standard Code for Information Interchange. Memorize that to impress friends at your next cocktail party.

autoresponder

When a customer sends an e-mail to a certain address manned by an autoresponder, this powerful "mailbot" automatically fires back an e-mail response, usually an informative sales letter. And it does it **immediately, 24 hours per day, and for a fairly low additional monthly fee** (some hosts offer autoresponders for free).

Autoresponders are the e-mail equivalent of a "fax-back" service. Think of it as "e-mail on demand." They can save you hundreds of dollars -- use them for basic tech support, product inquiries for more details, sales-oriented letters to all kinds of questions, and...

... for whatever your creativity allows you to dream up! You can literally set up hundreds!

banner ads

Those graphic advertisements that you see at the top of so many Web pages...

... and that you never click on!

bcc function

The “b” in “bcc” stands for blind. In other words, no one else sees the list of people on the “cc” list. Never send a large number of e-mails by using the regular cc list. Everyone else will see it, including your competitors (who likely subscribe, if they’re smart).

broadband (high speed) access

High speed Internet access. Only about 10% of the online population has it. For residential customers, this access comes either as DSL (through a regular phone line), or cable (yup, same stuff your T.V. comes through). Businesses may access the Web through high speed T1 or T3 lines. These are not an accessible option for the little guy or gal -- at this time.

browser

Netscape makes Navigator (NN) and Microsoft makes Internet Explorer (IE). Both are browsers. The browser software simply goes to an address and reads that page, which is written in **HTML,** and which may also include additional goodies like **javascript, CGI,** etc.

Once it reads the page specified by the address, it says, “OK, I know what this should look like!” It then “draws” the page for you to see, hiding all the ugly code from you.

bulletin board

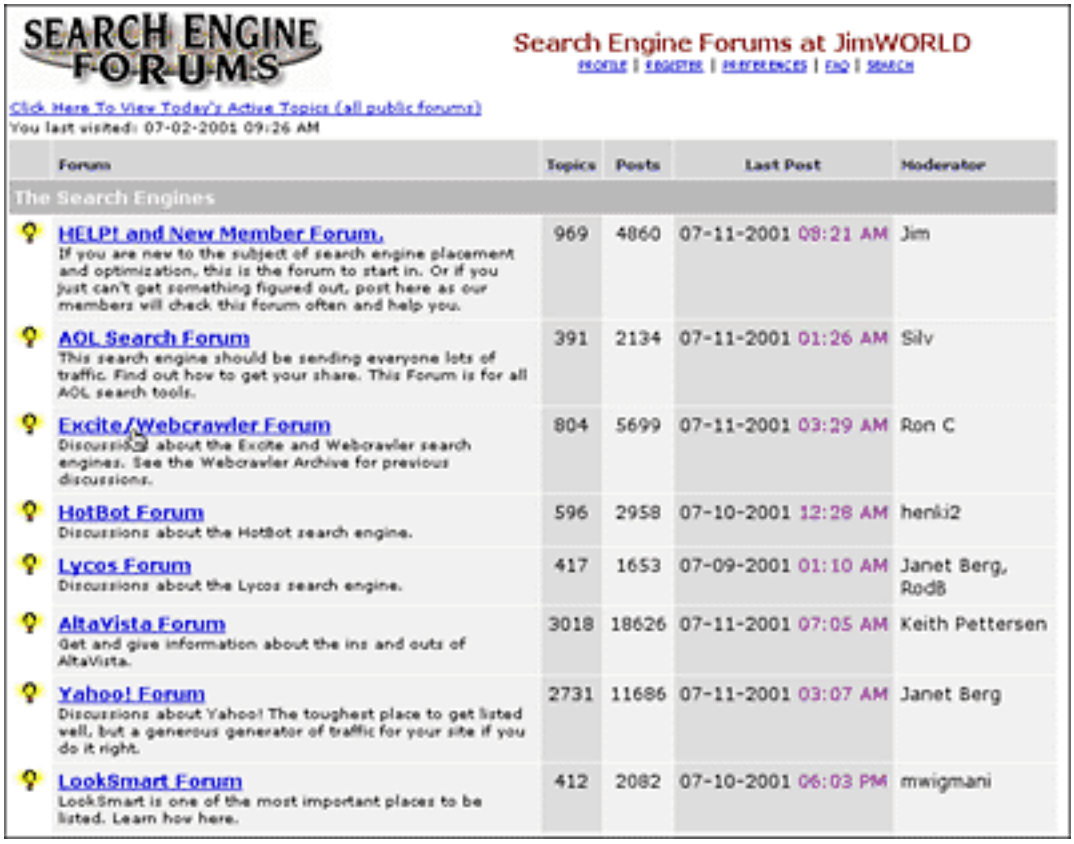
A bulletin board is a location on a Web site where people come to share information. Typically, you see a list of postings for a certain topic. You can read each posting, choose to respond to one or more of them, and then enter and post your response.

Or you can start your own “thread,” a continuing sub-topic within the topic under discussion.

If this type of concept fits with your product and target market, it can be a great way

for visitors to trade information. If it doesn't fit, or if your target market is not the type to participate, or if you don't have the traffic to keep it active, a lonely bulletin board is a sad place indeed. It hurts your site.

Here's what Jim Wilson's Search Engine Forums look like...



SEARCH ENGINE FORUMS

Search Engine Forums at JimWORLD

PROFILE | REGISTER | PREFERENCES | FAQ | SEARCH

Click Here To View Today's Active Topics (all public forums)

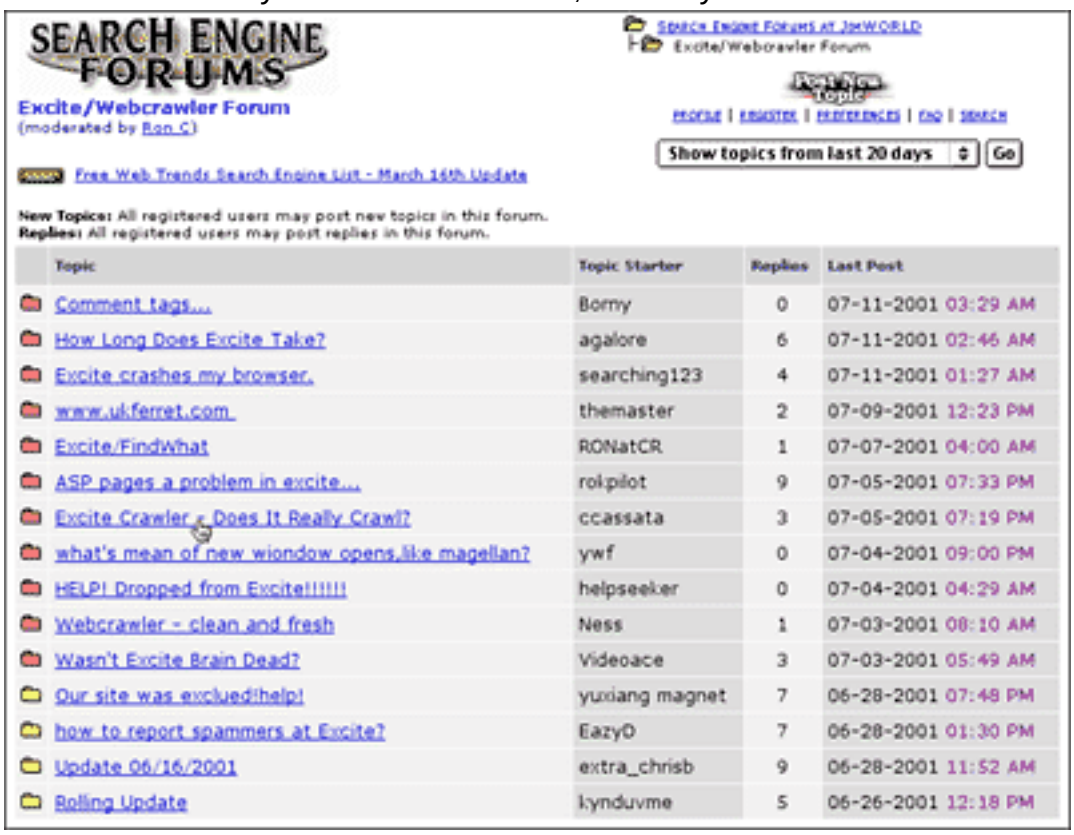
You last visited: 07-02-2001 09:26 AM

	Forum	Topics	Posts	Last Post	Moderator
The Search Engines					
	HELP! and New Member Forum. If you are new to the subject of search engine placement and optimization, this is the forum to start in. Or if you just can't get something figured out, post here as our members will check this forum often and help you.	969	4860	07-11-2001 08:21 AM	Jim
	AOL Search Forum This search engine should be sending everyone lots of traffic. Find out how to get your share. This Forum is for all AOL search tools.	391	2134	07-11-2001 01:26 AM	Silv
	Excite/Webcrawler Forum Discussions about the Excite and Webcrawler search engines. See the Webcrawler Archive for previous discussions.	804	5699	07-11-2001 03:29 AM	Ron C
	HotBot Forum Discussions about the HotBot search engine.	596	2958	07-10-2001 12:28 AM	henki2
	Lycos Forum Discussions about the Lycos search engine.	417	1653	07-09-2001 01:10 AM	Janet Berg, Rod8
	AltaVista Forum Get and give information about the ins and outs of AltaVista.	3018	18626	07-11-2001 07:05 AM	Keith Pettersen
	Yahoo! Forum Discussions about Yahoo! The toughest place to get listed well, but a generous generator of traffic for your site if you do it right.	2731	11686	07-11-2001 03:07 AM	Janet Berg
	LookSmart Forum LookSmart is one of the most important places to be listed. Learn how here.	412	2082	07-10-2001 06:03 PM	mwigmani

Jim Wilson's Search Engine Forums
http://searchengineforums.com/bin/Ultimate.cgi

If you were to click on Excite Forum , you would be ready to contribute your ideas

about Excite to any of the threads below, or start your own...



SEARCH ENGINE FORUMS

Excite/Webcrawler Forum
(moderated by Ron C)

Free Web Trends Search Engine List - March 16th Update

New Topics: All registered users may post new topics in this forum.
Replies: All registered users may post replies in this forum.

Search Engine Forums at JimWORLD
Excite/Webcrawler Forum

Post New Topic

PROFILE | REGISTER | PREFERENCES | FAQ | SEARCH

Show topics from last 20 days | Go

Topic	Topic Starter	Replies	Last Post
Comment tags...	Bomy	0	07-11-2001 03:29 AM
How Long Does Excite Take?	agalore	6	07-11-2001 02:46 AM
Excite crashes my browser.	searching123	4	07-11-2001 01:27 AM
www.ukferret.com	themaster	2	07-09-2001 12:23 PM
Excite/FindWhat	RONatCR	1	07-07-2001 04:00 AM
ASP pages a problem in excite...	rolpilot	9	07-05-2001 07:33 PM
Excite Crawler - Does It Really Crawl?	ccassata	3	07-05-2001 07:19 PM
what's mean of new wiondow opens,like magellan?	ywf	0	07-04-2001 09:00 PM
HELP! Dropped from Excite!!!!!!	helpseeker	0	07-04-2001 04:29 AM
Webcrawler - clean and fresh	Ness	1	07-03-2001 08:10 AM
Wasn't Excite Brain Dead?	Videoace	3	07-03-2001 05:49 AM
Our site was excluded!help!	yuxiang magnet	7	06-28-2001 07:48 PM
how to report spammers at Excite?	EazyO	7	06-28-2001 01:30 PM
Update 06/16/2001	extra_chrisb	9	06-28-2001 11:52 AM
Rolling Update	lynduvme	5	06-26-2001 12:18 PM

cache

Your browser stores everything it reads on the user's hard disk. Every HTML page, every graphic... everything. The next time it comes to pull down the same page, it uses the cached version, which is much faster -- no need to download again via the Internet. If the Web site has a newer version of that page, however, it will use it instead.

catch-all e-mail account

Let's say you have your own domain. Call it "domain.com." If you have a catch-all e-mail account, no matter what word you put in front of "@domain.com," you'll get it. So "jack@domain.com" comes to you. So does "jill@domain.com." Yes, even "anything@domain.com" will reach you!

CFM

You'll often see banner ad advertising quoted per "CFM." Big mystery? Nah. Just means "cost per thousand impressions." An impression counts each time a visitor looks at your ad. You are paying for your banner's exposure, whether it generates a click-through to the sales site or not.

CGI script

CGI stands for **Common Gateway Interface,** a means by which Web servers receive and process data, then send processed results back to the browser. All the work is done by the server. CGI offers **total cross-platform, cross-browser compatibility.**

The program resides on your Web host's computer (or your server, if you run your own). There is no limit to the functions you can write into your CGI program. The most common use of CGI is to take the data that your visitor has entered into a **form,** process it, and then e-mail it to you.

But form-processing is just the beginning. A skilled programmer can use CGI to add tons of functionality to your site.

[SIDEBAR]

You don't hear a lot about CGI nowadays. Why?... Simple. CGI is an open specification but so is PERL language. PERL is a cross-platform programming language that is ideal for CGI programming. **And it's free.** Which means that Microsoft and competitors can't make any money with it!

chat room

A chat room is a "meeting place" on a Web site where you go to ask and answer questions, and to share information. Everything occurs live. You enter a question or comment. Someone else types a comeback. Millions are hooked on this. They are generally not a useful tool for SALES-oriented Web sites, since they are uncontrollable (i.e., you can't control content or direction of the discussions).

At least, that's the conventional thinking. Then along comes **1-800-FLOWERS and 1-800-Own-A-Car,** who have been building chat support into their sites! Now their customers communicate with them, with no long distance charges, in real-time.

1-800-FLOWERS
http://www.1800flowers.com/flowers/welcome.asp

Own-A-Car
http://own-a-car.com/defaultb.html

As an interesting project, compare a **chat room** with a **forum** to see the differences.

client-side

Client-side pertains to programming that is done on **your** desktop computer.

For example, let's say that you have a newsletter subscription form. Your CGI script takes subscribers' e-mail addresses and e-mails them to you. You cut and paste these into a database on your computer. In order to do a newsletter mailout, you mail-merge your newsletter with your database of addresses.

While you don't have to manually push the button for each one, it will still take hours to e-mail 1,000 newsletters via your client-side mailing program. It would take minutes if you do it **server-side.**

COMMENT tag

Comment tags are used in an **HTML** document by a programmer to add some explanatory copy that she does not want the browser software to interpret. She uses this to make notes to herself, or her client, etc.

The opening comment tag **<!--** tells the browser to ignore the words that follow, so that the Web surfer will not see them.

The closing comment tag **-->** tells the browser to start paying attention again. For example...

<!-- This text will be totally ignored by the browser. **-->**

cookie

A cookie is a small file that gets written onto your hard disk, either by **javascript** or by a **CGI script** from the site you are visiting. It is only a file that serves as an ID tag.

It is **not** an application. So there is zero danger to the integrity of your hard disk.

And no one knows that you are **you,** John Doe!...

The cookie can only be accessed **by the site that wrote the cookie** to your disk. And the only thing that they really know is that the person with this "ID tag" is back. But they don't know that it is **you,** with one exception...

If you do provide personal information like full name, address, credit card info, etc. This **can** be tied to the cookie. Then the site, **but that site only,** will be able to know that it **is** you personally returning to the site.

directory

Many people mistake a directory as being the same as a Search Engine. It's **not.**

A **Search Engine** maintains a gigantic database (an **"index"**) of hundreds of millions of Web pages from millions of Web sites. A directory is nothing more than a gigantic bookmark list, organized into logical categories and subdivided into hundreds of sub-categories.

While SEs index every Web site on the Net (or try to), directories are hand-selected.

In a Search Engine, you do a search for a **keyword** by typing it in and clicking "Search" or "Find." In a directory, you drill-down through successive layers of

categories, sub-categories, sub-sub-categories, and so on... until you find the kind of sites that you want (or you can use a search tool to find a site on the directory).

The most well-known, “ultimate directory” is **Yahoo!.** Many people feel that Yahoo! is more important to traffic-building than any single engine. This is only true if...

• **you sell only one product** -- even if you sell 250 products, you can only submit **one** URL to Yahoo, and it can only be listed in 2 subcategories! The SEs will index hundreds of URLs, so all of your products can be indexed and found.

and if...

• **you don’t know how to use the SEs well** -- see the **Theme-Based** approach to SEs and **How to Make the SEs Love Your Site.**

Yahoo!
http://www.yahoo.com/

LookSmart
http://www.looksmart.com/

The Open Directory Project
http://www.dmoz.org/

NBCi
http://www.nbci.com/

Ask Jeeves
http://www.askjeeves.com/

[SIDEBAR]

While you **can** search for "keywords" in directories, the search function is not as well-developed as for the Search Engines. So they usually end up using a third party Search Engine to search the Web.

However, the advantage of the directories is that the sites listed are usually of a higher, more uniform quality. Why? Because sites are selected by humans, so it's not as easy to "get in" as it is for Search Engines.

disk mirror

This is a copy of an entire site, kept on the hard disk of your computer. Maintain a back up copy like this, for two reasons...

• if your server dies, you're OK.

• it's a good way to browse your site. Simply open the on-disk files from within your browser. It will be much faster, since the pages don't have to download via the Web.

domain

Easiest way to define this is with a couple of examples.

The domain of http://www.sitesell.com/ is **"sitesell.com".**

The domain of http://www.your company.com/bigsuccess.html is **"yourcompany.com".**

e-mail publications

There are several kinds of publications that are e-mailed to customers...

• e-zines -- the equivalent of an electronic magazine. Collection of articles of varying originality are e-mailed on a regular basis to subscribers.

• newsletters -- same as e-zines.

• moderated mailing lists -- joining one of these enables you to post to the list. If the moderator accepts the posting as relevant and valuable to the readership, it gets mailed to everyone in the next issue, either in digest format (all the postings in a single e-mailing, the best way to receive it), or one by one as they are accepted (too bothersome).

e-media

See **media, online.**

FAQs

Frequently Asked Questions. This efficient type of customer support takes advantage of the Net's "24 hr. X 7 days/week" nature.

Flash

A Web-based animation application that transforms Web pages into a swirl of action, colors, and excitement. Without broadband access, this involves a long loading time (and the potential loss of visitors who are unwilling to wait). As well, a Flash application means no content for SE spiders to crawl and rank (which means that you can't take advantage of free SE traffic).

form (and FORM tag)

<FORM> tags are special **HTML** tags that allow you to build **forms** on your Web page. Here's how it works...

Customer completes your form, entering the info that you request. She then clicks on the **SUBMIT** (better choice of words would be **ORDER NOW**) button. After she clicks on that button, your **CGI script** picks up the data, processes it, and relays it to you.

You'll need a techie to provide the CGI scripting. When the customer hits the **SUBMIT** button, the CGI kicks in. Without the CGI, the form would just sit there, even when the customer hits SUBMIT.

I call this kind of form an **HTML-to-CGI Response Form,** or just **Response Form** for short. When a Response Form is specifically designed to take an **order** for product(s), we'll call it an **MWR Response Form** or an **Order Form.**

forum

A forum is a "meeting place" on a Web site where you go to ask and answer questions... to share information. Moderated or not, they function very much like newsgroups. Moderated ones work best, since spam and flames get weeded out.

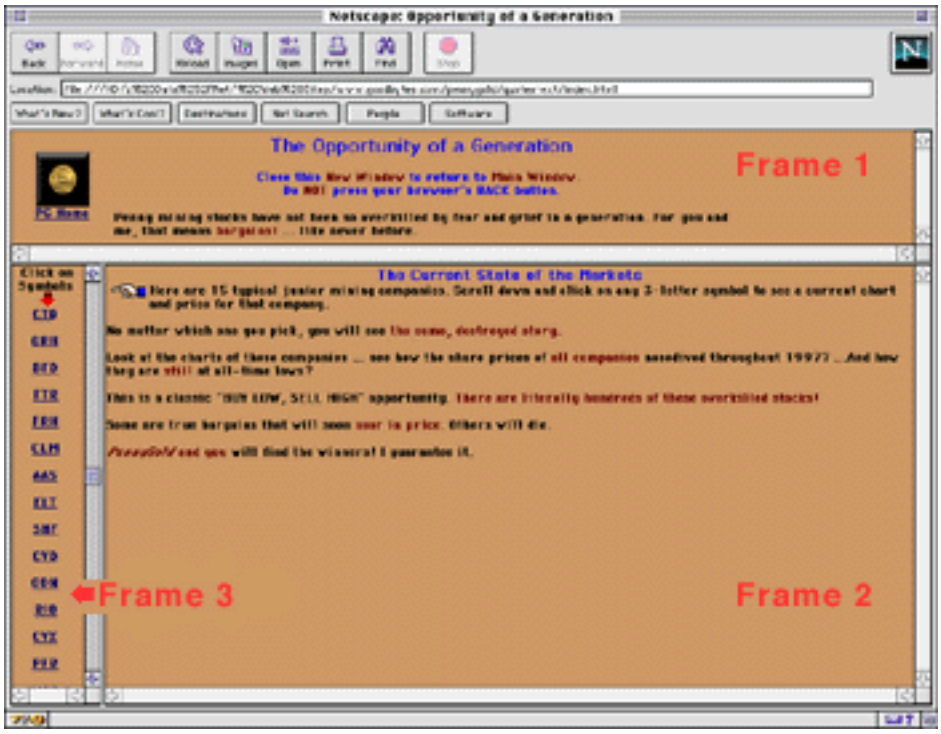
As a SALES-oriented site, do not even consider using an unmoderated forum. You have no control over content. Done well, moderated forums often develop into valuable information-sharing communities.

Compare the difference between forum and **chat room.**

Details in **media, online.**

frames

Frames are a Netscape invention. They break the page up into separate sections. In the example below, there are three frames, one that runs across the top of the browser's window, and two that share the bottom.



Originally hailed by designers, they have all kinds of practical problems. However, they can be very useful for certain special purposes.

The **HTML** page for the example above tells the browser to load a separate HTML document for each of the 3 frames. So actually, the above Web page is really 3 pages, laid out according to how the “master page” tells the browser.

But the master page itself contains no text for the browser to display -- just directions telling it how to **lay out** the other pages.

Since frames-incompatible browsers would be totally befuddled by this, smart designers include a **NOFRAMES** tag for these browsers to read -- this tag contains text and graphics that the browser can interpret.

Luckily, Search Engines can read the NOFRAMES tag, too, and follow the links, or the page would be totally useless to some of them. They wouldn’t even be able to **spider** the site.

So if you use frames, despite their problems, use a NOFRAMES tag, too.

ftp

This stands for “file transfer protocol.” It’s just a way to transfer files. While it used to be an important way to download, more and more people simply use HTML.

However, it is still **the** way to **post your site to the Web.**

ftp software

For Mac users, it’s **Fetch...**

Fetch
http://www.dartmouth.edu/pages/softdev/fetch.html

For Windows, **FTP Voyager** is excellent...

FTP Voyager
http://www.ftpvoyager.com/

GIF vs. JPEG

The two commonest forms of graphics used on the Web. JPEG is more commonly used for graphics that feature subtle gradations and shadings (ex., photos). GIFs cover the rest, often having large areas of single colors (examples -- maps or cartoons).

A “transparent” GIF has an invisible background, allowing the Web page to show around the edges of the graphic. JPEG does not permit this, so all JPEGs are rectangular.

graphics

See **GIF vs. JPEG.**

hits / pages / visits / visitors

People get these mixed up all the time. They're **not** the same. Let's start with the easiest concept...

You know who a visitor is. Someone comes to your site. That's a **visitor.** No matter how long he stays on your site, he's still the same visitor... **one** visitor. And that visit counts as **one visit.** But...

Let's say he goes away and comes back tomorrow. That's a new visit. But it does **not** count as a **new** visitor -- he would best be counted as a **repeat** visitor.

Let's say, during one of his visits, he starts at your home page, then goes to another, then to your Order Page. That's three **page views** (i.e., he has seen 3 different **HTML** documents). **And that's not the same as hits...**

Each page view might trigger **many hits** -- if that HTML page has 5 graphics on it, then the **HTML document itself and each graphic** are registered as a line in the log file. Each line in a log file counts as a hit. So that's a total of six **hits.**

So...

...a **visitor** can account for many visits. A **visit** can have several page views. And each **page view** triggers several hits (unless it's only an HTML document and words, in which case a page view would create only one hit).

HREF tag

The tag in an **HTML** document that creates a link.

HTML

This stands for **HyperText Markup Language.** It's the simple programming language that makes the Web... **the Web.**

When browser software finds an HTML page, it reads the coding and understands how to place text, graphics, tables, bullets, horizontal lines, multi-media, etc., so that it can deliver the finished **Web page** onscreen to you.

A basic HTML page is composed of a series of "tags" that tell the browser what to do. **Here's an example...**

The tags are in green.
The copy that a visitor sees on your Web page is in black.
My explanations to you are in blue.

<HTML>
Tells the browser that it is reading an HTML page.

<HEAD>
Defines the beginning of the heading part of the page.

<TITLE>PennyGold: Powerful Penny Stocks Software</TITLE>
This is the title of the page. It appears at the very top of your browser window, but not on the actual Web page that you view. Like this...

<META name="DESCRIPTION" content="Powerful penny stocks investment software that gives YOU the "penny stocks edge.""">

<META name="KEYWORDS" content="PENNY STOCKS, penny stocks SOFTWARE, Penny Stocks INVEST">
META tags are instructions to the Search Engines. They are invisible to the Web browser, so do not show up on the Web page that you see.

</HEAD>
Defines the end of the heading part of the page. The slash ("/") before the

word "HEAD" means "close" and signifies the end of the header part of the page. The <HEAD>, <TITLE>, <BODY>, <CENTER>, <AHREF> and FONT tags like <B> and <I> **all require a closing tag, for example** </HEAD>, </TITLE>**, and** </BODY>**.** <TITLE> **is called "Open Title" tag, while** </TITLE> **is called "Close Title" tag.**

<BODY BGCOLOR="#CC9966" BACKGROUND="pennybkg.gif" TEXT="#000000" LINK="#0000FF" ALINK="#00FFFF" VLINK="#000066">
Tells the browser what color to make the background, the words, the links, etc. And also what to use as the background graphic.

<P>
Instructs the browser software to put a space between paragraphs here.

<CENTER><IMG SRC="logo.gif" WIDTH="400" HEIGHT="60" BORDER="0"></CENTER>
Tells the browser software to put a graphic of the company logo here.

<P>

<CENTER><IMG SRC="line.gif"HEIGHT=5 WIDTH=400 BORDER=0></CENTER>
Tells the browser software to put a GIF of a line here. This is a simple graphic technique to divide the page nicely.

<P>

<H1 ALIGN=CENTER>Powerful Penny Stocks Software</H1>
The H1 tag instructs the browser software that this is headline copy, and that it should be centered. Since it's more important, it's bigger and darker.

Powerful Penny Stock Software

<P>

<B><I>PennyGold </I>is a serious, powerful penny stocks investing strategy/software that shows you how to make money with penny mining stocks... and gives you all the tools to go out and do it. </B>

The copy starts here. The <B> and the <I> tell the browser software to bolden and italicize the words enclosed between their respective opening and closing tags.

<P>

<B>Continue with good content/copy here.</B>
The copy continues here. The <B> tells the browser software to bolden the words enclosed between its respective opening and closing tags.

<P>

<B>Become a smart, independent, successful penny stocks investor... <A HREF="http://www.goodbytes.com/pennygold/index.html">click on the penny stocks button below.</A> And while you're at the site, don't forget to subscribe to our FREE monthly penny stocks newsletter, <FONT COLOR="#660000"><I>PGOLD XPRESS.</I></FONT> </B>
The <AHREF> is a link tag. In this example, it's telling the browser to make "click on the penny stocks button below." **into a link. When the user sees this, it will be underlined. Clicking on it will send him to the URL... http://www.goodbytes.com/pennygold/index.html.**

<P>

<CENTER><A HREF="http://www.goodbytes.com/pennygold/index.html" target="_top"><IMG SRC="ButtonBackToHome.gif"ALIGN=ABSMIDDLE HEIGHT=96 WIDTH=96 BORDER=1></A></CENTER>
The <AHREF> is a link tag. In this example, it's telling the browser to turn the image, <IMG SRC="ButtonBackToHome.gif"ALIGN=ABSMIDDLE HEIGHT=96 WIDTH=96 BORDER=1>, **into a link. Clicking on this button will send him to... http://www.goodbytes.com/pennygold/index.html.**

<CENTER><A HREF="http://www.goodbytes.com/pennygold/index.html" target="_top">Click Penny Stocks</A></CENTER>
The <AHREF> is a link tag. In this example, it's telling the browser to make "Click Penny Stocks" **into a link. When the user sees this, it will be underlined. Clicking on it will send him to... http://www.goodbytes.com/pennygold/index.html.**

Since the GIF button link (above) and the "Click Penny Stocks" **text link (below) are both centered by the <CENTER></CENTER> tag, the "**Click Penny Stocks" **will appear in the middle of the page, directly under the button link.**

<P>

</BODY> **Tells the browser that the body of the HTML page is finished.**

</HTML> **Tells the browser that the HTML page is finished.**

HTTP and HTTP keep-alive

HTTP stands for **Hyper-Text Transfer Protocol** -- it's how the Web works.

When your visitor hits your site, his browser software generates a request for information, and passes it to the server (see **server-side**), which answers it.

Each request creates a new connection to the server, sends the request, and then gets the response via that new connection.

At least, that's how it was done originally. But this was slow. So keep-alive was invented.

Newer browsers also ask the server to keep the connection alive. The server recognizes this, if it supports keep-alive, and responds by telling the browser, "Connection: Keep-Alive."

Now the connection is not dropped -- it's kept open. When the browser sends another request, it uses the same connection. This continues until the visit is over.

In an even newer version (HTTP 1.1), **all** connections are kept alive, unless specifically closed. While this refinement may cause your techie to gurgle with excitement, it is not important for you.

Keep-alive is basically the default setting on most server software nowadays. Still, make sure by asking.

hyperlink

On the Web, you click on links, **often underlined like this,** or buttons, to hop through hyperspace and go somewhere else.

The usual convention on the Web is that **unused links appear like this** (you have not clicked on this link yet), **used links are purple,** and **activated links are red** (i.e., as you click on the link, it turns red and stays red for as long as you hold the mouse button on it). Of course, you can set your browser to change this, and the Web designer can also change these colors if he likes (not a good idea).

image map

A single graphic, usually fairly large, that has many links embedded into different areas of it. By clicking on these different areas, a Web visitor will be sent to those links' destinations.

InterNIC

Network Solutions is one of the many companies offering domain name registration services. **To register your domain...**

Network Solutions
http://www.networksolutions.com/

... and also to find out what has already been registered...

http://www.betterwhois.com/

IP address

When you get on the Web, your computer is assigned an IP address. This is a number that looks like 148.244.921.338. It stays with you during your entire session online (not true for AOL surfers, and some others). But the next time you log on, it will likely be different. These numbers belong to a host name, for example AOL or your local ISP or company where you work (if they have their own server).

Since even the SEs have a known set of IP addresses, it's possible to know when

they “come calling.”

[SIDEBAR]

If you access the Internet via a dial-up service, your service provider assigns you a different temporary IP address every time you log on. If you access the Web via cable modem or DSL, your IP address remains static -- it is always the same one.

For those of you with static addresses, this means two things...

1) If you are violating any Search Engine’s submission requirements, you’ll be caught very quickly and easily.

2) You are vulnerable to attack by hackers, since your machine is always attached to the Net. Protect yourself with a program like Zone Labs’ ZoneAlarm -- free for non-commercial users...

ZoneAlarm
http://www.zonelabs.com/

Or the superb BlackIce Defender...

Black Ice Defender
http://www.netice.com/html/blackice_defender1.html

ISP/Web host

ISP stands for Internet Service Provider. It is the company that provides you access to the Internet. Some ISPs provide only dial-up access. This means that your

modem can dial the ISP's phone number, which gets you on the Net, so that you can surf the Web and get e-mail.

Other companies provide only Web hosting services. Basically, a Web host rents you space on a computer that has 24 hour access to the Internet. You **ftp** your Web site onto their computer. The Web host sets things up so that when somebody types your domain into the browser, she comes to your Web site.

Other companies, of course, provide **both** dial-up access and Web hosting services.

java

Cross-platform programming language. Has Web and standalone applications.

javascript

Javascript is a simple scripting language that integrates into the code of an HTML page. It adds extra functionality not normally "do-able" by HTML itself.

Javascript can do everything from simple stuff like pop up new windows or currency conversions, to quite involved near-application type stuff.

You can trigger the javascript program by various "events." For example, when the page loads, when it quits, when you pass your cursor over a link, or when you click on a button or a link.

javascript alert

This is a small alert window that pops up with a short message. It's often used when people access a page, or quit it. For example, here's the alert I use when people leave my PennyGold page...

JPEG

See **GIF vs. JPEG.**

K-I-S-S

A famous abbreviation for...

Keep It Simple, Stupid!

Meant only in the friendliest of ways.

keyword loading

This used to be a common trick, used less and less now, to “fool” the SEs into scoring your page higher for that word.

Let’s say your page has a yellow background. It’s a simple matter to write your **keyword** hundreds of times in the same yellow at the bottom of your page. In this way, your visitor would not see all these keywords, but the Search Engine would.

Like all tricks, this early one worked well for a while. Now it just gets you banned.

keywords

Keywords are words or phrases that are used by Web surfers (when using Search Engines) to locate Web pages that contain relevant information. Basically, **they are words or phrases that your average person would type if they were looking for what you sell.**

[SIDEBAR]

This book uses the term "keywords" to include both single key **words** (like "stocks," as well as key **phrases** (such as "penny mining stocks").

line breaks

At the end of each line in your e-mail, there is a line break (or a carriage return, for you folks who are more familiar with typewriters). By removing all the line breaks in a paragraph, you turn the paragraph into one long line.

But you don't want to leave it that way, because then you would depend on your e-mail software to set the breaks. And it might set it too wide for those with other software, giving that ragged look.

So, after your remove all the breaks, select the text and have your text editor set line breaks at 65 characters. This will re-format the text, making each line as wide as possible, but no wider than 65 characters.

link exchanges

Here's the theory...

Find sites with similar interests to yours. Look for sites with similar customer demographics that do not compete directly with you.

Offer to put a link on your Web site in exchange for a link on someone else's Web site. E-mail them something like...

```
Hey Ken, I saw your site and liked it.  I think your customers
```

> would appreciate knowing about us, since we offer products that would be of interest to them. And likewise, I know that my visitors would sure like to know about PennyGold. I'll put a link to your site on mine, if you put one on my site to yours.

If I agree, that's a link exchange.

listing

Your customers will find your site by entering **keywords** into a Search Engine. The SE then finds relevant Web pages from its database of Web pages. It ranks them in order of relevance to the keyword, as determined by each SE's proprietary algorithm.

If the keyword used is fairly common, it may return thousands of pages of search results. Each search result page typically lists links to ten Web pages, and adds a brief description about each page.

The listing is composed of...

• The title -- this comes from the **HTML title** of the Web page. It usually is highlighted because it also doubles as the link from the SE results page to the "found" Web page.

• A brief description about the "found" Web page -- this helps the searcher decide which page is for him.

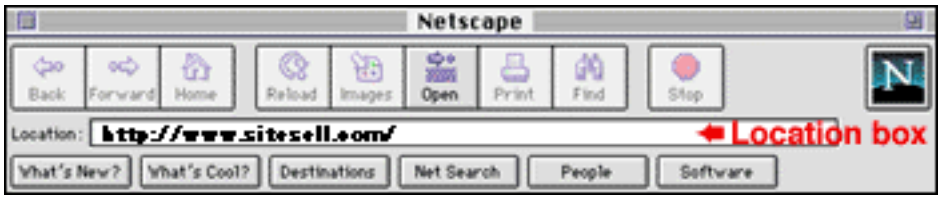
For example...

The title is...
PennyGold: Powerful Penny Stock Software.

The description is...
PennyGold: powerful penny stocks book/software shows you how to make money by investing in penny stocks... AND gives you ALL the tools to DO IT.

location box

Let's say you see a **URL** for a company in a newspaper ad. You want to check it out when you get back to the office. Get online, fire up your browser, **type that URL into the Location box...**



...then hit "Enter" on your keyboard.

"Et voilà!" You're there!

In other browsers this URL entry box may, **instead of** "Location," be called "Go to" or "URL" or "Address" box.

log files and log file analyzers

Every time someone logs onto your Web site, information like IP address, time/date, error messages, originating page (called referrer page), etc., etc. are recorded by your server into log files.

There are up to four files...

• access (or transfer) file

• error file

• agent (or browser) file

• referrer file

Sometimes, the last two (agent and referrer) are combined into the access file, called a combined file. Your server will provide you with the files. If your ISP can't or won't supply all four, it's worth switching to one that will -- **the referrer file is invaluable.**

It is the referrer file, or the referrer field in the combined file, that tells you where your visitors are coming from, and what keywords they use to find you.

A “log file analyzer” analyzes these files and assembles the data into results like...

• number of **hits, page views, visits, and visitors** (they’re not the same thing)

• most popular pages

• most frequent entry and exit pages

• most frequently used keywords

• etc., etc.

Actually, there is almost an infinite variety of ways to slice and dice the log files.

mail to: link

This is an HTML link that opens an e-mail software, with the address already entered. Here’s what the code for an e-mail link that says **E-mail us** would look like...

```
<A HREF="mailto:ken@sitesell.com">E-mail us</A>
```

This link will automatically open up a fresh e-mail, pre-addressed to **ken@sitesell.com.** All the sender has to do is enter the body text and the subject.

mailing list

A mailing list is much like a **newsgroup,** except that it is e-mailed to everyone in the group.

First, you subscribe to the mailing list (usually via e-mail, or by filling in a form).

You will receive e-mail from the mailing list, either one by one as they are sent by others in the group, or all at once as a single digest e-mail at the end of the day (or week). “Digest” is the more practical choice.

A mailing list can be either moderated or unmoderated. A moderator will generally

keep the group “spam-free” and on a higher plane.

When you see a topic of interest, reply by composing and sending an e-mail. It will be sent to everyone in the group.

Details in **media, online.**

media, offline

TV, radio, newspapers, snail-mailed newsletters, etc. You are probably able to reach them via e-mail, and they have an online version of their offline product (ex., www.thenewyorktimes.com), but **they are principally known for their offline presence.**

media, online

Any communication vehicle that is **mainly or only** online.

Online media can be broken down into two categories...

• **one-way** -- editorial content is determined by a publisher and is sent to you. Examples would include e-mailed newsletters (also called “e-zines”), as well as **moderated** mailing lists.

• **two-way** -- editorial content is determined by all members. You can both send and receive communications -- this includes **unmoderated** mailing lists, as well as most newsgroups and forums.

1. One-Way E-media... Newsletters & Moderated Mailing Lists

There is a difference between a moderated **mailing list** and an e-mailed newsletter (“e-zine”). Mailing list content is provided by **all** members -- the moderator merely acts as a filter, picking the best of all the postings. She may also write the occasional editorial, especially when the group needs some direction or prodding.

When you post to a **moderated** list, your post has to make it past the “gatekeeper.” Some lists receive hundreds of posts per day, yet the moderator only posts 8-10. So

you have to provide superb content to get published. Which means that you can't be blatantly commercial -- good content comes first.

An e-mailed **newsletter** however, really "belongs" to the publisher. She determines direction and editorial content. She provides most of the content. It is much closer to an online, e-mailed magazine -- hence the term "e-zine."

The strongest **commercial** format is a mix of the two. Strong directional control and editorial content from the publisher. With encouragement to participate. Post the best questions, articles, etc. Offer prizes for the best ideas for whatever is relevant to your group. In other words...

...control, but involve.

2. Two-Way e-media... Unmoderated Mailing Lists, Newsgroups, & Forums

These are **groups** of people ("members") who post comments about a particular topic, and reply to others' posts. Since they are **unmoderated,** there is generally a lot of spam. If the group is strict with its spam policy, there tends to be more flame wars.

Most **newsgroups** and **forums** are unmoderated. Some **mailing lists** are. When you post to an **unmoderated** list or newsgroup or forum, your post will **definitely** get seen by everyone. All posts get in because there is no moderator to filter the submissions. However, a moderator will filter out poor letters, spammy messages, nasty flames, etc.

Some people still swear by posting to these groups. Just in case you have a special reason to believe that this could be an efficient way for you to build traffic, I have included a more detailed "how to" discussion here...

2.1. Marketing to the Two-Way E-media

By **frequently** offering valuable content (along with a gentle sales pitch) to those groups that fit with your product, you can develop credibility, and ultimately,

customers. Or so the theory goes.

When dealing with a moderated group, learn the moderator's "cut" level. Generally, a high quality post with little self-serving content will make the cut. Your sig file will do your "advertising."

The non-moderated groups can actually get you into more trouble, if you violate their code of conduct. Before posting, learn the members' tolerance level.

Don't go "hog wild" when submitting to the unmoderated lists. If you get too self-serving in many non-moderated groups, do you know what **happens to you?...**

... Yup. So get to know where the "toast line" is and include lots of good content.

If they accept some sales copy as long as it's supported by good content, make a posting and finish by offering something **free** like a catalog, report, press release, etc. and tell them how to get it... now. **If the group is strict,** this might be perceived as an ad, though. Proceed more delicately.

If the discussion group does not allow ads, actively participate in discussions. This gets the word out who you are. Again, let your **sig file** do the talking (perfectly acceptable)! Answer questions.

Always include good content -- it's the best proof that you know what you're talking about. Offer to help people or tell them about something that would benefit them. It's similar to "networking" in the real world, except you do it online.

This "specialized group" marketing approach can be of some value **if you find a highly targeted group that can afford your product** (generally, a specialized high-cost service).

[SIDEBAR]

If you ask a "happy customer" to post comments to the groups, that's semi-acceptable.

But with a strict group, that person should expect to be flamed, even if she says in her letter that she has no connection with the company, is just a happy customer,

etc. In fact, this happened to a PennyGold owner who made a post, without my knowledge, to an online forum!

OK, let's say you have decided that you'd like to try this form of marketing. The first step is to **find the groups that have members who fit your target market.** Here's how...

2.2. Finding the Right Newsgroups

You can find related newsgroups by using your newsreader software to **list all newsgroups.** Then just do "Finds" for a variety of relevant keywords.

Or you can look for **relevant newsgroups** by searching for your keywords at...

Google Groups (Formerly Deja News)
http://groups.google.com/

And at...

Tile.net
http://www.tile.net/

An outstanding resource for finding groups (even those **not** available via your own ISP) is...

Sun SITE
http://sunsite.unc.edu/usenet-i/search.html

2.3. Finding the Right Mailing Lists

Mailing lists are more sensitive to promotional posts and sig files. You must establish yourself by posting good content for a while, before "walking in the gray zone."

The best approach is to wait for the "right post" by someone else. The right post is the one that gives you the opportunity to provide a valuable, good content response **that you can tie into your product naturally.**

Finding the right Mailing List can be difficult. No one source seems to list them all. But here are a few sites to get you started...

Publicly Accessible Mailing Lists

PAML
http://www.paml.net/

topica

Topica
http://www.topica.com/

CataList
Reference site

CataList
http://www.lsoft.com/lists/listref.html

listTool.com

listTool.com
http://www.listtool.com/

Tile.net
http://www.tile.net/

2.4. Finding the Right Forums

Forums are more like newsgroups. The discussion occurs on a Web site. It does not come into your e-mail box.

FORUM ONE is a great resource for forums. Search for relevant keywords to locate targeted forums. Or scroll down and use the links. Bookmark the best forums and check in regularly. There's even info in FORUM ONE on how to start your own!

FORUM ONE
http://www.forumone.com/

2.5. How to Write a Good Post

As usual, all the rules of good writing apply. Consider a post to a newsgroup or mailing list or a forum as an e-mail, except that it's going to hundreds or thousands of people. Re-read the section on **power e-mail writing.**

Give good content -- develop the right "information angle" for each group. Keep it relevant to the group's interests. Adjust the ratio of **"content to sales copy"** according to the tolerance of the group/list.

Finish with an appropriate call to action. If the group is severe, there may be **no** call to action (other than your URL that appears in your sig file). Or you could mention that you have a free newsletter, and then give the subscription URL. **Tailor the aggressiveness of your call to action according to the group's sensitivities.**

And if you **do** refer them to a URL...

Greet them at the other end. Put up a special page with a unique URL greeting them (you can also use this to see how successful your post was by checking your log files). Then deliver what you promised in your post.

2.6. More Tips on Posting

• Don't try to close a sale for your product by your post -- **the goal is to drive people to your Web site** -- **that's where you want to sell them!**

• Include a **good sig file,** one that will be just within the tolerance level of the group.

• **Short, punchy stories** that prove a point can be very effective.

• Post to **one group at a time.** More is spam. Do not cross-post (i.e., submit to more than one group simultaneously).

• Try all kinds of benefit-packed **headlines** -- keep the ones that work (and that don't get you flamed).

• Post only to the high-volume groups.

• Test different headlines to see which ones pull the best.

• Look for groups that have a "happy medium" approach to spam. "Anything goes" is just as useless as the super-strict, for marketing purposes.

2.7. Maintenance

• Your post to a newsgroup will disappear within a few days. What you send to a mailing list is only good "for the day." So you must post roughly once per week to develop some recognition. (Only you can decide if it's worth the effort.)

• After you post, check every day or two to see if there have been replies (both positive, and negative flames). If there are some, participate further.

• Develop several different letters, with content that promotes your product differently -- keep the ones that work. Use them for other groups.

• Keep a log of which letter and headline got posted to which group and when. Enter

the number and types of responses that you generate. Note whether traffic to your site changes.

2.8. Bottom Line

If you really want to try this, don't say I didn't warn you. It's likely to be a waste of time, unless you simply want to do it out of passion for the topic.

If you still want to try, pick the **single, best-targeted group** you can find. Work with that group. When **it** fails to yield results, at least your time lost will be minimized.

META tags

We'll stay out of the technicalities and the details. For our purposes, a META tag is a tag that is invisible to the Web surfer. The browser software skips over it completely. However, Search Engines can see and read these tags.

[SIDEBAR]

META tags are placed in the **header of an HTML page,** which means they go between the <head> and </head> tags, just below the TITLE tag.

There are two kinds of META tags...

• **Keywords** -- the author of this page uses this tag to tell the SEs the keywords for the page. The SEs that use META tags (not all do) will factor this into their **relevance algorithms.**

• **Description** -- the author of this page uses this tag to enter a brief description of the page. The SEs that use META tags will use this as the description for the page when it returns the page after a surfer does a search.

MIDI

Computerized music. A very efficient, low-bandwidth way to deliver reasonable quality music.

newsgroups

Newsgroups use a different communication means called “Usenet.” Technically speaking, Usenet is neither the Web nor e-mail, so you use a different piece of software to access newsgroups (built into Explorer and Navigator, although also available separately from other vendors).

When you find a group that fits your needs, read all the posts. If you find a topic of interest, simply reply and your post will be almost immediately visible in the groups list of postings. Available for others to reply to.

As for mailing lists and forums, newsgroups can be moderated or unmoderated -- most are not moderated. A moderator will keep the group on a tighter rein, prevent flame wars, and also eliminate blatant spam.

Details in **media, online.**

OEM

OEM stands for Original Equipment Manufacturer. OEMs make stuff for other companies to market and sell, usually under their own brand.

opt-in e-mail marketing

Smart Web marketers create a newsletter that offers **content of value** to the reader. Of course, a little soft-selling also works into the content.

The Web site asks visitors to subscribe to this newsletter. When they fill in and submit their e-mail address, they are said to be **opting-in.**

The process of sending an e-zine or newsletter **to people who have specifically**

requested to receive it is called **opt-in e-mail marketing.** It's a powerful, long-term **relationship-developer and sales-builder.**

outliner

An outliner is a terrific, underused function in most modern word processors. Set categories, then nest sub-categories within each category, then nest sub-sub-categories, and so on... and then enter text for each of the categories and subs.
The ability to shrink sub-categories makes a document easy to manage.

PDF

PDF stands for Portable Document Format -- who dreams up these names?

Basically, it's another format for a document, just like text or graphics or database. How do you make a PDF document? Glad you asked -- I was just about to explain...

Adobe Systems Inc. markets a wonderful piece of software called **Adobe Acrobat Reader.** But you already know that -- you're using it if you're reading this document onscreen!

Anyway, PDF **publishers** (like me) basically take a finished document -- it does not matter whether it's a Word document or a database file or a Photoshop graphic. Using Adobe's Acrobat Exchange, they "print" the document to **electronic** paper instead of dead-tree-paper.

Your copy of **Acrobat Reader reads** the "electronic paper." The same document can be read regardless of the operating system you use -- Windows, Mac, or Unix.

For more info, see...

Adobe Acrobat Reader
http://www.adobe.com/prodindex/acrobat/readstep.html

pixel

A pixel is a colored dot on your monitor. A 640 x 480 monitor is 640 pixels wide by 480 pixels high, for a total of 307,200 pixels. But who's counting?

Pay-Per-Click Search Engines

Think of Pay-Per-Click Search Engines (PPCs) as a **low-cost advertising** method. Use them wisely, and you'll turn your advertising dollars into handsome profits. If they lose you money, stop using them... just like any other advertising.

Basically, you **bid** for keyword positioning. For example, if one of your pages focuses on the topic of "golf accessories" you can bid for the #1 placement (or any other # position) on the first page (or lower, but what's the point of being on page two?) of search results.

Each time someone clicks through to your site via the link on the search results page, they charge you the amount that you bid. Bidding starts at a penny at most engines (5 cents at GoTo.com). You can bid for as many relevant keywords as you like.

post the site to the Web

Either you, or your techie, can do this. It's very simple. Using **ftp software,** you simply use ftp to send your files over to your Web host's computer (or to your own server, if you're doing this in-house). This is called "uploading."

The first time you post the entire site, your techie will point the domain to your location on your host's computer. So now, when someone enters your domain into the browser software, she'll come directly to your site.

[SIDEBAR]

Unless you're with a large company and "have people to do this," ftp'ing is a simple skill that you should learn. And you should also learn some very basic **HTML.**

Why?

Here's what happens... **often!**

You get an idea for a better way to say something, or you want to add a new phrase. So you make the change. Now to post the modified HTML document. You can either...

• Do it yourself. Once you've learned how, you can do this in a minute.

or...

• Tell your techie to do it.

It takes much more time to tell your techie what to do, have her do it and post it, and then for you to check it! And what if your techie is "too busy" or "sick" or "out of town."

So, take an hour or two of your techie's time and get him to show you how to...

• **keep a copy** of your entire Web site on your own hard disk... every single file. You can view them offline with your browser (File > Open File, then browse to your index.html page).

• **how to modify an HTML page.** If this seems impossible to you, it's only because it's a mystery. It's a snap, if all you want to do is make changes. No need to learn the tricky stuff.

• **how to ftp an HTML page** to your host's computer.

pull and push

These are two overused words that basically mean the following...

• when the customer clicks to get more information, she **pulls** it because she made the decision to go get it.

• when TV throws a commercial at you or you receive e-mail spam, that's **push** because you were just sitting there and someone pushed it at you.

quotes

In many Search Engines, you can use quotes to tell the engines that you want the two words to appear together, exactly as written.

For example...

"mining stocks" **... if you enter** “mining stocks” **with** the quotes, you are asking for all pages where the words “mining” and “stocks” appear together and in the exact order (“mining” first, then “stocks”).

But...

mining stocks **...if you enter** “mining stocks” **without** the quotes, you are implying to the engine that you’d rather find the phrase “mining stocks,” but if both words appear anywhere on the page (not necessarily as a phrase), that’s OK, too.

Finally...

mining AND stocks **...if you enter** “mining AND stocks” (**without** the quotes), all you’re asking is that “mining” and “stocks” appear on the same page together, somewhere, anywhere, in any order... as long as they are both on the same page!

redirect

A **redirect** occurs whenever the surfer gets sent to an address different than the one actually requested. It is often intentionally programmed, through rather simple code, either a **META** tag or a **CGI script,** that sends your visitor to a different page.

For example, if anyone who arrives at abc.html is automatically sent to def.html, we say that abc.html simply redirects the visitor to def.html.

Your site’s server will automatically redirect anyone who enters a URL without a slash at the end of your home page to a URL with the slash (it needs the slash to send your visitors to the right place). For example, when someone came to... http://www.goodbytes.com/pennygold ... my server read that, then redirected the visitor to... http://www.goodbytes.com/pennygold/ (only difference is the slash).

residual income

Income that occurs for a prolonged period of time, after the original "sale" has been made. For example, if you sell a book to a publisher, you collect royalties for as long as that books stays on the market. That's residual income.

When applied to **affiliate programs,** your associate-partner should ideally earn residual income by referring you new customers. In other words, once the associate succeeds in referring you a customer who buys, he should earn an ongoing (reduced) commission **for every future purchase that customer makes.**

robots.txt

A special text file that you can put on your site to tell **spiders** to stay out of part or all of it. See the following for more info...

The Web Robots Pages

The Web Robots Pages
http://info.webcrawler.com/mak/projects/robots/norobots-rfc.html

Search Engine

Search Engines (SEs) are Web sites that people use to find other Web sites.

Your customers will find your site by entering **keywords** into a Search Engine. The SE then finds relevant Web pages from its database of Web pages. It ranks them in order of relevance to the keyword, as determined by each SE's proprietary algorithm.

How does it do this? Each **Search Engine** sends an electronic robot (called a "**spider**") out into the World Wide Web. To oversimplify matters, this electronic arachnid brings the text of every site back to its SE's database. This **database** of sites is called an **index.** Once the spider crawls through your site, you've been "indexed."

Complicated programs called **algorithms** determine the most relevant sites for keywords used in the search process.

So, when your customer types in a keyword like **"Web sales,"** it will find Web sites for you that cover that topic.

Here are a few of the most important ones...

Excite
http://excite.com/

AltaVista is an excellent technology with a comprehensive database. It also powers the search function at the **LookSmart directory.**

AltaVista
http://www.altavista.com/

HotBot
http://www.hotbot.com/

Lycos
http://www.lycos.com/

Fast
http://www.alltheweb.com/

Google
http://www.google.com/
Google provides the Search Engine listings for Yahoo!.

Northern Light
http://www.northernlight.com/

Which leads us to Inktomi...

Inktomi Corporation markets a powerful Search Engine **to companies that want to market a Search Engine service to Web surfers.** They do **not** offer their own SE service to end-surfers of the Web.

Inktomi is important -- they power the **Microsoft** engine (above), **HotBot** (above), Snap (www.snap.com), Canada.com, Anzwers in Australia (www.anzwers.com), as well as several other important search services.

Inktomi has introduced a pay-per-inclusion service. Free submissions are still accepted (submit at HotBot or Canada.com), but are likely to be phased out soon.

Inktomi
http://www.inktomi.com/

And of course, there's Yahoo!. But that's a directory, not a Search Engine.

secure server

Your customers will want their credit card info to be safe and sound. So put your pages on a server with **SSL security,** which encrypts the information (virtually crack-proof -- this is what's known as a **secure server.**

If you are using a third party company to host your site (rather that setting up your own in-house server), the Web host must not only be secure **to accept the incoming** credit card info, it must **also** be able to **transmit that data** from its computer to yours in a secure way -- usually via **PGP-encrypted e-mail.**

security certificate

Consider a security certificate (also called "digital certificate" or "secure server ID") as a credential that vouches...

• that you are who you say you are

• that you are "for real"

• that you can be traced in case of problems.

These credentials are issued by **Certification Authorities** (CAs). CAs, to be of any value **to you** as a merchant, must be **recognized** by most browser software (including all the versions currently in use) as being large, credible organizations.

Think of it this way...

Who does your customer trust? She trusts her browser software -- either Netscape Navigator or Internet Explorer.

Every version of **both** browsers keeps a list of **trusted, accepted CAs** in the form of "root certificates." You can find this list under Security Preferences in your own browser (your customer can add to that list, but will never bother to do so).

The two largest and most widely recognized CAs are VeriSign and Thawte Consulting**.** When you apply for a certificate to one of these companies, it will verify your identity, as well as your right to use your company name and **URL.**

Once a CA has completed its verification, it issues your security certificate. This certificate represents the CA vouching for you. Your system administrator will install it.

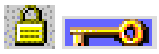
Now let's follow your customer into your secure server and see what happens. At the risk of oversimplifying...

When she arrives, her browser software sees your security certificate. It notes that it was issued by, say, Verisign. It checks to make sure that it has not expired (you must renew your certificate annually). If all seems OK...

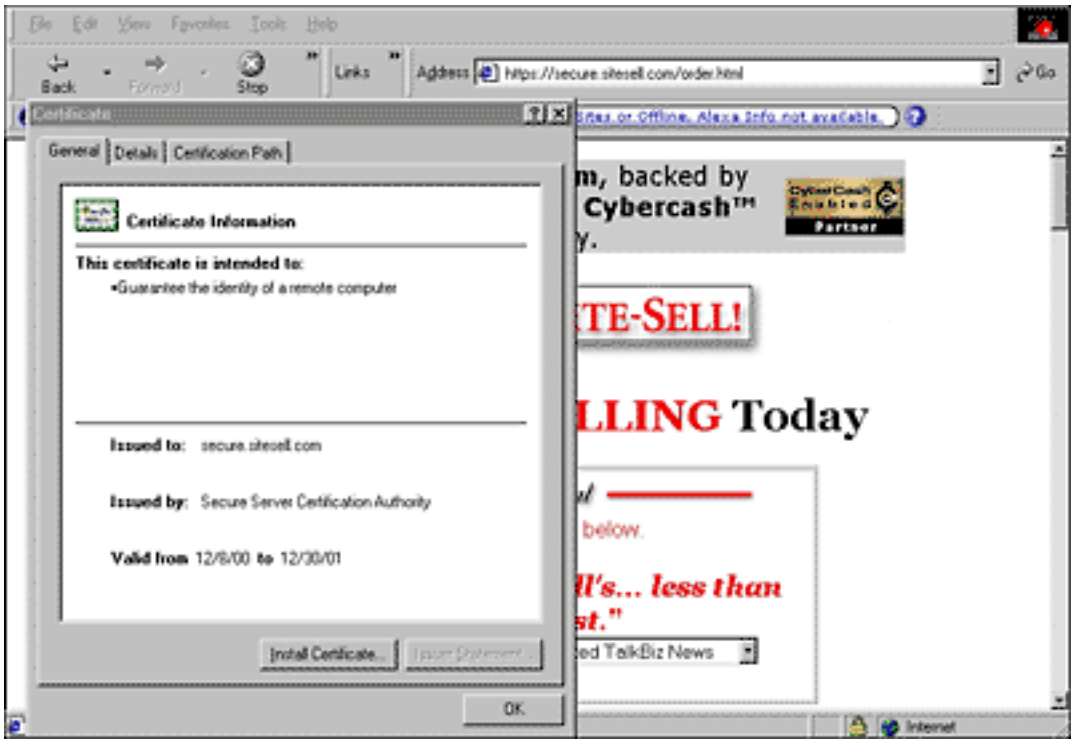
The browser then looks at its list of **root** certificates. If the root certificate is there **and** if it has not expired, everything is OK. **Now** the customer can start interacting with your Web site in a secure, encrypted fashion.

But if the root certificate is not there, or if it has expired, she'll be given a warning.

[SIDEBAR]

 The solid key (Netscape) and closed padlock (Explorer) are the symbols that you have logged onto a secure server. If your customer clicks on this icon, your certificate will pop up, again proving that you are who you say you are, as vouched for by the CA.

For instance, if you double click the lock icon (in Explorer) on the MYSS! site, you'll get a pop-up window where you can verify that the security certificate is valid...



Here's the lowdown on the two leading Certification Authorities...

VeriSign is the world's leading provider of digital certificate solutions for businesses and individuals wanting to perform secure e-commerce over the Internet....

VeriSign, Inc.
http://www.verisign.com/

Verisign writes an excellent "white paper" on secure servers. If you want their free guide "Securing Your Web Site for Business," you must fill out a short form on this page... more info on this topic, just hit the **"Continue"** button at the bottom of this Web page...
https://www.verisign.com/cgi-bin/clearsales_cgi/leadgen.htm?form_id=0003&toc=w016701500003000&email=

Thawte Consulting has grown into a world-wide provider of security and privacy

products. They offer a complete suite of certification services to individuals and organizations.

Thawte
http://www.thawte.com/

server-side

Something that is done totally on your Web host's computer (or your own server, if you run you own), not on **your** desktop computer.

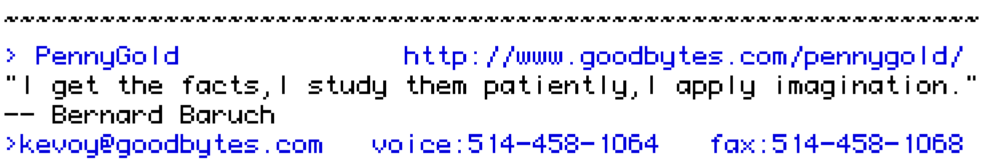
It is generally a much faster way to get stuff done. For example, you can send out 2,000 newsletters in a few minutes, instead of tying up your own computer for hours (see **client-side**).

sig file

A short text file that contains a brief info-sales-message that appears at the end of your e-mail. You can generally compose and store many different sig files in your e-mail software. Then simply choose the one that fits the circumstances.

For example...

In the above, you can see that I am about to select “PennyGold -- Conservative.” This will add the following message to the end of my e-mail...



SKUs

Stock **K**eeping **U**nits. As in... the number of products you stock in your online store.

spam

Are you sending e-mail to someone you don’t know and who did **not** ask to receive your e-mail?...

...That's spam.

It's different than junk mail, because e-mail is free for the sender. But it takes a moment of time for the **recipient** to delete, longer if she opens it.

Direct marketers who send "junk mail" try to minimize costs by targeting recipients. Spammers don't weigh the cost. They fire off millions at a time, mostly to people who have absolutely zero interest in the product. And they chew up bandwidth, to boot.

Often, they'll build **semi-**targeted lists. Spammers use software to strip e-mail addresses from postings to relevant newsgroups, and from related Web sites. And they don't just "surf the Web"...

Sophisticated spammers send **spiders** through your server! I see one spam-mail spider regularly in PennyGold's log files (name withheld since I do not want to give it any publicity), indexing my site the same way that Search Engines do.

Which explains why I get so much investing-related spam.

A waste of everyone's time.

spider

A program that surfs the Web, most commonly used by Search Engines to visit and record info about Web sites. It indexes the text of each site into the database of its Search Engine.

splash page

A media-rich (usually Flash) entry page to a Web site. Usually, these pages take forever to load, and provide no real additional value to the site ("cool" is not a necessity for making the sale). Using a splash page means a good portion of impatient visitors won't wait for your page to load, but will resort immediately to the

"back" button.

When new customers are at a premium on the Web, adding extra barriers to the sales process is counter-productive. In fact, "splash pages" are a good example of what happens when...

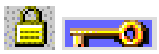
The techies, and NOT the marketers design a Web site. Don't use splash pages!

SSL security

An innovation of Netscape, this now-universal near-hacker-proof secure system allows your customers to submit their credit card info without fear of crooks stealing it along the way.

See **secure server.**

[SIDEBAR]

 The solid key (Netscape) and closed padlock (Explorer) are the symbols that you have logged onto a secure server. If your customer clicks on this icon, a **security certificate** will pop up, again proving that you are who you say you are, as vouched for by the CA.

status bar

The bottom left corner of your browser's window, where you see such exciting stuff as "50% of 17K", etc. You can use javascript to make it say what you want it to say!...

streaming

On the Web, usually you wait for a file to download before you can see it. Same goes for music -- you wait for a midi file to download, then you can listen to it. But **streaming** plug-ins, like RealAudio, **play the music as it downloads!**

table

A table is just a bunch of columns and rows. In HTML, this is created using the <TABLE> tag. Originally used to display data, HTML designers use it to control page layout, to construct navbars, make a left margin, etc.

A single-cell table is the simplest table possible, 1 x 1. It's a useful trick to display info or copy that you absolutely want your reader to see. Like this...

OR ... if you'd like
a FREE copy of *Decision Helper*
(no *PennyGold* purchase necessary),
e-mail a request with "DH"
as the subject line. Type either "For MAC"
or "For WINDOWS" in the body text.
Danny Goodman has kindly allowed me
to send DH to those who request it,
as long as you don't redistribute it.

TARGET=VIEW

This is a piece of **HTML** coding that tells a link to open a new browser window, then load the linked URL into that new window.

Normally, when you click on a link, your browser's window **changes** from one page to the new one. When your visitor clicks on a link that has the TARGET=VIEW code written into it, the browser software **creates a new window** for it.

In this way, if your visitor ever forgets about you when she goes to Site B, sooner or later she will remember or rediscover you on the original browser window "underneath." At least, that was my own reasoning when we first put up PennyGold.

However, without getting into details, there are two huge drawbacks...

• Even if you put a message that tells your visitor to **close window when finished,** she will often miss it or forget. Or when the new window opens, it might completely cover the original windows (especially on AOL and smaller monitors)... so your

visitor may not even understand that you opened a new window in her browser. Having two windows open can confuse the browser software and make it appear like your links don't work.

• If your new window starts a longer pathway that leads to pages that you use elsewhere, you have to create duplicate pages, so that they all warn your reader to close the page when finished as well. You get into some real quagmires.

My site became very large before I fully realized the problems. It took me a long time to figure our why some visitors complained that links did not work.

However, since the PennyGold site was only selling 1,000 copies of PennyGold, it just was not worth the days it would have taken to undo the quagmire. By putting as clear a message as possible to **close the new window when finished, in a headline-blue color,** it reduced the problem. When my visitor closed the new window, the original page in the path was revealed.

But if I had been selling an unlimited number of copies of PennyGold, I would have cleaned it all up. I was losing sales for PennyGold, not making them...

PennyGold, The Toy Biz, Part I
http://www.goodbytes.com/pennygold/100toys.html

[SIDEBAR]

Perhaps the only good reason to use the TARGET=VIEW code to pop up a new window is when you need to send your visitor off-site. Obviously, you never want to send her away, but sometimes you simply have no choice. For example, you may want to show her a product review.

But, if you can go either way (on-site or link off-site), it's always best to keep your visitor on your site and **control what she sees and where she goes.**

You risk losing your visitor to outside attractions whenever you allow her to leave.

text bar

A text bar is a text-only navbar. They look something like this...

| **Home Page** | **Products** | **About Us** | **Contact Us** | **Order** |

They're clean and simple. They work fine.

But I prefer to get the same basic result by building a simple graphic navbar piece by piece. By including an **ALT tag** for each piece, the "text bar" will appear for those who surf with graphics turned off.

Text bars are fine navigational aids, in their own right. But they're a bit sparse.

UNIX

Operating system that many servers run on.

URL

The http address that everyone uses to get to Web sites. Who cares what it stands for?

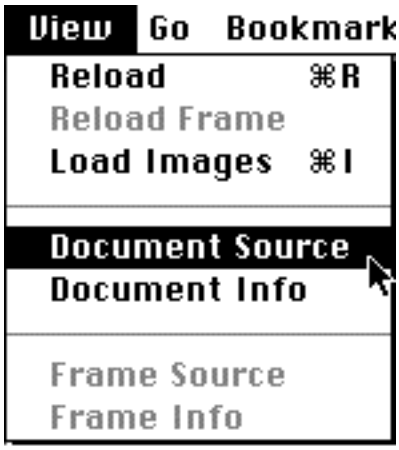
OK, OK, it stands for Uniform Resource Locator. Happy?

VIEW SOURCE

Both Netscape and Explorer allow you to see the **HTML** coding behind the actual Web page that you see with your Web browser software.

With a Web page up, try it yourself. The command is under the **View** menu...

Netscape Navigator



Internet Explorer

It's a terrific way to quickly learn how Web sites accomplish neat effects, what kind of keywords (remember, they appear in the **META tag**) are used by your competition, etc., etc.