



There's a Better Way to Do Business on the Internet!

Are you a business owner who can't wait to take advantage of the Internet?

This free guide offers some real-world website advice for small to medium-sized business owners. Inside we'll reveal:

How to launch a great website at an affordable price!

The best way to promote your business website!

The benefits of owning an online business!

The truths and myths about search engines!

How to choose a great website name!

Why you shouldn't create your own website!

...and much more!

The Quick Guide to Marketing Your Business on the Internet

A Quick Introduction to the Internet

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TABLE OF CONTENTS

1	Knowledge is Power	1
2	A Quick Introduction to the Internet	2
	Connecting to the Internet	2
	What You Can I Do on the Internet	3
	Email	3
	World Wide Web (WWW)	3
3	Website Benefits	4
	Make Your Message Accessible	4
	Reduce Publishing Costs	4
	Reduce Marketing Costs	4
	Test and Expand your Marketplace	5
	Reduce Communication Costs	5
	Increase Sales	5
	Reduce Support Costs While Improving Quality	5
	Enhance Your Image	5
4	Publishing Your Website	6
5	Introduction to Hosting Services	8
	Understanding Hosting Services	8
	Residential Hosting	8
	Commercial Hosting	9
	Subdomain Hosting	9
	Buying Hosting Services	9
6	Hiring a Web Designer	11
	Creating Your Own Website	11
	Hiring a Web Designer	12
	Web Design Skills	12
	Choosing a Web Designer	14
	Evaluating Websites	15
	Interviewing the Prospect	16
7	All About Domain Names	17
	The Case for Sensitivity	18
	Choosing a Domain Name	18
	Naming Tips	19
	Domain Name Generator Websites	20
	Buying a Domain Name	21
8	Promoting Your Website	22
	A Brief Introduction to Search Engines	23
	Understanding Real World Searching	23
	Category Matches	24
	Web Page Matches	26
	Preparing Your Website for Search Engines	27
	Search Engine Placement Services	29
	Submitting Your Site to Search Engines	29
	Domain Name Typography	30
	Word-of-Mouth Advertising	30
	Taking Advantage of eBay and Auction Websites	30
9	Internet Facts and Stats	32
	About The Author	35
	Acknowledgements	35

HELP BLURB

Explanations of important terms are scattered throughout the guide.



CHAPTER 1—KNOWLEDGE IS POWER

Business owners are having important conversations about a new opportunity to increase business. It often starts with a question like “Should we be doing business on the Internet?” and typically ends with another question like “Yes, but how?”

Well, as the cliché goes, knowledge is power, so we put together this free guide to offer some real-world website advice for small to medium-sized business owners. The no-nonsense information will help demystify the steps to design, publish, and maintain a website so you’re well-prepared to profit from the Internet.

We’ll explain:

- ♦ **How the Internet works and explain the services you’ll need to launch a business website.**
- ♦ **The benefits of owning a website.**
- ♦ **How to interview and hire the right web designer.**
- ♦ **How to choose and secure a quality online identity.**
- ♦ **How to effectively and inexpensively promote your website, both online and offline.**

We’ll also detail:

- ♦ **How a website can both increase your sales and reduce your advertising costs.**
- ♦ **Why you need a website even if you operate a niche business or your customers are local.**
- ♦ **Why online advertising, especially through search engines, isn’t usually the best use of your time and money.**
- ♦ **Why an online store might be far less costly than you think.**
- ♦ **Why hiring a web designer will save you money, time, and grief.**
- ♦ **How the simplest and least expensive websites are often the best.**
- ♦ **Why you don’t need to have any computer experience, or even own a computer, to own a great website.**
- ♦ **Why it takes more than website authoring software to create a quality website.**
- ♦ **Why choosing a good name for your online presence is so important.**

INTERNET

The Internet is a global network that connects commercial, government, research, and academic institutions around the world.

It is actually a collection of thousands of smaller networks, all using a set of common tools, protocols, and conventions to create a vast web of resources and information.

DSL (DIGITAL SUBSCRIBER LINE)

DSL (Digital Subscriber Line) services allow residential clients a high-speed “always-on” Internet connection access without the costs of a dedicated T1 or T3 high-speed line.

Typical DSL connection speeds range from 384K to 1.5M bps. A 56k modem transfers at a maximum of 56,000 bps.

NETWORK

Two or more connected computers.

If the computers are in close proximity, the network is referred to as a LAN, or Local Area Network.

If the computers are spread across a much larger area, the network is referred to as a WAN, or Wide Area Network. A WAN usually consists of computers in different cities, countries, or continents.

CHAPTER 2—A QUICK INTRODUCTION TO THE INTERNET

In the last 25 years computers have become an integral part of our lives. The ability to process and exchange information through digital networks has resulted in new technologies, businesses, and an unprecedented ability to communicate with the world at large.

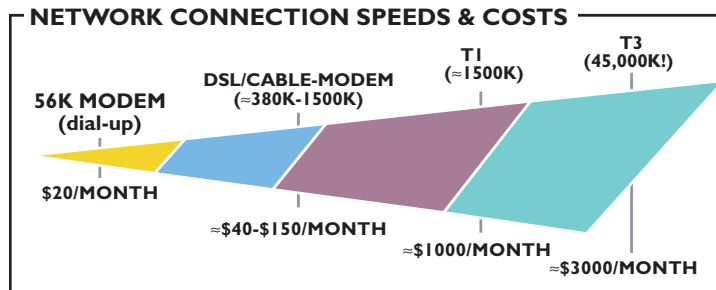
The Internet is one such network. Comprised of numerous smaller networks, the Internet's original framework was developed in the 1970s as part of a military communications project. Later it was adapted for public access.

The Internet is a global network that connects commercial, government, research, and academic institutions around the world.

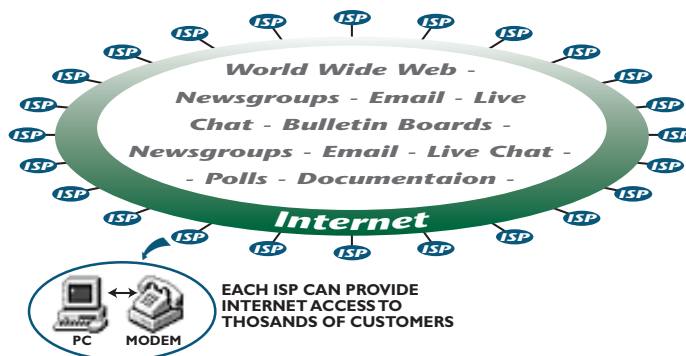
Connecting to the Internet

Like a telephone each computer needs its own identification number, called an IP address (Internet Protocol address), to be able to communicate with other computers on the Internet. And like a local telephone office the thousands of computers in your local area are connected to the Internet through various Internet Service Providers (ISPs).

Often the phone company itself, Verizon for example, will serve as the ISP. But unlike telephones a computer can be connected to the Internet at different speeds.



The most common Internet access account is a Dial-Up connection typically costing around \$20 per month. With Dial-Up access you connect to the Internet through an ordinary phone line and modem. The modem dials a local phone number the ISP provides for Internet access. Faster access, such as through DSL or cable modem, costs between \$40 and \$150 a month depending on the connection speed.



WWW (World Wide Web)

The feature of the Internet which provides information through webpages composed of text, graphics, audio and video (multimedia).

Also called Web, WWW, W3, Triple-Dub, or Three-Dub.

CABLE MODEM

A cable-modem provides high-speed Internet access through a cable television network.

SNAIL MAIL

Slang for postal mail, referring to its speed compared to that of email.

SPAM

Online junk-mail

Many claim the source to be Monty Python's "Spam" sketch in which one character ongoingly complains "I don't like Spam!"

What You Can Do on the Internet

While it seems there's no limit to the variety of activities you can pursue on the Internet: chatting, posting messages, listening to one of thousands of online radio stations, or viewing movie trailers, by far the two most common activities are using electronic mail and viewing websites on the World Wide Web.

Email

Like postal mail, email lets you send and receive messages to specific individuals through an email address like "tigerwoods@golf.com. Once you're connected to the Internet you use email software, such as Microsoft Outlook or Qualcomm's Eudora, to create messages, "attach" documents, and have them delivered to the recipients' e-mailbox specified by their email address. You can always tell an email address by the "at" ("@") character.

ANATOMY OF AN EMAIL ADDRESS:

<username> + "@" + <domain name>
(info@stonerosedesign.com for example)

You can always tell an email address by the "at" ("@") character.

World Wide Web (WWW)

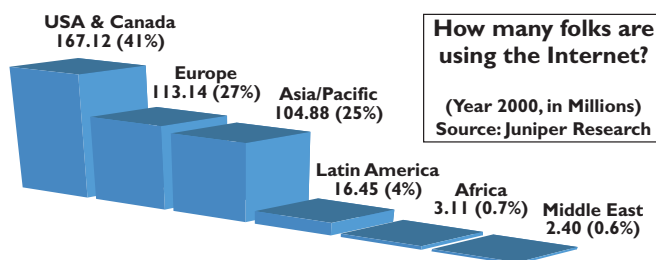
Design fashions and want to show off your fantastic new summer product line? Want to publish a few sample chapters of your latest novel? Want to discuss your obsession with salt and pepper shaker collecting?

The World Wide Web is where you can. The WWW is to the online (Internet) world what desktop publishing is to the offline (print) world—it's where you can publish your company's information, online, through a website as a collection of individual web pages.

ANATOMY OF A WEB ADDRESS:

"http://" + "www" + "." + <domain name>
(www.ebay.com for example)

You can see the incredible popularity of the WWW anywhere you see advertising: newspapers, billboards, business cards, the sides of trucks, anywhere there's a surface available you'll see a "WWW" address.



HTTP/HTTPS

(Hyper Text Transfer Protocol)

The World Wide Web protocol for moving hypertext (HTML) files across the Internet.

Another protocol you'll see in a web address is "FTP" (file transfer protocol) used for transferring (downloading) documents.

HTTPS (or SHTTP) Secure Hypertext Transfer Protocol. If a web address begins with "https://," it is likely a part of a secure site.

ISP (Internet Service Provider)

A company that provides Internet access and hosting services.

Also known as an Internet Access Provider.

FTP (FILE TRANSFER PROTOCOL)

The most common method of moving files between Internet sites. FTP provides security features to limit file access to accessible parties.