

[Figures are not included in this sample chapter]

The Complete Small Business Internet Guide

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Using the Net to Help Manage Your Business

There can be no economy where there is no efficiency. - Benjamin Disraeli

Electronic online commerce (*e-commerce*)

What is the difference between e-commerce and real commerce?

Let's take a side trip for a few minutes to add perspective to the changing environment of doing business in the '90s. We will consider a real-world versus cyber-world analogy of a small business faced with the challenge of increasing revenue and controlling costs.

Starting from scratch, you decide to open a retail store to sell your (world's finest) homemade widgets. You will need to locate a building to rent or purchase that meets your criteria of location, traffic, size, zoning codes, and a host of other considerations that hopefully will meet your proposed budget.

After solving all those inaugural headaches that every small businessperson has faced, you then need to decorate your showroom and arrange your goods in such a way that you can display a short description of the widgets unique features, price, and so on. Somewhere in your facility is a reserve of inventory that you monitor with some type of accounting method that also (fingers crossed) tracks your revenue and receivables.

Cash purchases are somewhat rare in today's world of invisible plastic money so your business will need to become "credit card enabled." To do this, you acquire a merchant bank account and a merchant ID number from a bank. To communicate with the bank that will be processing your transactions, you will also need a device that allows you to process the credit card presented by your customers. This device, called a P.O.S. (Point of Sale) terminal, is equipped with a modem that communicates directly with the financial clearinghouse.

When a sale is made, the credit card is swiped through the P.O.S. device that records the customer's card number. Then you enter your merchant number, the amount of the purchase and hit Send. Before you can say "thanks for shopping at "Widgets R Us," the clearinghouse verifies the card number, the available balance, and your merchant ID and issues an approval code for that transaction. Within seconds, funds have been debited from your customer's credit line and transferred to your merchant bank account. You have just increased your revenue by \$29.34 and reduced your inventory by one widget. Business is booming (one live, time-consuming contact at a time).

In its most rudimentary context, the purpose of electronic commerce is to encourage unassisted selling and delivery of useful, decision-making information. The Internet is not so much a place to sell as it is an environment that fosters a reason to buy. The one-to-one relationship generated by the

Internet allows a person who is ready to buy your product or service do so immediately.

In its simplest form, e-commerce permits businesses to capitalize on the efficiencies of dealing with routine transactions. However, the definition of electronic commerce today cannot be constrained to such a narrow explanation. Business expansion is a component of online commerce.

Electronic commerce considerations

We point out a number of times in this book how important it is to plan the creation of your Web site. We have seen companies spend tens of thousands of dollars launching a site only to tear it down and start over. In some cases the company may have chosen the wrong operating system or server platform, wrong software, or hardware that could not scale, while others may have chosen a theme that was too incompatible with their corporate message. Regardless of the reason, proper planning in the beginning saves time and money in the long run. The chapters "Creating Your Web Site and "Opening a Business" will help you develop your master plan and answer your other questions about e-commerce.

Automate wherever possible. By automating customer order confirmations and shipping notifications (via online credit card processing, e-mail, etc.), you will save the time it takes to perform these tasks manually and gain tremendous efficiencies. When selecting e-commerce software, keep in mind that some software requires server side configuration in order to operate properly. Make sure your ISP can support the software you decide to use. These are just a few considerations that provide more compelling reasons to choose Netcom as your business Web site hosting provider. Netcom provides the appropriate infrastructure and recommends reliable complimentary software solutions to help ensure your success.

Is e-commerce for real and is it right for small business?

The growing acceptance and success of electronic commerce is not only undeniable, but the fact that it will soon become a standard operating procedure for many busi-nesses is irrefutable. Estimates for the future of online commerce range from the ultra- conservative to the wildly optimistic, but most forecasters predict hundreds of billions of dollars in Web commerce by the year 2001.

According to a report by IDC Research, the amount of commerce conducted over the Web will skyrocket from \$2.6 billion in 1996 to \$220 billion in 2001. The percentage of users who will buy goods and services on the Net will also climb from 25% to 39% during the same time period, claims IDC.¹

In another report by Activemedia, "The 1997 Real Numbers Behind 'Net Profits," "...overall movement to online commerce may well swell 'Net-generated revenues to \$1 trillion by the year 2001." They go on to say that "Small to medium-sized companies building strong personal relationships continue to nibble away at the shares formerly maintained by large corporation marketing advantages." <http://www.activmedia.com/>

As to the question of online commerce being right for small businesses, the answer lies in the interpretation of "commerce." Too often we narrowly refer to e-commerce as online transaction processing. Period! A customer orders a widget, provides the merchant with a credit card number, funds are transferred, and the widget is shipped to the recipient. If you operate a business such as an office supply firm that stocks commonly used items, then you are accustomed to such dealings.

Therefore, the logical progression to expanding your business online will be an easy transition. Many of the early adopters of Internet technology were those kinds of businesses.

Unfortunately, many small businesses cannot squeeze their type of business model into an order, pay, and ship scenario. Their widgets may require customization (build to suit, cut to fit, and so on) or require some type of interaction between the client and the business owner. E-commerce is right for these businesses, too; however, their online store will require customization to meet their specific needs.

Growing your business

Every business reaches a point when it realizes that to survive, it must grow. *Business as usual* will not keep pace with ever-increasing expenses, squeezed margins, and new competition. Growing your business can be done a thousand different ways, and you conclude that you need to reach a larger audience as opposed to increasing the size of your present location. Expanding into new markets with additional stores may not be cost feasible, but reaching those markets via other channels such as direct-mail, telemarketing, or a catalog seems quite attractive.

After weighing the possibilities, you decide to create a catalog of your widgets to reach new customers and those who shop repeatedly at your store. You pull together photographs of the different types of widgets, give each an identifying number, a price, and add some descriptive comments. The catalog will include an order form, but you soon realize that you will need to rely on your customer to calculate the sales tax, add the shipping charges, and total the order correctly.

A moment of panic grips you when you visualize a faceless shopper deliberating, "Is the sales tax applied where my order originates, from where it ships, or the address I am shipping it to? No matter, they'll call if there is a problem. Hope it arrives at my brother's house in time for his birthday or I'll just have to return the order for credit."

The possibility of so great a chance for errors and the potential after-sale support causes you temporary mental anguish, but the need to increase sales demands new marketing techniques and some additional risk taking. The catalog is soon ready for the printer and you are faced with another decision of how you are going to distribute your catalog to potential prospects.

Another frightening thought forces reality into your illusion of financial salvation when you realize that your supplier changes prices and part numbers quite often.

You think to yourself, "That will require frequent reprints of my catalog and cause people to order incorrectly from old brochures. I'll have the same issues when I want to add a new widget or drop an obsolete unit or a slow moving product."

It seems there are a hundred other concerns with your new marketing scheme. Clearing out-of-state checks, chasing low-ticket bad debt, processing phone orders, obtaining the best mailing list, deciding how many catalogs to mail, the increasing costs of bulk mail, and your worry list grows steadily. You lie awake at night tormented that the anticipated increase in sales will not cover your additional costs and that the risks outweigh the return. Surely there must be a better way.

The Web offers a better, less expensive solution

Creating an online store versus producing a direct mail catalog offers substantial savings for businesses of *any* size. Decisions about CPM, choosing the right zip codes, the hassles of bulk mailings, catalog reprints, price or model changes, tax and shipping charges, advertising expenses, and a slew of other problems literally disappear with an online store.

If you were to speculate as to how many people on this planet may be a prospect for your widgets, there is no other feasible means of achieving such potential as the Internet.

- *Imagine* your storefront open to potentially millions of possible shoppers, 24 hours each day, 365 days per year having no employees, no parking problems, no zoning restrictions, or showroom overhead.
- *Imagine* updating or redecorating your *electronic* catalog with a few keystrokes and incurring no additional printing, inventory, or distribution charges.
- *Imagine* being able to deliver personalized sales suggestions customized to the individual buying habits of your customers.
- *Imagine* receiving all of your orders complete with correct calculations for state and local taxes and shipping charges.
- *Imagine* operating a global business from a desktop computer on your kitchen table.

Such is the promise of the Internet and the immediate advantage of an online store. Establishing a showroom on the Internet is similar to preparing a layout for a direct mail catalog. However, besides graphics and descriptions of your widgets, you will also need a merchant bank account and the capability to fulfill (ship) an order.

So, how easy is easy?

Jim Tyler (a.k.a. Diamond Jim) is a part-time magician who lives in Mesquite, Texas. Besides working a full-time job, Jim manages a small entertainment business with one employee--*himself*. Jim worked his way through college performing his sleight of hand at private parties, restaurants, and various corporate functions. Over the years he has performed for companies and organizations as diverse as AT&T, ABC Television, PepsiCo, MBNA, McDonalds, Kraft Foods, and even the Boy Scouts of America.

Despite having an impressive list of references, Jim knows that like any small business he must spend a considerable amount of his time marketing his services to new clients. Jim turned to the Web to solve his marketing dilemma. He applied for his domain, www.diamond-jim.com, and purchased Microsoft's FrontPage HTML authoring program. In a matter of months, he has generated thousands of dollars of new bookings as a result of inquiries received from his online brochure.

How does he do it? Jim's occupation as a magician may be uncommon, but his business and marketing challenges are the same as with any other business. He faces the identical problem of maximizing his time and money to generate new business. When performing his close-up magic routine, he builds rapport with the clients by telling jokes and answering questions. At the end of his performance he distributes his business card and asks that he be considered if ever there is a need to

entertain friends or business associates. Jim encourages these "prospects" to visit his Web site, listed on his card, to learn more about what he can do for them.

If you visit Diamond Jim's Web site, you will notice that he advises the viewer to call or e-mail him for additional information. Jim is not peddling widgets, but he is doing a marvelous job of selling his highly specialized services via his electronic brochure. <http://www.diamond-jim.com/>

What is e-commerce (electronic commerce)?

Is Jim doing e-commerce? Absolutely! Funds do not have to be exchanged "online" for a sale to be attributed to or considered part of electronic commerce. What then, is the definition of electronic commerce? "The conducting of business communication and transactions over networks and through computers. EC also includes all inter-company and intra-company functions (such as marketing, finance, manufacturing, selling, and negotiation) that enable commerce and use electronic mail, EDI (Electronic Data Interchange), file transfer, fax, video conferencing, workflow, or interaction with a remote network."²

Diamond Jim Tyler is marketing his services on the Internet the "HTML way." This means that his services are displayed on HTML pages even though inquiries and bookings are channeled through telephone or e-mail requests. In his case, he handles his financial transactions and accounting manually.

In the chapter entitled "Open for Business," we examine the more widely ascribed e-commerce definition: "the buying and selling over the World Wide Web and the Internet, electronic funds transfer, and digital cash."

Is e-commerce right for my business?

Whether your business is suited to Web commerce as it relates to exchanging funds online (an electronic store versus an advertising storefront) is a decision that only you can make. The value of offering online transactions can only be quantitatively measured by comparing online sales versus expenditures.

Electronic commerce as it relates to an advertising storefront cannot be quantitatively measured. Its value is received in the form of customer goodwill and increased brand awareness.

For the record, however, many product retailers have received a receptive audience on the Web. Early product successes were products and services that required little or no touchy-feely from a buyer. Products such as CDs, software, flowers, books, specialty foods, wine, and so on, made an easy transition to Web sales. Many department stores and specialty stores, such as Macy's, Ross-Simon, and L.L. Bean have also been successful with online sales. As for successful services on the Web, travel agencies, employment agencies, airlines, and so on, have not only been successful on the Web, but are redefining their business model.

Like Diamond Jim, there are a growing number of businesses selling services, advice, advertising, club memberships, etc. on the Web. There are even businesses that host online wagering. (*For the record, we do not endorse or condone using the Internet for illegal purposes.*) Our point is that as the use and popularity of the Internet increases, so too will the diversity among the types of businesses that will incorporate e-commerce.

To better help you identify the criteria to use in making a decision, consider asking yourself:

- Does my product require physical examination?
- Does my product require specific customization?
- How will I satisfy the shipping and handling of my product or delivery of my service?
- Will shipping and handling charges exceed the customer's perceived cost of my product or service?
- Does my product or service require much explanation or consumer education?
- Does my product or service offer a convenience benefit to consumers who order online?
- Is my product or service one that lends itself to repeat sales or reorders?
- Are my margins sufficient enough to absorb increased product returns?

For additional reference regarding e-commerce considerations see the chapters entitled "Creating Your Web Site" and "Open for Business."

Can anyone host my online store?

That depends on your store (Web site), the software you use to build it, and what features you are offering to your customers. Obviously, you will need some place to store your Web pages, *or host your site*. Just be aware that there are different ways to host your Web site when implementing a commerce solution. This is another good common sense reason to trust your business site to a company experienced in this area, Netcom.

"HTML" sites, like Jim's, do not require special software since he does not actually sell products online or process credit cards or bank drafts. However, if you want to conduct business online and be open 24 hours a day, you need a service provider with a reliable network, infrastructure, and backbone. You don't want your host provider's server to crash because three customers tried to place an order simultaneously.

After all, some hosting service providers require that your domain actually reside on their "virtual mall" server for you to offer Web commerce. In some instances, when you host with these companies, your URL is identified as a directory behind their domain name. Instead of seeing `www.your-biz.com`, a customer would see something like:

`www.somehostingcompany.com/your-biz/widgetstore/order.html`

Also, some hosting companies may own and control the commerce application programming on the server where your online store resides. This is important to note because if you ever decide to move your site to another hosting company, you may find that your Web site no longer functions the way it was designed. The reason the Web site won't work is because the programming functions remain on the original hosting company's server.

Furthermore, some hosting companies require that you host only with them to process real-time credit card authorizations. The reason for this may be because the mechanics for the transaction process are tied to the hosting company's servers. Some companies house their own transaction servers, while other companies route your domain to a third-party transaction service located off premises. Either way, this type of hosting service may mean that you will pay a higher service fee. After all, the commerce host must either cover the high cost of implementation for a transaction server or cover the extra mark-up percentage needed to do business with the third-party service.

Netcom and its strategic partners provide the hardware/software explanations discussed in this book. Netcom offers some of the most efficient, cost-effective solutions available for small business.

Information intoxication

It has been said that the knowledge base of the human race is doubling every eight to ten years. The Internet's frenzied pace makes this seem like it's happening every few weeks. Just trying to keep up with software revisions and plug-ins can be an intimidating task. Imagine the difficulty in attempting to keep abreast of all the new information being posted every second of every day on the Internet. Evelyn Wood couldn't teach you to read that fast.

So, how do you locate specific information on the Internet? And more specifically; how will someone locate your Web site?

Search engines and search services

One of the most mysterious occurrences on the Internet is the technology of search engines, software programs called robots and spiders. These invisible robots and spiders scramble their way from URL to URL feeding on new or updated Web page content. Ideally, their mission is to visit every Web site on the World Wide Web and index the information from each page. While some search engines are designed to record an entire Web site indexing every word to its database, others track only specific data. Even if you have never registered your Web site with a search engine, the robots and spiders will eventually find your Web pages.

Thanks to the advent of search engines, Internet users can access a variety of Web search services and research information by keywords, phrases, titles, domain names, URL addresses, individual names, links, images, sound, and so on. Visualize yourself visiting one of the world's largest libraries. If you wanted to find information on the subject of "zoology," you would not start at section "A" and work your way to "Z," reading every title of every book. You would go to the card catalog (computerized database) and search under "Z" for zoology. In essence, you would use the library search engine. Internet search engines are vaguely similar in concept to a library's database.

For those of us who attempt to apply some degree of logic to our thought processes and believe in the power of words, perhaps the most frustrating misconception regarding the Web is the overuse of the words "search engine." Although search engines supply the technological edge to major search services, such as Alta Vista, Excite, Hotbot, Infoseek, Lycos, Webcrawler, and others, not all major search services are search engines; most notable is Yahoo!

As a side note, most search engine services today are strategically positioning themselves as portals

and offer on-site content such as news, weather, sports, financial information, and a host of other customized services and options. By forming partnerships with other content-specific aggregators, search engine services are building value in their own service offerings. As for the Web searching public, portals offer a multitiered value in relation to time management. You only have to go to one Web site to start your online session, to access personal information such as e-mail, news, financial updates, and to perform a Web search. Imagine, everything you need under one roof!

For business owners who want to increase their chances of getting found by search engines and being found in Web search results, refer to Chapter 12, "The Key to Success."

What is the difference between browsing and searching on the Web?

A few years ago when there were only a few thousand Internet Web sites (referred to as a home page back then), browsing or surfing the Web was the way many people stumbled on fascinating Web sites. The Internet was new to the general public and it was entertaining to see what people were doing with this new technology. Today, however, the World Wide Web is host to tens of millions of Web pages and it would be ridiculous to expect to surf your way to everything you wanted to see.

"The magnitude of information available on the Internet is nothing short of astounding. From the correct spelling of a computer-hardware term to a detailed demographic analysis of computer users, the Internet has now replaced traditional library resources as a starting point for research."³

Using search engines

If you're using Microsoft's Internet Explorer to browse the Web, then searching the Web has been made a little easier for you because the browser offers a Search icon that automatically opens a search frame on your current Web page. If searching the Web still seems confusing, however, then fear not!

The following is a brief overview of seven popular and useful Web search services and basic "how to search" tips. Although the screen captures may drastically change in appearance and layout, chances are the basic functionality of each will remain as is or become easier to use. At the risk of repeating ourselves, this is the Internet, and Web sites do change daily. So, don't be alarmed if a URL has changed or the search service has changed its name because some media giant has acquired the company. After all, it's the Internet--anything is possible!

Alta Vista is designed to search the Web and/or Usenet and provides headline news and a variety of free services and zones by which to find specific information. The service offers a pull-down menu of 25 languages for Web page searching. Simple search features enable you to search for a keyword(s) or a phrase. The site also has a "fancy" search feature that offers the option to search only for text in a Web page title, text in a URL, links to a URL, and more. Advanced Web search features rely on Boolean operator commands known as AND, OR, NOT, NEAR, and () parentheses or brackets. For detailed information designed to help you maximize your Alta Vista search, refer to the Help link on the Web site. <http://www.altavista.digital.com/>

NEW TIPS:

- A query typed in lowercase text will find "all" pages containing the queried keyword or phrase.
- A query typed in UPPERCASE text will find only those pages where the queried keyword or

phrase appears in uppercase.

- If you are searching for an exact phrase, use " " (quotation marks) before the first word and after the last word in the phrase.
- To make sure that a word in a phrase is definitely included in your query results, use a + plus sign directly in front of the word(s) in your phrase when you submit your query.
- To make sure that a word in a phrase is not included in your query results, use a - minus sign directly in front of the word(s) of the phrase you do not want to see in your query results.
- To broaden your search results when searching for a keyword, type an * asterisk at the end of the word to find words that begin the same as your word but may have a plural or different word ending.

Excite is designed to search the Web and selected Web site listings and Usenet postings. The service also offers a variety of topic-based selections, free services, headline news, and customized sports and stock market information. General search features of this Web site enable you to search for ideas and concepts instead of a keyword match. So, make a special note to use more than one word in your query. Advanced search options include using " " quotation marks, the + plus sign, the - minus sign, and Boolean operators, AND, OR, AND NOT, and () parentheses.

Be aware that when using Boolean operators in an Excite query the concept-based search mechanism will be disengaged. Therefore, your Boolean query will only find exact word results. As an added benefit, Excite also provides a Power Search feature that offers explicit pull-down menus to help you refine your Web search query. For detailed information designed to help you maximize your Excite search, refer to the Help link on the Web site. <http://www.excite.com>

NEW TIPS:

- For best results, use very specific words to describe your query ideas.
- As you review your query results and find a selection that best satisfies your search needs, click on the hyperlinked words "Search for more documents like this one" located at the bottom of the description. Excite then uses that document as the basis for a new search.
- To compress your search results page, click on the hyperlinked title "Show Title only" if you want to hide the Web site descriptions, or click on the hyperlinked title "List by Web site" if you only want to review how many relevant documents are contained in each Web site.

Hotbot is designed to perform Web based searches using keyword queries. By selecting the onsite Usenet link, you can also perform a quick search of Usenet postings. For Web users who enjoy browsing, various other Web site services, subject categories, and collections can also be accessed from the Hotbot Web site. To help you refine a simple Web search, Hotbot contains several pull-down menus and buttons. Additional web searching capabilities (additional pull-down menus and buttons) may be found by selecting the "More Options" button on the simple search results page. Advanced search features include using Boolean operators such as, AND, OR, NOT, and () parentheses, using query modifiers such as, " " quotation marks, the + plus sign, and the - minus sign, and using Meta words with prefixes such as, domain:, depth:, feature:, linkdomain:, linkexe:,

newsgroup:, scriptlanguage:, title:, after:, before:, and within: for achieving a power search. For detailed information designed to help you maximize your Hotbot search, refer to the Help link on their Web site. <http://www.hotbot.com/>

NEW TIPS:

- Hotbot's pull-down menus enable you to select predefined options such as "Search the Web" for: all the words, any of the words, exact phrase, the page title, the person, links to this URL, and Boolean phrase.
- Hotbot also allows you to select pre-defined time line search options such as in the last week, the last 2 weeks, the last month, the last 3 months, the last 6 months, the last year, and the last 2 years.

Infoseek is designed to search the Web, selected news information, selected company information, and Usenet. The service also offers various headline hyperlinks for searching such subjects as, Stocks, News, Maps, People & Business, Reference information, Yellow Pages, and UPS Package Tracking. Subject categories are also available on the site for browsing. Other features on the Infoseek Web site include the option to view headline news and the option to personalize a variety of news selections using keywords that appeal to you. To perform an Infoseek search, type a phrase or keyword query in the appropriate box and click on the "Seek" button. The Infoseek Advance Search screen is a very detailed pull-down menu designed to refine your search query with ease. For detailed information designed to help you maximize your Infoseek search, refer to the Help link on the Web site. <http://www.infoseek.com/>

NEW TIPS:

- When searching for a topic of interest, make sure to type all the keyword(s) that apply to your search--be specific.
- If you are searching for an exact phrase, use " " quotation marks before the first word and after the last word in the phrase.
- To make sure that a word in a phrase is definitely included in your query results, use a + plus sign directly in front of the word(s) in your phrase when you submit your query.
- To make sure that a word in a phrase is not included in your query results, use a - minus sign directly in front of the word(s) of the phrase you do not want to see in your query results.
- When searching for proper names, make sure to capitalize the first letter in both the first name and the surname.

Lycos is designed to search the Web using keyword(s) and phrases and offers a pull-down menu that includes additional search sites such as Web Site Reviews, Personal Homepages, Message Boards, Reuters News, Weather, Cities, Dictionary, Stock, Music, Books, Pictures, Sounds, Downloads, and Recipes. The service also provides selected Web guide topics for browsing, various other online services for searching, and selected free services for Web users. Daily headline news can be found on Lycos as well as links to Lycos Web services such as shopping and travel. Advanced search options are available by selecting the "Lycos Pro" hyperlink. The advance search page consists of a variety of

predefined pull-down menus and buttons for your review. For detailed information designed to help you maximize your Lycos search, refer to the Help link on the Web site. <http://www.lycos.com/>

NEW TIPS:

- When searching for a topic of interest, make sure to type all the keyword(s) that apply to your search--be specific.
- If you are searching for an exact phrase, use " " quotation marks before the first word and after the last word in the phrase.
- To make sure that a word in a phrase is definitely included in your query results, use a + plus sign directly in front of the word(s) in your phrase when you submit your query.
- To make sure that a word in a phrase is not included in your query results, use a - minus sign directly in front of the word(s) of the phrase you do not wish to see in your query results.

WebCrawler is designed to search an index of the Web and provides headlines news, a daily toolbox, and selected categories for browsing. It offers onsite hyperlinks such as Yellow Pages, Maps, People Finder, Product Finder, Horoscopes, Classifieds, Stock Quotes, and Weather. The service also contains a page where you can personalize information that you want to receive in relation to news, stock market information, reminders, horoscope information, sports scores information, weather, and TV listings. Basic search features rely on keyword(s) or phrases. Advanced search features use Boolean operators such as, AND, OR, and NOT, and the + plus sign, the - minus sign, and () parentheses. For detailed information designed to help you maximize your WebCrawler search, refer to the Help link on the Web site. <http://www.webcrawler.com/>

NEW TIPS:

- Because WebCrawler is designed to search for any or all of your keyword(s) queries, Web sites that contain all of your query words appear at the top of your search results page.
- On the search results page, you can choose to view a short or detailed format. The short format provides you a list of Web site titles. The detailed format provides descriptive summaries along with the URL and relevancy ranking scores.

Yahoo! is designed as a searchable index guide to the Internet. The service maintains a custom-made database of Web sites and categories and offers you the option to search its database or browse their subject categories. In relation to full-text Web page searches, Yahoo! relies on Web pages indexed by Inktomi, one of its strategic partners, who use the search engine to index every Web page that it can find to answer your search query. The Yahoo! Web site offers subject categories, headline news, free services, additional hyperlinks for searching the Web, and online entertainment. For detailed information designed to help you maximize your Yahoo! search, refer to the Help link on the Web site. <http://www.yahoo.com/>

NEW TIPS:

- If you are searching for an exact phrase, use " " quotation marks before the first word and after

the last word in the phrase.

- To make sure that a word in a phrase "is" definitely included in your query results, use a + plus sign directly in front of the word(s) in your phrase when you submit your query.
- To make sure that a word in a phrase is "not" included in your query results, use a - minus sign directly in front of the word(s) of the phrase you do not wish to see in your query results.

How do I locate someone's e-mail address on the Net?

Locating someone's e-mail address can be a daunting challenge. How would you locate a person whose e-mail signature is *3876d,qw4zm@acme-cyber-provider.net*? Fear not, help is available. There are a number of Web sites that specialize in collecting and cataloging e-mail addresses. (Don't worry, inclusion in these directory listings is voluntary.)

With Microsoft Internet Explorer 4.0, finding someone's e-mail address is easy. To find an e-mail address, click the **Find People** icon the Outlook Express **Edit** menu.

A dialog box appears that offers you several different directories from which to choose, including:

Bigfoot <http://www.bigfoot.com/>

WhoWhere <http://www.whowhere.com/>

Four11 <http://www.four11.com/>

Switchboard <http://www.four11.com/>

Select a site to search, type the name of the person for whom you are searching, and click the **Find Now** button. After you find the person you need, you can click the **Add to Address Book** button for later use.

The dark side of the Net

Is it true that pornography is rampant on the Net?

Yes and no. Just as every city has its "dark side," the Internet is no different. If you want to view pornography, there is plenty to see, but like any dark side of any city you must go looking for it. Pornography Web sites do *not* automatically appear on your Web browser. With the possible exception of unsolicited SPAM that may include a hyperlink to an adult site, pornography *is not* thrust in front of your eyes as some people would have you believe. However, a seemingly innocent search for information may reveal pornographic sites based on the criteria of your search. Even though you can choose not to access this content, it may still be presented to you. You could also be subjected to ads if the advertiser bought certain key words.

Is there any way to minimize this exposure?

Regardless of the terminology, pornography, "adult entertainment," or better yet, "First Amendment

freedoms," there are screening utilities that work with your browser to filter these sites and block access from children or employees. As the owner or manager of a business you do have the option (and possibly a legal responsibility) of limiting your employees access to these sites. In all likelihood your employees' job description does not include such provisions as on-the-job free time to explore adult-oriented Web sites.

The Internet can be a tremendous aid to your business, or it can be an absolute waste of your employees' time.

The decision is yours.

SurfWatch service available through Netcom enables you to block World Wide Web, FTP, Gopher, IRC, and other sites likely to contain objectionable material. Customers are kept up-to-date with a monthly service that automatically updates the blocked site list. <http://www2.netcom.com/personal/surfwatch/index.html#advantage>

SurfWatch (<http://www.surfwatch.net/>) SurfWatch Professional Edition can provide your company with a powerful, easy to implement server-level approach to managing your employee's Internet usage. Designed to run on the leading Proxy Servers, SurfWatch allows you to control access to Internet sites ranging from sex and violence to sports and chat--a total of more than 100,000 sites from more than 20 categories. SurfWatch is an award-winning, easy-to-use filtering software solution that parents, educators, and employers can use to screen the Internet, providing a unique technical alternative to government censorship. Since creating the market for Internet filtering technology in May 1995, SurfWatch has shipped more than 7.2 million copies of the software and has become the industry-standard tool for blocking access to unwanted materials on the Internet.⁴

CHECK THE NET: CYBERSitter offers free daily updates, ease of installation, and overall effectiveness in filtering and monitoring Internet activities. CYBERSitter gives the employer (or parent) the capability to limit access to objectionable material on the Internet. You can choose to block, block and alert, or simply be alerted when access is attempted to objectionable areas.⁵
<http://www.solidoak.com>

Net Nanny, according to their Web site, is the only software program that allows *you* to monitor, screen, and block access to anything residing on, or running in, out or through your PC, online or off. It's two-way screening in real-time.⁶ <http://www.netnanny.com/>

Push versus pull

What is "Push" technology?

Ideally, with *Push* technology, you won't need to scour (Pull) the Web for specific information, Push technology delivers information to your desktop without searching. The reason is the way in which *push* assembles targeted information in a timely fashion and delivers it directly to you in a format that you choose. Using intelligent agents with predefined search criteria, information is filtered and customized individually.

Internally, a company could configure its own corporate channel using an intranet server and push company information such as product schedules, company events, etc. This is currently being done by some large organizations.

"Push leverages the Internet's greatest fundamental asset--a universal network--to mitigate the unfortunate byproduct of its own overwhelming success--access to too much information."⁷

In some cases, you may need special software, which is usually free and can be downloaded from various Web sites. The technique used to deliver content varies quite a bit. It can range from timely e-mail notices to screensavers with video clips.

The idea of Push, originally developed by PointCast, was a screensaver that displayed news, sports, weather, stock prices, and advertisements when your computer used its screensaver routine. Although the screensaver concept is still quite popular, the future of Push is trying in the hands of the browser engineers. Unfortunately, history is once again being repeated in that there are few standards in place and the browser behemoths are trying to jockey for the number one position.

Push also works best if you have a "dedicated" connection to the Internet (ISDN, T-1, and so on). If you are a dial-up user, you can only receive information if you are online. Although, you can program your computer modem to dial up periodically for updated information, that is generally less thrilling than information that appears magically on your screen as in the case with a permanent Internet connection.

Should I consider using *Push* technology to reach my customers?

"No matter what you call it--Webcasting, netcasting, channelcasting, pointcasting, direct deliver--push is the future of the Internet."⁸

The keyword in the above prediction is "future." *Push* technology *may* play a big part in the Internet's future. However, embracing this technology before the wrinkles have been ironed out may be acceptable for bleeding edge media companies with big budgets. For the rest of us, the potential rewards may not be worth the investment of time and resources.

Until the dust settles, what should you do while you wait for the industry to agree on standards? Exercise patience and use e-mail and/or a Listserv service to reach your customers. In the interim, Microsoft Explorer 4.0 offers channels that you can incorporate in your business.

What are channels and what can I do with them?

Essentially, a channel is a Web site designed to deliver content from the Internet to your computer. Channels are an example of Internet Explorer's use of *push* technology. Technology that will notify you automatically when your selected favorite Web sites have been changed or updated.

As we mentioned, Push is a paradox of how the Internet has traditionally functioned. Typically, users go out to the Net for information and pull it down via their browser. With Internet Explorer 4.0 you can tell a Web site when to send (push) information to you. An entire Web site can be delivered to your computer to read at your convenience, or when you are not connected to the Internet and want to browse offline.

NEW TIPS: From a guerilla marketing intelligence viewpoint, imagine being alerted every time your competitor changes its pricing pages or adds new products or services.

Where do I find a list of available channels?

To view a list of channels visit the Microsoft Web site at http://www.iechannelguide.com/guide/en/en_us.asp or select the "View Channels" button located on the desktop taskbar, or select **Go + Channel Guide** on the toolbar of Internet Explorer 4.0.

You do not have to subscribe to a channel to view it. However, you can subscribe to a channel as you add it to your channel bar. The channel bar displays all of the channels installed on your computer, whether you subscribe to them or not.

How much do subscriptions cost?

That's part of the good news, subscriptions today are free (for now). Internet Explorer 4.0 has a built-in Web crawling agent that will monitor any Internet Web page or Web site that you subscribe to. After you subscribe to a Web page, Internet Explorer 4.0 will automatically monitor the page, notify you whenever it changes, and deliver the updated content when it is most convenient for you.

How do I subscribe to a Web site?

To subscribe to a Web page, your browser must first be connected to the page you're interested in. Then, simply choose Add to Favorites from the "Favorites" button on the menu bar. You can subscribe to any standard Web page and to as many pages as you want. The page that you subscribe to does not have to be a Web site's main page.

The subscription process allows you to decide when your selected site should be monitored, how often it should be monitored, and whether you want to be notified of the changes through e-mail. Typically, when one of your selected sites has changed, the browser will add a "gleam" to the site icon located in your "Favorites" menu. Imagine, no more wasted time combing through a site just to see if it has changed.

Also, you can take advantage of this subscription feature any time you decide to add a site to your Favorites list. Choose the third option, "Full subscription: download for offline reading." Internet Explorer 4.0 has the capability to check a Web site for changes since your last visit and *download* any files that have changed. You can schedule downloads for off-peak hours (saving connect time and money) or have Web content delivered on demand.

By choosing to schedule downloads for offline browsing, you can download an entire Web site including graphics and all page components in a fraction of the time it would take you to read them online. Once the pages are on your computer, you can read them at *your* convenience.

NEW TIPS: For laptop users, downloading your Web site or related competitive information is a great way to make offsite multimedia presentations.

How do I browse offline?

All the text, graphics, and multimedia files on the Web site that you select to download will be transferred to your hard drive. To browse offline or read the pages, select **File + Work Offline** from

the menu. Then open any page on your machine by typing the URL of the site you've selected as a favorite. Even though you're not connected to the Web, Internet Explorer 4.0 recognizes the address and retrieve the page from your computer's memory.

Business productivity links

A small to medium-sized business has the need, but seldom the infrastructure in place to perform the duties of a legal department, human resource department, travel department, and so on. Finding help or information on virtually any subject is only a mouse click away on the Internet.

The Net offers a plethora of resources on demand. The following links are included as *starting points*. They may not necessarily be *the* definitive or authoritative information sources to solve all your business needs, but they will give you a head start to finding a solution. Your best resource is almost always a well-defined search query using one of the major search engines.

Remember, this is the Internet and things change virtually overnight. These links can disappear or move to another location in the blink of an eye.

Books and Magazines

Amazon.com--Earth's Biggest Bookstore.⁹ <http://www.amazon.com/>

Barnes and Noble--The world's largest bookseller online.¹⁰ [barnesandnoble.com](http://www.barnesandnoble.com)

The Electronic Newsstand--Links to more than 2,000 magazines. The most comprehensive site about magazines on the Web. <http://www.eneews.com/>

Entrepreneur Magazine Online--A free membership and tons of useful business links, tips, strategies, and information targeted to the small business. <http://www.entrepreneurmag.com/>

SmallOffice.Com--Sponsored by Home Office Computing and Small Business Computing Magazines. <http://www.smalloffice.com/>

Macmillan Computer Publishing--The world's largest computer book publisher offers more than 150 full-text references for your review, including the latest technologies. <http://mcp.com>

Inc. Online--If you're in business, you know Inc. magazine. Inc. was recently named Best Online Magazine in Folio magazine's 1996 Editorial Excellence Awards. <http://www.inc.com/>

In Touch Networks--Provides unabridged "audio versions" of articles from more than 100 newspapers and magazines nationwide. You need to install the RealAudio Player. <http://www.tstradio.com/intouch.html>

Communications

FaxSav Incorporated--Lets you use your Internet connection to fax from your desktop, from anywhere to anywhere. <http://www.faxsav.com/>

Internet News Bureau--A service that sends out a comprehensive e-mail to 1,200 media professionals who specifically asked to be notified of such events, more than 2,000 outlets in all. <http://www.newsbulletin.com/>

Electronic News

CMPnet--Offers free e-mail newsletters. You can subscribe to one or more of their free e-mail newsletters for the latest technology features, financial updates, and news headlines. <http://www.cmpnet.com/delivery>

The Red Herring Direct--The leading magazine on the business of technology specializing in high-level business information on technology and entertainment. <http://www.herring.com/>

San Jose Mercury News--The Good Morning Silicon Valley Morning report delivered to your e-mail box. <http://www.sjmercury.com/>

InfoWorld--The technology weekly for 25 years, this source will give you the latest on industry news and products. <http://www.infoworld.com>

Wired News--The leading online news source for the latest reports on how technology is changing your life. Available in text or HTML versions. To read the HTML version of the Wired News front page, you must use a Web-based e-mail service such as Outlook Express. <http://www.wired.com/news/>

Human Resources

Benefits Link--A free link to information and services for employers sponsoring employee benefit plans, companies providing products and services for plans, and participating employees. <http://www.benefitslink.com/>

Career Mosaic--Encourages employers to post jobs to the JOBS database directly online. Learn of recruiting events in cyberspace, salary information, links to related sites around the world, and more. <http://www.careermosaic.com/>

Human Resource Store--A good reference site offering free documents discussing many of the HR issues you face every day. <http://www.hrstore.com/>

Monster Board--A popular job placement and posting site where you can post your jobs to attract top candidates and conduct a resume search to find your next employee. <http://www.monsterboard.com/>

TrainingNet--Looking for the right solution to your Training or HR issues? Then, look no further than their PowerRFI mechanism. From a single form you can send a Request for Information to the most respected solution providers in the industry. <http://www.trainingnet.com/>

U.S. Department of Labor--A Web site that makes information about the Department, its programs, and the laws and regulations it administers widely available and easy to access. <http://www.dol.gov/>

Insurance

Quotesmith Insurance--Where you can obtain instant quotes right now from 328 leading insurance companies and request an application online, *without having to speak to any insurance salesmen!*
<http://www.quotesmith.com/>

Quicken InsureMarket--Lets you receive real-time quotes, obtain information, connect with agents, compare quotes, and purchase policies from the nation's leading insurance companies.
<http://www.insuremarket.com/>

InsWeb--Offers insurance shoppers a convenient way to get accurate quotes from many companies in a secure, pressure-free environment. <http://www.insWeb.com/>

Insurance News Network--Presents unbiased facts about auto, home, and life insurance, including Standard & Poor's ratings. <http://www.insure.com/>

Internet Help

eRetail.Net--News and Information for Internet Retailers. <http://www.etail.net/>

VirtualPROMOTE--Guest tutorials by invitation. <http://www.virtualpromote.com/quest.html>

Marketing Tools--A magazine for information-based tactics and techniques.
<http://www.marketingtools.com/>

SupportHelp.com--A one-stop-shop for locating contact information for hardware and software manufacturers. Technical support telephone numbers, e-mail addresses, and direct Web site hotlinks.
<http://www.supporthelp.com/>

Webmonkey--Part of the Wired Digital family, an online help site for most things Internet.
<http://www.hotwired.com/webmonkey/>

Web Site Garage--Will perform a 5-point checkup to diagnose common mistakes in Web sites.
http://www.Web_sitegarage.com/

ZDNet--An all-in-one Internet help site also covering software, hardware, games, and so on.
<http://www.zdnet.com/zdhelp/>

Legal

The Business Law Site--Federal and state statutes, cases and agencies! Legal research sites! Business and high-tech law! Tax forms! <http://members.aol.com/bmethven/>

Legaldocs--Allows you to prepare customized legal documents directly online. Fill in the form, "submit" and instantly obtain a completed will, estate plan, contract, or other document.
<http://legaldocs.com/>

Intellectual property law server--Provides information about intellectual property law including patent, trademark, and copyright. Resources include comprehensive links, general information, and

space for professionals to publish articles and forums for discussing related issues.¹¹
<http://intelproplaw.com/>

KnowX--The most comprehensive source of public records on the Web. <http://www.knowx.com/>

Living/Health

Achoo Healthcare Online--Lets you search or browse through an extensive listing of healthcare information on the Internet. <http://www.achoo.com/>

healthfinderTM--Is a gateway consumer health and human service information Web site from the United States government. This site can help you locate selected online publications, databases, support, self-help groups, and other government agencies and not-for-profit organizations that produce reliable information for the public. <http://www.healthfinder.gov/>

MedicineNet--Offers information about diseases and treatments, a pharmacy medical dictionary, an "Ask The Experts" section, First Aid, poison control centers, and more.
<http://www.medicinenet.com/>

Money

Bloomberg--Offers a broad range of financial services in a single Web site.
<http://www.bloomberg.com/welcome.html>

CBS Market Watch--Recently rated by Barron's (<http://www.barrons.com/>) as one of the top Web sites for investors, the DBC Online Web site now takes a giant step by joining forces with CBS News to create the new financial supersite.¹² <http://cbs.marketwatch.com>

The Final Bell--Information from how to pick stocks to playing investment simulations, hot stories, and links to many investment related sites. <http://www.sandbox.net/finalbell/>

Financial Calculators--HSH Associates is the world's leading publisher of mortgage and consumer loan information. <http://www.hsh.com/>

The Motley Fool--A company that aims to educate, amuse, and enrich the individual investor. To prove to you that the best person to manage your money is YOU. <http://www.fool.com/>

The Red Herring magazine--The leading magazine on the business of technology.
<http://www.redherring.com/>

TheStreet.com--An outstanding Web site with areas for the public and members only. You can register to get two weeks of free, unlimited access including the Daily e-mail Bulletin every morning.
<http://www.thestreet.com/>

Wall Street City--From its slick Java tickertape to its thorough and intuitive menu, Wall Street City provides several services that are FREE as well as a huge selection of useful and powerful tools at monthly rates from \$9.95 to \$34.95. <http://www.wallstreetcity.com/>

Office Supplies

Inktec--Offers ink cartridges and refills at discount (50%) prices for your inkjet printer. You can save money by replacing or refilling your cartridges. <http://www.ink-jet.com/>

Office Depot--Next business day delivery at no charge on orders of \$50 or more within local trading area. U.S.A. & Canada orders only. <http://www.officedepot.com/>

OfficeMax On-line--Buy office products from your keyboard, and your order is delivered free directly to your door the next day. <http://www.officemax.com/>

Staples, Inc.--Everything for your office. <http://www.staples.com/>

Viking Office Products--See more than 500 office products priced to save you up to 69%. America's favorite name brands delivered overnight almost anywhere, or same-day in 10 cities, free! <http://www.vikingop.com/>

Online Commerce

Charge.Com--In addition to accepting credit card orders, you can accept checks by phone (or fax or e-mail) with no set-up charge with rates as low as 1.55%. <http://www.charge.com/index.html>

CyberCash--Wallet is a key component of the CyberCash Secure Internet Payment System that enables users to securely purchase products and services from Internet merchants.¹³ <http://www.cybercash.com/>

First Virtual--Says that all you need is a valid Visa or MasterCard, a private e-mail account, and for a \$2 annual fee, you can become one of the hundreds of thousands of people shopping on the Internet through today.¹⁴ <http://www.firstvirtual.com/services/>

ZDNet--ZD University's online courses will help make your e-business a roaring success. <http://www.zdnet.com/products/ecommerceuser/tips.html>

Package Tracking

Airborne Express--Airborne is the third largest and fastest-growing air express delivery carrier in America. We deliver time-sensitive documents, letters, small packages and freight via same-day, next-day, next-afternoon, second-day, and other service options.¹⁵ <http://www.airborne-express.com/>

DHL--Its extensive global presence enables DHL to provide unmatched worldwide services from its offices in every country.¹⁶ <http://www.dhl.com/>

Federal Express--InterNetShipSM is the way to ship packages via the Internet to more than 160 countries from the U.S. <http://www.fedex.com/>

United Parcel Service--With services tailored to meet the needs of today's growing companies. No matter what you ship or where you send it, UPS has the right service for you.¹⁷ <http://www.ups.com/>

US Postal Service--Offers services that include Express Mail tracking, and changing your address on line. <http://www.usps.gov/>

Printing/Faxing

Deluxe Printing--A longtime provider of business checks, form supplies, and related services to consumers and small businesses. <http://forms.deluxe.com/>

Printovation--A printing service for Microsoft Publisher and Word delivers high-quality, full-color printing from orders you place via modem. Printovation's software allows you to submit your print order electronically, 24 hours a day. Get a free starter kit. <http://www.printovation.com/>

WebRecord--Developed by Canon. Enables you to print entire Web site complete with complex images, page backgrounds and a table of contents. Select specific pages to be printed and arrange them in any order. WebRecord is optimized for Microsoft Internet Explorer 3.0 or higher or Netscape Navigator 2.0 or higher. <http://www.ccsi.canon.com/Webrecord/>

Wink Photo Services--Will scan your images, to any format from basic "Raw Scan" to "Full Image Restoration." <http://www.tiac.net/users/winkfoto/>

Reference

AT&T Toll-Free--Internet Directory. <http://www.tollfree.att.net/dir800/>

Bartlett's Quotations--A collection of passages, phrases, and proverbs traced to their sources in ancient and modern literature. <http://www.columbia.edu/acis/bartleby/bartlett/>

Dictionary/Glossary--OneLook Dictionaries has 844,463 words in 197 dictionaries now indexed. <http://onelook.com/>

U.S. Census Bureau--U.S. Census Bureau data. <http://www.census.gov>

U.S. Patent and Trademark Office database--The starting point for the USPTO's free patent databases U.S. patents issued from 1976 to the present. <http://patents.uspto.gov/>

Calendar Land--Provides lunar and sky calendars, holidays, holy days, festivals celebrations, global indexes, ancient calendars, Chinese, Mesoamerican, Japanese, Mayan, Catholic, Persian, Jewish, and more. <http://www.juneau.com/home/janice/calendarland/>

Write your Congressperson--Send a telegram to an entire Congressional committee. <http://www.voxpop.org/zipper/>

Zip Code Finder--Zip Codes, City, State, Population, and Distance Information. <http://link-usa.com/zipcode/>

Software

CWSApps--According to them, is the ultimate one-stop download site for the latest and greatest

software on the Internet. Comprehensive file listings, ratings, and extensive reviews for the hottest Windows 3.x/95/NT applications are just a few of the many goodies to be found here.

<http://cws.internet.com/>

Download.Com--By CNET, this is one of the most extensive computer software sites on the Internet.

<http://www.download.com/>

Jumbo Download Network--The largest collections of software and downloadable files on the Web.

<http://www.jumbo.com/index.htm>

Shareware.Com--Another one of the many Internet help and entertainment sites owned by CNET.

You can search for software by name, category, arrival date, and so on.

<http://www.shareware.com/>

Windows Users Group Network--A complete resource center for top quality shareware, a new Windows Tip Center, and more. Each week WUGNET and Microsoft feature a shareware pick demonstrating the highest standards available today in shareware for Windows 98.

<http://www.wugnet.com/>

Windows95.com--A popular destination for 32-bit Shareware, Drivers, Tips, and Information.

<http://www.windows95.com/>

Taxes

Ernst & Young--The largest provider of tax services in the U.S. and around the world.

<http://www.ey.com/tax/default.htm>

H&R Block--The country's largest tax preparation firm, serving 17.4 million taxpayers in nearly 9,700 offices in the United States. <http://www.hrblock.com/>

Internal Revenue Service--The IRS' home on the Web where you can download forms or use the TaxFax service from anywhere in the world. <http://www.irs.ustreas.gov/>

Tax Prophet--Deciphers the Internal Revenue Code for U.S. and foreign taxpayers.

<http://www.taxprophet.com/>

The Tax Foundation--A nonprofit, nonpartisan policy research organization that monitors fiscal issues at the federal, state, and local levels. <http://www.taxfoundation.org/>

There are thousands of travel related sites on the Internet with more being added every day. It is estimated that travelers will book more than one billion in on-line air travel in 1997.¹⁸

Travel

Most small business people typically don't travel as much as the corporate road warrior types but are usually more sensitive to fare prices. The Web offers a huge advantage to anyone willing to do a bit of research to save some money.

You might want to check out Arthur Frommer's Web site (www.frommers.com). You'll find his "Vacations for Real People" (a daily news magazine), a comprehensive encyclopedia of travel

information, unique message boards, and more, as well as his multitude of books on every travel destination imaginable.

Before heading out on your next adventure, your very first stop should be **weather.com** (<http://www.tiac.net/users/winkfoto/>). The Weather Channel on-line is actually better than its cable clone in that you can select the information you want to see without having to wait for the programming to cycle.

After you've learned how to dress for your destination, you might want to make a note of some ATM machines that will be near your hotel. **ATM Locator** (<http://www.visa.com/>) by VISA Worldwide will give you the location of the nearest ATM machine by city, road intersection, zip code, and so on. Detailed maps are included with the results.

When you get to where you're going, **MapBlast**, by Vicinity Corp. (<http://www.mapblast.com/>) will provide you with door-to-door, turn-by-turn driving directions with maps in metropolitan areas nationwide.

Additional Travel Related Links

American Airlines--Travel planning offers fare quotes, flight schedules and you can earn bonus AAdvantage miles by booking via the Web. <http://www.americanair.com/>

American Express Travel--Offers real-time airline information, hotel information, reservations, ticket booking and last minute travel bargains. <http://www.americanexpress.com/travel/>

Biztravel.com--Promotes itself as the Internet company for frequent business travelers. Among other services, bizAlerts deliver critical travel information to you via your alphanumeric pager (if you have an e-mail paging address for your pager). <http://www.biztravel.com/V4/newhome.cfm>

Delta Airlines--Real-time connection to schedules and fares for cities within the U.S. and SkyMiles account information. <http://www.delta-air.com/>

Microsoft Expedia--Lets you use an Expedia travel agent, step-by-step wizards for booking flights, hotels, and rental cars and receive timely e-mail notification of low fares to your favorite destinations. <http://expedia.msn.com/>

Southwest Airlines--Home gate, the home of Southwest Airlines offers ticketless travel online. <http://www.iflyswa.com/>

Travelocity--Offers the access the power of easySAABRE, plus the vast destination and entertainment databases of Worldview Systems. Flight Paging comes directly to your alphanumeric pager with national access. <http://www.travelocity.com/>

Web Promotion

The Global Information Infrastructure Awards--GII is the independent awards program that recognizes and promotes best practices and new models in the use of Internet and network technologies. Their program has been described as a cross between the Oscars and the Baldrige Awards. <http://www.gii.com/>

Award-It!--A one-stop award registration service. Submit their form to have your Web site reviewed by all of participating members of Award-It!. They don't guarantee your Web site will qualify for an award, but you'll never know unless you try.<http://www.award-it.com/>

Top 5%--Operated by the editorial staff at Lycos. The Top 5% makes no distinction between commercial, public and personal sites. Excellence is their only criterion.
<http://www.lycos.com/help/top5-form.html>

Yahoo's--Listing of Web Site Awards. Submit your site.
http://www.yahoo.com/Computers_and_Internet/Internet/World_Wide_Web/Best_of_the_Web

Miscellaneous Business Links

Kelly's Blue Book--Offers free reports for 1998 new car pricing and free reports for used cars--both Retail and Trade-in values. <http://www.kbb.com/>

MapBlast!--A free mapping service available from Vicinity Corporation.¹⁹ Using Vicinity's dynamic GeoEnabledtm technology, MapBlast! allows you to create, customize, and save easy-to-read digital maps pinpointing almost any location within the United States. You specify the location and MapBlast! makes the map. After you've customized the map to meet your needs, you can embed it on your Web page, or e-mail it anywhere in the world.<http://www.mapblast.com/>

MapQuest--Lets you add interactive mapping, routing, and trip planning to Web sites. GeoSystems is the world's leading supplier of geographic information products and services for the information publishing industry.²⁰ <http://www.mapquest.com/>

Rent.Net--A free database of apartments, temporary furnished suites, international rentals, self-storage facilities, truck, furniture, and relocation-related services in more than 1,500 cities!
<http://www.rent.net/>

1800flowers.com--For that business or personal gift that you just don't seem to have the time to buy. After you open a FREE account, there are a number of benefits that include a gift reminder program, access to your purchase history, special offers and more.<http://www.1800flowers.com/>

Microsoft Support Links

For reasons mentioned a number of times prior, we have recommended a Microsoft centric solution to meet the challenges of Internet site design, authoring, and related technology. The following links provide additional support, information and many free extras from Microsoft.

FrontPage 98--Support, answers to common questions, resources, tips, and tricks.
<http://www.microsoft.com/frontpage/support/default.htm>

Best of the Web--An easy-to-use, comprehensive guide to everything that most people want to do on the Web. Be entertained, learn something new, and communicate with others.
<http://home.microsoft.com/exploring/exploring.asp>

Build an Intranet in One Hour--With Office 97, FrontPage[®] 98, and Microsoft's new 60-Minute

Intranet Kit. Build a customized information-sharing solution for your team.

<http://www.microsoft.com/intranet/default.htm>

Internet Explorer--Tips and tricks and getting more from the Internet,

<http://www.microsoft.com/magazine/internet/ie/ie.htm>

Site Builder Network--A "members only" organization that anyone can join by answering a few questions to determine which level you can qualify for. Basic membership can be gained just by including the *Get Microsoft Internet Explorer* logo on your site. As a "Premier Web consultant," you can receive a tighter working relationship with Microsoft to help you accomplish your goals.

<http://www.microsoft.com/sitebuilder/default.htm>

The Gallery--The one-stop place to get tools, images, sounds, information on dynamic html, data source objects, scriptlets, and more. <http://www.microsoft.com/gallery/default.asp>

Images--Offers a variety of images that you can download for free. These include rules, buttons, backgrounds, bullets, icons, clip art images, and photographs.

<http://www.microsoft.com/gallery/files/images/default.htm>

Typography Web site--For type users and type developers where you can download free fonts for use with Windows and Apple Macintosh computers.

<http://www.microsoft.com/truetype/fontpack/default.htm>

Word 97 free stuff--An assortment of wizards, templates, and add-ins.

<http://www.microsoft.com/OfficeFreeStuff/Word/>

Windows 95--Support, training, free software, technology updates, and everything Windows 95.

<http://www.microsoft.com/windows95/default.htm>

Windows 98 Home Page--<http://www.microsoft.com/Windows98/>

¹ Source: Ben Elgin in ZDnet article on electronic commerce.

<http://www.zdnet.com/products/ecommerceuser/intro.html>

² Source: <http://wagner.princeton.edu/foldoc/cgi-script?electronic+commerce>

³ Source: Cynthia N. James-Catalano, *Internet World Magazine*, May 1997, (<http://www.internetworld.com/>) article "In A Hurry For Info," e-mail: jamcat@jamcat.com

⁴ Spyglass, authors of SurfWatch provide software and services that help make a variety of devices that work with the World Wide Web. <http://www.spyglass.com/company/whatis.html>

⁵ Source: Solid Oak Software, Inc. Web page. <http://www.solidoak.com/>

⁶ Source: NetNanny Software International Inc. Web page. <http://www.netnanny.com/home.html>

⁷ *Internet World* magazine, May 1997, Planning for Push article by Whit Andrews.

⁸ Jesse Berst, Editorial Director, ZDNet AnchorDesk, quote from the Berst Alert for Monday, April

21, 1997. <http://www5.zdnet.com/anchordesk/>

⁹ Amazon.com, Inc. <http://www.amazon.com/exec/obidos/subst/misc/copyright.html>

¹⁰ barnesandnoble.com is owned and operated by barnesandnoble.com inc.
<http://www.barnesandnoble.com/include/disclaimer.asp?userid=221K0TF6S7>

¹¹ Source: Intellectual Property Law Server Web site located at:
<http://www.intelproplaw.com/index.shtml>

¹² MarketWatch.com L.L.C., (jointly-owned by CBS and Data Broadcasting Corp.)
http://cbs.marketwatch.com/press_room/www.htx

¹³ CyberCash is a trademark of CyberCash, Inc. and the CyberCash logo is a registered trademark.
<http://www.cybercash.com/cybercash/wallet/faq/shortfaq.html>

¹⁴ First Virtual, VirtualPIN, and 1 Virtual Place are trademarks of First Virtual Holdings Incorporated. <http://www.firstvirtual.com/>

¹⁵ Airborne Freight Corporation Web site <http://www.airborne-express.com/about/whoair.htm>

¹⁶ DHL International, Ltd. Web site located at: <http://www.dhl.com/>

¹⁷ United Parcel Service of America, Inc. Web site: <http://www.ups.com/>

¹⁸ Source: USA Today, March 25, 1997, Business Travel Bonus Section. <http://www.usatoday.com/>

¹⁹ Source: Vicinity Corporation, 1135A San Antonio Road, Palo Alto, CA 94303
<http://www.vicinity.com/>

²⁰ GeoSystems is the leading supplier of geographic information products and services to the information publishing industry. <http://www.geosys.com/>