

WORLD WIDE WEB 101

Are you new to the web? We'll help you get acquainted with the way it all works. There can be a lot of new terminology to keep up with so you may want to remember these terms. What is a website actually? Simply, a website is an organized collection of computer files, available to the world by means of the internet.

Internet - the massive network of computers that allows people to share and distribute information.

Web address (url) A line of instruction that tells where a file such as a webpage can be found on the web. Url stands for Universal Resource Locator. Also called domain name

Domain Name-

The unique name that identifies an Internet site. Domain Names always have 2 or more parts, separated by dots. The part on the left is the most specific (usually the company name), and the part on the right is the most general. www.yourcompanynamehere.com (.biz .net .us .org)

Domain registration sites.

- www.obtainyourname.com
- <http://www.register.com/>
- www.networksolutions.com
- www.godaddy.com

If your company name is already registered, you may be able to purchase the name at auction or by contacting the registered owner. There are many national holding companies that purchase domain names in bulk with hopes of selling the name at a larger profit. Do not be surprised if your company name is already taken. Try a different extension or consider other names recommended by the registration site. You may secure a domain name without having a website. This will prevent someone else from registering your name while you are continuing to develop your business plan. Keep track of your username

and password, your website developer will need this to point the domain name at the server containing your website.

Page or webpage - a single "screen" on the website.

- **Content** - all of the stuff that goes into the body of a webpage.
- **Images** (or pictures) - files that are photographs, illustrations, or other visuals. Common formats for images are .jpg and .gif.
- **File** - a unit of information that is read by your computer. There are many different kinds of files. Types of files are images, sounds, documents, movies, and video.
- **Applications** – The programs running behind the scenes.
- **Modules** – Custom or predesigned programs that carry out a function, like FAQ's, Links, video player, directory, shopping cart

HTML - (HyperText Markup Language) -- The coding language used to create documents for use on the World Wide Web. HTML looks a lot like old-fashioned typesetting code, where you surround a block of text with codes that indicate how it should appear, additionally, in HTML you can specify that a block of text, or a word, is linked to another file on the internet. HTML files are meant to be viewed using a web browser, such as Netscape or Internet Explorer.

Cookie

The most common meaning of "Cookie" on the Internet refers to a piece of information sent by a Web Server to a Web Browser that the Browser software is expected to save and to send back to the Server whenever the browser makes additional requests from the Server. Depending on the type of Cookie used, and the Browsers' settings, the Browser may accept or not accept the Cookie, and may save the Cookie for either a short time or a long time. Cookies might contain information such as login or registration information, online "shopping cart" information, user preferences, etc. When a Server receives a request from a Browser that includes a Cookie, the Server is able to use the information stored in the Cookie. For example, the Server might customize what is sent back to the user, or keep a log of particular users' requests. Cookies are usually set to expire after a predetermined amount of time and are usually saved in

memory until the Browser software is closed down, at which time they may be saved to disk if their "expire time" has not been reached.

PDF - (Portable Document Format)

A file format designed to enable printing and viewing of documents with all their formatting (typefaces, images, layout, etc.) appearing the same regardless of what operating system is used, so a PDF document should look the same on Windows, Macintosh, Linux, etc. The PDF format is based on the widely used Postscript document-description language. Both PDF and Postscript were developed by the Adobe Corporation.

Blog - (web LOG)

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently.

Keyword

A word or words which can be searched for in documents or menus. Often used by search engines to detect the relevance of a page to a search.

Search Engine Marketing (SEO and PPC)

Search Engine Optimization -SEO, is a division of the larger Search Engine Marketing. The practice of designing web pages so that they rank as high as possible in search results from search engines it aims at increasing the Website's performance on the search engines in organic, natural means.

For traditional media, those lines have always been clearly defined. Newspaper, magazine and billboard advertisers buy space; TV and radio advertisers buy time.

The online advertising business originally relied on a spatial construct -- banner ads placed on a Web page. In the mid-'90s, the business aligned around the page view as the best way to track Internet consumption. A page view is generated when one computer loads one Web page one time, regardless of whether the user stays on the page for two seconds or

a half hour (indeed, regardless of whether there is anyone in front of the computer at all).

Pay Per Click Advertising

Since its conception in 1997, Pay-Per-Click technology has changed the face of online marketing. It is now possible to bid for the highest rank positions in the leading search engines. This technique guarantees maximum online exposure, heightened brand awareness, and most importantly traffic to your website. Unlike most traditional marketing methods, a well-formulated Pay-Per-Click campaign offers a high return on investment (ROI). The advertiser will only incur a cost, when a visitor clicks through to their website. This means 100% of the campaign budget is spent generating highly focused, pre-qualified traffic.

Yahoo and Google are the leaders in Pay-Per-Click services. Yahoo sponsored listings appear on Yahoo, MSN, Lycos, AltaVista, AOL, plus many more. Google AdWords are responsible for listings not only on Google, but also on many content related websites.

The Benefits of Pay-Per-Click:

- **Instant Results:** Unlike traditional search engine optimization, which can take months, a Pay-Per-Click campaign can be launched within one week.
- **Measurable Results:** Reporting and Analysis tools enable you to provide accurate statistics on the campaign performance.
- **Guaranteed Search Engine Visibility:** Premium rankings are achievable.
- **Maximum ROI:** Budget is only spent on accurately targeted, pre-qualified traffic.
- **Competitive Advantage:** Pay-Per-Click offers instant market positioning.
- **Flexibility:** Remain in complete control of all elements of the Pay-Per-Click campaign.
- **Geographical Targeting :** The campaign can be targeted globally, or towards specific countries.

WORLD WIDE WEB 101