



Instruction Guide

Preface

This training manual was written to help businesses that use the EZ-Net ToolsJ system quickly learn the process of developing a successful Web site. The manual contains powerful information that has proven effective when developing Web sites. Some of this information is even unknown to Web page designers, Webmasters, and Internet marketers.

The EZ-Net ToolsJ system was created under the premise that there are four major pieces to the Aget your business on the Internet@ puzzle. The four pieces of this puzzle are Web page creation (authoring), Web site hosting, e-commerce, and Web site promotion. Solutions that only offer a piece of the puzzle are incomplete. Incomplete solutions substantially reduce the ability for an Internet site to produce results.

While the EZ-Net ToolsJ system provides a solution for each piece of the puzzle, it is important to understand the nature of each individual piece. The first step to success is to gain a basis of knowledge through which a successful Web site can be created.

*AThe Internet is like a 20-foot tidal wave coming thousands
of miles across the Pacific and we are in kayaks.@*

Bill Gates, Fortune, July 8, 1996

Table Of Contents

Section 1: What I Need To Know

Before I Start An On-line Business	7
<i>Incredible Internet Facts</i>	<i>8</i>
<i>Advantages Of Doing Business On The Web</i>	<i>10</i>
<i>Key Internet Terms Everyone Should Know.....</i>	<i>11</i>
<i>How The Internet Began</i>	<i>14</i>
<i>What The Internet Is</i>	<i>16</i>
<i>What The World Wide Web Is</i>	<i>18</i>
<i>4 Basics Needed to Get Connected to the Web..</i>	<i>19</i>
<i>How To Get Your Business On-line</i>	<i>20</i>
<i>Pulling The Pieces Together Through Effective Integration</i>	<i>22</i>
<i>3 Steps To Get Started With EZ-Net ToolsJ</i>	<i>24</i>

Section 2: How To Design A Successful Web Site

<i>Organizing Your Web Site</i>	<i>28</i>
<i>Designing An Effective Home Page</i>	<i>32</i>
<i>What Is The Difference Between Graphics, Buttons, and Photographs?</i>	<i>36</i>
<i>How To Design Your Site To Keep Customers Coming Back</i>	<i>38</i>
<i>10 Things To Do To Improve Your Web Site Design</i>	<i>40</i>

Section 3: How To Do Business On The Internet

<i>What E-Commerce Is</i>	<i>44</i>
<i>Four High Powered Ways To Prompt Sales Over The Internet</i>	<i>45</i>
<i>How Secure Services Increase Sales</i>	<i>47</i>
<i>How Secure On-Line Transactions Work</i>	<i>48</i>
<i>What Merchant Accounts Are</i>	<i>50</i>

Section 4: How To Get People To Visit My Web Site.....

<i>Web Site Promotion Overview</i>	<i>54</i>
<i>How To Make Your Business Stand Out Among Your Competition</i>	<i>55</i>
<i>How To Choose Effective Domain Names</i>	<i>57</i>
<i>How To Promote Your Web Site For Free B Or Inexpensively</i>	<i>59</i>
<i>How To Submit Your Web Pages To Search Engines With Power</i>	<i>60</i>
<i>What The Heck Is A Meta Tag?</i>	<i>62</i>
<i>Secrets To Getting Higher Rankings On Search Engines</i>	<i>64</i>
<i>Other High Octane Search Engine Submission Secrets</i>	<i>69</i>
<i>The Hidden Power Of Link Trades</i>	<i>72</i>
<i>7 Tips To Effective Banners</i>	<i>75</i>

<i>Successful E-Mail Techniques That Aren't Frowned Upon</i>	77
<i>How To Test And Track Your Marketing Efforts</i>	79
<i>Remember This About Web Site Promotion</i>	81
Section 5: EZ-Net ToolsJ User Manual.....	83
<i>User Manual Overview</i>	84
<i>What does the Customer See?</i>	87
<i>Daily Tasks</i>	90
<i>Administrative Tools</i>	92
<i>View Web Page</i>	94
<i>Order Retrieval</i>	95
<i>View Your Site Counters</i>	97
<i>Using the E-mail List</i>	99
<i>View Account Status</i>	101
<i>Maintaining Your Profile</i>	102
<i>Back Up Files</i>	105
<i>Construction Tools</i>	106
<i>Global Information</i>	108
<i>EZ-Pagebuilder (construct/change Web pages)</i>	113
<i>Titles</i>	117
<i>Tables</i>	119
<i>Text</i>	122
<i>Lines</i>	123
<i>Graphic Images</i>	124
<i>Graphic & Text</i>	126
<i>Graphic & Bulleted Text</i>	128
<i>Graphic & Text & Graphic</i>	131
<i>Special.....</i>	133
<i>EZ-Pagebuilder B Function Blocks</i>	
<i>Mailing List</i>	135
<i>Order Button</i>	137
<i>Site Search</i>	139
<i>Shopping Cart Button</i>	141
<i>Button Bar</i>	142
<i>Credit Card Block</i>	144
<i>Information Request</i>	145
<i>Calendar</i>	147
<i>Bulletin Board</i>	148
<i>Catalog Display</i>	149
<i>Catalog Search</i>	150

Table Of Contents

<i>Find Dealer/ Location</i>	153
<i>Hot Links</i>	154
<i>Order Form</i>	155
<i>EZ-Catalog (Maintain Item/ Category Database)</i>	156
<i>EZ-Import (Load Database From Local Computer)</i>	158
<i>EZ-Order (Control Order/ Shipping Terms and Conditions)</i>	160
<i>EZ-Counter (Set-Up and Manage Site Hit-Counters)</i>	162
<i>EZ-Calendar (Set-Up and Maintain Public Calendar of Events)</i>	164
<i>EZ-Mailing List (Set-Up Controls for Acquisition of e-mail Data)</i>	165
<i>EZ-Bulletin Board (Approve Messages for Posting)</i>	167
<i>EZ-Find Dealer/Location (Set-Up Dealer Database)</i>	168
<i>Upload Files (Move Any File from Local Computer to Web Site)</i>	169
<i>View standard elements (Buttons, Color Table, Graphics, etc.)</i>	171
<i>Promotion Tools</i>	173
<i>Search Engine Tool</i>	174
<i>EZ-Link Trader</i>	176
Appendix A: Glossary Of Terms	177
Appendix B: A Little HTML	183
Appendix C: Network Solutions	185
<i>How Do I Register My Domain Name</i>	186
<i>How Do I Change My Existing Domain Name To Your Server</i>	188

Section 1

Section 1

What I Need To Know Before I Start An On-line Business

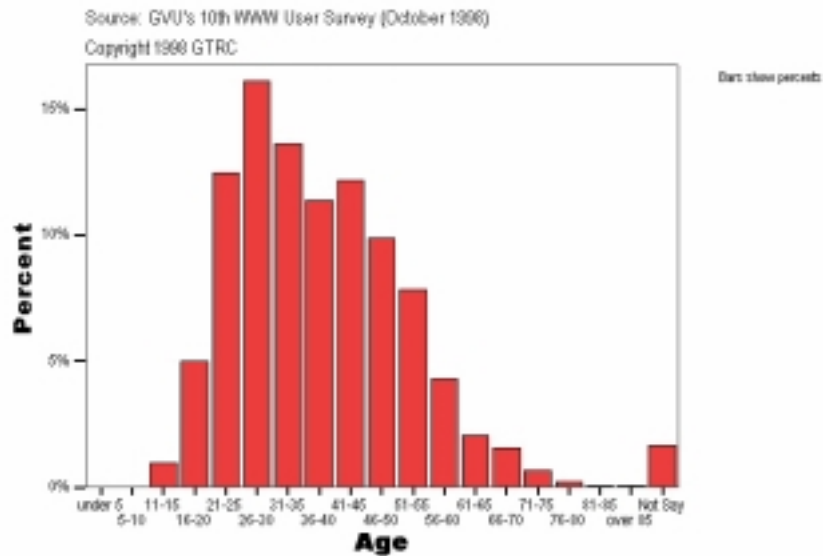
The Water Is Great B Jump In!

What I Need To Know Before I Start

Incredible Internet Facts

Notes

- \$ The world Internet population is nearing 180 Million. (Source - Global Reach)
- \$ The Internet Doubles in Population every 100 days. (Source B USA Today, April 16, 1997)
- \$ The Internet is not just for teenagers.

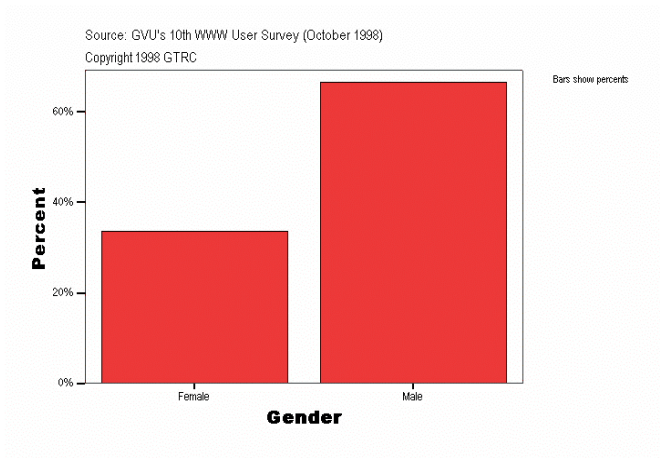


- \$ By the year 2002, USA online business-to-business transactions will total \$327 billion up from \$7.5 billion in 1997! (Source B Forrester Research)
- \$ The number of business selling on the Web will grow from 17,500 in 1998 to 45,000 by the end of 1999. This number will grow to 215,000 in 2001 and 400,000 in 2003. (Source B Keenan Vision)
- \$ 355,000 businesses will be adding Web sites!

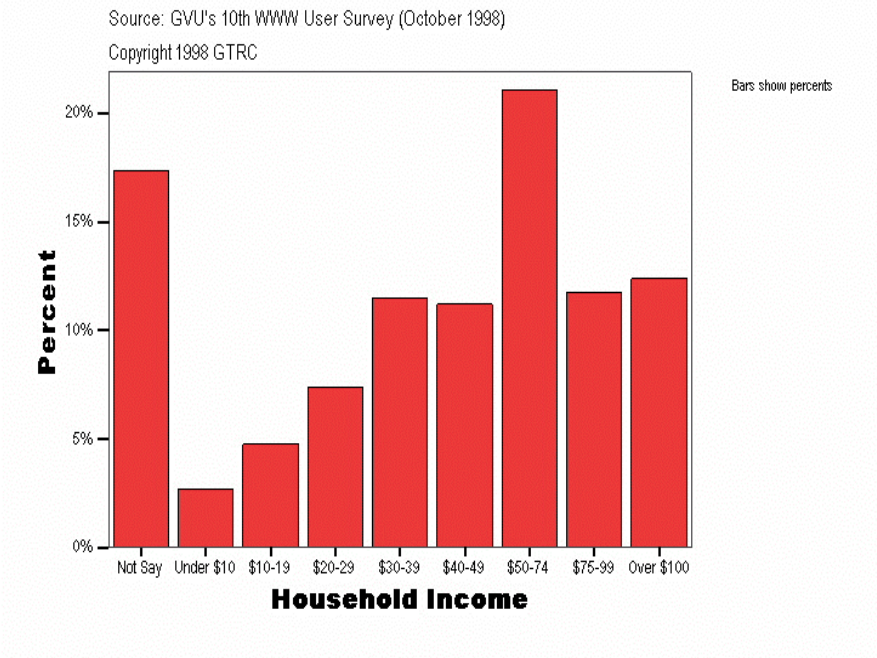
What I Need To Know Before I Start

\$ The Internet is for men and women alike.

Notes



\$ Users on the Internet have money to spend



What I Need To Know Before I Start

Advantages Of Doing Business On The Internet

Notes

The Internet:

- \$ Works 24 hours a day, 7 days a week, 365 days a year.
- \$ Instantly provides product or service information that is complete, graphic, and up-to-date.
- \$ Quickly releases information to the media, sales representatives, and customers.
- \$ Can answer frequently asked questions without tying up your staff.
- \$ Consists of a worldwide marketplace.
- \$ Can easily reach a well-defined target market.
- \$ It is a great medium to do test marketing.
- \$ Has substantially lower marketing costs than traditional methods.
- \$ Includes a potential customer base which increases as rapidly as the Internet population itself.
- \$ Allows immediate purchasing which reduces the chance of losing a sale because of the typical delay in time between deciding to make a purchase and calling in an order.
- \$ Provides an equalized playing field. A small business can be presented as well (or better) than large companies.
- \$ Eliminates prejudice against purchasing from someone for any reason because the transaction is not face-to-face.

What I Need To Know Before I Start

Key Internet Terms Everyone Should Know

Notes

Web Page

A single document which contains information to be retrieved and viewed over the Internet.

Web Site

An interlinked group of Web pages.

Home Page

The central Web page that all other pages connect to.

Personal Web Page

A single Web page with limited functionality provided to upload simple information or pictures.

Commercial Web Site

A Web site with the ability to securely do business over the Internet. Also referred to as an Electronic Store Front or Virtual Store.

Hypertext

Words, titles, or phrases in a Web page which are linked to another document. Hypertext is typically blue and underlined.

HTML

This is an acronym for the Hypertext Markup Language. It is a computer language used for Web pages on the Internet. It creates electronic documents which can be read and understood on different kinds of computers.

Browser Software

Software which interprets Internet programming (HTML) and presents the final Web Page. Browsers are used to "surf" the Internet. Examples include: Internet Explorer, Netscape Communicator, and Mosaic.

Network

A network is a group of computers which are connected together to share information or physical resources like a printer.

What I Need To Know Before I Start

Notes

Server

A computer designated to perform centralized functions such as making program or data files available to other computers on a network.

Host

A server on a network or the Internet that is a reservoir of information available to other computers on that same network. When you access information on the Internet, you connect to a host computer. *Hosting* is the service of providing a host computer for lease.

ISP

Acronym for Internet Service Provider. An institution that provides access to the Internet. National providers in the United States include: America On-Line, CompuServe, and Prodigy. Local ISPs are also available and many provide excellent service.

IPP

Acronym for Internet Presence Provider. An institution that provides hosting or hostware services.

FTP

Acronym for File Transfer Protocol. The term represents the common process of moving files between two Internet sites.

E-Mail

Short for electronic mail. Electronic mail is a digital message sent throughout the Internet or small network.

Hit

As used in reference to the World Wide Web, *Ahit@* means a single request from a Web browser for a single page from a Web server. In simpler terms, a hit is a visit to a Web page.

What I Need To Know Before I Start

Notes

Domain Name

A portion of the URL which is a unique name that identifies an Internet address. Internet addresses are numbers like 199.104.119.34 that are read easily by computers. Domain names make it easier for humans to read. For example, bobscarlot.com is a sample domain name.

URL

An acronym for Uniform Resource Locator. The standard way to address any resource in the Internet. For example:
<http://www.bobscarlot.com/usedcars.html>

JPEG

An acronym for Joint Photographic Experts Group. This is a file format used to save photographs and artwork. This is file format is use frequently on the Internet because most Web browsers support it. This format which has the .jpg or .jpeg file extension, will support up to 16 million colors.

GIF

An acronym for Graphics Interchange Format. This is a file format typically used for line art and simple graphics. This file format is used frequently on the Internet since most browsers support it. The format has a .gif file extension and will support up to 256 colors.

Load Time

The amount of time it takes for a single Web page to completely appear on your monitor screen from the time you request the information.

What I Need To Know Before I Start

How The Internet Began

Notes

1945

Vannevar Bush suggests the idea of an automated information access system in which all materials are associatively indexed. His idea was published in the July issue of *The Atlantic Monthly* in an article titled *AAs We May Think*.

1960

Ted Nelson initiated Project Xanadu with the objective to create a docuverse which would interconnect all written documents. Nelson coins the term hypertext in 1965.

1969

The United States Department of Defense (DOD) has an agency called the Advanced Research Projects Agency (ARPA) which created the first network. The network, called ARPAnet, was developed so the DOD could send classified information quickly and securely.

In September of 1969, a successful telecommunications link was tested between computers at UCLA and Stanford. Soon thereafter USC Santa Barbara and the University of Utah joined. By 1971, there were more than 20 sites which had joined in.

1972

The first e-mail message was sent.

1980

Tim Berners-Lee, an European scientist wrote a program that hyperlinked files stored in multiple computers on a network.

1983

Military and civilian functions were separated to maintain D.O.D. confidentiality thus creating MilNet.

1986

The National Science Foundation Network founded NSFNet. Others began shifting connections to the faster NSFNet and the ARPAnet was decommissioned in 1988.

What I Need To Know Before I Start

Notes

As other networks began to join NSFNet, the Internet was born. The original Internet consisted of NSFNet, BitNet - an electronic communications network, UseNet - a newsgroup network, MilNet - the unclassified section of the DOD network, and FidoNet - a newsgroup utilizing bulleting boards.

1989

Berners-Lee proposed a global hypertext project to connect infinite numbers of documents around the world. He also developed the first browser and coins the term AWorld Wide Web@

1991

A monumental event happens where the United States government lifts restrictions and opened the floodgates as the World Wide Web hits the Internet.

1992

The phrase ASurfing the Internet@ is coined by Jean Armour Polly.

1993

Marc Andreessen, a University of Illinois at Urbana-Champaign undergraduate, released Mosaic B the first graphical Web browser. Traffic on the Web increased 341,634%

1994

The browser Netscape Navigator 1.0 was released. Two doctoral candidates at Stanford University, Jerry Yang and David Filo, created a guide to the Internet called Yahoo!.

1995

America On-Line, CompuServe, and Prodigy, and other on-line companies begin to offer access to the Web.

1996

Microsoft released Internet Explorer.

1997 - Present

Portals like Yahoo and Excite lead the wave of excitement and popularity of the Word Wide Web.

What I Need To Know Before I Start

What The Internet Is

Notes

Telephone Network

The Internet is simply an extension of one of the largest networks in the world C the telephone network. Telephone lines and wireless systems reach over mountain ranges and seas. Telephones, which are connected to this vast network, are found in the far ends of the world.

Local Area Networks (LANS)

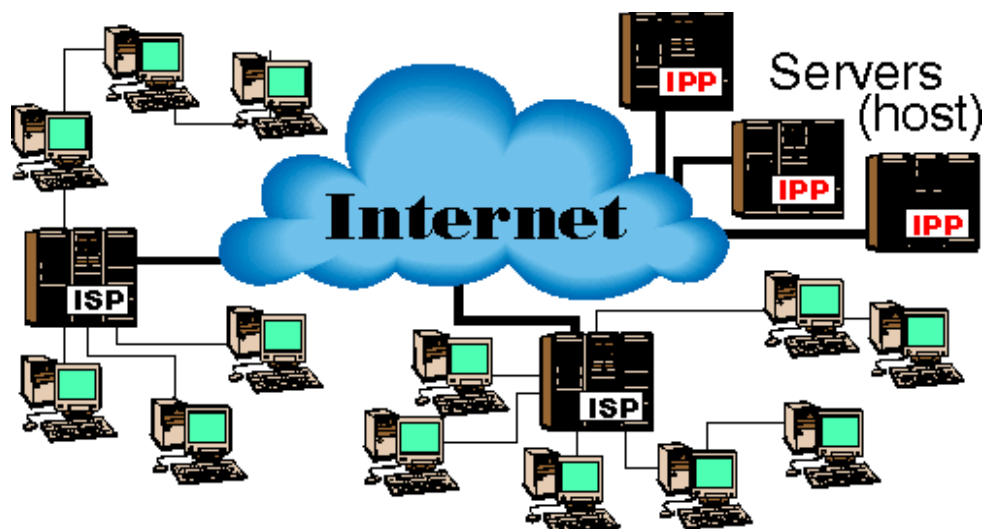
Through these telephone lines, computers can connect together. In fact, groups of computers, called *networks or LANs* (Local Area Networks) can connect to completely separate networks.

internet (lower case Ai@)

When more than one LAN is connected to another, they are *Ainter-networked@* together. When networks are connected together it is termed an *internet* (note the lowercase Ai@). The internets which cover long distances are logically termed a Wide Area Network (WAN).

Internet (upper case AI@)

The *Internet* (note the uppercase AI@) is a special kind of connection of networks. The Internet uses a *specific set of rules* which defines how the networks communicate. Using these rules (TCP/IP protocol), any type of computer can connect to any other type of computer. For example, a PC can communicate with a Macintosh.



What I Need To Know Before I Start

Notes

Internet Service Providers (ISPs)

To get connected to the Internet, you need to belong to a network which uses the TCP/IP protocol. *Internet Service Providers (ISPs)* use the TCP/IP protocol. ISPs offer the service of providing a network that the average computer user can join. Each ISP is connected to the telephone network. When you sign up with an ISP you are connected to the Internet!

What I Need To Know Before I Start

What The World Wide Web Is

Notes

While the Internet is the technical connection of networks, it is different from the *World Wide Web*. The Web, as it is called, is a vast *collection of documents* stored on Internet computers.

HTML

These Web documents usually referred to as Web pages are created using Hypertext Markup Language (HTML). Web pages are linked together by pictures or specialized text. The specialized text is termed *hypertext* because it links to other Web pages. Hypertext is usually identified by the color blue and is underlined like this B [Hypertext](#).

Web Servers B Hosts

Web pages are stored on computers which are connected to the Internet. Computers which *Aserve@*information are called *host computers* or *Web servers*. These servers are a *Arepository@* or storehouse of information. Some information will simply be displayed while some advanced information is in the format of computer programs which will perform a very technical function.

Hosts on the Internet serve Web pages to the computers which seek information. Each has a different Internet address. When you click on hypertext, a picture or a graphic, your browser takes you to the specified address, retrieving and delivering information.

Internet Presence Providers (IPPs)

Internet Presence Providers (IPPs) are companies which provide services that establish an Internet presence. The EZ-Net ToolsJ system is an advanced system which not only includes hosting but is also a storehouse of over 350 computer programs which can be operated over the Internet.

These programs make it simple for a business to establish a fully functional commercial Web site without the necessity of technical or programming knowledge. This way, business owners can take control of their Internet business and be successful. They can create Web pages and easily save them on a host. With a few clicks of a button, they can facilitate e-commerce and promote their Web site. Changes can be made quickly from anywhere in the world.

What I Need To Know Before I Start

4 Basics Needed To Get Connected To The Web

Notes

There are four basics necessary to get connected to the Web.

1) A Telephone Line

The most obvious component necessary to get on the Internet is *access to the telephone network*. To tap into this network, homes and businesses alike need phone lines installed at their location. A phone jack connects a computer into the telephone network.

2) A Computer With a Modem

The next component necessary to tap into the Internet is *a computer with a modem*. Most computers sold today include an internal modem. A modem is necessary because phone lines and computers talk a different language. A modem has the specific function of translating computer language into telephone language -- digital to analog. The modem of your computer plugs into the same phone jacks your telephone plugs into.

3) An ISP

ISPs are the next component to get connected to the Internet. There are local and national ISPs found throughout the world. Each ISP is an individual network of computers users. Each ISP provides access to the Internet for the customers they service. Remember, each ISP is a network and the Internet is an enormous network of many smaller networks. Each ISP has a special connection to the *Backbone* of the network of telephone lines. Individuals and businesses need an ISP to tap into the Internet.

4) Browser Software

Once you have your computer modem plugged into a phone line and you have selected an ISP to provide you access to the Internet, you need the next component *Browser software*. Typically your computer manufacturer or ISP will provide you with a browser from either Microsoft or Netscape. Browsers make it easy for us to navigate through the Internet. With a browser, you tell it where you want to go and the browser retrieves the information.

What I Need To Know Before I Start

How To Get Your Business On-line

Notes

There are four major pieces to the puzzle to get your business on the Internet. The pieces of this puzzle include Web page creation, Web site hosting, e-commerce, and Web site promotion.



Web Page Creation

Web page creation, known also as page authoring, is the first piece of the puzzle. In simple terms, you need to have a way to create your Web pages.

Hosting

The second piece of the puzzle is Web site hosting or *hosting* for short. The files of your Web pages need to be transferred to and saved onto a host computer. A host computer is connected to the Internet and provides the hard drive space or *Web space* for the files of your Web site to be saved. Most people use the services of hosting companies and transfer their files to their host through a process called File Transfer Process (FTP).

What I Need To Know Before I Start

Notes

E-Commerce

The third piece of the puzzle is e-commerce. With e-commerce, you provide the ability to transact business over the Internet. Components of e-commerce include an on-line catalog, order form, shopping cart or order buttons, and a processing terminal linked to a merchant bank account.

Web Site Promotion

The final piece of the puzzle is Web site promotion. Web site promotion includes traditional and Internet marketing efforts. Internet marketing includes search engine references, banner advertisements, link references, and e-mail advertisement. Traditional marketing efforts which include the www.yourcompany.com can combine to create a powerful one - two marketing punch to drive sales. Traditional marketing efforts include print, radio, television, signs etc..

What I Need To Know Before I Start

Pulling The Pieces Together Through Effective Integration

Notes

Historically, to pull the pieces of the Agetting your business on the Internet@ puzzle together, you have had two choices. You could have attempted to tackle the technology yourself or you could have hired a consultant to do the work for you.

Those who were more technical in nature were perfectly happy to dive in and learn the ins and outs of Web site creation. Those who were not, could only suffer the expense of hiring a consulting firm.

Partial Solutions

As time went on, many partial solutions have been born. Software packages were developed which only created Web pages. Hosting companies sprung up which offered Web space only. E-commerce packages were produced to help transact business. Web site promotional programs have been written to promote Web sites.

While these solutions made it easier for the technically inclined, it still required the technical knowledge to incorporate it into the whole solution. The partial solutions were not integrated!

EZ-Net ToolsJ

In comes EZ-Net ToolsJ . EZ-Net ToolsJ pulls the pieces together for you. To date, EZ-Net ToolsJ is the only free form hostware system available on the market. It is currently the most complete system to help businesses succeed on the Internet.

Web page designing tools within EZ-Net ToolsJ are free form and easy to use. Web page creation is not only easy but fun! You can design a look that you want. You can choose the colors you want. You can create any kind of Web page including: catalog pages, information pages and hot links pages. Advanced CGI and JAVA scripting features are included at no additional cost.

Hosting is also included with the EZ-Net-ToolsJ system. In fact, *FTP is not necessary because when you save a file in our system, it is automatically saved on the Internet. It is available immediately world wide. If you are already schooled in HTML, your code can easily be implemented into our system with ease.*

What I Need To Know Before I Start

Notes

E-Commerce is included with EZ-Net-ToolsJ . Secure order forms, order buttons, shopping cart and on-line catalog are integrated into our system. If you have a merchant account, our system offers two ways to take orders; automated or via 3-Way Secure Transactions.

Web site promotion tools are also included in EZ-Net ToolsJ . The system features a search engine submission tool which helps you submit Web pages to the top 10 search engines. We feature an exclusive link trade tool. This feature makes it easy to exchange links with other Web sites.

Best of all, the HTML code generated by our system is written in a manner which is conducive to higher rankings on the search engines. We also provide training secrets on search engine submissions via tape-set as well as our newsletters to keep you up to date.

No where else can you find a more complete *and integrated* solution from one source.

What I Need To Know Before I Start

3 Steps To Get Started With EZ-Net ToolsJ

Notes

There are only three steps to get started with EZ-Net ToolsJ .

Step 1: Find An Internet Service Provider (ISP)

Most of the people we work with already have access to the Internet on their own personal computer. If you already have a computer with a modem and are not connected to the Internet, look into your local yellow pages under Internet Service Providers.

If you plan on purchasing a computer, purchase one with today=s current technology. Low to mid range computers in today=s technology will work great connected to our system. Of course, newer technology will provide more speed and capacity but it is not a requirement to work with our system.

Suggested components to look for when purchasing a computer are:

- \$ Processor Speed B Pentium (586) or better
- \$ Modem Speed B 33.6bps or better
- \$ RAM Memory B 16mb or better
- \$ Hard Drive Capacity B 2.1GB or better

Step 2: Install Browser Software

Check your computer to see if browser software is installed. If it is not, you will need to install it. Your ISP should provide you with either Netscape Communicator or Microsoft Explorer.



Step 3: Log-on and have fun!

What I Need To Know Before I Start

Notes

When you sign-up, you will be given a user name and password. When you log-on for the first time, you will be taken through a set-up Wizard. When you finish the wizard, you will have access to EZ-Net ToolsJ . You will also be given a designated technical support number if you get stuck.

What I Need To Know Before I Start

Section 2

How To Design A Successful Web Site

*Doing Business On The Web
Is Child's Play*

How To Design A Successful Web Site

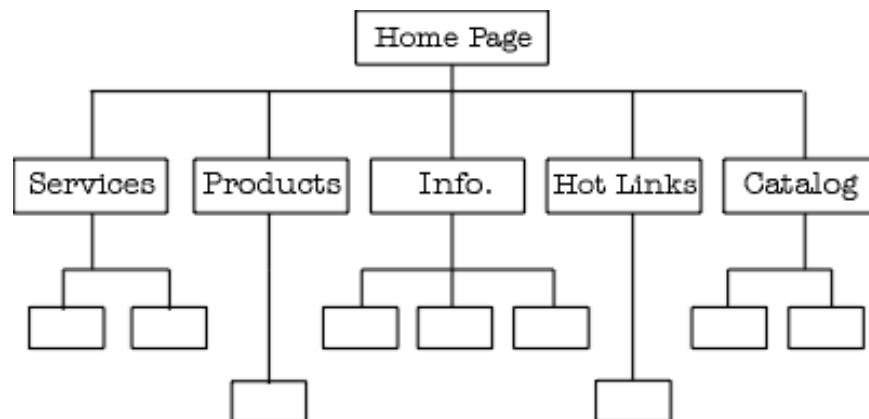
Organizing Your Web Site

Notes

When you begin to design a Web site it can be overwhelming. The first key to designing a successful Web site is to organize it well. You will have a lot of ideas and if you haven't built a Web site before, it is difficult to communicate your ideas. The following suggestions will benefit you in this effort.

Start With A Flow Chart Sketch

The best method to communicate the ideas in your head is to draw a picture. This will organize your thoughts and create an image which will conceptualize your ideas. A flow chart similar to an organizational chart used by a business is a great way to go.



Start with the home page as a single box at the top of your chart. Title the boxes on your flow chart with one or two words to represent the content of the page. Draw lines to the second layer of boxes representing the second layer of Web pages. Draw lines from the second layer of boxes to a third layer of boxes to represent a third layer of Web pages and so on.

How To Design A Successful Web Site

Note

Minimize Layers

The tendency when building a Web site is to have multiple layers of pages. The trick is to keep the layers of pages to a minimum. If your customer has to link more than 3 times to get the information they are looking for, their patience will begin to run thin and they are more likely to give up and move on.

Avoid The ARats Maze®

Nothing is more frustrating to a customer than to feel like they are lost in a rats maze! Make sure the navigation through your Web site is simple. If your links are in disarray and customers can't get find their way around, they will move on to a different Web site.

Avoid Frames

Sometimes a technique called Aframing® is used to organize a Web page. Frames separate a Web page into two or more sections. Each section can be looked at individually. AScroll bars® move each individual section separate from the other. It's like having two (or more) pages on the screen.

Although frames can be an effective navigation tool, most search engines do not effectively list Web pages with frames. It is better to use alternative methods.

The Rule of Consistency

To organize a successful Web site you must be consistent with the other marketing materials you have or will produce.

Your logo is a quick identifier. You place that on your outdoor signs, letterhead, envelopes, postcards, and other advertisements. Be consistent with your logo and place it front and center throughout your Web site. This identifies the Web page as yours.

Colors schemes are identifiers equal to the logo. Your business colors require equal consistency on your Web site. If your business has not identified its colors, pick them before you build your Web site. Colors have different "feels" to them and should match the feel of your product or service. When in doubt use warm colors.

How To Design A Successful Web Site

Notes

There is a standard *color scheme for the links* (hypertext) on the Web. A blue underlined word signifies a link to another Web page. When a browser has already visited a Web page, the link color changes to purple. Although these can be altered, it is well advised to be consistent with the basic color schemes for hypertext.

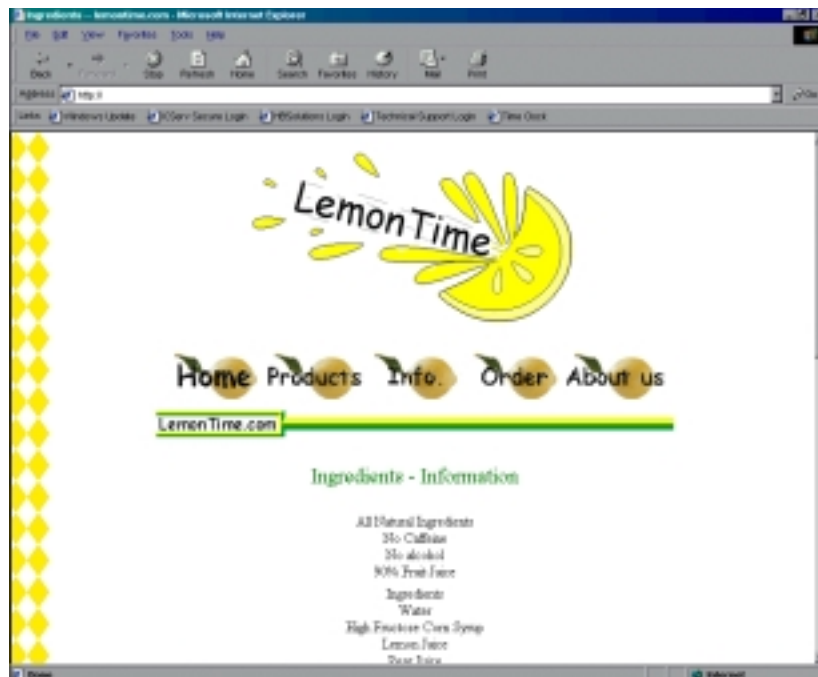
Buttons on a Web site are an easy way to identify a central or key link.

Buttons are a terrific way to establish *navigation* through your Web site. However, buttons can easily be confused with design graphics.

This button for example, illustrates a link to a home page. Be consistent with the color and style of your navigational buttons. The buttons should also appear at the same place on each Web page site visitors will quickly understand how to navigate through your site.



Horizontal lines can be great dividers between sections on Web pages. Properly placed lines can easily organize information. They make it easier to locate and read information. In the example below, a horizontal line is used to divide the logo and navigational buttons from the information on that page.



How To Design A Successful Web Site

Notes

Be consistent with the placement of your contact information. Nothing is more frustrating for an Internet customer than to have difficulty locating something as basic as your contact information. Make it easy for them to contact you by placing contact information at the same place on each page of your Web site.

Consistency in a Web site says volumes to a customer in a matter of seconds. Consistency adds credibility while the lack of consistency turns them away. Neglecting consistency on your Web site will significantly hamper your extensive Web marketing efforts!

EZ-Net-ToolsJ makes it easy to be consistent throughout your Web site. See Section 6 on page 120 for information about AGlobal Information@.

How To Design A Successful Web Site

Designing An Effective Home Page

Notes

An effective home page will draw potential customers through your Web site. A bad home page will repel a potential customer like a mosquito from deep woods repellent! The home page requires a great deal of thought since this is THE key page of your Web site. The following suggestions can be crucial to your Web sites' success.

Load Time

The most common deterrent of Web site success is long load time B especially on home pages. Load time is the amount of time it takes for your Web page to come up on the screen of your computer. Have you ever clicked on a link and then waited..... and waited.... and waited..... for the page to come up? We all have. When we click on a link, we want the information now! We are not a patient people. Typically, if your load time goes beyond 15 - 20 seconds, you will loose the customer. They simply move on to the next link.

There are a few things you can do to reduce load time that will make a monumental difference in traffic to your Web site.

Place Fewer Graphics Per Page

Minimize the number of graphics you place on one Web page. Remember buttons, specialized graphics, logos, and photographs can all have substantial file sizes.

The more you have on one specific page, the longer the load time. The file size quickly adds up to a much larger cumulative page size. If you have numerous pictures you want to display, link to the pictures and place only one or two on a page.

Use Smaller Pictures

You can use smaller pictures called thumbnails. Prompt the Web visitor to click on the thumbnail to see the larger version. Use your graphics software to *Are-size* or *Are-sample* the graphic.

Caution: Don't be fooled by software solutions which use the browser to re-size the picture. In reality, the actual size of the picture remains the same but the browser adjusts the picture to a viewable size. Many times when the browser adjusts the size, the picture will include a

How To Design A Successful Web Site

Notes

dithering pattern which make the picture look bad. What's worse, you now have a viewable picture which has an enormous file size.

Optimize

Graphic artists may spend days creating an outstanding graphic for a home page which no one will see because it takes 2 minutes to load. However, you can dramatically reduce the size of your pictures and graphics by using a good optimizing software program. Optimizing prepares your photographs and graphics for the Internet. We recommend that you purchase either a good graphics or optimizing software package and optimize all of your pictures and graphics.

There are three steps to effective optimization -- cropping, resizing, and reducing the file size.

Cropping: To most effectively optimize, first crop the photo. Cropping is cutting off excess background of a photo. This will not only reduce the size of the file but will also draw better attention to the object you are displaying.

Resizing: Secondly, re-size (also called re-sample) the photo. Resizing is changing the size of the picture or graphic. When you resize, you size the picture down -- make the picture smaller. If you try to make the picture or graphic larger, the quality is severely damaged. A good standard for photos on the Internet is 150 pixels wide.

Reduce the file size: Finally, reduce the file size of the picture *or graphic* by decreasing the number of colors in the palette. While photographs in a .jpg file format will support 16 million colors, no one will wait for that picture to load. Graphics too can be enormous in size. Graphic artists will spend hours creating a beautiful graphic that no one will see. Make sure to reduce the file sizes of photos and graphics.

A typical 26,000kb picture can be easily reduced in size to between 3,000kb - 7,000kb by removing the number of colors displayed. *The quality of the picture will look no different over the Internet!* The trick is to keep taking colors out until the picture quality diminishes. Then add a few colors back and you have a fully optimized picture.

How To Design A Successful Web Site

Notes

This optimizing process alone will decrease your load time substantially! Optimize all your graphics, buttons, lines, pictures to reduce load time to a minimum.

Case Study

We have one customer who we converted to our system. They had used a popular software package to create their pages. Their premier product was on a page which did not get the hits they wanted. As we investigated, we found one of their pictures was huge B 4.5MB for one picture!

The software package they used relied on the browser software to resize the picture. It crunched the picture down to the size it needed but the picture looked horrible. After we optimized the picture it was only about 4KB in size and the quality improved! Surprise, surprise, the page started getting hits.

Headlines

The headline of your home page is also key to the success of your Web site. Make sure the headline conveys the central theme of your site. The headline should also state the reason your customers should purchase from your business. It could be lower price, better guaranty, hand made, more selection, or faster. Identifying the Aunique selling position(s)® of your product and emphasizing it (them) in your headline is critical to draw your potential customer through the Web site. Unlike newspaper headlines of about three words, longer headlines are appropriate and can more clearly state your unique selling position.

Use exciting words to add flavor to the headline. Descriptive words or words like new, easy, innovative, amazing, just released and introducing, entice readers to continue.

Write the headline to your target market. If, for example, you sell lemonade and you specialize in fresh squeezed, an effective headline to tap into the sports drink target market would read:

New Fresh Squeezed Lemonade is Amazingly Refreshing
With Natural Thirst Quenching Ingredients

How To Design A Successful Web Site

Notes

Sub-headings can work too:

New Fresh Squeezed Lemonade

Amazes Athletes With Natural Thirst Quenching Ingredients

(See our sample site at www.lemontime.com)

Text

Text on the home page should be minimized. Remember, the home page is the central page to the information not the source to hold the information. Briefly emphasize your unique selling position with additional text. Surfers will explore the links that they are interested in.

Links

Provide navigational links to the main categories of the information you have to offer. Choose categories that best suit your business. For our lemonade example, the categories include: Product Listing, Product Information, Secure Order Forms, or Company Information. The more information you have to offer, the more links you will want to display. We included links to a Free Sample, Bulletin Board and a Calendar.

Make sure your links are neatly organized. Busy or disorganized links lead to confusion. Customers will not purchase when they are confused. EZ-PagebuilderJ (Section 6 page125), makes it easy to build a Web page. It is based on the kindergarten principle of building blocks. You stack one block at a time until your Web page is built. Stack a ATitle@ block on top of a AHorizontal Line@ block. Add a AGraphic@ block under those. Add the A EZ-Mail List@ block too. A very easy way to build a Web page thus the name A EZ-PagebuilderJ @.

How To Design A Successful Web Site

What Is The Difference Between Graphics, Buttons, and Photographs?

Notes

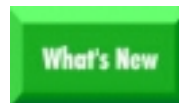
There is a subtle difference between a button and a graphic. From a Web designers view, there is a huge difference! Inexperienced Web designers cause chaos on a Web site if they don't distinguish between a graphic and a button. When a button looks like a graphic and graphics are mostly used like buttons, chaos prevails on a Web site.

On a Web site, a graphic represents a thought or an idea. And since a picture is worth a thousand words, graphics help the browser visualize a concept you are trying to communicate. Graphics also add flavor to a stale Web page. Creativity is essential for graphic development. This graphic, for example, portrays security with a stamp of approval.



Note: The file format of a graphic is usually a .gif format.

Buttons too, are graphics with a typical .gif file format. So what is the difference? Buttons are directional tools used to create a flow and organization through the Web site. This flow is called navigation. They have the unique purpose of being clicked on. You click on a specific button to get to a new Web page. For example, the following button will lead a customer to new products.



Although it is nice to have creative buttons, creativity is not necessary in order to have an effective button.

How To Design A Successful Web Site

Notes

Photographs are neither a graphic or a button. They are simply pictures taken or scanned into a digital format for display on a Web page.



Note: Pictures usually have a .jpg@(JPEG) file format.

In development of your Web site, be consistent with the look of your buttons for easy navigation. Use creative graphics and photographs to portray an idea, feel, or concept.

How To Design A Successful Web Site

How To Design Your Site To Keep Customers Coming Back

Notes

The Web site credo, *Content is King* accentuates the importance of providing as much information as possible on your Web site. One of the keys to success in Web marketing is building an on-line clientele who are interested in your specific product or service. Give first time visitors reason to come back frequently, through a plethora of content.

Essential Information

There are several types of information you can provide to your Web visitors. The first type of information we call the Essentials. Essential information includes your company name, contact information, product specifications, and costs. This is basic but essential information.

Expert Information

Providing expert information on your business or trade will help establish repeat visitors to your site. Make sure the information is of significant value and something the Web visitor can sink their teeth into. By doing so, you build a positive reputation for your site and will add credibility to the product or service you are trying to sell. Fluff or superficial information has the opposite effect and can damage credibility.

Effective Information

Other effective information can be of great value to your prospects and clients alike. A calendar of events will prove invaluable to businesses that frequent trade shows or participate in other events from time to time. An electronic bulletin board could keep customers informed about your products and services. A locator of services can be essential when a business has multiple locations or dealerships. EZ-Net Tools has programs written to easily present this information. See page 159 for EZ-Calendar. See page 160 for EZ-Bulletin Board and page 165 for EZ-Dealer Find.

Hot Link Information

Hot link information is a simple concept. Creating a hot link page provides other valuable resources for your customers and Web browsers. As you find other Web sites with congruent products,

How To Design A Successful Web Site

Notes

services, or information visitors will return time and time again just to explore your resources. In our sample www.lemontime.com example, we have simulated links to fancy cup manufacturers, fun straw manufacturers, party keg manufacturers, and so on.

Ask yourself, would someone interested in my product or service bookmark my site? If the answer is no, keep working the site. Adding content is an on-going process. Your Web site always needs to be worked, analyzed, and modified over and over again.

How To Design A Successful Web Site

10 Things To Do To Improve Your Web Site Design

Notes

When you are designing your Web site, there are 10 things to make sure you do to create a successful Web site.

1) Avoid Frames

Since search engines do not index pages with frames, it is critical to avoid them if you plan on submitting them to the search engines.

2) Use a High Contrast Background

Lighter backgrounds make your information stand out. Our system uses white as the default background.

3) Maintain Consistency

Be consistent with the look of each page of your Web site. Place your contact information consistently throughout your Web site. Use the same logo that you use on your print media.

4) Provide Substantial Content

When you provide substantial content, you will create a Web site that customers will visit over and over again. Word of mouth and e-mail will also begin working well for you.

5) Minimize Load Time

When you minimize load time, you will find customers actually be visiting your Web pages. If you don't do this, your site will be virtually unseen. Crop, resize, and reduce the file size of your pictures and photographs.

6) Build For 640 X 480 Screen Size

Not everyone uses the same screen size so it is a wise move to build to the least common denominator. The 640 X 480 screen size is the least common denominator. While HTML programmers have to concern themselves with screen size, our system does the work for you. Our system automatically sizes Web pages to fit 640 X 480 screen sizes.

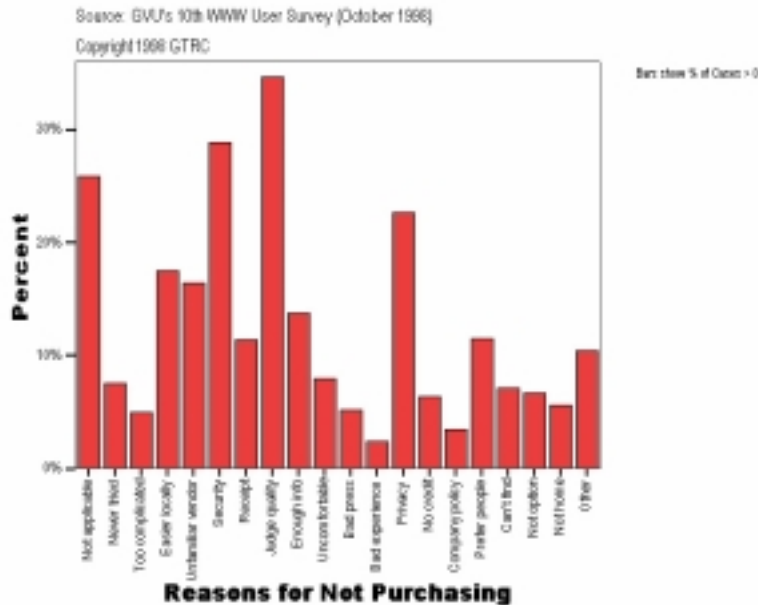
7) Show The Quality Of The Product

The biggest reason people do not purchase over the Internet is because they can not judge the quality of the product. Make sure you provide as much information on your product or service as possible. Include

How To Design A Successful Web Site

Notes

photographs to show off how the product works or why your service is of high quality. The graph below shows the main reason people do not purchase over the Internet. The biggest reason? They are unable to judge quality. Therefore, you must emphasize the quality for them.



8) Update Your Web Site Frequently

As easy as our system has made it to update your Web site, make sure you do it. It literally takes only about 2 minutes to save a new price for the world to see.

9) Provide Plenty of Valuable Content

Give your prospects and customers sufficient information to give them good reason to re-visit your Web site. Remember the Web designers credo B AContent is King.®

10) Start With An Organizational Chart

Start with a flow chart to organize your Web site. Avoid a Web site that customers can get lost in. Make sure to minimize the layers of your Web site which will make it easier to navigate through.

How To Do Business On The Internet

Section 3

How To Do Business On The Internet

The only business which will not be on the Internet in 5 years will be out of business. @

How To Do Business On The Internet

What E-Commerce Is

Notes

E-commerce, short for electronic commerce, is the ability to transact business over the Internet. It is a key piece of the puzzle when developing a successful business on the Internet. Creating a Web site without the ability to facilitate e-commerce would be like opening a retail store without a cash register.

A Web site with the ability to do business over the Internet is said to be e-commerce enabled. An e-commerce enabled Web site will have the ability to present a product or service for sale, prompt a sale, provide a way for the customer to order the product or sign-up for the service, and will have a way to process orders. To process the payments, you will also need a special bank account called a *merchant account*.

On-Line Presentation

In the last section of this manual, presented information about building and designing a Web site. Presentation is the first part of e-commerce.

If you have a service oriented business or have a specialized product that you sell, you will probably need to provide a lot of information. You may need several pages and a lot of text to describe a specialized product. If you have a service business, you will need photographs *selling the idea* of your service. For example, if you have a cleaning business, you would sell the idea of a clean home and satisfied customers. Before and after photographs can be very effective. This is all part of the display. See page 125 for more information about the EZ-Net ToolJ ,EZ-PagebuilderJ .

If your business has a great deal of products you can use a catalog to display them. With a catalog, each product is organized by category. If you have enough products in your product line, they can be sorted further by subcategory. With this organization, customers can browse through your catalog and quickly find items that interest them. The EZ-Net ToolsJ system features a comprehensive catalog program called EZ-CatalogJ . See page 168 for more information on EZ-CatalogJ .

How To Do Business On The Internet

Four High Powered Ways To Prompt Sales Over The Internet

Notes

There are three high powered ways to prompt sales over the Internet. The first is an order button, the second is a shopping cart and the third is to provide a toll free ordering number.

Order Buttons

Order buttons strategically placed throughout your Web site will prompt customers to purchase. It is a good idea to place an order button right after you have described your product. You can also place order buttons just beneath a picture. Describe a problem that your product eliminates and prominently place the order button.

Since security is such a concern for on-line purchasers, use the word *Secure* on the button. The words *Order Now* are also very powerful to close. When the customer is prompted to *Order Now* several times, they are more likely to do it.

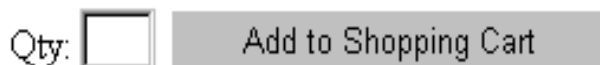
Here is a sample from our stock images. It is easy to add an order button with our system. Simply add an *Order Button* block in *EZ-PagebuilderJ*.



Shopping Cart

A shopping cart system is another way to close sales. It makes it easy for your customers to place items into a virtual shopping cart. The advantage of a shopping cart is that with a shopping cart, the customer can *continue to shop*. They place the order (check out) when they are finished shopping.

With our system the shopping cart system is easy to implement. Simply add the *Shopping Cart* block in *EZ-Pagebuilder*. The shopping cart system can also be incorporated right into the catalog with the click of a button. This is a shopping cart button prompting a customer to enter the quantity. Both the order button and shopping cart are directly linked to our secure order form called *EZ-OrderJ*. For more



How To Do Business On The Internet

Notes

information about EZ-OrderJ , see page 172.

Prompting A Request For Bid or Information

If you have a service based business, you can prompt a request for a bid on-line. The request for a bid is then a lead for services through which you can follow-up on.

Perhaps you have a business that requires a sales representative to close the sale. You can prompt a *ARequest for Information@* which will provide a lead for your sales team to call on. In EZ-PagebuilderJ , the *Information Request* block will capture, name, address, phone number, fax number, e-mail address, and even provides a space for comments.

Toll Free Phone Order

According to our research, about half of the on-line shoppers prefer to view the information on the Internet and call in toll free. Many people still like to talk to a live person and are willing to give their a credit card information over the phone. This means you would increase sales if you provide a toll free number.

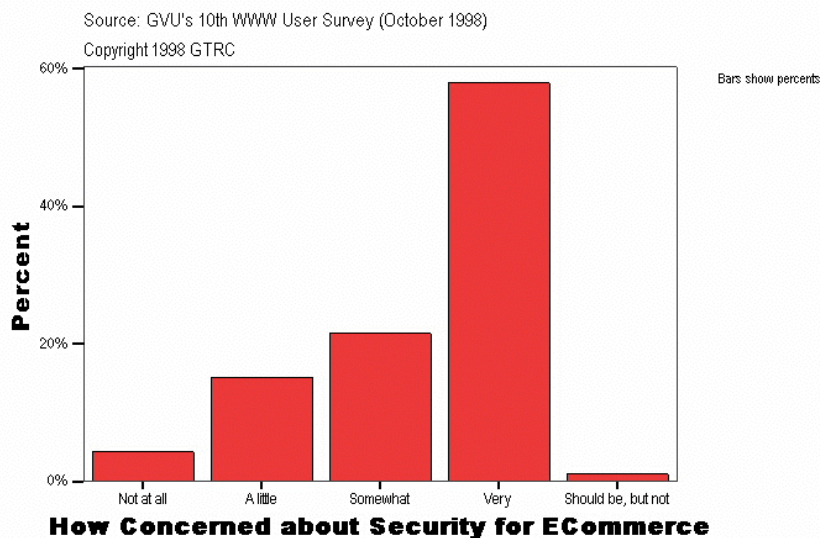
If you provide a toll free number and make it available with a closing statement like *ACall today ,A* will prompt sales using the Internet.

How To Do Business On The Internet

How Secure Services Increase Sales

Notes

According to the GVV Center of Georgia Technical Research Center, consumers on the Internet are very concerned about security for e-commerce. If you do not provide a secure ordering system, you are guaranteed to lose sales a big time!



People are, however, becoming more comfortable purchasing over the Internet because they are becoming more educated about secure transactions. Secure on-line transactions are typically done with credit cards. Credit card information is obviously very private.

The Internet works on a principle of broadcast. If your customer e-mails or sends their credit card on an un-secure Internet form, they are virtually broadcasting their credit card number world wide!

Unfortunately, there are still many businesses on the Internet which try to do business over the Internet. If they don't offer secure transactions, they are putting their customers at risk

You can increase your sales by offering secure ordering. With our system, secure ordering is integrated into the order form.

How To Do Business On The Internet

How Secure On-Line Transactions Work

Notes

SSL Technologies

One of the most secure transmission technologies today is *Secure Socket Layer (SSL)* technology. SSL was developed by the US Government. It is said that even the developers of the technology are unable to break the encrypted code in a timely manner. It would take years to break encrypted SSL code.

With SSL technology, when the computers connect securely, they are virtually creating and using a language that only they understand.

Our security system is based on SSL technologies.

Types Of Secure Transactions

There are basically two ways secure transactions take place. The first is **automated transactions** and the second is **order retrieval**.

Automated Transactions: When an order is placed by automated transactions, the customers credit card is automatically charged and the money is immediately transferred into your merchant account via a secure server. This can be a very powerful way to transact business with transactions taking place automatically, which means no manual processing. Money is flowing freely into your account 24 hours a day, 7 days a week.

Caution: Money can flow out of your account just as fast. You are at risk if purchases were made with a bad or stolen credit card. With little or no warning, a withdrawal of funds can take place to recapture the funds from the bad credit card.

Also, it is required by law that when a credit card is charged, the merchant must ship the order within a reasonable time frame. If you have a tendency to have back orders or for some reason can not send the product, you may want to choose the other option.

Although our system supports this kind of transaction, make sure you understand the risks.

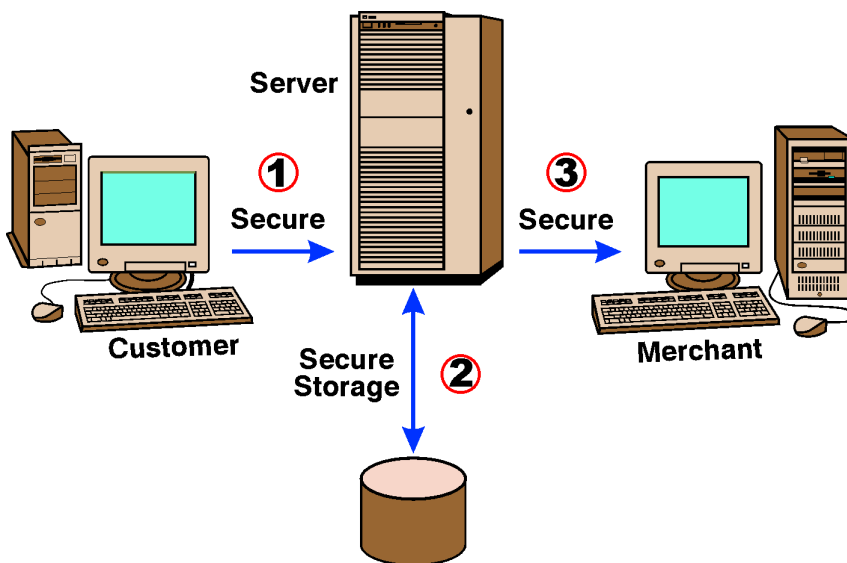
How To Do Business On The Internet

Notes

Order Retrieval is the other secure ordering method available. With this transaction method, the customer places the order via a secure server. An e-mail message is sent to the merchant to inform them that an order is waiting. The merchant then retrieves and prints the order from the secure server.

With this method, the business can process the order as they would normally do in their office. If there is a ship to address that is different than the bill to address, it may warrant an investigation. Larger orders can be verified before they are shipped.

Our system features **3-Way Secure Encryption**.



With our system, the data is encrypted with SSL technology in three ways. First, the data is encrypted during the transmission from the customer to our server. Secondly, we save the data in an encrypted form. Finally, the data is encrypted when the merchant retrieves the order from our server.

Unfortunately, several solutions only provide encryption from the customer to the server.

How To Do Business On The Internet

What Merchant Accounts Are

Notes

Merchant Accounts

When you are running a business and plan on accepting credit cards, you need a merchant bank account. Merchant accounts are easier to get if you plan on opening a standard brick and mortar business.

When you are starting an Internet business, most banks frown upon taking credit card payments over the phone and over the Internet.

To open a new merchant account you will need to contact your bank and fill out a rather lengthy application. Your business will need to be registered with the Secretary of State and have the appropriate tax identification numbers.

Costs of new accounts generally include an application fee and a substantial cash reserve in the account. Each bank will vary, with your personal financial situation also varying the cash reserve requirement.

As you begin to accept credit cards you will be charged a discount rate which is a percentage of the sale. Some banks will charge additional fees as well.

While many of your local banks may frown upon doing business over the Internet and taking credit card orders over the phone, there are underwriters and other services which are Internet specific. Talk with your Authorized Resellers of EZ-Net Tools to find out more information:

How To Do Business On The Internet

Section 4

How To Get People To Visit My Web Site

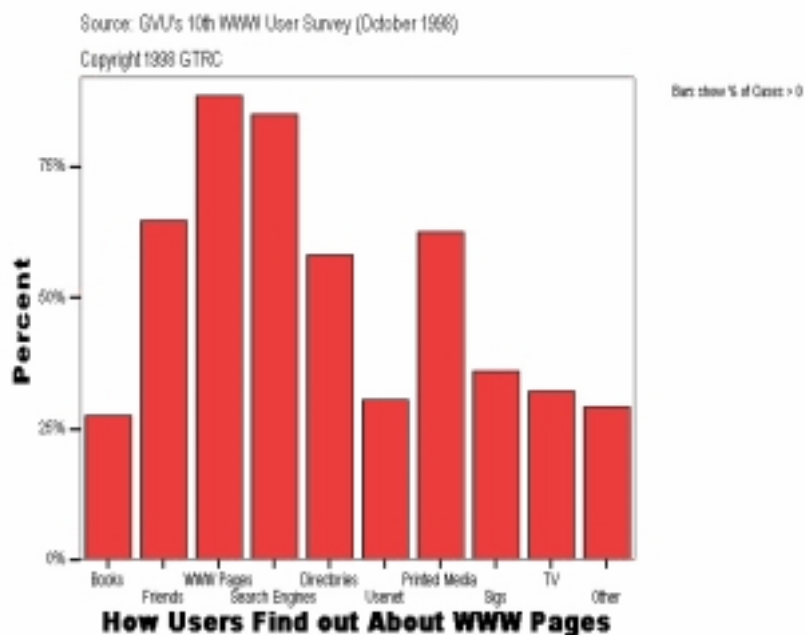
*AMany a small thing has been made large by the
right kind of advertising. @B Mark Twain*

How To Get People To Visit My Web Site

Web Site Promotion Overview

Notes

Creating a Web site will not automatically or mystically draw customers to your Web site. You must aggressively promote your Web site -- a major piece of the puzzle most solutions neglect. Most



customers find Web site in two ways. Search engines and links from other Web pages.

The Promotion Tools in our system make it easy submit your Web pages to the most heavily used search engines and to trade links.

Before our tools can be used, however, there are a three marketing items that need attention. First, identify your *Target Market*. Second, identify your *Unique Selling Position*. Third, select a *domain name* that fits your positioning.

How To Get People To Visit My Web Site

How To Make Your Business Stand Out Among Your Competition

Notes

Before you can draw people to your Web site, you first need to identify who you are trying to appeal. In other words, what is your *target market*? As you identify your market, start with broad categories and then pinpoint more defined categories. The more defined your market, the better your Internet marketing efforts can be.

To identify your target market, think of who would purchase your product or service. For example, if I sell lemonade, my broad market is B anyone who drinks liquid. I have a liquid to sell so I want sell to anyone who drinks liquid. More defined markets include: Kids who drink liquids, athletes who drink liquids or students that drink liquids.

As you identify well defined markets, you can attack them one at a time and establish a niche.

Identify Your Target Market

We have a client who sells furniture over the Internet using our tools. Why would anyone purchase furniture over the Internet with so many local furniture stores? He has a unique selling position of AHAND CRAFTED® furniture. Making hand crafted furniture one at a time sets his business apart from the rest of the furniture industry.

If he has a competitor who also touts hand crafted furniture, he can further separate himself by offering a little more than his competitor or finding an additional perceived value.

Establish a Unique Selling Position

Once you have identified your target market, you must draw customers in to your Web site by establishing your *unique selling position*.

Understand that you must convince the customer that they will benefit in a substantial way by purchasing from you and not from your competition. If you haven't identified why you are different, take the time to do so.

Here are some questions you can ask yourself to identify your unique selling position. How are you different from your competition? How does your customer benefit from purchasing from you? How does it

How To Get People To Visit My Web Site

Notes

benefit your customer to purchase from you over the Internet instead of a local retailer? What sets you apart from your competitor? What features do you offer that your competitors do not.

How To Get People To Visit My Web Site

How To Choose Effective Domain Names

Notes

Appropriate domain names are as critical to the success of a Web site as the name of the business is itself. After all, it is a NAME. Names are not only important to individual persons but essential to the success of a business. Names are identifiers. Names are what marketers can take years to brand.

What Is a Domain Name

To understand what a domain name is we first must understand what a Uniform Resource Locator (URL) is. A URL is just a fancy technical name for an Internet address. Internet addresses are really numbers like 199.104.119.34 which are easily read by computers but hard for humans to read and remember. Domain names make it easier for humans to read.

In the following URL, Alemontime.com@ is the domain name.

<http://www.lemontime.com/Product.html>

Businesses typically use the extension A.com@ unless they are a network in which they use A.net.@"

Make It Easy To Remember

When you are choosing a domain name, choose one that is easy to remember. That is the purpose of domain names anyway.

Use Your Business or Agency Name

Use your business name when possible. Customers who already know your business will typically type in your business name and then a .com on their initial search. This is a quick search many people use. If your name is well known in your industry or if you run a well known governmental department, you would greatly benefit from using your business or agency name B like "fbi.gov".

It is especially important to use your business / agency name if the name of your business is descriptive B like "closetorganizer.com".

Use Your Product or Service as a Domain Name

In case your company hasn't branded well yet, you can capture hits from people who haven't yet heard of your company when you use the name

How To Get People To Visit My Web Site

Notes

of your product or service. For example; if you sell diamond rings, try to get the domain name "diamondrings.com". If you are an environmental agency for the government which tracks wildlife, you might try "wildlifetracking.gov."

Be Creative When Your Best Options Are Gone

We have worked with many clients who have come up with creative domain names when their best options seem to be gone. Think of what your product is or what your service does. Some examples from our lemonade example could be Aquechyourthirst.com@ or Alemons4u.com@, or Agotlemons.com@, or Alemonsrus.com.@ We chose Alemontime.com.@

Localized Businesses Identify Your Region

If you have a more localized business, you may consider putting your city or state in the domain name. For example, if you owned a plumbing business in Pittsburg, Kansas, you may want the domain name Apittsburgplumbing.com@.

When searching for local products or services, many people type in a local identifier followed by the service. In this example, they placed Apittsburg@ as their local identifier and then described their service Aplumbing.@ This will help draw people in Pittsburg who are searching for plumbing to their Web site.

Purchase More Than One

It may be beneficial to purchase more than one domain name. If you want to use your company name but have thought of a domain name that is easy to remember, you can purchase and use both.

Get Them While You Can

Domain names are quickly being purchased. Chances that you can purchase a domain name like "purses.com" are slim. However, always check your best options first because some may become available if a company declares bankruptcy or fails to pay InterNic.

Some domain names can even be purchased from the current owner although they may charge a bundle for it. For the right domain name, however, it could be worth the price.

How To Get People To Visit My Web Site

How To Promote Your Web Site For Free B Or Inexpensively

Notes

Now that you have identified a target market, a unique selling position, and have selected an effective domain name, you are ready to draw people to your Web site.

The Internet, as vast of a network as it is, is not magical. Simply purchasing Web space and placing information on the Internet will get you dismal results. You must have a means to drive visitors to your site. The marketing term is Ademand generation@.

There are several types of demand generating methods on the Internet which are free. A few, although they cost money, are inexpensive.

Free Advertising Mediums

The free advertising mediums include:

- \$ **Search engines**
- \$ **Link trades**
- \$ **Banner exchanges**
- \$ **E-mail**
- \$ **Newsletters**
- \$ **Electronic signatures**

How To Get People To Visit My Web Site

How To Submit Your Web Pages To Search Engines With Power

Notes

There are a number of search engines found on the Internet today. A few are popular, some serve a specific market, while others are simply a glorified page of links.

What Search Engines Do

The purpose of a search engine is to collect Web pages and organize them in a way that is easy for anyone to find. Search engines are similar to a card catalogs found at your local library. The card catalog indexes titles of books by subject. To find a book on a certain subject, you look up a subject to find a group of books, listed by titles, on that subject.

Search engines work the same way only on computer. With search engines, Internet addresses are indexed by subject. To find a Web page on a certain subject, you search by *Akeywords@* to find a group of Web sites, listed by titles, on that subject.

How People Search For Web Sites

To utilize search engines better, we first need to understand how people actually use search engines to find information. When people search for information on a specific subject of interest, they go to their search engine of choice. Alta Vista, Yahoo and Excite are popular search engines. People usually use search engines to seek information in two ways.

Directory: Once they arrive at their search engine of choice, they click on links to predefined categories. Each category will have subsequent sub-categories. They continue to click on layers of sub categories until they find a list of Internet addresses. Just like peeling an onion, they remove one layer at a time until they find the core information they are looking for.

Keyword Search: The second method people search for information is to run a *Asearch@* by subject or *Akeyword(s)@*. On each search engine, there is a specific area to perform a search. They simply type in a keyword and then click the *Asearch@* button. The search engine immediately begins to compile a list of Web pages and rank them from 1 to 100,000+. After a few seconds, a list of about 10 Web sites appear. Then the person searching for the information can read the

How To Get People To Visit My Web Site

Notes

descriptions of the Web sites they can link to.

The more specific they get with their keywords, a smaller and better defined list will appear. A search for Alemons@ will get a tremendous list. Listing everything from lemon growers to lemon laws. If they use quotes around their keywords, for example Alemon drinks@, the search engine will only pull the sites that have the keywords listed together specifically as Alemon drinks@. These searching techniques save time and increase the chances of finding the more specific information they are looking for.

How To Get Your Web Site On A Search Engine

You can utilize search engines to promote your business or products by submitting your Web pages to a variety of search engines. To submit your Web page, you first must identify the search engines you would like to be listed on. Then you need to submit your Internet address (URL) to each of the search engines identified.

The search engines all have a specific Web page devoted to the submission process. You enter your URL and any other information the search engine might require.

Each search engine will take a different amount of time to index the page. When the search engine receives the submission request, it sends a Aspider@ or Arobot@ back through your Web pages. The spider looks for information which it uses to file the Web page into its enormous data base. The spider, then, ranks the Web pages from 1 on.

Like in a brick and mortar business, the three most important aspects of a successful Internet business are location, location, and location. When your Web pages are indexed, you will want your Web page to be ranked as close to number 1 as possible.

People searching for information will not typically search past the first 10 or 20 listings before moving on to another search. To learn how to get higher rankings, make sure to listen to the search engine tape set that accompanies this manual.

How To Get People To Visit My Web Site

What The Heck Is A Meta Tag?

Notes

If I sell lemonade and I want get my business listed on the search engines, be advised that most of your Internet marketing efforts with search engines are centered around the META Tag.

If I were a customer looking for a great source of lemonade, I would log onto my favorite search engine and type in Alemonade.® I would get a list of links that would look similar to this:

Hand Squeezed Lemonade from LemonTime
Hand squeezed lemonade drinks by LemonTime Inc.
are prepared with the freshest lemons and blended with
our unique natural ingredients.

This link, however, was methodically created using keyword rule strategies to sell lemonade.

Anatomy of a META Tag

Let's dissect a META Tag, discover it's anatomy and learn how to use the META Tag to effectively market your Web site. META Tags consists of three parts B ***Title, Description, and Keywords.***

Title: The hypertext heading is the ATitle® of the META Tag. In our sample above, the title is ALEmonade from LemonTime.® The Title of the META Tag serves two purposes. First, it is the actual hypertext link to the Web site being described. Second, like the heading of a paragraph, it is the first focal point one sees when browsing for lemonade.

Think of META Tag Titles as a headline of a pamphlet geared to entice your target customer to read a little further. In this case, you want them to read the description and click on the link to enter your Web site. Simply placing your business name will not entice interest.

How To Get People To Visit My Web Site

Notes

Description: The META Tag `<Description>` is the text underneath the Title. The description further entices your target market of customers to enter your Web site.

Write your description to provide key information about your Web site. To be more successful in selling over the Internet, the description should include your unique selling position. Keep the description simple but really identify why your company or product is unique in less than three lines of text.

Keywords: Keywords are definitely `<key>` to the META Tag. Keywords are the `<link>` of intelligence between someone looking for information and someone providing information. In the sample above, the researcher types in `<lemonade>`, the same keyword is entered into a META Tag from the LemonTime Company. Notice that the keywords on a META Tag are invisible to the display of the search engine.

If you were creating META Tags for the Lemon Time Web site, you would want to include several keywords that someone could choose when searching for their favorite candy. You may include the keywords lemon sports drinks, hand squeezed lemonade, fruit drinks, cold drinks, and kid drinks.

Sample Meta Tag

Here is a sample META Tag written in HTML. Notice the different keywords selected for this Web page.

```
<html>
  <head>
    <title> Lemon Sports Drinks</title>
    <META NAME="description" CONTENT="Hand squeezed
lemonade drinks by LemonTime Inc. are prepared with the
freshest lemons and blended with our unique natural ingredients.
LemonTime Lemonade drinks bring refreshing thirst quenching
satisfaction..">
    <META NAME="keywords" CONTENT="hand squeezed
lemonade, fresh squeezed lemonaid, LemonTime, lemon time,
drinks, drink refreshments, speciality drinks, lemon flavored,
athletic drinks, citris drinks, kids drinks, lime, lemonlime. ">
  </head>
```

How To Get People To Visit My Web Site

Secrets To Getting Higher Rankings On Search Engines

Notes

Keywords used throughout Web sites are like a magnetic force drawing a consumer to your Web site. The power of the attraction is only as strong as your ability to properly match a keyword with harmonious information. To get higher rankings on the search engines, you need to *choose and use* your keywords carefully! As we described in our Meta Tag section, keywords used in a Meta Tag are the link of intelligence between someone looking for information and someone providing information.

Let's continue our lemonade example. If we sell lemonade, we could have a variety of target markets and lemon drinks. Our customers could choose from the selection. The trick is to identify the words our customers use when requesting your product. We would quickly identify *lemonade* as a keyword and definitely need to include it in the keyword list. The problem with *lemonade* is that it is too general of a term.

If you were browsing the search engines and did a search for *lemonade*, you would retrieve a huge reference list. Everything from lemonade squeezing equipment to a study of how lemonade affects early adolescent behavior. Most people will not search through several hundred pages to find you. People will generally try to use a more defined search.

As the *LemonTime* owner, we need to select keywords poised for better defined searches. We need to choose keywords identified by the *target markets*. In the keywords we selected in our META tag example, we chose the following keywords to reach the following markets.

<u>Keyword</u>	<u>Target Market</u>
hand squeezed lemonade	Fresh lemonade lovers
kid drinks	Mothers
athletic drinks	Athletes

Each keyword taps into a separate target market. It is helpful to think in terms of the people in your market.

How To Get People To Visit My Web Site

Note

Three Quick Keyword Hints

Hint: A *keyword* may be also be a phrase or more than one word. In fact, using more than one word in your keyword listing will generally give you a more defined list.

Hint: Use plurals. Most people think to themselves in plurals when they are typing in a keyword. I want a list of lemon flavored sports drinks.

Hint: Don't forget to include common mis-spellings. You can get excellent ranking on common mis-spellings when the category itself is quite competitive.

Keyword Rules

Once you have identified your Keywords, as Karen Carpenter sings, Awe've only just begun. The "spider" of the search engine first indexes the META Tag and then moves throughout the Web page.

Each Search Engine uses its own unique algorithm to calculate rankings. The way your keywords appear in your Web page directly affect the search engine's algorithm and thus your rankings. Think of it as a scoring system. You get positive points for certain criteria and negative points for others.

The following *keyword criteria* serve as general *starting point* rules, that can help you achieve higher rankings on search engines.

Keyword Placement: Keyword Placement is where keywords are located throughout the Web page. The trick here is place your keyword as close to the top of the page as possible. META Tags are the first part of a Web page although they are unseen as you view a Web page. So keywords need to be included near the first part of the META Tag. In our META Tag example, notice the placement of the keyword *Hand squeezed lemonade* in both the *Title* and *Description* of the META Tag.

Hand Squeezed Lemonade from LemonTime

Hand squeezed lemonade drinks by LemonTime Inc. are prepared with the freshest lemons and blended with our unique natural ingredients. LemonTime Lemonade drinks bring refreshing thirst quenching satisfaction.

How To Get People To Visit My Web Site

Notes

Keyword placement also means near the beginning of a sentence or title of your Web page. The text heading of the LemonTime home page also includes the keyword. Notice the placement of the keyword is near the beginning of the heading. It reads:

New **Hand Squeezed Lemonade** is Amazingly Refreshing
with Natural Thirst Quenching Ingredients

Hint: Ignore text that may be part of a graphic since the spider can not decipher the text in a graphic.

Keyword Frequency: Keyword Frequency means the number of times a keyword appears in a Web page. Just a few short years ago or in the old days by Internet standards, this was the main criteria through which most search engines indexed Web pages. You would see META Tags with lines of keywords on Web pages like this:

lemonade lemonade lemonade lemonade lemonade lemonade
lemonade lemonade lemonade lemonade lemonade lemonade
lemonade lemonade lemonade lemonade lemonade lemonade
lemonade lemonade lemonade lemonade lemonade lemonade
lemonade lemonade lemonade lemonade lemonade lemonade
lemonade lemonade lemonade lemonade lemonade lemonade

All we had to do to get higher rankings for our clients was to count the number of keywords and add 1 more. As the battle of the number increased, Web sites started looking terrible with long lists of keywords listed next to each other over and over. To keep the Web site from looking awful, we would use the same color font as the background so the consumer wouldn't even see the multiple lemons on the page.

The search engines got smarter! They began giving negative points if keywords appeared next to each other or if the font is the same color as the background. When the search engines changed their criteria, the rankings dramatically changed overnight!

As a result of these search engine changes, we learn the following:

How To Get People To Visit My Web Site

Keyword Hints

Hint: Do not place keywords next to each other. Space the keywords out. You really have to maintain a balance of how many keywords you have before you start getting negative points.

Hint: Do not use the same font color as the background color. This can inadvertently be done if, for example, you use a background that is white, create a black box for contrast and then use a white font inside the black box. Like this:

White On White

Be careful!

Keyword Proximity: If you use a keyword which is actually more than one word like B Alemon sports drinks,@ Keyword Proximity is how close the Alemon@ is to the Asports@ and Adrinks.@ In the text of your Web page, make sure to use Keyword Proximity. Look at the following example with poor proximity:

We have **drinks** for **sports** fanatics who like **lemon**.

ALemon,@ Asports,@ and Adrinks@ are not close together and you would not score points for good Keyword Proximity. Now look at the following sentence:

We make **lemon sports drinks** which are delicious.

ALemon,@Asports,@ and Adrinks@ are right next to each other. The sentence has good proximity. The later sentence would get better Aproximity@ scores.

Keyword Weight: Keyword weight is the number of times your keyword appears in relation to the total number of words on the Web page. So, if you have 200 words on a page and your keyword only appears 1 time, you will not score many points in Keyword Weight.

How To Get People To Visit My Web Site

Notes

However, if you have a page of 25 words and your keyword appears 7 times, you will score much better Aweight@ points.

These general keyword rules will get you started in the continual battle for better rankings. Be aware that the rules change frequently and the rules are different for each search engine.

Hint: It is always helpful to search your keyword and see what the first ranked site is doing with their keywords and model after them.

It takes work and perseverance to achieve good rankings. It does not happen over night. We usually tell our clients that it takes about six months of Web work from the onset to begin to see results. You must get started and you must continually review your status on you rankings.

How To Get People To Visit My Web Site

Other High Octane Search Engine Submission Secrets

Notes

The challenge to successful search engine rankings revolve around effective execution of the keyword rules. While you may have identified several keywords to focus your efforts, your home page can only effectively follow the rules of one keyword. Here are some high octane submission secrets.

Submit All Product Pages: Although it is true that your home page will get the highest number of hits, there is nothing to prevent you from submitting many of your Web pages. Submit information or product pages to the search engines that allow more than one page submission -- not all allow multiple submissions.

Where you may have submitted your home page:

<http://www.lemontime.com>

You can also submit a product page as follows:

<http://www.lemontime.com/sportsdrinks>

On the sports drink product page, you can write text to follow the keyword rules with an emphasis on a different keyword than your home page. While your home page may cover a more broad spectrum of topics, your product page can be much more specific.

In our example, Alemon sports drinks® written throughout our sports drink page, is more specific than Alemonade® on the home page.

Create Front Door Pages: The creation of *Afront door®* pages is a very powerful technique. A front door page is a simplified page that serves only as an entrance to your site. Not a lot of graphics and not a lot of copy. The copy that you do write, however, can follow the keyword rules on a single keyword of a specific market. At the bottom of the page, it links to your home page.

The only way a person can even find your page is from the listings on the search engines. Therefore, you can accurately track the specific keywords and the target market. See page 109 to find more information about the automated hit counters that are placed on every page by EZ-Net ToolsJ .

How To Get People To Visit My Web Site

Notes

The URL of a front door page looks the same as other submissions:

<http://www.lemontime.com/frontdoor>

You can create a Front Door for as many keywords as you want to pursue. Make sure to submit them to the search engines.

Search Engine Diversities: When submitting pages to the various search engines, remember that the ranking criteria is different for each search engine. Keyword strategies that work well for one search engine will not necessarily work for another.

When you find success on any of the major search engines, identify what strategies worked. Then create front door pages specifically to that search engine for your other key words.

For example, if you achieve a number 4 ranking on Alta Vista with the keyword *Alemon sports drinks@*, identify which keyword rules you used. Then create a front door using the other keywords like *Akids lemon drinks@* or *Ahand squeezed lemon drinks@* all using the same keyword rules that were successful from *Alemon sports drinks@*.

Now you have an excellent chance of achieving higher rankings with multiple keywords on Alta Vista.

Hint: If you get a ranking you are happy with, leave the submitted page alone. Changes can negatively alter your ranking.

See What Number One Is Doing: When trying to get a good ranking, it is an excellent practice to see what keyword rules the first ranked site is using. Adjust your Web pages to what the first listing is doing and re-submit a page and see how it does. If your ranking increases substantially, re-submit your front door pages to your findings.

By submitting additional product and front door pages to the top search engines, you stand a much better chance of being found. When you identify which search engines you rank higher on, you can create more front door pages specifically geared to that search engine. With multiple pages submitted based on keyword criteria that works, you can achieve higher rankings. Better rankings lead to hits and hits lead to increased sales volume.

How To Get People To Visit My Web Site

Notes

As you get into your Internet marketing you can see how important it is to keep track of the pages that you submit to the search engines. That is why our EZ-Submit program in our system was developed. You can quickly submit multiple pages to the search engines. With EZ-Submit, you can also keep track of which pages were submitted and when they were submitted.

How To Get People To Visit My Web Site

The Hidden Power Of Link Trades

Notes

The phrase Surfing the Web® is commonly heard in daily conversation. It is amazing how much the Internet is impacting the very society in which we live. Oh the quest for instant information. Finding something unique. Isn't it fun to boast, I found that surf in the Web®.

Surfing is exciting because you explore a topic of interest to YOU. Other mediums like TV, Radio, or newspaper, provide programming THEY think will interest their audience. When you log onto the Internet, you start a journey with unlimited roads of interest to follow.

Most of the time you start the journey with the help of a search engine. Quickly the roads you choose take you deeper and deeper into the depths of the Internet. Links here, links there, links are definitely everywhere. You continue to click on links until finally, you find the specific information type you are interested in.

As a business owner, your products or services fit into a unique niche. Many non-competing businesses may share this niche. When you find Web sites to businesses with complimentary products, you have a *link trade*® or *reciprocal link*® opportunity. A link trade is as simple as placing a link to another Web site from your Web site. The other Web site links to your site in return.

Back to our lemonade example. I could search for companies that sell specialized sports cups, or crazy straws for kids. Perhaps there is a company that sells a snack that complements lemonade.

Content B Repeat Visits

So why are link trades so powerful? When you link to choice sites within your niche, it adds content to your site. As we stated earlier, good content on a Web site will bring visitors *back* because of the resources you provide them. Return visits to Web sites are like return customers coming back to a retail store. Although they may not purchase every time, they get into the *habit* of visiting your site first.

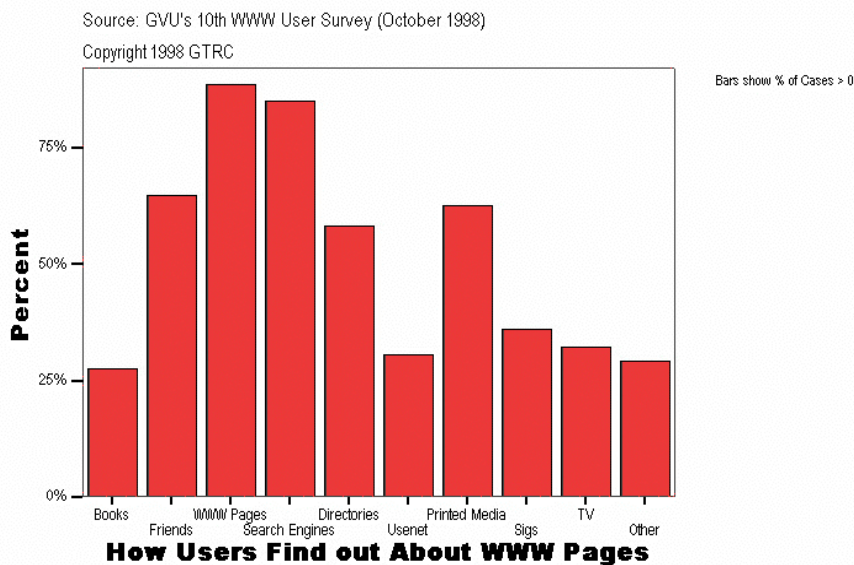
Additional References

The second way the link trade is powerful is that you will receive new visitors from the other Web sites. You can pull from their marketing efforts and they pull from yours. Both businesses benefit from the

How To Get People To Visit My Web Site

Notes

trade. The more link trades you make, the more visitors to your site. The more visitors, the more sales you make. From the graph at the beginning of this section, we learn that links from other sites are currently the number one way people find Web sites.



Search Engine Criteria

Some search engines put a lot of importance on the popularity of the Web sites they index. In fact, to some search engines, Web site popularity is THE major factor for high rankings. If your Web site's URL is listed numerous times throughout that search engine's data base, it presumes your site is popular. Search engines want popular sites not obscure ones. As your link trades increase, your URL will show up more often in the data base and you will receive a higher ranking.

A Hint Not To Miss

When you trade links with another site, chances are they will not have submitted the page which your link is on to the search engines. This means that the search engine doesn't see your URL. You can request that they submit the page or you can offer to submit the page for them.

This way, the search engines will see your URL on all the Web sites you

How To Get People To Visit My Web Site

Notes

have traded with and you appear to have a higher popularity. A higher popularity gives you higher rankings on the search engines.

Don't underestimate the power of the link trade. It takes work to search out complimentary sites and request the link trade.

Remember, however, that right now, the most popular way to find a new Web site reference is from other Web pages. The second most popular way to find Web pages is search engines. Link trades positively affect both. Because many Web designers are unaware of the potency link trades provide, they are a hidden power.

EZ-Net ToolsJ features EZ-Link TraderJ which simplifies the process of requesting a link trade. See page 188 for more detailed information.

How To Get People To Visit My Web Site

7 Tips To Effective Banners

Note

Banner advertisements are very popular on the Internet. Banners are simple blocks of graphic and/ or text that entice a viewer to *click through* to another site. They can give your business some exposure if you can entice your target market to click on your banner.

There are some free banner exchange companies that will display your banner on other participating Web pages. You, in turn, provide space on your Web page for other participants banners to display. Here are a couple to look into:

www.linkexchange.com
www.smartclicks.com

You can also purchase banner advertisement. Like most advertising, it can also be expensive. Before you launch into banner advertising, here are a few basic tips to keep in mind.

1) **Keep it simple**

Banners need to be simple. Banners will only get a glance at best so forget about a lot of text. Detailed graphics will only increase the load time of your banner, is not necessary and in fact, should be avoided. Keep it very simple.

2) **Use a blue border**

Since most links on the Internet are blue, use a blue border around your banner. The blue color alone, represents the idea the you can click on the entire banner to click through on the link.

3) **Avoid background blend-in**

Avoid banner background colors, like beige, gray or white, which will blend in with the more common Web site background colors. By avoiding these colors, your banners will have contrast and show up much better.

4) **Two most powerful words**

Use the two most powerful words on the Internet on every banner *Click Here*. Research has shown that *click through rates* (CTR-s) increase substantially when these two words are used.

5) **The third most powerful word**

Use the third most powerful word when applicable -- *Free*. We all

How To Get People To Visit My Web Site

Notes

love a freebie. When this word can be used, you will also increase your CTR-s.

6) Use animation

Movement catches attention and increases CTR-s substantially. Animated banners are not that complex. In fact, an animated banner is as simple as combining two or more static banners. Make sure to use animation whenever possible.

7) Create urgency

Creating urgency will also help increase your CTR-s. A Limited Time@, A Last Day@ and A While Supplies Last@ all create urgency.

These 7 pointers will help increase the effectiveness of your banner advertisements. It is important to systematically test your CTR-s so you know which banners are most effective.

How To Get People To Visit My Web Site

Successful E-Mail Techniques That Aren't Frowned Upon

Notes

E-mail has become a viable medium to advertise your product or service. It is easy to drive traffic to your Web site by way of hypertext in an e-mail. With a hypertext link, there is a natural call to action when a person reads their e-mail. The hypertext links sends a powerful signal to get more information B your Web site. With a simple click of the button, interested parties enter your Web site.

Opt-in List Rental

You can rent lists of e-mail addresses of people who have requested information on a particular subject. For example, if you sell antiques, you may consider purchasing a list of e-mail addresses to people who have requested information on antiques.

There is a plethora of e-mail list categories. This is an excellent way to reach your target market quickly. Response rates are respectable when they range between 2% and 6%. For a list of e-mail list rental companies go to: <http://www.copywriter.com/lists/brokers.htm>

E-mail Newsletter Ads

There are many e-mail newsletters and some have tens of thousands of subscribers. They sell sponsorship advertising. Newsletters ads usually include a couple lines of copy and a hypertext link to your Web site. When you find an e-mail newsletter that shares your target market, you can request advertising information including costs.

Prices start from as little as \$25 an issue to over \$500. The more expensive newsletters simply have more subscribers. For a list of sample newsletters which sell advertising try:

<http://www.copywriter.com/lists/ezines.htm>

Personalized

Another method which is proving successful in business to business sales is personalized e-mail. With this method you simply surf the Internet for businesses in a specific market you want to tap into. Find a contact name and send them a personalized e-mail letter explaining briefly about your product or service and include the hypertext link to your Web site. Ask them to kindly review your product and respond to your e-mail if they have interest.

How To Get People To Visit My Web Site

Notes

Signatures

Don't forget to use signatures when you send any e-mail. Signatures are found at the end of an e-mail you send. Since you can't actually sign the e-mail, you simply type in your name. You can also include your title and hypertext link to your Web site. Signatures should include your company, name, title, phone number and your hypertext URL. A simple signature looks like this:

Sincerely,

Scotty Blight
President
LemonTime Inc.
<http://www.lemontime.com>

You never know when your e-mail may get forwarded to a new customer. You can also browse through forums and respond leaving your signature prompting a click through.

Opt-in List Capture

You can collect e-mail addresses building your own opt-in e-mail lists. This can be done by adding an e-mail capture program on your Web site. Send your list exclusive special pricing or create a newsletter to keep them informed.

The people that sign up on your lists, definitely have an interest in your product or service. You can use this list to send product information, newsletters, and special offers. We for example, capture names on our home page with our EZ-Mail ListJ program. See page 147 for more information on EZ-Mail ListJ .

SPAM E-mail

SPAM is the e-mail method which is highly frowned upon and should be avoided. The examples above are not SPAM. SPAMMING is sending unrequested e-mail messages to large mailing lists. Although it is tempting to blitz the Internet world with millions of e-mail advertisements to un-expecting people, it has a very low response rate and is coupled with severe consequences. SPAMMING can result in flame mail (nasty return messages) which can overload or crash e-mail servers. We will terminate accounts that SPAM as do other hosting and ISP companies.

How To Get People To Visit My Web Site

How To Test And Track Your Marketing Efforts

Notes

Tracking Success

When a company engages in Web development they need to track their results just like they would in any type of advertising campaign. The easy way to monitor the effectiveness of your Web site is with *Ahit counters*.@

Hit counters are a basic tool, yet they are the most integral part of Web site testing. A hit counter simply keeps track of the number of times a Web page has been looked at (hit). Here are a few tips about hit counters:

Transparency

Although you definitely want hit counters, make sure they are viewable only to you. If the hit counter can be viewed by anyone entering the site, the success of the site will definitely be hampered B especially when just starting out.

The viewer will base a judgment about the entire site and even the quality of your product or service by the number of hits showing on the counter. If there are just a few hits or if the hits are few, relative to the viewers opinion, your success can be diminished.

Every Page

By adding a hit counter to every page, you can measure how frequently each page is hit. With a hit counter on every page, you can actually follow the flow of traffic through a Web site. You will know which pages are being looked at and which ones are being passed by.

When a page is not being hit frequently, you can investigate why. Perhaps there is no link to the page or the link is not obvious. If the links are there, perhaps the copy is poorly written. Perhaps there is no interest in the subject.

If a link is being hit frequently, you know there is interest and you can add more information or place a banner ad on that page to introduce a new product or service. You won't know what adjustments to make without a hit counter on every page.

Daily and Monthly Hit Counters

Make sure your hit counters record totals by day and month. Daily and monthly hit reports are most effective because they will allow you to

How To Get People To Visit My Web Site

Notes

identify increases or decreases in traffic by month and by day. Many hit counters on the Internet simply have a total number of hits for the home page. This is not effective.

To illustrate the effectiveness of daily and monthly hit counters, let's say a company revises the Meta Tags on several pages and submits them to the top 10 search engines. The changes can precisely be measured by the increase or decrease of hits to those specific pages AFTER the submission date.

If the pages record an increase in hits shortly after the submission, it would be safe to say that the new Meta Tags were successfully changed.

Testing Advertising

You can easily test an advertising campaign with hit counters. For example, let's say our lemonade company wants to run a banner ad campaign promoting their new high pulp lemonade. They set up their banner to click through to a specific page featuring the summer special. They have a designated hit counter assigned to the Web page:

www.lemontime.com/specials

They make sure that the only way customers can enter this page is by way of the banner click through. Now they can see exactly how many hits that banner provided. What's more, they can test the effectiveness of the banner style, color, offering, and more.

Test first the style of the banner. Use one style against the other and then use the best one. Test styles until you are happy with the results. Then test colors, one against the other. Test the color combinations until you are satisfied with the result. Then move on to test the banner, special offering and so on.

Tracking the hits to your Web site is critical. One can not be successful on the Internet by just putting a page or two out on the Internet and waiting for results. Tracking and making adjustments needs to be a part of your routine. Hit counters will help you identify the pages that are working and the pages that need work. EZ-Net ToolsJ automatically places hit counters on every page of your Web site. You can see exactly how many hits each page gets.

How To Get People To Visit My Web Site

Remember This About Web Site Promotion

Notes

- \$ Most solutions either neglect Web site promotion or are unaware of the secrets we have covered here.
- \$ Many solutions are not conducive to Web site promotion.
- \$ Software Code has un-needed comment lines which restrain good search engine rankings.
- \$ Frames usually don't index.
- \$ Web site promotion takes a constant effort.
- \$ Make sure you have META Tags on every page of your Web site.
- \$ Identify your target market(s).
- \$ Select and use your keywords appropriately.
- \$ Seek out reciprocal links aggressively.
- \$ Utilize free banner exchanges.
- \$ Use signatures on all outgoing e-mail.
- \$ Capture your own e-mail list and send the list specials or a newsletter.
- \$ Track your results with hit counters.

How To Get People To Visit My Web Site

Section 5

EZ-Net ToolsJ Users Guide

EZ-Net ToolsJ Users

Overview

Notes

The purpose of your electronic commerce site is to enable you to expand your business on the Internet, allowing your customers to find your catalog and place orders even when you are not available. Much of this manual is devoted to describing the ordinary tasks that must be performed to ensure that your Web site is maintained and your orders retrieved.

However, the functionality of your site can extend far beyond basic order collection. There are system features with which you can improve your site, obtain or use the e-mail addresses of your customers, operate a bulletin board, post a public calendar and collect customer feedback forms. There are also tools that you can use to promote your business on the Internet, raising the visibility of your site and increasing your revenues.

Your Web site, built with this system's high-level tools, allow the average person to easily create and change the blocks of text and graphics that compose a Web page. And to do so without the assistance of an expensive programmer or Web designer! You do not have to know HTML, JavaScripting or any other computer language to change or add to your site. The tools are extremely easy to use. If you are familiar with your browser and have done some text editing, you can simply log on to the system and start working.

On a general note, you need to remember when you use these tools is that you are not working on your local desktop, but over the Internet through your browser. Although browser-based software behaves very much like desk-top software, there are a few significant differences. Even though the output is displayed to you complete with images, browsers are actually text translation utilities. As a result, special key combinations (such as the Alt/E or Alt/F4 commonly used on Wintel machines) are not supported. In most cases, to execute a function, you will have to use your mouse to click on the button images that are displayed on your screen.

The following graphic represents the three sets of tools that make up EZ-Net ToolsJ .

EZ-Net ToolsJ Users

Notes



Administrative Tools

This section describes the tools for accessing or modifying the information (such as orders for mailing lists) from your Web site.

Construction Tools

This section describes the tools for defining or modifying the structure of your Web site.

Promotion Tools

This section describes the tools for improving the public visibility of your Web site.

There are three manual sections that provide overview information. One section describes the procedures you need to do every day, such as retrieving your orders. Another describes how the system looks from the viewpoint of your customer. And there is a section that

EZ-Net ToolsJ Users

Notes

discusses the World Wide Web, HTML and related topics. This manual is intended to supplement, not replace expert human assistance. **If you are having a problem, contact Technical support at (208) 356-6887 or via e-mail at support@eznettools.net.**

EZ-Net Tools Users

What does my customer see?

Notes

When your customers first enter the site, they see a page named index.html, this is called your home page. The home page of this document is the Overview section.

On most sites, the home page is used to introduce the customer to the business and provide an overview of the products sold on the site. Since the major purpose of your site is to present products for sale, the catalog pages need to be extremely easy to find. On most sites, the home page contains links to the catalog pages. The home page may also link to text pages that describe the product or to general-purpose functions such as the calendar of events or the bulletin board.

Some sites include a general search engine. The customer may use the general search engine to search the entire site for specific data or character strings. The site may also include an inventory search engine so the customer can search for inventory items that meet specific criteria. These criteria are called search keys and are loaded as part of your item data. You can also define whether the customer must search for exact values or whether they can search for a range of values (such as a price range). The customer may combine search criteria in any manner they wish to produce a customized list of your inventory.

Depending on the needs of your customer, you may also offer the customer a chance to:

- \$ view a calendar of the events in which your company is involved
- \$ view the company's public bulletin board
- \$ search for the nearest dealer or location where your product can be found
- \$ use your hot links page.

The ways in which these functions can be combined are almost infinite. But the major purpose of an electronic commerce site is, of course, to collect orders! So how does this work?

Whether the customer views a predefined catalog page category or defines their own catalog view, they see pictures and text that depict each item. If the shopping cart feature is active for this item, they will

EZ-Net ToolsJ Users

Notes

also see a display that allows them to enter a quantity of the item and add it to the shopping cart on the spot!

If you are part of an associates program, such as that at Amazon.Com, you can also list these items on your Web page. When a customer buys an item from an associated vendor (such as Amazon books) it is added to their shopping cart on this site, but must be purchased with the shopping cart system at the primary vendor. These items are set up in a different manner where the item description or picture is a hyperlink to the catalog item at the primary vendor's site.

Each time the customer adds an item to the shopping cart, they are offered a chance to proceed to checkout. When they select this option, they are transferred to the secure server.

In secure mode, the customer is presented with a simple screen that collects their payment and shipping information:

Ship to:	Bill to:
All required except "Address 2".	Same as "Ship To" if left blank
Name: <input type="text" value="Jow Blow"/>	Name: <input type="text" value="Jow Blow"/>
Address 1: <input type="text" value="123 W. Cal Dr."/>	Address 1: <input type="text" value="123 W. Cal Dr."/>
Address 2: <input type="text"/>	Address 2: <input type="text"/>
City: <input type="text" value="Washbow"/>	City: <input type="text" value="Washbow"/>
State: <input type="text" value="TX"/>	State: <input type="text" value="TX"/>
Country: <input type="text" value="USA"/>	Country: <input type="text" value="USA"/>
Zip: <input type="text" value="40006"/>	Zip: <input type="text" value="40004"/>
Phone: <input type="text" value="789-456-1233"/>	Phone: <input type="text"/>
Email: <input type="text" value="blowj@bigblock.com"/>	Email: <input type="text" value="blowj@bigblock.com"/>

When the customer agrees that the item selection information is complete and correct, they see a display that totals their order

EZ-Net ToolsJ Users

Notes

(including the shipping charges and all taxes.) They are given the chance to correct this. If it is correct, they supply their payment information:

Ship To:		Bill To:	
Name:	Jow Blow	Name:	Jow Blow
Address:	123 W. Cal Dr.	Address:	123 W. Cal Dr.
City:	Washbow	City:	Washbow
State:	TX	State:	TX
Country:	USA	Country:	USA
Zip:	40006	Zip:	40004
Phone:	789-456-1233	Phone:	
Email:	blowj@bigblock.com	Email:	blowj@bigblock.com

Catalog #	Product	Qty	Price	Total
CB-24	Case of 24	5	\$ 22.99	\$ 114.95
G-1	Gallon	2	\$ 5.99	\$ 11.98
G-2	2 Gallon Case	1	\$ 10.99	\$ 10.99
WK-1	Wooden Keg 5 Gallon with Lemonade	5	\$ 49.99	\$ 249.95
WKR-1	Wooden Keg Refill 5 Gallon	6	\$ 27.99	\$ 167.94
SubTotal:				\$ 555.81
Shipping:				\$ 0.00
Total:				\$ 555.81

Payment Information:	Credit Card Information:
<input checked="" type="radio"/> Check/Money Order <input type="radio"/> VISA <input type="radio"/> MasterCard	Card Holder's Name <input type="text"/> Card Number <input type="text"/> Expiration Date: Mo: <input type="text" value="1"/> Yr: <input type="text" value="1999"/>

The transaction is processed and an order is added to your secure database. You will receive an E-mail message advising you that there are orders waiting for processing.

The customer is thanked and returned to the main page of the site for further shopping or they can continue on their way.

Now you can retrieve your orders, verify any necessary credit information and ship the product.

EZ-Net ToolsJ Users

Daily Tasks

Notes

Logging on

Before you can do anything, you need to log on to your Web site. To do so, go to the main login location given to you at the time you signed up. If you are typing the address directly into your browser, it is <http://login.eznettools.net>.

At the login screen, make sure that the Caps Lock on your keyboard is off. Type your user account number and your password and click the Login button. You must enter your information precisely as it is in your account profile, whether that is in lower case letters, upper case letters or a mixture.

If you forget your account number or have problems with your password, contact technical support at 1-208-356-6887.

After login, you will be presented with this menu:

The screenshot displays a user menu with three distinct tool categories, each in a separate box with a blue header and a grey body. Each box contains an icon, a search dropdown, a 'Go!' button, and a link to 'Hot Links!'.

- Administrative Tools:** Features a keyboard icon with red arrows. The search dropdown is set to 'View Web Page'. Below the search area is a link to [Administrative Hot Links!](#)
- Construction Tools:** Features a hammer and pickaxe icon. The search dropdown is set to 'Edit Global Information'. Below the search area is a link to [Construction Hot Links!](#)
- Promotion Tools:** Features a magnifying glass over a globe icon. The search dropdown is set to 'Search Engine Tools'. Below the search area is a link to [Promotion Hot Links!](#)

EZ-Net ToolsJ Users

Notes

Administrative Tools are used to modify or access site information. These tools include most of the functions that you will need on a day-to-day basis when using your site. There is one function that should be executed every day and one should be performed routinely, perhaps weekly.

Retrieving orders from your Web site should be performed daily; Uploading your catalog files should be done as often as there are major changes to your stock. In some businesses, these files are replaced daily, in some, monthly or even annually.

Construction Tools are used to define or modify the structure of your site.

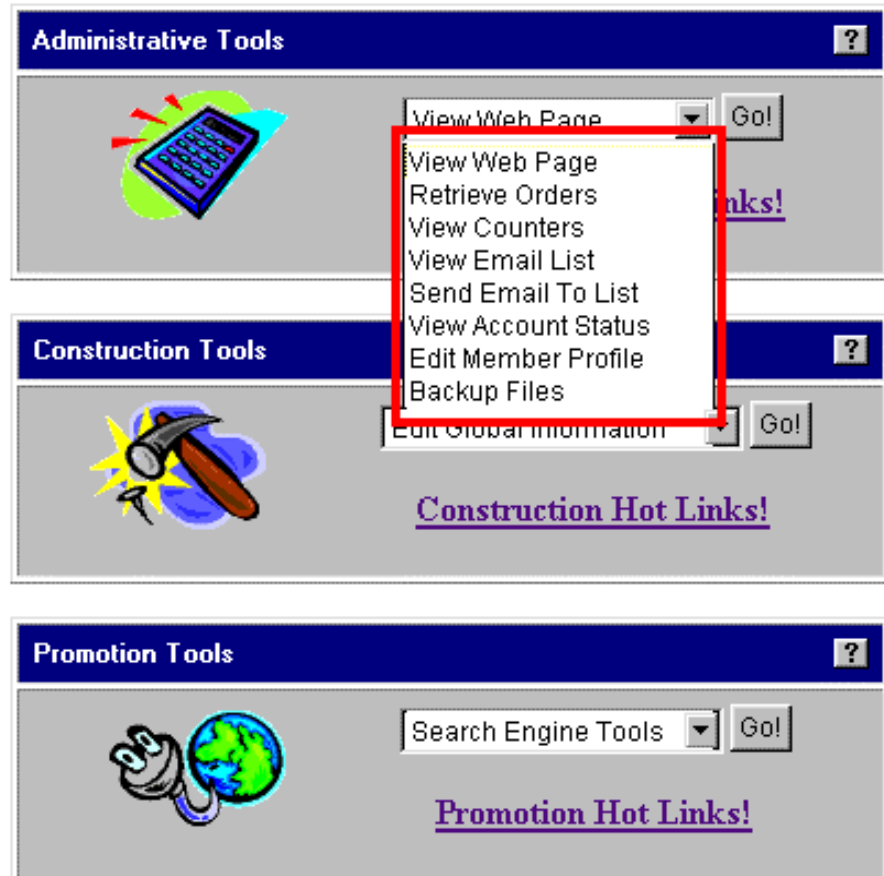
Promotion Tools are used to publicize your site on the Internet. Select the tool you need and proceed to use your Web site!

EZ-Net ToolsJ Users

Administrative Tools

Notes

This is one of the main menus on your account. When you click on the down arrow that is located on the right side of the option box, you will see a drop-down menu:



View Web Page: Use this option to view your main web page as a customer would see it.

Retrieve Orders: Use this option to retrieve your orders. View the Site

Counters: Use this option to find out how many users are visiting each page on your site.

View and Send to E-mail List: Use this option to send e-mail to all the

EZ-Net ToolsJ Users

Notes

customers who ask to be on your mailing list.

View Account Status: Use this option to see the status of your account with your reseller.

Edit Member Profile: Use this option to change your account data.

Backup Files: Use this option to copy the configuration of your Web site to your local computer. To close the drop-down menu, simply click on any other portion of the screen.

EZ-Net ToolsJ Users

View Web Page

Notes

The purpose of this option is to allow you to view the main page of your site exactly as a customer would see it. Access this option by selecting the choice View Web Page from the Administrative Tools menu. Exit this option by using your browser BACK button to return to the main menu.

When you are using the Web site utilities to create or change pages on your Web site, the display that you see differs slightly from the view that the customer would see. This option allows you to view the main page from your Web site as the customer sees it without having to start another browser session.

Some computer systems have enough capacity that they can run two or more different browser sessions at the same time. Many do not. If you can run more than one browser session, you don't need this option because you can start a second session as a customer and simply view your changes by pressing the Refresh/Reload button. If your system cannot run simultaneously browser sessions, this one's for you!

When you are finished viewing, use your browser BACK button to return to the main menu.

EZ-Net ToolsJ Users

Order Retrieval

Notes

This is the process to follow when you want to get the orders from your site and to reset the site for the next day. Access this option by selecting the choice Retrieve Orders from the Administrative Tools menu.

Before you can retrieve your orders, you will be asked to supply your account number and your password again for verification. The purpose of this is to ensure that NO ONE (other than those authorized to your account) can retrieve your orders. Depending on how your browser preferences are set, you may receive a message telling you that you are about to perform a secure transaction. Whether you see this message or not, the order download transactions are secured (encrypted). The purpose of this is to protect the customer's credit card information.

You will be presented with a display that shows all your orders:

Ship To:		Bill To:	
Name:	John Doe	Name:	Jane Doe
Address:	123 Elm Street	Address:	800 Oak Street
Address 2:		Address 2:	
City:	Axxtown	City:	Axxtown
State:	TX	State:	TX
Country:	USA	Country:	USA
Zip:	76000	Zip:	76000
Phone:	800 555 1212	Phone:	800 555 1212
Email:	jsmith@home.com	Email:	jsmith@home.com

Stock #	Product	Qty	Price	Total
A1	Empty Dumpty	200	\$2.50	\$500.00
potshps	potato chips	5	\$2.50	\$12.50
Ths#1	The Great Hunt (Wheel of Time #2)	1	\$6.39	\$6.39
Ths#1	The Eye of the World (Wheel of Time #1)	1	\$6.39	\$6.39
Payment Type:	Check/Money_Order			
			Shipping (Normal)	\$0.00
			Taxes	\$0.00
			Order Total	\$525.28

Card Holder

Security Information
IP Address: 24.4.31.173
IP Domain: 24.4.31.173
Browser and OS: Mozilla/4.5 [en] (Win95; I)

Each order shows the name and address of the person placing the order, the location for shipping, the items ordered, shipping charges and taxes and the customer's payment information. For security verification, the Internet address (IP= address) of the party placing the order is also included, as is the time and date of the transaction.

EZ-Net ToolsJ Users

Notes

You should print the orders. When you have verified that the printout is complete and correct, you should press the button that is labeled Delete All Records. This will clear out your online orders database so that you are ready for the next day. If you do not routinely delete your orders, you need to ensure that you have procedures in place to avoid double-shipping orders.

At this time, the system does not perform automatic credit verification, so after printing the orders, you should simply proceed to perform whatever form of credit verification is standard for your business. If the order is acceptable, perform your normal shipping and invoicing procedures.

That's it! Go do something else pleasant with your time.

EZ-Net ToolsJ Users

View Your Site Counters

Notes

There are counters that keep track of how many times each page on your site is accessed, (hit=in web jargon). This information allows you to determine which pages are the most popular with your customers. You can use this information to better tailor your Web site to the needs of your customer base.

Access this option by selecting the choice View Counters from the Administrative Tools menu. Exit this option by pressing the button labeled Return to Main Menu.

When you select the option to View Counters, you will see a display that shows all the counters on your Web site and the total number of times each page has been accessed (hit=):

Page	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Main Page	5		215	295	247	315	299	304	23			
info			3	4	7	16	15	20				
Tindex			3									
auction	1		5	2	2	6	8	13				
facilities			62	72	63	117	97	91	10			
location			35	33	35	63	71	56	6			
links			30	12	15	24	21	23	2			
realestate			16	43	104	151	217	217	41			
yellowstone					11	26	26	15	1			
snowmobile					2	13	19	22	2			
squirrel						11	7	2	2			

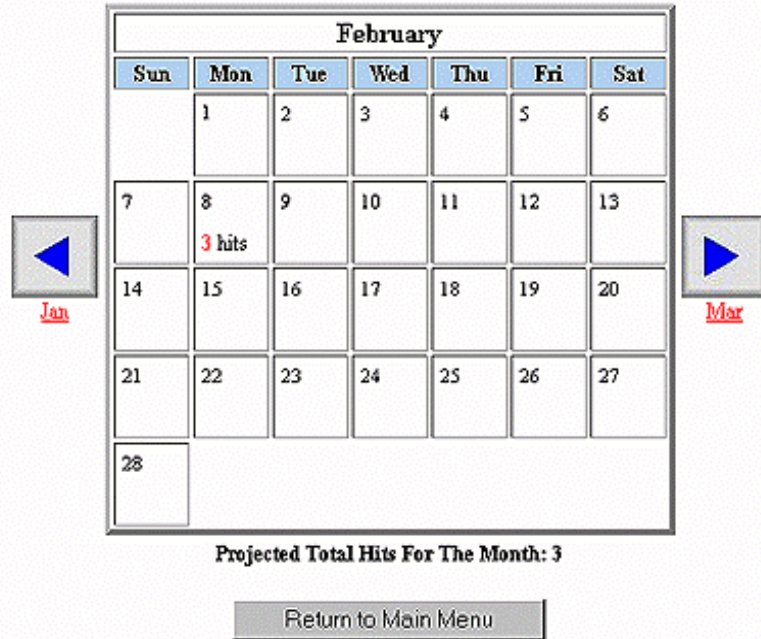
Click on the monthly total to display daily hits.

[Return to Main Menu](#)

Click on the monthly total for any item, to view a display that shows the number of accesses performed each day:

EZ-Net ToolsJ Users

Notes



To leave the display, simply press the Return to Main Menu button.

EZ-Net ToolsJ Users

Using the E-mail List

Notes

Use this option to view and use the E-mail addresses left by customers who wish to be contacted.

Access this option by selecting the choice View and Send to E-mail List from the Administrative Tools menu. Quit this option by pressing the Main Menu button. You will get a mailing list on your page by using the page construction utility on the Construction Tools menu to add a mailing list block. The options on the Administrative Tools allows you to use your mailing list once it has been created.

You will be presented with two choices:

Viewing and maintaining the mailing list

Select the menu option titled AView E-mail List@ and press the GO button. You will see a list of all the e-mail addresses that have been left by customers.

Display Email List

Name	Email	Delete
Joe Customer	jc@anyISP.net	Delete
Myra Accountant	IMAccountant@anyISP.net	Delete

Main Menu

If you want to send an e-mail to a particular customer, just click on that customer's e-mail address. If there are addresses here which are duplicates or which are customers to whom you do not wish to send e-mails, you can remove them from the list by pressing the Delete button. When you are finished, press the Main Menu button.

Sending E-mail

To send an e-mail to all the customers on the mailing list, select the menu option titled ASend E-mail to List@ and press the GO button. Enter the topic of your e-mail and the message that you want to be

EZ-Net ToolsJ Users

Notes

distributed to your customers. Note that the »From= address in the e-mail is automatically supplied from the field in your member profile that is titled »E-mail address=. If there is a specific return address that you want to use for this type of e-mail (such as »Marking Dept@companyname.com=), you need to set this up as your e-mail address in your member profile.

When you are finished, press the Main Menu button.

EZ-Net ToolsJ Users

View Account Status

Notes

This option allows you to view the status of your account with your reseller (billings and payments). Access option by selecting the choice View Account Status from the Administrative Tools menu.

You will be presented with the account status:

Demonstration Company		
Feb 12, 1999	Customer Balance Detail	
Demonstration Company	<i>Amount</i>	<i>Balance</i>
Jan 23, 1999	First Month Membership Fee	\$ 0.00
Jan 23, 1999	EZ-Order Signup fee: 11001124	\$ 29.95
Jan 23, 1999	First Month Membership Fee	\$ 0.00
Jan 23, 1999	EZ-Order Signup fee: 11001124	\$ 29.95
Jan 23, 1999	EZ-Order Signup fee: 11001124	\$ 0.00
Feb 1, 1999	RM: Membership Fee	\$ 0.00
	Total:	\$ 0.00

To pay your account with a credit card, press the button labeled Make a Payment. You will be passed to secure mode where you can use your credit card to make your payment:

Make a Payment

As appears on card.

Name:

Address:

City:

State:

Zip:

Payment Type:

Amount:

When the information is complete and correct, press the button labeled Add.

To return to other functions, press the Back and Return to Main Menu buttons until you return to the main menu.

EZ-Net ToolsJ Users

Maintaining Your Profile

Notes

The information in your member profile is used throughout your Web site to customize your displays. Your profile is also the place that you store your account password and specify your preferred billing mode. So it is important that this information be complete and correct.

Access this option by selecting the choice Edit Member Profile from the Administrative Tools menu. You can leave it by using the Submit Changes button at the bottom of the display.

Company Name:	<input type="text" value="LemonTime.com"/>
Homepage URL:	<input type="text" value="http://"/>
Address:	<input type="text" value="324 Citrus Ave."/>
Address 2:	<input type="text"/>
City:	<input type="text" value="Lemonville"/>
State:	<input type="text" value="California"/>
Country:	<input type="text" value="USA"/>
Zip Code:	<input type="text" value="31475"/>
Phone:	<input type="text" value="(901) 555-8725"/>
Fax Number:	<input type="text"/>
Toll Free Number:	<input type="text"/>
Email:	<input type="text"/>
Billing Email:	<input type="text"/>
Password: (At least 4 Char.)	<input type="password" value="*****"/>
Retype Password:	<input type="password" value="*****"/>

You can change any of these fields:

Company Name: This is your company name. It is used as the default screen title that your customer sees when they use the search engine, the calendar and the ordering module.

EZ-Net ToolsJ Users

Notes

Homepage URL: This is the address that is used for the Home button. It will normally be set to your main page on the system. However, if you are hosting your main page off-site, this should be the absolute Internet address to which you want to link. This means that you must use the entire web address -- not just part of it. It must be in the format: [http://\(address\).](http://(address).)

Address, Address 2, City, State, Zip and Country: This information appears in the footer of your Web page when you select the option to display in the Web site global parameters.

Phone number: This information appears in the footer of your Web page when you select the option to display it in the Web site global parameters.

Fax number: This information appears in the footer of your Web page when you select the option to display it in the Web site global parameters.

Toll-free number: This information appears in the footer of your Web page when you select the option to display it in the Web site global parameters.

E-mail address: This information appears in the footer of your Web page when you select the option to display it in the Web site global parameters. It is also used as the return address when you send messages to your e-mail list.

EZ-Net ToolsJ Users

Notes

The screenshot displays three distinct form sections. The first section, titled "Billing", contains two radio button options: "Send Billings to Me Via Email" (which is selected) and "Send Billings to Me Via Mail". The second section, titled "Auto Bill my Credit Card", features a checkbox for "Auto Bill my Credit Card" which is currently unchecked. Below this checkbox are two text input fields labeled "Card Holder" and "Card Number". To the right of the "Card Number" field are two dropdown menus for "Mo:" (set to "1") and "Yr:" (set to "1998"). The third section, titled "Technical Contact", includes three text input fields labeled "Name:", "Phone:", and "Email:". Below these sections is a single button labeled "Submit New Changes".

Billing E-mail: This information is used by the system to send you your monthly bills, if you specify that you want to receive your bills by E-mail.

Password/Retype Password: This is the password that you must supply when logging on the system. When you enter it, be SURE that you remember whether you entered it in upper or lower case letters. It is not generally a good idea to write down your passwords, so try and make this something that you will remember.

Billing information: Enter your billing information here. Technical contact information: This information is used if it is needed to contact someone at your company.

To accept any changes that you made and leave this option, press the button marked Submit New Changes.

EZ-Net ToolsJ Users

Backup Files

Notes

Your files are backed up daily as a matter of course.

In addition to the standard backups, this option allows you to back up your file control data from the server onto your local computer. Select this option and then use the browse feature to direct the file to the storage location of your choice.

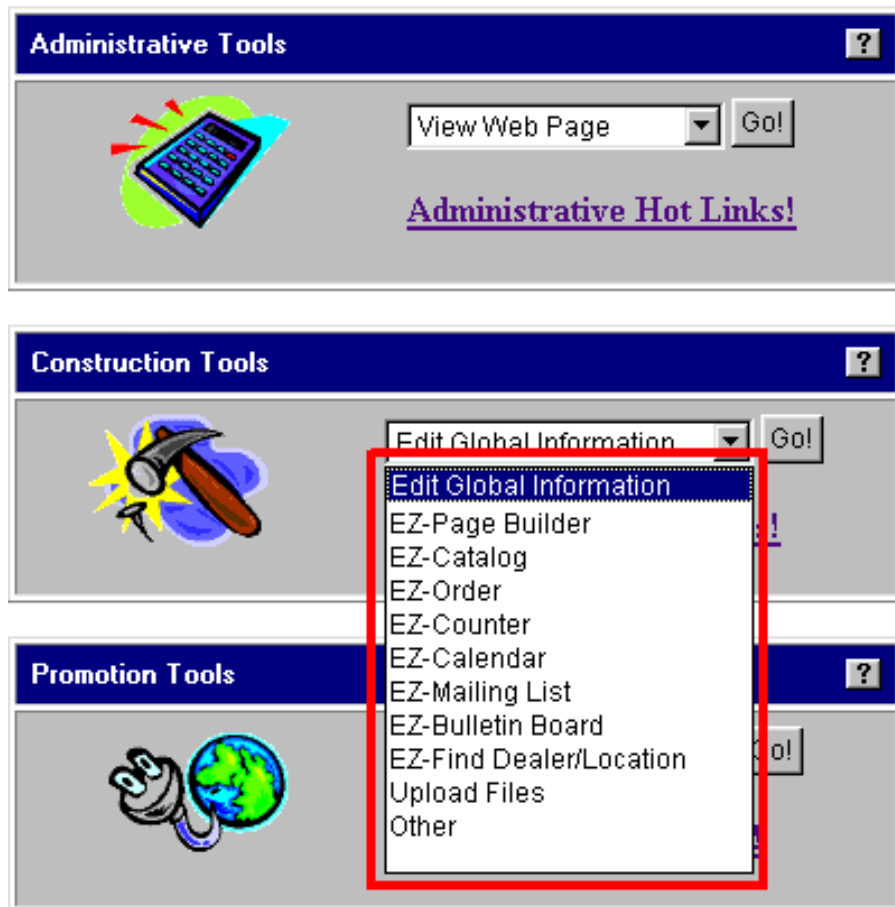
It will run quickly; when it is finished, you will automatically be returned to the Administrative Options menu.

EZ-Net ToolsJ Users

Construction Tools

Notes

This is one of the main menus on your account. When you click the down arrow on this menu, you will see a drop-down list:



Edit Global Information: Use this option to tailor the elements displayed on every page of your Web site (title colors, background, type faces, footers).

EZ-PageBuilder: Use this option to add new pages to your Web site or to change the structure of existing pages.

EZ-Catalog: Use this option to add or change items on your site, to control the appearance of the item catalog and to organize the items into categories. You can do this automatically (by uploading

EZ-Net ToolsJ Users

Notes

information from your local computer) or manually.

EZ-Order: Use this option to control the terms and conditions of the ordering process.

EZ-Counter: Use this option to add and change the counters that keep track of the number of times that a page has been accessed.

EZ-Calendar: Use this option to create and maintain a public calendar of events.

EZ-Mailing List: Use this option to define the title and content of the message that customers receive when they add their names to the mailing list.

EZ-Bulletin Board: Use this option to establish a moderated bulletin board on your web-site.

EZ-Find Dealer/Location: Use this option to quickly lead customers to your nearest location.

Upload Files: Use this option to move graphics and HTML files from your local computer to your Web site.

Other: Use this option to view the standard elements that are available for page construction: color, buttons, graphics, etc.

To leave this menu, simply click on any other portion of the screen.

EZ-Net ToolsJ Users

Global Information

Notes

The options offered on the menu allow you to control the appearance of your Web site as a whole. You can specify colors, backgrounds, typefaces and other universal (>global=) elements. Access this option by selecting the choice Global Information from the Construction Tools menu.

There are several fields on this page that allow you to specify the colors. All these fields work the same way. You may select any color (by name) that you want for the field. You can see a table that shows the colors and their names by pressing the button labeled View Color Table. To leave this option, use the Back button on your browser. Adjacent to each field is a second field labeled >Other Color=. This may show the current value of the field adjacent to it. Disregard the information in this field and do not attempt to change it.

The screen is divided into sections. The first allows you to define the background color and/or image for the site:

Edit Global Information

Background	
Bg Color: <input type="radio"/>	<input type="text"/> <input type="button" value="Other Color:"/>
Stock Image: <input type="radio"/>	<input type="text" value="None"/> <input type="button" value="Upload Files"/>
Other Image: <input type="radio"/>	<input type="text"/>

Background Information

Bg Color: Enter the name of the color that should be used for your page background. Even if you plan to use an image-based background for most of your site, it will not be used on the order display. So, you must enter a value if you do not want the order display to have a white (default) background.

Stock Image/Upload files: If you are using an image (as opposed to a solid color) as the background for your site, you may specify that here. If the file has not been loaded on your Web site yet, there is an upload function here so that you can move the file from your local computer to your Web site.

EZ-Net ToolsJ Users

Notes

This feature will only work if your browser understands HTML version 4. Internet Explorer 4.0 and Netscape 4.0 (and subsequent versions of these products) do support HTML Version 4 (that is what the A= stands for). Versions of browsers prior to Version 4 cannot perform file uploads. You can determine the version of your browser by clicking the help= key on the main task bar and selecting about= on the drop down menu. If you have a version 3 browser, you will need to upgrade before you can use this option. Most of the software vendors will provide free upgrades from versions of their browser to version 4. Visit your software vendor=s Web page to obtain your free upgrade.

Other Image: You can reference a background image from anywhere on the Internet by entering the absolute address in this field. The absolute address is the complete address, including http://= Note that there may be serious performance considerations if you choose to do this.

Header Information

The next section allows you to define the appearance of the graphics and titles for the pages:

Header	
Header Graphic:	<input type="radio"/> None <input type="radio"/> Upload Files
Alt Text:	<input type="text" value=""/>
Header Text:	<input type="radio"/> <input type="text" value=""/>
Font Color:	<input type="text" value=""/> Other Color: <input type="text" value=""/> Size: <input type="text" value=""/>
Bold:	<input checked="" type="radio"/> On <input type="radio"/> Off

[View Color Table](#)

Other	
Copyright Owner:	<input type="text" value=""/>
Link Color:	<input type="text" value=""/> Other Color: <input type="text" value=""/>
Visited Link Color:	<input type="text" value=""/> Other Color: <input type="text" value=""/>
Active Link Color:	<input type="text" value=""/> Other Color: <input type="text" value=""/>
Text Color:	<input type="text" value=""/> Other Color: <input type="text" value=""/>

EZ-Net ToolsJ Users

Notes

Header Graphic/Upload Files: This allows you to have an image (as opposed to text) displayed at the top of each page for your site. If the graphic file has not been loaded on your Web site yet, there is an upload function here so that you can move the file from your local computer to your Web site. As noted above, the upload feature only works on Version 4 browsers and above.

Alt Text: This is the text that will be displayed to customers whose browsers do not support graphics.

Header Text: If you choose not to use a graphic image at the top of your pages, the text that is entered here will be displayed instead. Although this field is of limited size, you may write HTML here to set the type face. The code for doing so is <FONT FACE= Afacename@ where Afacename@ is the name of any of the standard type faces.

Font color/Other color: Use this field to specify the color of the type used in the title.

Font Size: Use this field to specify the size of the type used in the title. 7 is large, 1 is tiny.

Bold (on/off switch): Use this field to specify whether the title is to be presented in the bold version of the typeface.

Copyright owner: Enter the name that you want to appear in the site copyright notice.

Link Color: Use this field to specify the color of the type used on the Web page to mark hyperlinks that have not been visited.

Visited Link Color: Use this field to specify the color of the type used on the Web page to mark hyperlinks that have been visited.

Active Link Color: Use this field to specify the color of the type that appears when the link is made active -- when the mouse clicks it or passes over it.

Text Color: Use this field to specify the color of the type used on the text.

EZ-Net ToolsJ Users

Notes

Display Information

This section allows you to define the contents of the footer data block that appears at the bottom of each page:

Display Information	
Name:	<input checked="" type="radio"/> On <input type="radio"/> Off
Address:	<input checked="" type="radio"/> On <input type="radio"/> Off
Email:	<input checked="" type="radio"/> On <input type="radio"/> Off
Phone Number:	<input checked="" type="radio"/> On <input type="radio"/> Off
Toll Free Number:	<input checked="" type="radio"/> On <input type="radio"/> Off
Fax Number:	<input checked="" type="radio"/> On <input type="radio"/> Off
Table Width:	<input type="text" value="1600"/>
Table Offset:	<input type="text"/>

[View Color Table](#)

[Submit](#)

[Main Menu](#)

Name (on/off button): When this is ON, the information in the Company Name field of the Member Profile is displayed at the bottom of each page on your Web site.

Address (on/off button): If this is ON, the information in Address and Address 2 fields of the Member Profile will be displayed at the bottom of each page on your Web site.

E-mail (on/off button): If this is ON, the information in the E-mail address field of the Member Profile will be displayed at the bottom of each page on your Web site.

Phone Number (on/off button): If this is ON, the information in the phone number field of the Member Profile will be displayed at the bottom of each page on your Web site.

EZ-Net ToolsJ Users

Notes

Toll Free Number (on/off button): If this is ON, the information in the Toll free number field of the Member Profile will be displayed at the bottom of each page on your Web site.

Fax Number (on/off button): If this is ON, the information in the FAX number field of the Member Profile will be displayed at the bottom of each page on your Web site.

Table Width: This field indicates how wide you expect your customers= screen display to be. This is normally set to 600 pixels (picture elements -- the little dots that make up the screen display). The most common screen resolution setting is 800x600 pixels. If the customer=s browser is set to something different, the screen display will look somewhat different than your design, but the browser will do its best to adapt. You can test this yourself by playing with the width of the window on your browser.

Table Offset: If you do not want your page image to start at the left margin, enter a value here (for instance, if you are using a background with pretty graphics down the left side). The value should be the number of pixels that the browser should skip before starting the display. Caution: If the total of the Offset and the Table width is greater than 600 pixels, your customers will have to (a) use the sliders on their browser to scroll left and right as they use your page or (b) change their viewing parameters. Either choice will probably make them unhappy!

When your data is complete and correct, press the Submit button to implement it.

EZ-Net ToolsJ Users

EZ-PageBuilder

Notes

EZ-PageBuilder is the tool that allows you to create and change your Web pages. Access this option by selecting the choice EZ-PageBuilder from the Construction Tools menu.

Pages are composed of blocks of various types -- titles, text, graphics, lists and combinations of these. EZ-PageBuilder provides a simple graphic interface that allows you to create these blocks without having to write any HTML or Java Script.

These blocks are stored in a special file with the extension A.pag.@ When you save your changes, the information is automatically translated into the HTML code that is read by all browsers.

As soon as you save your changes, they are instantaneously effective on your Web site -- customers all over the world will see the new format, information or page.

The first page that your customer sees is called, by convention, your home page=. It consists of the known entry point into your site and always has the name Aindex.html@. The PageBuilder document associated with this page is called Aindex.pag@. Your other pages may be called anything that you want and your index page provides links to those pages. Pages may, in turn, be linked to other pages. So if you are creating a new site, your first page must be titled Aindex.=

The EZ-PageBuilder display shows you a horizontal menu bar that has the following elements:

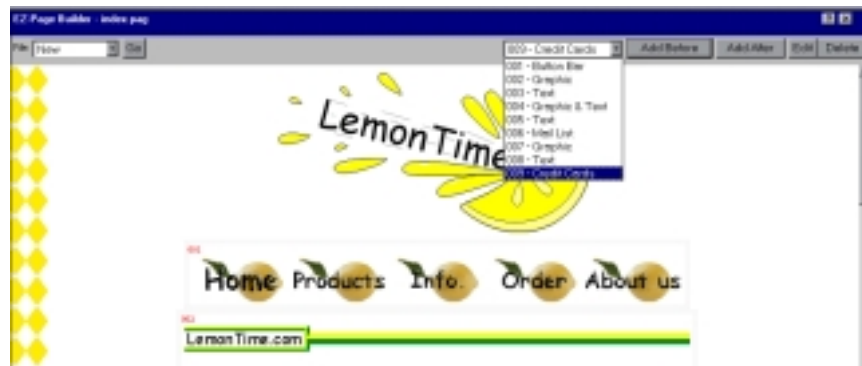


EZ-Net ToolsJ Users

Notes

File: This option will allow you to specify what you want to do to the page. Your choices on this menu are: New, Open, Save, Save As, Delete, View HTML, Meta Tags, More Options, Edit Page Links and Exit.

If you click the down arrow next to the Add Before button, you will see a list of the blocks that you already have in your page.

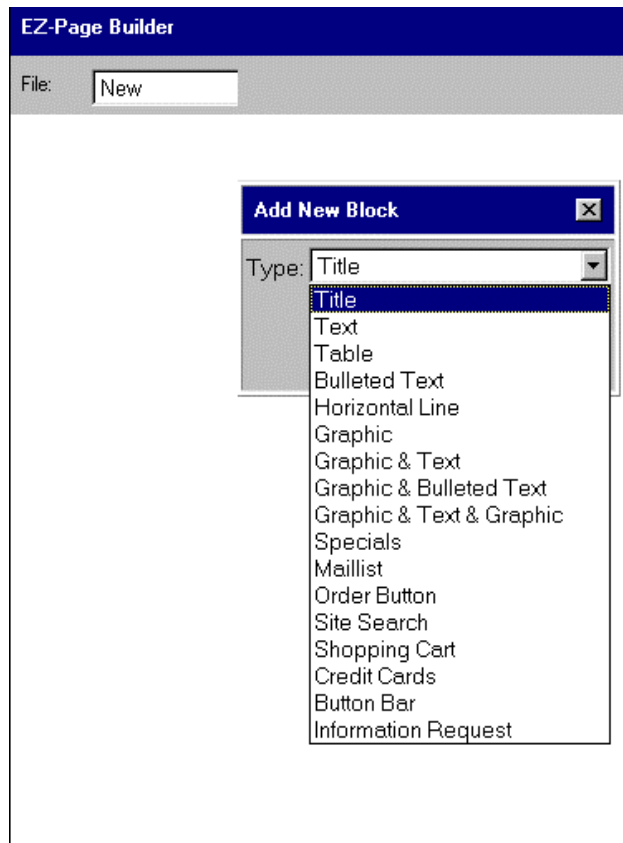


A typical structure would consist of a Title block followed by multiple text or text and graphic blocks. Each block is numbered. While you are in EZ-PageBuilder, the blocks are outlined so that they are visible to you. This is only for your convenience and does not appear in the customer display. The block number appears in red type in the upper left corner of each block.

Add After button and Add Before button: These buttons allow you to add a new block either before or after the block currently shown in the page structure list window. If you want to add a block after the existing block 3, for instance, you should use the down arrow on the Page Structure List to point to block 3 and then press the Add After button. You will be presented with a menu that lists all the block types:

EZ-Net ToolsJ Users

Notes



Your choices are: Title, Text, Table, Bulleted Text, Horizontal Line, Graphic, Graphic & Text, Graphic & Bulleted Text, Graphic & Text & Graphic, Specials, MailList, Order Button, Site Search, Shopping Cart, Credit Cards, Button Bars or Information Request. Each type has a different format. For information about the input requirement of any type, click the highlighted text.

While some of the blocks simply allow you to enter text or graphics for display, many allow you to link text, bullets or graphics to functions such as the calendar, the bulletin board, the item catalog display, the site search, the option to find dealer/location, the hot links page or the order form.

Edit button: This button allows you to change the block currently shown in the page structure list window. If you want to change the

EZ-Net ToolsJ Users

Notes

contents of block 3, for instance, you should use the down arrow on the Page Structure List to point to block 3 and then press the Edit button.

Delete button: This button allows you to delete the current block. Deletions are immediate and irrevocable. Once deleted, there is NO undo key. So, don't do this by mistake! If you want to delete the contents of block 3, for instance, you should use the down arrow on the Page Structure List to point to block 3 and then press the Delete button.

To leave EZ-Page Builder and return to the main menu, use the File menu. Save your work (or use the save as feature to give it a new name) and then select the Exit option.

EZ-Net ToolsJ Users

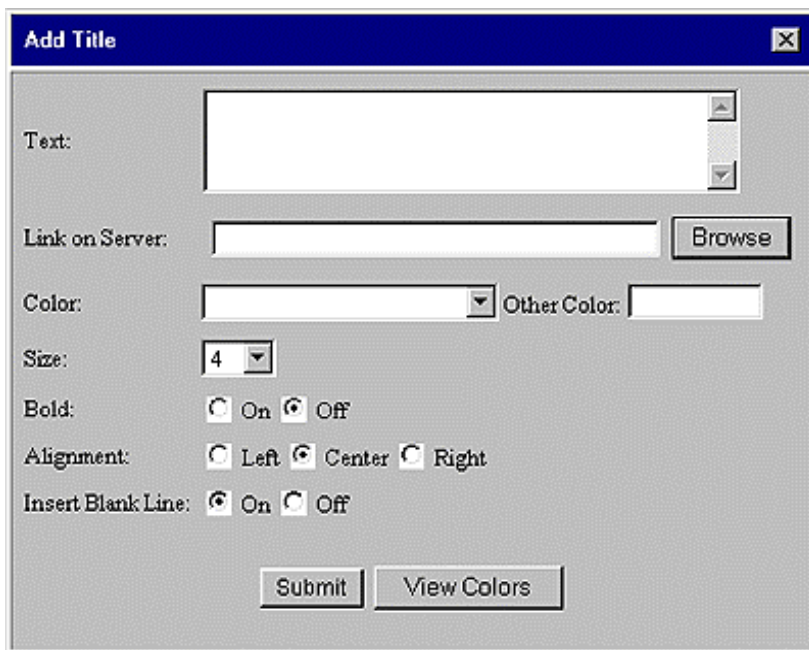
EZ-PageBuilder Title

Notes

This function allows you to enter a title block. A title block is a simple line of text.

Access this function from the EZ-PageBuilder main menu. You leave this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

Color handling in general: There is one field on this page that allows you to specify the colors. You may select any color by name that you want for the field. You can see a table that shows the colors and their names by pressing the button labeled View Color Table. To exit this option, use the back button on your browser. Adjacent to each field is a second field labeled >Other Color=. This may show the current value of the field adjacent to it. Disregard the information in this field and do not attempt to change it.



Text: Enter the text that you want displayed. Note that you may enter HTML in this block to control the type face and spacing, but this is not

EZ-Net ToolsJ Users

Notes

the purpose of the field and there isn't very much space.

Link on Server: If you want the customer to be able to click on the title and go someplace else, enter that location here. You can type a name into this field, but it is best to use the browse feature so that you avoid spelling or typing errors.

Color/Other Color: You can use this field to select the color of the type face. See the general notes on color above.

Size: You can use this field to specify the size of the type used in the title: 7 = huge, 1 = small.

Bold (On/Off): If you want the title to be displayed in bold face, turn this button on.

Alignment (Left/Center): The title may be either left-aligned or centered. Select which option appeals to you.

Insert Blank Line (On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

EZ-Net ToolsJ Users

EZ-PageBuilder Table

Notes

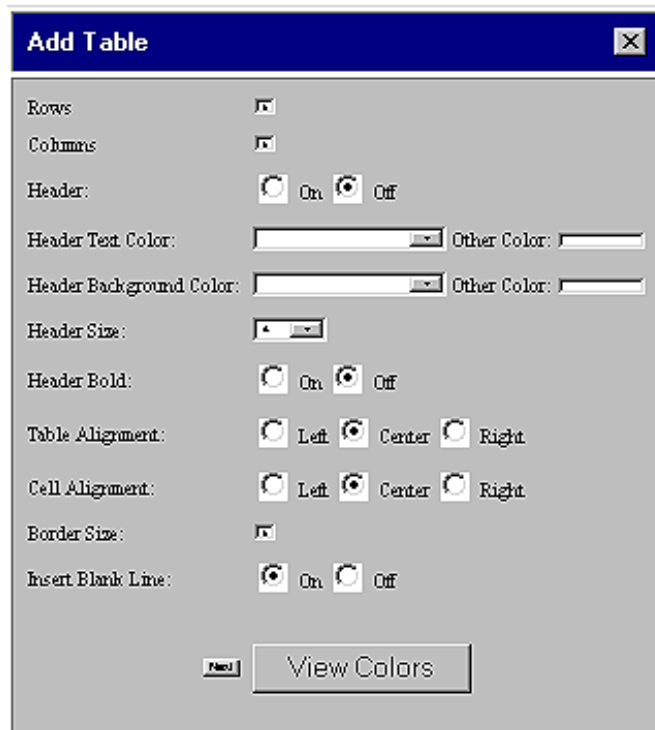
Use this function to put a table on your Web site. There are two screens to this function; the first display allows you to set up the table and the second display allows you to enter your data into the table. The PageBuilder tables are simple tabular lists of information and bear little resemblance to the elaborate table structures supported in the HTML language.

Access this function from the EZ-PageBuilder main menu. If you are on the first screen, you must leave this function by pressing the Next button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block.) On the second screen, exit this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it).

Color handling in general: There are several fields on this page that allow you to specify the colors. All these fields work the same way. You may select any color by name that you want for the field. You can see a table that shows the colors and their names by pressing the button labeled View Color Table. To exit this option, use the back button on your browser. Adjacent to each field is a second field labeled >Other Color=. This may show the current value of the field adjacent to it. Disregard the information in this field and do not attempt to change it.

EZ-Net ToolsJ Users

Notes



Rows: Note that you cannot change the dimensions of a table once it becomes part of your page.

Since the number of rows can only be specified when you are adding a table, this field does not appear in EDIT mode. The table may have between 1 and 15 rows.

Columns: Note that you cannot change the dimensions of a table once it becomes part of your page. Since the number of columns can only be specified when you are adding a table, this field does not appear in EDIT mode. The table may have between 1 and 15 columns.

Head (On/Off): If you want to use the first row of the table as a header, turn this button on.

Header Text Color/Other Color: Use this option to specify the color of the text in the first row of the table. See general notes on color handling. Note that you may enter HTML in this block to control the

EZ-Net ToolsJ Users

Notes

type face and spacing.

Header Background Color/Other Color: Use this option to specify the color of the background of the first row of the table. See general notes on color handling.

Header Size: This field allows you to specify the size of the type of the first row of the table: 7 = huge, 1 = small.

Header Bold (On/Off): If you want the title to be displayed in bold type, turn this button on.

Table Alignment (Left/Center/Right): Specify how you want the table to be aligned within the block.

Cell Alignment (Left/Center/Right): Specify how you want the text to be aligned within each cell.

Border Size: Use this feature if you want a border to appear around the image. Use the down arrow adjacent to the block to select a border width. The size may range from 0 to 50 pixels (picture elements) wide.

Insert Blank Line On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

Next/Data Display: If you are adding a table, you will need to click the Next button to go to the page where you enter data in a table. If you are editing a table, you will be shown the table contents and given the opportunity to change them without having to load another screen. Note that you may enter HTML in the data fields block to control the type face and spacing.

When you are finished, press the button labeled Submit.

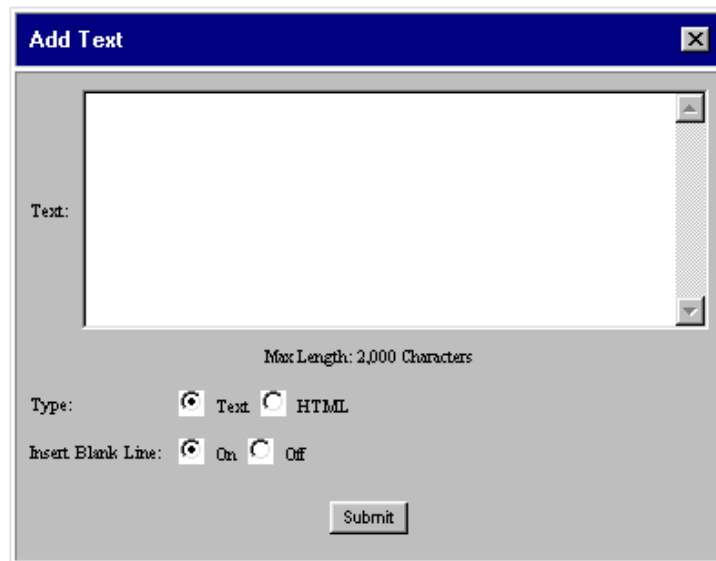
EZ-Net ToolsJ Users

EZ-PageBuilder Text

Notes

Use this function to create blocks of text. This block can be used for writing up to 2,000 characters of any type of text. This includes HTML code.

Access this function from the EZ-PageBuilder main menu. If you are on the first screen. Exit this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block.)



Text: Max Length 2,000: Enter up to 2,000 characters of text here. Note that you may enter HTML in this block to control the type face and spacing.

Type: (Text/HTML): If you wrote HTML in this block, select >HTML=. If you wrote text, used blank lines and want to preserve your spacing, select >text=.

Insert Blank Line On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block.)

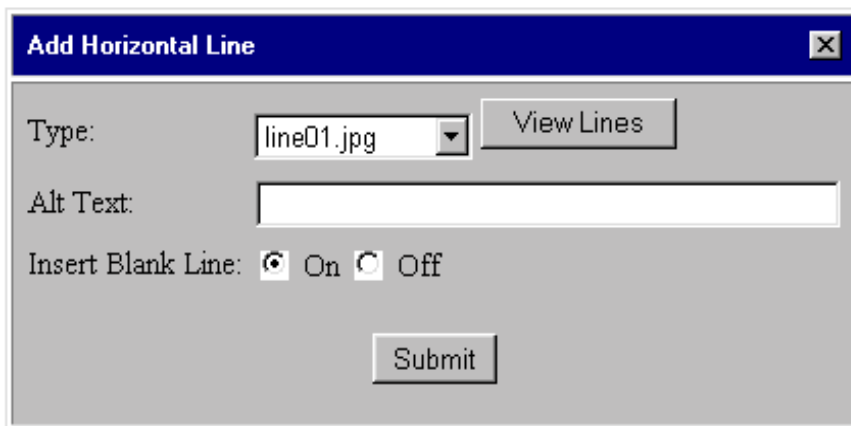
EZ-Net ToolsJ Users

EZ-PageBuilder Horizontal Line

Notes

This function allows you to select and insert a horizontal line graphic on your page.

Access this function from the EZ-PageBuilder main menu. You leave this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).



Type: Use the down arrow key adjacent to this box to display the names of the line graphics that are available. Position to the name of the line you want and highlight it.

View Lines: This takes you to a screen where you can view all the line graphics.

Alt Text: Some browsers cannot display graphics. This field contains the text that you want to be displayed if the browser is not graphics capable.

Insert Blank Line On/Off: If you want to have an extra blank line between this block and the next one, turn this button on.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

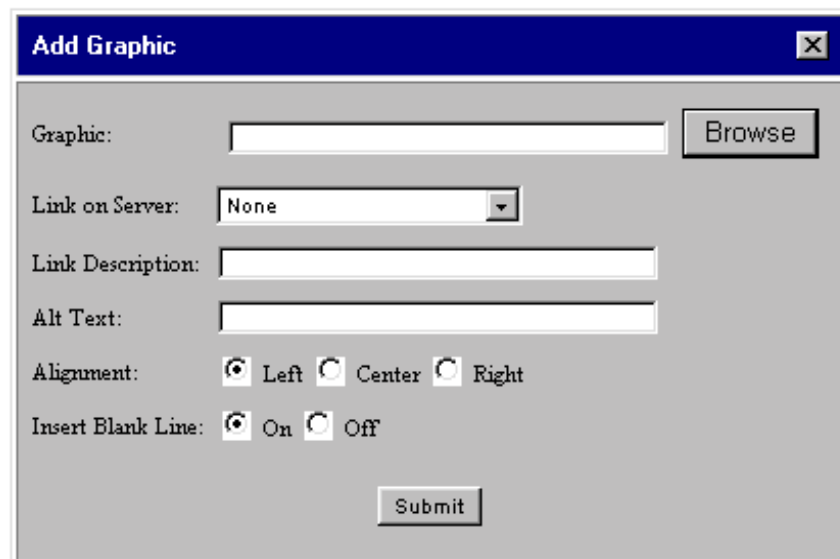
EZ-Net ToolsJ Users

EZ-PageBuilder Graphic

Notes

Use this function to enter a block that contains both text and a graphic image. Graphic images are files such as .GIF or .JPG files that contain pictures.

Access this function from the EZ-PageBuilder main menu. Exit this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).



The screenshot shows a dialog box titled "Add Graphic" with a close button (X) in the top right corner. The dialog contains the following fields and controls:

- Graphic:** A text input field followed by a "Browse" button.
- Link on Server:** A dropdown menu currently set to "None".
- Link Description:** A text input field.
- Alt Text:** A text input field.
- Alignment:** Three radio buttons labeled "Left", "Center", and "Right". The "Left" radio button is selected.
- Insert Blank Line:** Two radio buttons labeled "On" and "Off". The "On" radio button is selected.
- Submit:** A button located at the bottom center of the dialog.

Graphic: You may key the name of the graphics file here. To avoid typing errors and their unpleasant results, it is better to use the Browse feature explained below.

Browse Graphic: You can browse the libraries on your Web site and on the server. If you have a Version 4 browser, you can also upload images from your local computer.

Link on Server: If you want the customer to be able to click on the graphic and go someplace else, use the down arrow next to each box to browse the list of possible links. You may link to other pages (which will have a file extension of >.html=, to pictures, to item category records or to functions such as the calendar, the bulletin board, the

EZ-Net ToolsJ Users

Notes

item catalog display or the site search, the option to find dealer/location, the hot links page or the order form.

Link Description: This is a small block of text that will be displayed under the graphic. Use this to alert your customer to the fact that the graphic is a link with words like »see more«.

Alt Text: Some browsers cannot display graphics. This field contains the text that you want to be displayed if the browser is not graphics capable.

Alignment (Left/Center/Right): Specify how you want the graphic to be aligned within the block.

Insert Blank Line On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the »X« terminate block in the upper right corner of the block (if you want to abandon your work on this block).

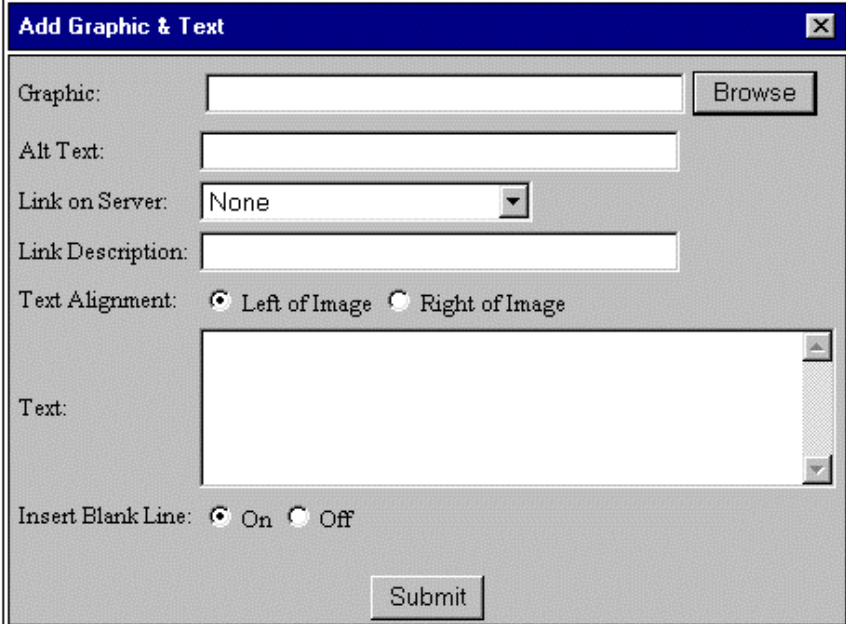
EZ-Net ToolsJ Users

EZ-Page Builder Graphic & Text

Notes

Use this function to enter a block that contains both text and a graphic image. Graphic images are files that contain pictures. This is one way to allow customers to get to catalog categories and to item displays.

Access this function from the EZ-PageBuilder main menu. Exit this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).



The screenshot shows a dialog box titled "Add Graphic & Text" with a close button in the top right corner. The dialog contains the following elements:

- Graphic:** A text input field followed by a "Browse" button.
- Alt Text:** A text input field.
- Link on Server:** A dropdown menu currently showing "None".
- Link Description:** A text input field.
- Text Alignment:** Two radio buttons: "Left of Image" (which is selected) and "Right of Image".
- Text:** A large, empty text area with scrollbars.
- Insert Blank Line:** Two radio buttons: "On" (which is selected) and "Off".
- Submit:** A button located at the bottom center of the dialog.

Graphic: You may type in the name of the graphic file that you wish to use here, or you may use the Browse button described below. To avoid the kind of problems that arise from typing errors, it is prudent to use the browse feature.

Browse Graphic: You can browse the libraries on your Web site and on the server. If you have a Version 4 browser, you can also upload images from your local computer.

EZ-Net ToolsJ Users

Alt Text: Some browsers cannot display graphics. This field contains the text that should be displayed if the browser is not graphics-capable.

Link on Server: If you want the customer to be able to click on the title and go someplace else, enter that location here. This may be used to link to other pages or to item categories.

Link Description: This is a small block of text that will be displayed under the graphic. Use this to alert your customer to the fact that the graphic is a link with words like >see more=.

Text Alignment (Left of Image/Right of Image): This field allows you to specify where the text will appear (to the left or the right of the image).

Text: Enter the text that you want displayed. Note that you may enter HTML in this block to control the type face and spacing.

Insert Blank Line On/Off: If you want to have an extra blank line between this block and the next one, turn this button on.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block.).

Notes

EZ-Net ToolsJ Users

EZ-PageBuilder Graphic & Bulleted Text

Notes

You can use this function to enter a block that contains a graphic image as well as bulleted text. This block can be used for creating a list of bullets and using them as links to other points. A graphic can be displayed on either side of the list. This is one way to let your customer get to the items that you have on sale.

Access this function from the EZ-PageBuilder main menu. Exit this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

The screenshot shows a dialog box titled "Add Graphic & Bulleted Text" with a close button (X) in the top right corner. The dialog contains the following controls:

- Block Alignment:** Radio buttons for Left (selected), Center, and Right.
- Image:** A text input field and a "Browse" button.
- Image Border:** A dropdown menu set to "Off".
- Image Alignment:** Radio buttons for Left (selected) and Right.
- Bullet Type:** Radio buttons for Circle (selected), Disc, Square, and Image. Next to "Image" is a dropdown menu showing "bullet01.gif" and a "View Bullets" button.
- Font Size:** A dropdown menu set to "1".
- Bold:** Radio buttons for Off (selected) and On.
- Bullet Text 1-10:** Ten rows, each with a text input field and a "Link:" dropdown menu set to "None".
- Insert Blank Line:** Radio buttons for On (selected) and Off.
- Submit:** A button at the bottom center.

EZ-Net ToolsJ Users

Notes

Block Alignment (Left/Center/Right): Use this option to specify whether the entire block will be aligned to the left, center or right of the page.

Image: If you know the name of your graphic file, you can type it in directly. To avoid typing errors, however, it is better to use the Browse feature (below).

Browse Image: You can browse the libraries on your Web site and on the server and select images from the library. If you have a Version 4 browser, you can also upload images from your local computer.

Image Border: Use this feature if you want a border around the image. Use the down arrow adjacent to the block to select a border width. The size may range from 0 to 50 pixels, (picture elements) wide.

Image Alignment (Left/Right): Use this option to specify whether the graphic will be aligned to the left, center or right within the block.

Bullet Type (Circle/Disc/Square/Image): Select the type of bullet that you want to have displayed. If you want to use a bullet image, you may browse the library of images by using the View Bullets button. To leave the display of bullets, use your browser's back button.

Font Size: Use this field to specify the size of the type: 7 = huge, 1 = small.

Bold: If you want the title to be displayed in bold type, turn on this Button.

Bullet Text 1 - 10: Enter the text that should appear in each bullet. Note that you may enter HTML in this block to control the type face and spacing.

Link 1 - 10: Use the down arrow next to each box to browse the list of possible links. You may link to other pages (which will have a file extension of >html=), to pictures, to item category records or to functions such as the calendar, the bulletin board, the item catalog display or search, the option to find dealer/location, the hot links page or the order form.

EZ-Net ToolsJ Users

Notes

Alignment (Left/Center/Right): Use this option to specify whether the block of bullets will be aligned to the left, center or right of page.

Insert Blank Line On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

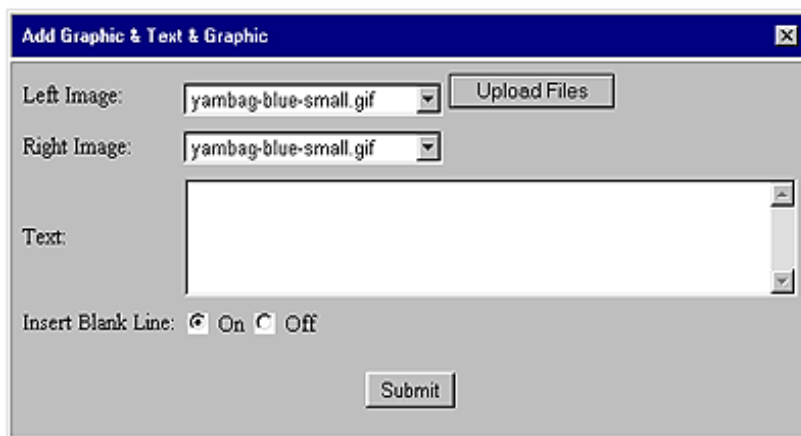
EZ-Net ToolsJ Users

EZ-PageBuilder Graphic & Text & Graphic Block

Notes

You can use this function to enter a block that contains text plus two graphic images. Graphic images are files that contain pictures such as GIF or .JPG files.

Choose EZ-PageBuilder from the main menu to access this function. Exit by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).



Left Image: You may use the down arrow key located to the right of this box to select an image to be displayed.

Right Image: You may use the down arrow key located to the right of this box to select an image to be displayed.

Upload Files: You can browse the libraries on your Web site and on the system. If you have a Version 4 browser you can also upload from your local computer.

Text: You may enter text here. Note that you may enter HTML in this block to control the type face and spacing.

Insert Blank Line On/Off): Turn this button on if you want to have an extra blank line between this block and the next one.

To leave this function, press the Submit button (if you like the block

EZ-Net ToolsJ Users

Notes

and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

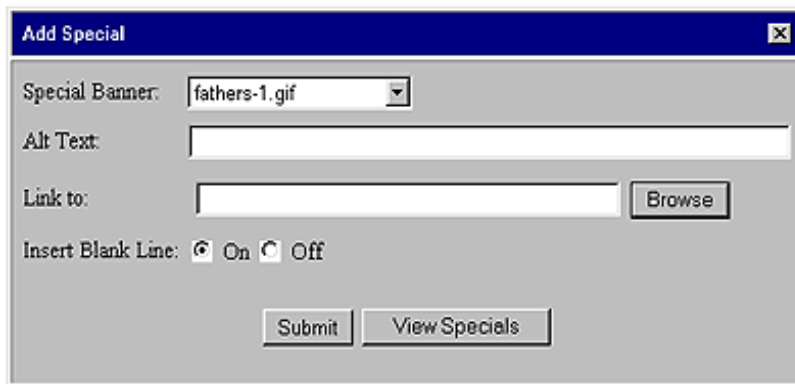
EZ-Net ToolsJ Users

EZ-PageBuilder Special

Notes

Use this function to select and insert a banner on your page that highlights a special promotion.

Access this function from the EZ-PageBuilder main menu. You leave this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).



Special banner: Use the down arrow button adjacent to this box to display the names of the graphics that are available. Position it to the one that you want and highlight it.

Alt Text: Some browsers cannot display graphics. This field contains the text that will be displayed to the customer if their browser is not graphics-capable.

Link to: If you want the customer to be able to click on the title and go to another location or see a different graphic, use the down arrow button adjacent to this box to display the names of the pages and graphics that are available. Position to the one that you want and highlight it.

Browse: You can browse the libraries on your Web site and on the system to find a link location. This can be either a page or an image. If the latter, it will be displayed to the customer when they click on the banner and they will have to use their browser back key to leave it. If you have a Version 4 browser, you can also upload images from your

EZ-Net ToolsJ Users

Notes

local computer.

Insert Blank Line (On/Off): Turn this button on if you want to have an extra blank line between this block and the next one.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

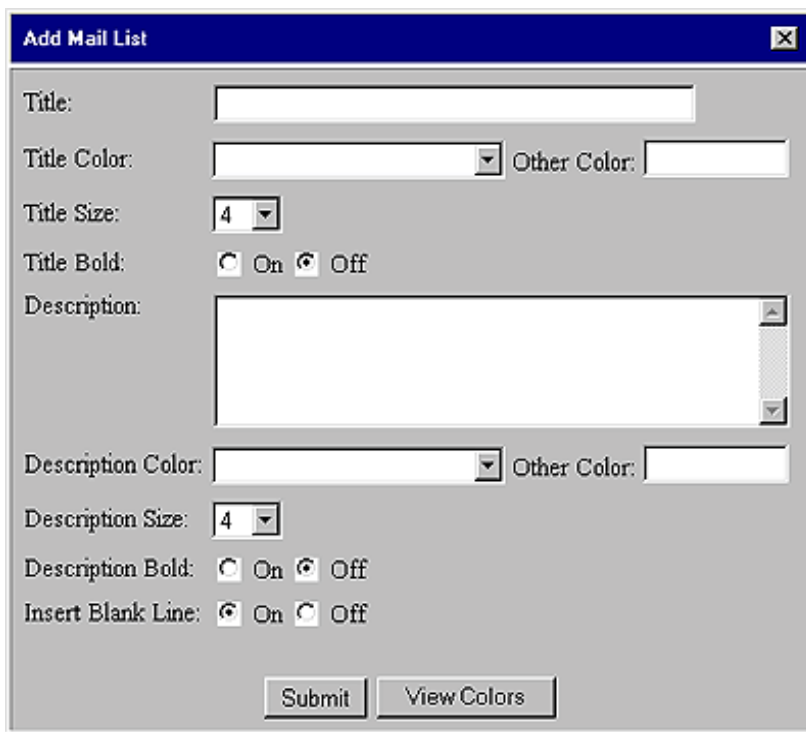
EZ-Net ToolsJ Users

Mailing List

Notes

You can use this function to add a function to your site so that customers can ask to be added to your mailing list. Once they are part of the mailing list, you can send them E-mail describing specials, new products, etc.

Access this function from the EZ-PageBuilder main menu. You leave this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right



Title: Enter the title that should appear on the customer's screen next to the spaces where they will be asked for their name and e-mail address. This could be something on the order of "Join our mailing list!" Note that you may enter HTML in this block to control the type face and spacing.

Title Color/Other Color: Use this option to specify the color of the text in the first row of the table. See general notes on color handling.

EZ-Net ToolsJ Users

Notes

Title Size: Use this field to specify the size of the type in the title: 7 = huge, 1 = small.

Title Bold (On/Off): To display the title in bold type, turn this button on.

Description: Enter the description that should appear on the customer-s screen next to the spaces where they will be asked for their name and e-mail address. This could be something on the order of ANever miss another of our terrific specials@. Note: you may enter HTML in this block to control the type face and spacing.

Description Color/Other Color: You can use this option to specify the color of the text in the first row of the table. See general notes on color handling.

Description Type Size: You can use this field to specify the size of the type in description: 7 = huge, 1 = small.

Description Bold (On/Off): Turn this button on if you want the description to be displayed in bold type.

Insert Blank Line (On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

When you are finished, press the button labeled Submit.

EZ-Net ToolsJ Users

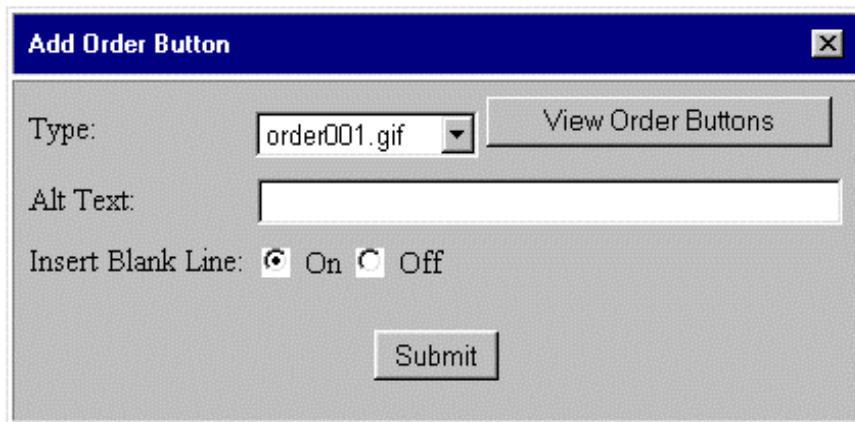
EZ-Page Builder Order Button

Notes

You can use this function to add an order button to your page. The purpose of this function is to allow you to create whole pages devoted to a few items and to set up the means for customers to place an order for those items on the spot!

You should not use this option if you have a large inventory or use the shopping cart on your site. Since the customer is taken to an order form that shows all items for sale on the site, if your site has many items, using this feature will probably make your customers angry, due to the long download time of a large order form. In this case, you should use the shopping cart button.

Access this function from the EZ-PageBuilder main menu. You leave this function by pressing the Submit button at the bottom of the block, (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block, (if you want to abandon your work on this block).



The screenshot shows a dialog box titled "Add Order Button". It has a blue title bar with a close button (X) on the right. The main area is light gray and contains the following elements: a "Type:" label followed by a dropdown menu showing "order001.gif" and a small downward arrow; a "View Order Buttons" button to the right of the dropdown; an "Alt Text:" label followed by an empty text input field; and an "Insert Blank Line:" label followed by two radio buttons, "On" (which is selected) and "Off". At the bottom center is a "Submit" button.

Type: Use the down arrow key adjacent to this box to select the type of order button that you want.

View Order Buttons: This takes you to a screen where you can view all the order button graphics.

Alt Text: Some browsers cannot display graphics. This field contains the text that should be displayed if the browser is not graphics-capable.

EZ-Net ToolsJ Users

Notes

Insert Blank Line (On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

To view the order form that your customer will see, use the option View Order Form that is located on the EZ-Order menu (accessed from the Construction Tools Menu).

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

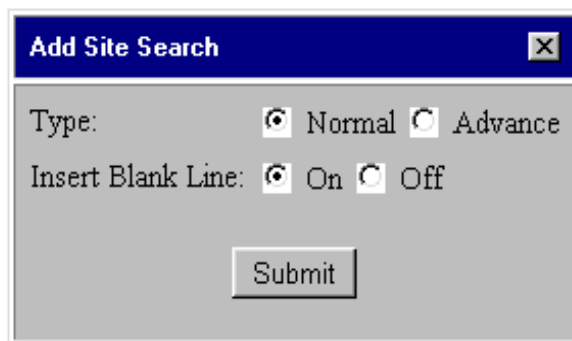
EZ-Net ToolsJ Users

EZ-Page Builder Site Search

Notes

You can use this function to insert a site-wide search engine on any page. Note that this is different than the engine that searches the item key fields.

Access this function from the EZ-PageBuilder main menu. You leave this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).



Type: (Normal/Advanced): If you just want the customer to be able to enter a character string for which to search, select Normal.

The Advanced option presents the customer with the opportunity to define a complex search with multiple terms. They will be able to specify:

- a) How the terms relate (as a phrase, as individual words where all words must be present, or as individual words where any words are present.
- b) Whether all data should be considered regardless of whether it matches the case (upper or lower) of the customer-supplied search terms.
- c) The number of records that should be displayed as a result of the search.

There are sites where this is appropriate (for instance, the index of on-site manuals are built with the site search feature). But, in most cases,

EZ-Net ToolsJ Users

Notes

the choices offered by the advanced search engine are more than the average customer is prepared to face and you should limit them to the use of the item based search engine.

Insert Blank Line (On/Off): If you want to have an extra blank line between this block and the next one, turn this button on..

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block, (if you want to abandon your work on this block).

EZ-Net ToolsJ Users

EZ-Page Builder Shopping Cart Button

Notes

You can use this function to insert a block of text that invites the customer to put an item in their shopping cart. This function allows you to create whole pages devoted to a few items and set up a way for customers to place an order for that item on the spot!

Access this function from the EZ-PageBuilder main menu. You leave this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).



The image shows a dialog box titled "Add Shopping Cart". It has a blue title bar with a close button (X) in the top right corner. The main area is light gray and contains the following elements: a label "Item:" followed by a dropdown menu showing "WG001"; a label "Insert Blank Line:" followed by two radio buttons, "On" (which is selected) and "Off"; and a "Submit" button at the bottom center.

Item: Use the down arrow key adjacent to this box to display the SKU number of the items in the inventory (the items are added to this screen by SKU number). SKU numbers are added either through the automatic import feature or are keyed in when the item record is manually added. Position the SKU that you want and highlight it. Make sure that you get the correct SKU number or the customer will see the wrong item on the order form! You can check your work after the block is added by simply clicking on the button. If you see the wrong item, go back and change the block that you have just added.

Insert Blank Line (On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

EZ-Net ToolsJ Users

EZ-Page Builder Button Bar

Notes

You can use this function to create an array of button images and specify a separate link for each button.

Access this function from the EZ-PageBuilder main menu. Exit this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

Add Button Bar [X]

Align: Centered Sidebar

Image 1: [None] Link: [None]

Image 2: [None] Link: [None]

Image 3: [None] Link: [None]

Image 4: [None] Link: [None]

Image 5: [None] Link: [None]

Image 6: [None] Link: [None]

Image 7: [None] Link: [None]

Image 8: [None] Link: [None]

Image 9: [None] Link: [None]

Image 10: [None] Link: [None]

Insert Blank Line: On Off

Submit

EZ-Net ToolsJ Users

Notes

Align (Center/Sidebar): You can use this option to specify whether the button bar will be centered at the bottom of the page or displayed at the side of the page.

Image 1 - 10: Use the down arrow next to each box to browse the list of possible images. You may use any file on your Web site that has an extension of .gif or .jpg. There is no option to upload new files here, if you need to add a file, you will have to use the upload option on the Construction Tools menu.

Link 1 - 10: Use the down arrow next to each box to browse the list of possible links. You may link to other pages (which will have a file extension of >.html=) or to category records.

Insert Blank Line (On/Off): If you want to have an extra blank line between this block and the next one, turn this button on.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

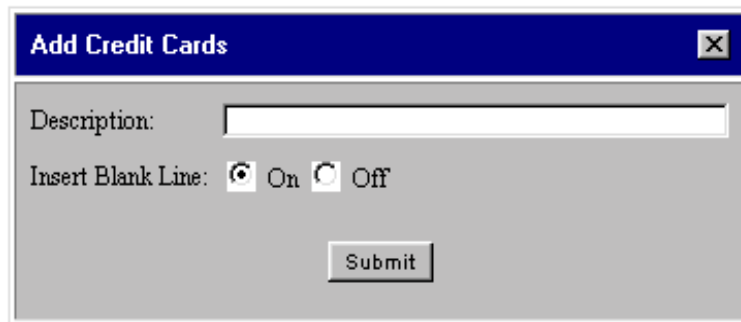
EZ-Net ToolsJ Users

EZ-Page Builder Credit Card Block

Notes

You can use this function to select and insert a block of text that shows the graphic for each credit card that you accept. You must first, however, indicate in the ordering rules which credit cards are accepted at your site.

Access this function from the EZ-PageBuilder main menu. Exit this function by pressing the Submit button at the bottom of the block (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).



Description: Key in any text that should appear above the credit card icons. This could be something on the order of >we accept=. Note that you may enter HTML in this block to control the type face and spacing.

The appropriate credit card icons will automatically be selected, based on the credit cards selected in the order configuration option.

Insert Blank Line (On/Off): Turn this button on, if you want to have an extra blank line between this block and the next one.

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

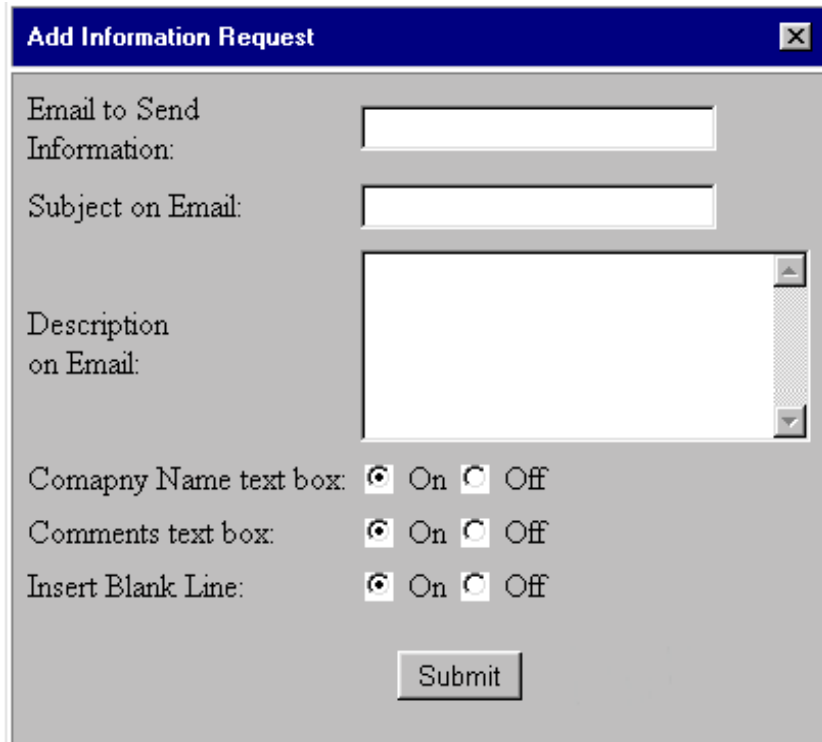
EZ-Net ToolsJ Users

EZ-Page Builder Information Request

Notes

Use this function to create a form on your Web site where a customer can communicate with your company. When the customer executes this function, you will receive an E-mail message that shows their name, company, address and any comments that they have entered.

Select this function from the EZ-PageBuilder main menu. Exit this function by pressing the Submit button at the bottom of the block, (if you like the block and want to keep it) or by using the >X= terminate block in the upper right corner of the block, (if you want to abandon your work on this block).



The screenshot shows a dialog box titled "Add Information Request". It contains the following fields and options:

- Email to Send Information:** A text input field.
- Subject on Email:** A text input field.
- Description on Email:** A multi-line text area.
- Comapny Name text box:** Radio buttons for "On" (selected) and "Off".
- Comments text box:** Radio buttons for "On" (selected) and "Off".
- Insert Blank Line:** Radio buttons for "On" (selected) and "Off".
- Submit:** A button at the bottom center.

E-mail to send information: Enter the e-mail address to which the information request should be sent.

Subject on E-mail: Enter the text that should be placed in the e-mail Asubject@ line.

Description on e-mail: Enter up to 2,000 characters of text.

EZ-Net ToolsJ Users

Notes

Company Name (On/Off): If your business is primarily with private individuals, it is probably inappropriate to require them to state their company affiliation. If you do not want to ask the customer for their company name, turn this option off.

Comments Text Box (On/Off): Turn this button off if you are simply collecting >business card= type information and you do not want to allow the customer to enter any message.

Insert Blank Line (On/Off): Turn this button on, if you want to have an extra blank line between this block and the next one.

You will receive an E-mail message that contains this information:

To leave this function, press the Submit button (if you like the block and want to keep it) or use the >X= terminate block in the upper right corner of the block (if you want to abandon your work on this block).

EZ-Net ToolsJ Users

EZ-Calendar View Calendar

Notes

This function allows you to see how the calendar will look to your customers. Select this function from the EZ-Calendar main menu, which, in turn, is accessed from the Construction Tools menu. Exit this function by pressing the Main Page button at the bottom of the block.

Each calendar event will be shown in the following format:

LemonTime Schedule of Events

SuperBowl

From: 7 :00 PM 01/01/2000

To: 12:00 PM 01/01/2000

Place: Arizona

Look for LemonTime in the stands!

Indy 500

From: 8 :00 AM 07/01/2000

To: 12:00 PM 07/04/2000

Place: Indianapolis, Indiana

Look for LemonTime at the Indy 500!

LemonTime 5K Run/Walk

From: 8 :00 AM 07/24/2000

To: 8 :00 PM 07/24/2000

Place: Lemonville Plant (Lemonville, CA)

Contact: [Bob Dill](#)

Sponsor: LemonTime Inc.

World Fair

From: 8 :00 AM 08/01/2000

To exit this function, press the Main Page button.

EZ-Net ToolsJ Users

EZ-Bulletin Board View

Notes

This function allows you to see the bulletin board. Access this function from the EZ-Bulletin Board main menu, which is, in turn, is accessed from the Construction Tools menu. Exit this function by pressing the Back button on your browser.

Customers select this function by accessing any Web page link that points to the bulletin board. Create these links in EZ-PageBuilder.

The bulletin board display looks like this:

BULLETIN BOARD: Posted Messages

Subject:	Originator:	Date Posted:
• Love Your Lemonade!	Bill Ruso	07/22/99 - 09:58 AM
• Supurb Lemonade!	Amanda Daniels	07/27/99 - 09:56 AM
• Good Tasting Lemonade!	Bob Leech	07/27/99 - 09:58 AM
• Great Job!	Suzy Moran	07/27/99 - 10:02 AM
• Your Lemonade	Mark Fields	07/27/99 - 10:04 AM
• Awesome Lemonade	Josh Zones	07/27/99 - 10:07 AM
• Your Lemonade	Bailey Farley	07/27/99 - 10:09 AM

Add New Message

Add New Message: To add a new message to the bulletin board, select this option.

To exit this function, press the Back button on your browser.

EZ-Net ToolsJ Users

EZ-Catalog Display

Notes

This option displays your catalog. Customers access this function by selecting any Web page link that points to the catalog. Insert these links in EZ-PageBuilder.

The customer is presented with a display:

Demonstration Company

Wrenches

Oh -- wrenches -- our favorite tool!

Left-handed Mahoney Wrench

An unusual item, but when the job requires one, there is nothing like a left-handed Mahoney wrench!

LHM \$100.00

Qty

Add to Shopping Cart

[Main Page](#) | [Go Shopping](#)

If your Web site includes a shopping cart, the customer is invited to put the item in the cart. At the order display, they have the choice of continuing to checkout or returning to do more shopping.

EZ-Net ToolsJ Users

EZ-Catalog Search

Notes

The customer uses this option to search for specific items in your catalog.

Customers access this function by selecting any Web page link that points to the item search engine. Insert these links in EZ-Page Builder.

The customer is shown a list of the search keys. For each key, they can select exact values, or specify a value range. The exact format of this display will vary, depending on your site.

In the demonstration case below, the keys were titled ›Price=, ›Color=, and ›Product Category= in the catalog configuration module. When each item was added to the catalog, the item price was entered in the field titled ›search key 1=, the item color was entered in the field called ›search key 2=, and a product category name was entered in the field ›search key 3=.

The ›price= key is set up for a range search, the ›color= key is not. As a result, all the different values in the database for the color key will be displayed and the customer will be able to check the boxes to choose as many individual colors as they want:

EZ-Net ToolsJ Users

Notes

Demonstration Company

Search Criteria: [Price](#) - [Color](#) - [Product Category](#)

Only Display Search

Price	
Min Price	Max Price
<input type="text"/>	<input type="text"/>

Color
<input checked="" type="checkbox"/> All
<input type="checkbox"/> brown
<input type="checkbox"/> green
<input type="checkbox"/> N/A
<input type="checkbox"/> White

EZ-Net ToolsJ Users

Notes

Search: When this button is pressed, the search starts.

To leave the screen, use your browser's Back button.

EZ-Net ToolsJ Users

EZ-Find Dealer/Location Search

Notes

This option allows your customers to find your store or office locations. If you have commercial space in the real world, this option is invaluable.

You can get to this option by selecting the option Find Dealer from the EZ-Find Dealer/Location menu. This menu is accessed from the promotional tools menu. Your customers will get to this display if you have used EZ-PageBuilder to insert a block where they can search for dealer or location. To exit this function, press the button labeled "Return to Main Menu".

To use this option, select a state name. All locations for that state are listed:

Dealers for TX are:

Heritage Comics

Roy Hendrick
1220 Denton Highway
Denton, TX 73025
Phone: 817 555 1212
Fax: 817 555 1213

A bit of yesterday

Jake Smith
4500 Harlington
Dallas, TX 76034
Phone: 972 555 1212
Fax: 972 555 1213

When you are finished viewing the information, press the button labeled Return to Main Menu.

EZ-Net ToolsJ Users

EZ-Link Trader View Hot Links

Notes

This option displays hot links to other sites of interest.

You can get to this link from the EZ-Link Trader option of the Promotion Tools main menu. The customer can get here from any place that you have a Hot Links block. Exit it with your browser Back button.

You will see a display similar to this:

Demonstration Company
COOL SITES WITH LOTS OF COMIC
BOOKS

comic book stores

- [Modern Comic Book Store](#)
We carry all modern comics -- Manga, Shi, DarkChylde and more. Visit us for a thrilling experience!
 - [Vintage Comic Book Store](#)
This vendor has an unusually good selection of golden and silver age comics. Also an extensive bookstore and toy collection.
-

The highlighted text are hyperlinks to the sites that are accepted hot links.

Use your browser's back button to exit this screen.

EZ-Net ToolsJ Users

EZ-Order Secure Order Form

Notes

When the customer asks to use the secure order form, they will see your products displayed in this format:

Stock #	Description	Price	Qty
Lemonade		Price	Qty
CB-24	Case of 24	\$ 22.99	<input type="text"/>
G-1	Gallon	\$ 5.99	<input type="text"/>
G-2	2 Gallon Case	\$ 10.99	<input type="text"/>
WK-1	Wooden Keg 5 Gallon with Lemonade	\$ 49.99	<input type="text"/>
WKR-1	Wooden Keg Refill 5 Gallon	\$ 27.99	<input type="text"/>

CONTINUE

CLEAR FORM

Qty: The customer is given the opportunity to enter the quantity of each item that they want to order. When they are finished, they press the Continue button to go to the name and address data collection page of the secure order process.

EZ-Net ToolsJ Users

EZ-Catalog

Notes

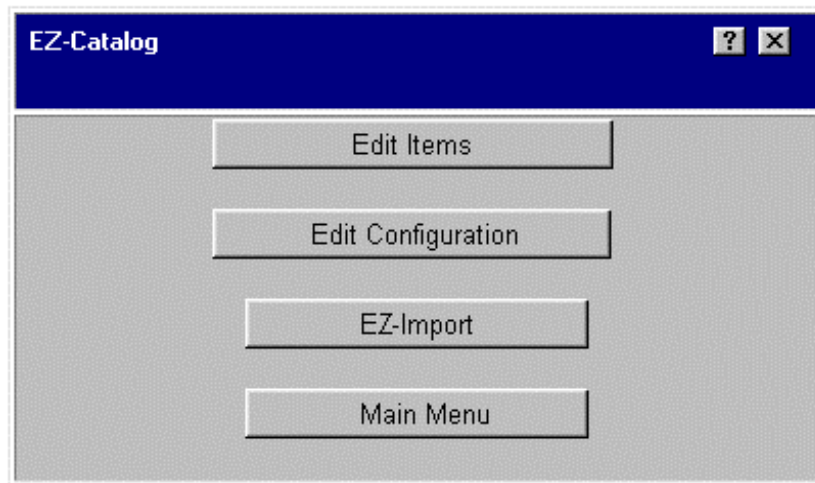
The fundamental purpose of your Web site is to display items for sale in such a manner that your customers just can't resist buying them.

This option allows you to add, change or delete the items in your catalog. It also allows you to customize the way in which the item information is shown to your customers. Finally, it allows you to import data from your local system and update the item database on your Web site.

Access this option by selecting the choice EZ-Catalog from the Construction Tools menu.

For ease of navigation, the items on your Web site are organized into categories. This option allows you to maintain the categories and to organize your items within categories so that the customers can easily find what they are looking for.

After you select this function you will be presented with a menu:



Edit Items: Use this option to manually add, change or delete item categories. This selection also allows you to add, change or delete items and organize them within categories.

EZ-Net ToolsJ Users

Edit Configuration: Use this option to control the appearance of the catalog page where your items are displayed.

EZ-Import: Use this option to automatically import your category and item data from your local computer. This is the easiest way to maintain your file if you have more than a few items for sale.

To leave this function, press the button labeled Return to Main Menu.

Notes

EZ-Net ToolsJ Users

EZ-Import

Notes

EZ-Import allows you to move data from your local computer to your Web site database.

Access this option by selecting Import Files from the EZ-Catalog main menu, which is in turn accessed from the Construction Tools menu.

You can leave this option by pressing the key labeled Return to Main Menu.

Note: This feature will only work if your browser understands HTML Version 4. Internet Explorer 4.0 and NetScape 4.0 (and subsequent versions of these products) do support HTML Version 4 (that is what the A=stands for). Versions of browsers prior to Version 4 cannot perform file uploads. You can determine the version of your browser by clicking the help=key on the main task bar and selecting about= on the drop down menu. If you have a Version 3 browser, you will need to upgrade before you can use this option. Most of the software vendors will provide free upgrades from Version 3 of their browser to Version 4. Visit your software vendor's Web page to obtain your free upgrade.

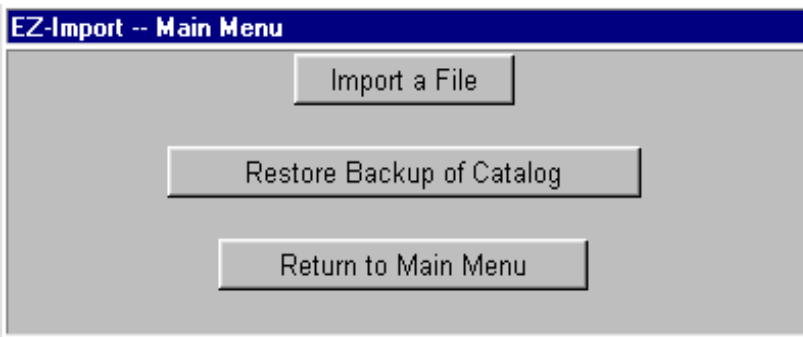
There are a number of elements that can be loaded: the item's description, its SKU (Stock-Keeping Unit) number, price and taxability status. You can also reference up to two pictures of the item and give associated internet addresses where the customer can go to see more about the item. Finally, you can load the key fields that the search engine uses to allow customers to tailor their view of the store.

Note that the order of the fields in your source database is extremely significant! The catalog items will be displayed in exactly the order they are loaded. For instance, the first item on the file will become the first item in your catalog. The second item will be the next and so forth. The purpose of this feature is to allow you to manage the arrangement of the items in the catalog.

When you select EZ-Import, you will be presented with three choices:

EZ-Net ToolsJ Users

Notes



Import a File: To proceed to import data, select this option.

Restore Backup of Catalog: Every time that you import a file, it is automatically backed up before the importation begins.

If you have any reason to believe that there was a problem with the file that you imported, select this option. It will not increase your customers= confidence if they visit your Web site and find garbled information! This option will erase the current content of your item and category file and replace it with the previous version of the file.

You will be given an opportunity to confirm (Yes/No) before the replacement is made. If you know what went wrong, fix it and try again. If not, call your technical support person.

Return to Main Menu: Press this button to leave this option.

EZ-Net ToolsJ Users

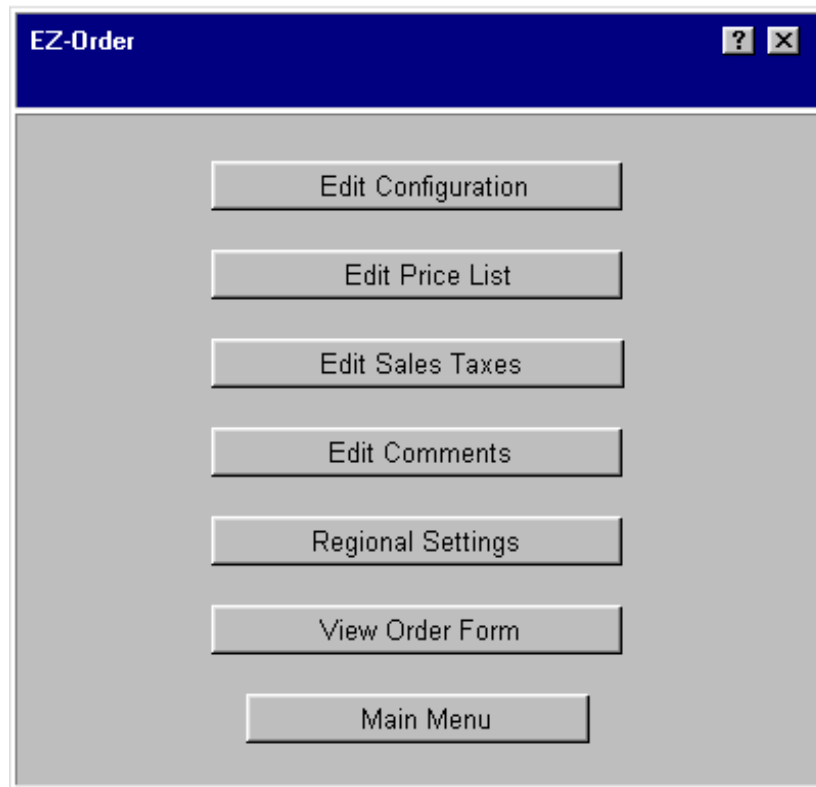
EZ-Order

Notes

This option allows you to control the terms and conditions of the ordering process. You may specify which credit cards you accept, how shipping charges are to be calculated, what taxes must be added to the order and so forth.

Access this option by selecting the choice EZ-Order from the Construction Tools menu. Exit this option by pressing the Main Menu button.

The functions that appear on this menu are:



Edit Configuration: This option allows you to specify which credit cards you accept, to manage the rules by which shipping charges are calculated, to add optional fields to the order form that is displayed to your customer and to control where they return after entering an order.

EZ-Net ToolsJ Users

Notes

Edit Price List: This is another way to get to the option add, change and delete items and the categories in which they are organized. If your site uses the shopping cart, your customers will never see the price list.

Edit Sales Taxes: Use this option to specify the taxes that must be added to the customer orders for particular states.

Edit Comments: Using this option allows you to add comments to be displayed to the customer during the ordering process.

Regional Settings: Use this option to specify the currency symbol that will be used on your Web site.

View Order Form: Use this option to view the order form and to proceed through the subsequent pages of the ordering process without leaving your browser session. If your system does not support multiple browser sessions, this is very handy.

When you have no more changes, press the Main Menu button.

EZ-Net ToolsJ Users

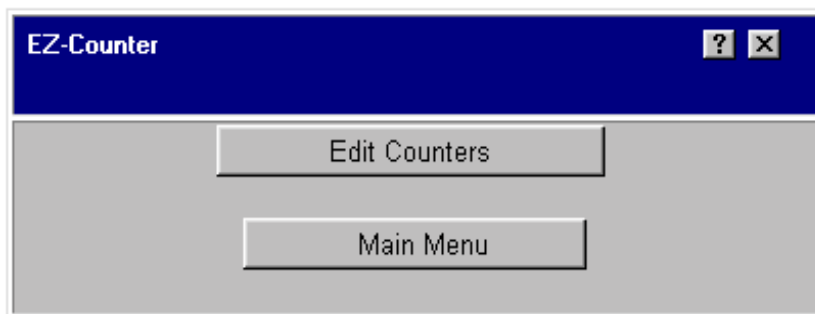
EZ-Counter

Notes

This option allows you to add and change the counters that keep track of the number of times that a page has been accessed. These are the invisible >hit=< counters that are displayed in the option View Counters on the Administrative Tools menu. Counters are automatically created when a page is created. It is very unlikely that you would want to add one or delete one.

Access this option by selecting the choice EZ-Counter from the Construction Tools menu. Exit this option by pressing the Main Menu button.

You will first see this screen:



If you want to add, change or delete counters, select the option labeled

Edit Counter: You will see a display that shows the Web site counters:

Hit Counter	Description	URL	Edit	Delete
umasktest.hit	umasktest	/D300001/X300003/umasktest.html	Edit	Delete
myumasktest.hit	myumasktest	/D300001/X300003/myumasktest.html	Edit	Delete
title.hit	title	/D300001/X300003/title.html	Edit	Delete
index.hit	index	/D300001/X300003/index.html	Edit	Delete
cattest.hit	cattest	/D300001/X300003/cattest.html	Edit	Delete
page1.hit	page1	/D300001/X300003/page1.html	Edit	Delete
blake.hit	blake	/D300001/X300003/blake.html	Edit	Delete

Add A Counter

Return to Main Menu

EZ-Net ToolsJ Users

Notes

Delete a Counter: To delete a counter, press the Delete button adjacent to it. The counter will be immediately and irrevocably deleted. If you do this by mistake, don't worry; use the Add button to create a new one in the same location. The only problem will be that you will lose the total that was in the counter.

Add Counter: To create a new counter, press this button.

Edit Counter: To change an existing counter, press this button.

If you chose Add or Edit, you will see the following display:

Add a Counter for Demonstration Company

Hit Counter:

Description:

Page URL:

Name: Select a name for the new counter.

Description: Add a description.

Page URL: Add the location of the page where you want to place the counter. As you can see from the example earlier in this section, you need to use the name of the HTML object where the counter should be located.

When the counter information is complete and correct, leave this function by pressing the Submit button at the bottom of the block.

EZ-Net ToolsJ Users

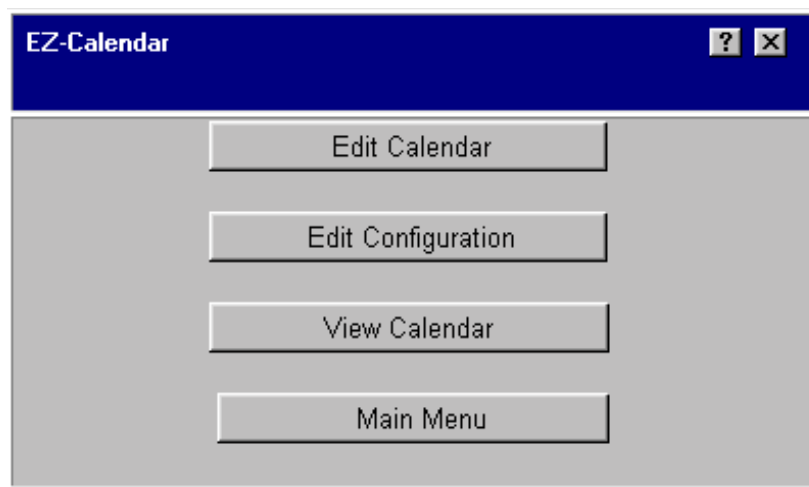
EZ-Calendar

Notes

Use EZ-Calendar to let the world know about events that you are planning. You enter the name, place, and description of an event and your event page is automatically created or updated.

Access this option by selecting the choice EZ-Calendar from the Construction Tools menu. Exit this option by pressing the Main Menu button.

When you select EZ-Calendar, you will see a display that offers four choices:



Edit Calendar: Use this option to add events to your calendar.

Edit Configuration: Use this option to define the appearance of your calendar.

View Calendar: Use this option to view your calendar as it will appear to your customer.

When you are finished, press the button labeled Main Menu.

EZ-Net ToolsJ Users

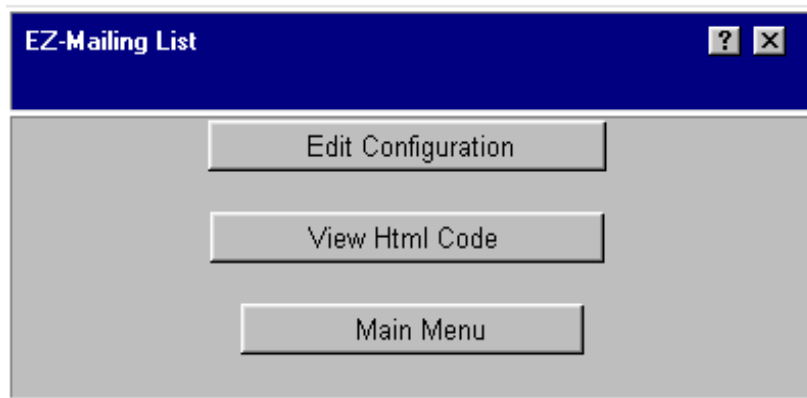
EZ-Mailing List

Notes

This option allows you to tailor the messages that are sent to customers who join your mailing list.

Access this option by selecting the choice EZ-Mailing List from the Construction Tools menu. Exit this option by pressing the button labeled Return to Main Menu.

When you select EZ-Mailing List, you will see a display that offers these choices:



Edit Configuration: Using this option allows you to define the appearance of the screen that is shown to the customer after they ask to join the mailing list.

View HTML Code: This option allows you to view (and remove) the code necessary to access this function from any external HTML program. This function is not required as part of your Web site functioning. However, for your reference, where the account number is >X100124<, the HTML code display looks like this:

Here is the HTML Code to Insert into your page

```
<CENTER><TABLE><TR><TD align= >center=>
<FORM method=>post=
action=>http://www.hbsolutions.com/cgi-bin/ez-maillist/
signup.cgi?X100124=>Name:<BR>
<input type=textarea=>Name= size=30 maxlength=35><BR>
```

EZ-Net ToolsJ Users

Notes

```
E-mail:<BR>
<input type=textarea name=E-mail= size=30 maxlength=40><BR><BR>
<input type=submit name=Submit Value= Submit><BR></FORM>
</TD></TR></TABLE></CENTER>
```

When you are finished, press the button labeled Main Menu.

EZ-Net ToolsJ Users

EZ-Bulletin Board

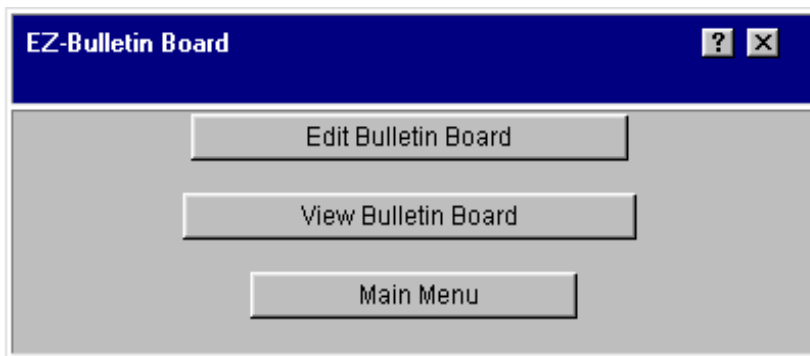
Notes

This option allows you to add a moderated bulletin board on your Web-site. Your customers and prospects collect information about your business from each other with EZ-Bulletin Board. You review the postings and approve the posting or screen out inappropriate messages.

Access this option by selecting the choice EZ-Bulletin Board from the Construction Tools menu.

Exit this option by pressing the button labeled Main Menu.

When you select EZ-Bulletin Board, you will see this display:



Edit Bulletin Board: Use this option to view the unposted messages on your bulletin board and approve them for posting.

View Bulletin Board: Use this option to view your Bulletin Board as it will appear to your customers. There is also an option on this display to add messages to your bulletin board.

When you are finished, press the button labeled Main Menu.

EZ-Net ToolsJ Users

EZ-Find Dealer/Location

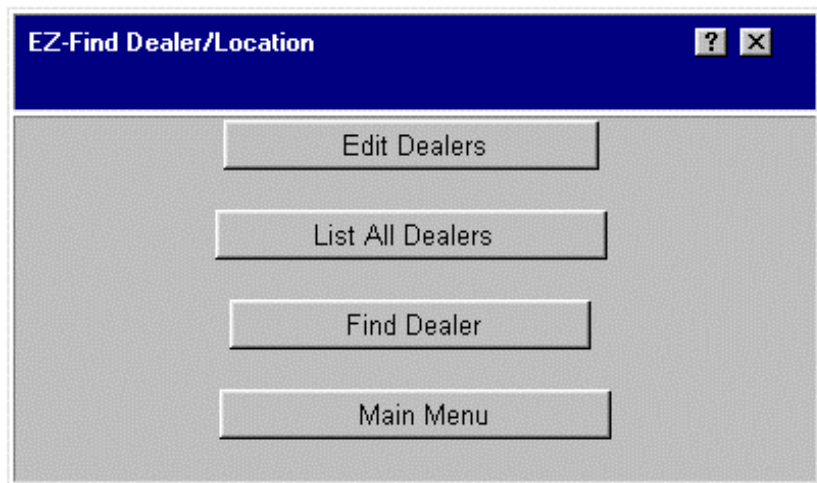
Notes

This option allows you to help your customers find your store or office location. If you have commercial space in the real world, this option is invaluable! The information that you enter here is displayed when the customer selects EZ-Find Dealer Location.

Access this option by selecting the choice EZ-Find Dealer/Location from the Construction Tools menu.

Exit this option by pressing the button labeled Main Menu.

When you select EZ-Find Dealer Location you will see this display:



Edit Dealers: Use this option to add, change and delete dealer and location records.

List All Dealers: Use this option to list all dealers.

Find Dealers: Use this option to find all dealers and sales locations in a single state.

When you are finished, press the button labeled Main Menu.

EZ-Net ToolsJ Users

EZ-Upload

Notes

You can use this option to move graphics and HTML files from your local computer to your Web site. This is a simple file copy utility. It is similar to the feature where you upload individual files when you are building or changing your Web pages with EZ-PageBuilder. However, EZ-Upload also allows you to view a list of all the files that you have on your Web site. You can then delete any files that you no longer need. Eliminating unneeded files is a good idea; your site will perform better and will be simpler for you to maintain.

This option is not the same as the import feature (which allows you to load the Web site item and category database from your local system). Access this option by selecting EZ-Upload from the Construction Tools menu. Exit this option by selecting the button labeled Return to Main Menu.

This feature will only work if your browser understands HTML Version 4. Internet Explorer 4.0 and NetScape 4.0 (and subsequent versions of these products) do support HTML Version 4 (that is what the >4= stands for). **Versions of browsers prior to Version 4 cannot perform file uploads.** You can determine the version of your browser by clicking the >help= key on the main task bar and selecting >about= on the drop down menu. If you have a Version 3 browser, you will need to upgrade before you can use this option. Most of the software vendors will provide free upgrades from Version 3 of their browser to Version 4. Visit your software vendor-s Web page to obtain your free upgrade.

Copy Files to Server
You need to have Internet Explorer 4.0+ or Netscape 4.0+ to use this feature.

Files to Copy	Files on Server																								
<input type="text"/> <small>Files copied must be html, htm, gif, or jpeg and be under 60 Kb.</small>	<table border="1"><thead><tr><th>Filename</th><th>Delete</th></tr></thead><tbody><tr><td>26x36.gif</td><td>Delete</td></tr><tr><td>Banner.gif</td><td>Delete</td></tr><tr><td>EZPageBuilder/Temporary.html</td><td>Delete</td></tr><tr><td>Key_On.gif</td><td>Delete</td></tr><tr><td>Keshoo.gif</td><td>Delete</td></tr><tr><td>LT_b.gif</td><td>Delete</td></tr><tr><td>LT_b_About.gif</td><td>Delete</td></tr><tr><td>LT_b_Info.gif</td><td>Delete</td></tr><tr><td>LT_b_Order.gif</td><td>Delete</td></tr><tr><td>LT_b_Prod.gif</td><td>Delete</td></tr><tr><td>LT_b_home.gif</td><td>Delete</td></tr></tbody></table>	Filename	Delete	26x36.gif	Delete	Banner.gif	Delete	EZPageBuilder/Temporary.html	Delete	Key_On.gif	Delete	Keshoo.gif	Delete	LT_b.gif	Delete	LT_b_About.gif	Delete	LT_b_Info.gif	Delete	LT_b_Order.gif	Delete	LT_b_Prod.gif	Delete	LT_b_home.gif	Delete
Filename	Delete																								
26x36.gif	Delete																								
Banner.gif	Delete																								
EZPageBuilder/Temporary.html	Delete																								
Key_On.gif	Delete																								
Keshoo.gif	Delete																								
LT_b.gif	Delete																								
LT_b_About.gif	Delete																								
LT_b_Info.gif	Delete																								
LT_b_Order.gif	Delete																								
LT_b_Prod.gif	Delete																								
LT_b_home.gif	Delete																								

EZ-Net ToolsJ Users

Notes

Uploading Graphics and HTML Files: To upload a file, first click the Browse button and view the directory of your local computer.

By default, you will be shown only HTML files. If you want to import some other type of file (such as a JPEG or GIF graphic file), you need to click the down arrow on the >File of Type= box and select >all files= or the file type that you intend to import. There is also a limitation on the size of imported files.

Select the name of the file that you wish to import by clicking on it. Then click the Open button.

Finally, press the Copy Files to Server button. Your file will be immediately copied and will appear in the list on the right side of the display.

Deleting Unneeded Files: The names of all the files on your Web site are displayed in a box on the right side of your screen. To delete a file, simply press the Delete button next to the file name. That file will be immediately deleted.

When you are finished, press the button labeled Return to Main Menu.

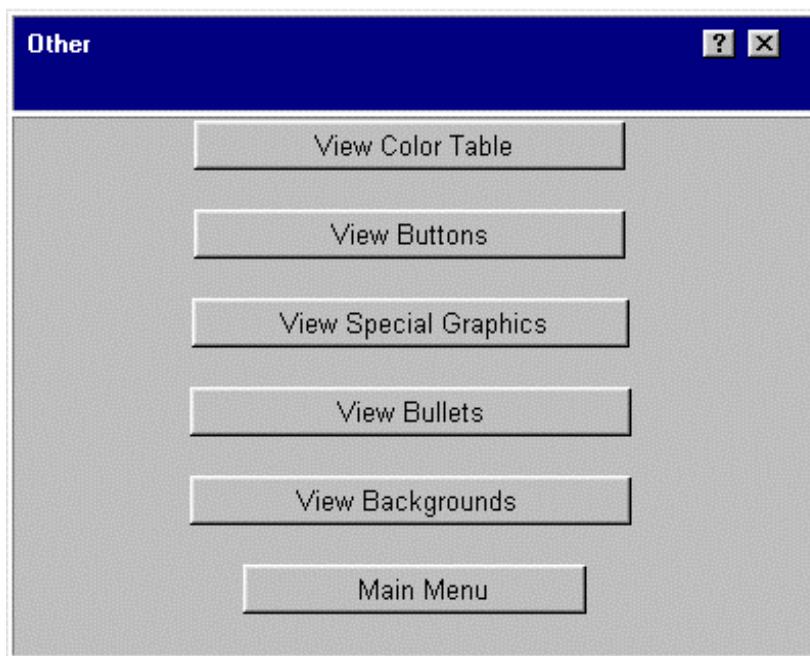
EZ-Net ToolsJ Users

View Standard Elements

Notes

You can use this option to view the standard elements available on the system. These include buttons, banners, backgrounds and other graphics.

Access this option by selecting the choice “Other” from the Construction Tools menu. Exit this function by pressing the Main Menu button at the bottom of the block.



View color Table: Use this option to display a chart that shows all 256 colors and the names that are used to identify them. This color table is used throughout the system.

View Buttons: Use this option to display all the standard buttons. These graphics can be used in many of the EZ-PageBuilder functions.

View Special Graphics: Use this option to display the graphics that describe specials. These graphics are used in the EZ-PageBuilder Specials option.

View Bullets: Use this option to display all the standard bullets. These

EZ-Net ToolsJ Users

Notes

are used in the EZ-PageBuilder options for Bulleted Text, and for Graphic & Bulleted Text.

View Backgrounds: Use this option to display all the standard backgrounds. These can be used when setting up your site background.

To exit this function, press the Main Menu button at the bottom of the block.

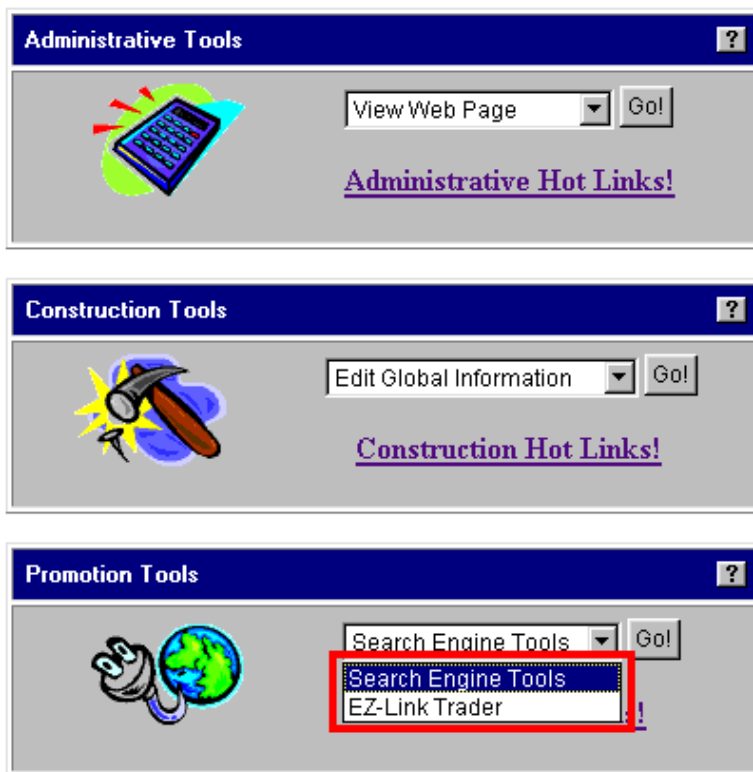
EZ-Net ToolsJ Users

Promotion Tools

Notes

Creating a Web site will not automatically or mystically draw customers. Most customers find Web sites by using search engines. The options on the Promotion Tools menu help you submit your Web page to the most heavily used search engines and to initiate link trades.

This is one of the main menus on your system account. When you click on the down arrow to the right of the option box you will see a drop-down menu:



Search Engine Tools: Use this tool to submit Web pages to the most frequently used search engines.

EZ-Link Trader: Use this option to add or delete links to other Web sites. Link trading is proving a most critical factor in Web site promotion.

To close the drop down menu, simply move your cursor to a different area of the display.

EZ-Net ToolsJ Users

Search Engine Tool

Notes

This tool helps you submit your Web pages to the top ten search engines.

Access this option by selecting the choice Search Engine Tool from the Promotion Tools menu. Exit this option by pressing the Main Menu button.

One of the keys to Web site promotion is placing your site where customers will be looking. Industry experts report that approximately 85% of all Web searches are conducted through the top ten search engines: AltaVista, Excite/AOL, HotBot, InfoSeek, Magellan, NetFind, NorthernLight, LinkStar, Lycos, WebCrawler and Yahoo!

Search engines catalog only those Web sites that request to be indexed. The Search Engine Tool walks you through this process.

When you select the option, you are given three choices:



EZ-Net ToolsJ Users

Notes

Submit to Top 10: This option allows you to use the submission engine.
Order Report: This is a special charge item provided by your dealer that you can order if you wish. It reports the current positioning of your site on the top ten search engines.

View Report: If you have ordered the report, you can view it using this option.

When you are finished with this option, press the Return to Main Menu button.

Appendix A – Glossary Of Terms

EZ-Link Trader

Notes

You use this option to build a Hot-Link Web on your Web site. You can easily add and delete Web site links that will benefit Web site visitors. Link a site and EZ-Link Trader automatically sends an E-mail to request a link. Link trading is proving to be a critical factor in Web site promotion.

Access this option by selecting EZ-Link Trader from the Promotion Tools menu. Exit this option by pressing the Main Menu button.

When you link a site, EZ-Link Trader automatically sends an e-mail to trade links. If there is no response within 10 days, a second e-mail is sent. If there is no response again, the link is automatically deleted.

Request a Link Trade: Select this option to request a link trade. Note that you must have your link trade configuration and categories set up before you can request a trade.

Edit Configuration: Select this option to format the information that is sent to potential link traders.

Edit Link Trades: Select this option to enter the e-mail and link information for sites with which you wish to trade links. You can launch the link exchange proposal from this screen.

Edit Categories: Select this option to establish the categories you wish to use to arrange your link trades.

View Hot Links Status: Select this option to view the status of pending requested link trades.

View Hot Links Page: Select this option to view the current hot links page.

To leave this option, press the Main Menu button.

Appendix A – Glossary Of Terms

Appendix A Glossary Of Terms

Appendix A B Glossary Of Terms

3-Way Transaction

An order retrieval process that is unique to our system. In this process, critical information on an order is encrypted at three separate times during the retrieval process.

Bandwidth

The capacity of a network to transfer data.

Baud Rate

The speed at which a computer can transfer data through its modem to another location. Baud rates are expressed in bits per second (bps). Modems transfer up to 56,000 bps where phone lines can handle the same speed. Speed increases with time.

Browser Software

Software which interprets Internet programming (HTML) and presents the final Web Page. Browsers are used to "surf" the Internet. Examples include: Internet Explorer, Netscape Communicator, and Mosaic.

Commercial Web Site

A Web site with the ability to securely do business over the Internet. Also referred to as an Electronic Store Front or Virtual Store.

Domain Name

A portion of the URL which is a unique name that identifies an Internet address. Internet addresses are numbers like 199.104.119.34 which are easily read by computers. Domain names make it easier for humans to read. For example, bobscarlot.com is a sample domain name.

Downloading

The process of transferring files from a remote computer to your own computer.

E-Commerce

The ability to perform business transactions over the Internet.

E-Mail

Short for electronic mail. Electronic mail is a digital message sent throughout the Internet or small network.

Flame Mail

Strongly worded e-mail message with derogatory comments directed to a specific person or group of persons.

Frames

The practice of dividing a screen into more than one section. Each section having its own scroll bar and content. Search engines do not index web pages with frames.

Appendix A B Glossary Of Terms

FTP

Acronym for File Transfer Protocol. The term represents the common process of moving files between two Internet sites.

GIF

An acronym for Graphics Interchange Format. This is a file format typically used for line art and simple graphics. This file format is used frequently on the Internet since most browser support it. The format has a .gif file extension and will support up to 256 colors.

Hacker

A person who attempts to get unauthorized access to various computer networks over the Internet.

Hardware

The physical components of a personal computer including its peripherals.

Hit

As used in reference to the World Wide Web, Ahit@ means a single request from a Web browser for a single page from a Web server. In simpler terms, a hit is a visit to your Web site.

Home Page

The central Web page that all other pages connect to.

Host

A server on a network or the Internet that is a reservoir of information available to other computers on that same network. When you access information on the Internet, you connect to a host computer. *Hosting* is the service of providing a host computer for lease.

HTML

This is an acronym for the Hypertext Markup Language. It is a computer language used for Web pages on the Internet. It creates electronic documents which can be read and understood on different kinds of computers.

Hostware

A computer program or group of programs for use over the Internet. These program(s) reside on a specific host computer to be used over the Internet by another computer. Unlike software, hostware is programmed directly onto the host. Installing the program from a CD or disk is unnecessary.

Hypertext

Words, titles, or phrases in a Web page which are linked to another document. Hypertext is typically blue and underlined.

Appendix A B Glossary Of Terms

Internet

Anytime two or more networks are connected together. Upper case (I)nternet refers specifically to the connections of networks which use the TCP/IP protocol.

IP

The unique number or Address@ that determines the location of a link to the Internet.

ISP

Acronym for Internet Service Provider. An institution that provides access to the Internet. National providers in the United States include: America On-Line, Compuserve, Juno, Excite and Prodigy. Local ISPs are also available and many provide excellent service.

IPP

Acronym for Internet Presence Provider. An institution that provides hosting or hostware services.

JPEG

An acronym for Joint Photographic Experts Group. This is a file format used to save photographs and artwork. This file format is used frequently on the Internet because most Web browsers support it. This format which has the .jpg or .jpeg file extension, will support up to 16 million colors.

LAN

Acronym for Local Area Network which is a linkage of computers within a limited area. The linked computers can share information and expensive peripherals.

Load Time

The amount of time it takes for a single Web page to completely appear on your monitor screen from the time you request the information.

Logging on

The process of going online. Actually gaining access to a remote computer or network.

Logging off

The process of disconnecting from a remote computer or network.

Lurking

The process of looking through newsgroup discussions without actually participating.

Merchant Account

A special bank account which gives business the ability to take credit cards as payment.

Appendix A B Glossary Of Terms

Meta Tag

A specific group of HTML code through which search engines index a web page.

Network

A network is a group of computers which are connected together to share information or physical resources like a printer.

Node

A device or computer that is attached to a network.

Online

The state of being connected to a computer network.

Optimizing

The process of preparing graphics or photographs for faster load time. It includes cropping, re-sizing and decreasing colors contained in a particular image.

Personal Web Page

A single Web page with limited functionality provided to upload simple information or pictures.

Reciprocal Link

The practice of trading links with the developer of another Web site. You place a link to their Web page while they return the favor by placing a link to your Web site.

Search Engine

An enormous compilation of Web pages indexed and prepared for people searching for information on the World Wide Web. Web searchers can access this information from the search engine Web site. Common search engines include, Alta Vista, Excite and Yahoo!

Server

A computer designated to perform centralized functions such as making program or data files available to other computers on a network (like the Internet).

Shareware

Software that can be obtained free of charge.

Signature

A file added to the end of e-mail messages or Internet postings which includes personal information like your name, telephone number, e-mail address, and web site URL.

Snail Mail

A term used in reference to the mail delivery service provided by the postal service that delivers a physical letter or package.

Appendix A B Glossary Of Terms

Software

A series of instructions in a computer-readable language that cause the computer to do something.

SSL

An acronym for Secure Socket Layer. This high-level security technology is commonly used over the Internet to transfer confidential information. The technology was developed by the US Government and is of the most secure available.

TCP/IP

An acronym for Transmission Control Protocol/ Internet Protocol. This is the set of rules of communication that allows different kinds of computers from one network to communicate with another computer on another network. Like a standard set language for the Internet. TCP handles the connection language and the IP handles the packets of information.

Telnet

A protocol that allows one to log onto other computers over the Internet and control the function of the remote computer.

Thumbnail

A small version of a photograph used on the Web pages. Thumbnails are used to increase load time and to link to a larger version of the photograph.

Uploading

The process of transferring files from one computer to a remote computer.

URL

Acronym for Uniform Resource Locator. The standard way to address any resource in the Internet. For example: <http://www.bobscarlot.com/usedcars.html>

Usenet

A world wide system to disseminate information over the Internet. This is made available by the Newsgroup service.

Web Page

A single document that contains information to be retrieved and viewed over the Internet.

Web Site

An interlinked group of Web pages.

World Wide Web

A system of inter-linked documents found on the Internet. The system uses hypertext words and linked graphics or pictures to allow a browser to jump from one document to another in an unending process.

Appendix B - A Little HTML

Appendix B

A Little HTML

Appendix B - A Little HTML

Within our system, HTML code can be easily integrated. This is a list of some simple HTML code that can be helpful to enhance your Web pages.

Text Style Changes

You can surround a word with the following symbols to change the style of the text.

To add italics: `<i>envelope</i>` will appear as B *envelope*

To add bold: `wallet` will appear as **wallet**

To underline: `<u>straw</u>` will appear as straw

Hypertext Links

To create a hypertext link from your page to an external page use the following code.

`hypertext`

In the example below, Acrazy straws@ will be converted to hypertext linking to the www.strawsgalore.com web site.

Here is the code: `crazy straws`

Here is the output: [crazy straws](http://www.strawsgalore.com)

E-Mail Links

To create a hypertext link to solicit an e-mail, use the following code:

`hypertext`

In the example below, Alemonade sales@ will be converted to hypertext which will pull up an e-mail form addressed to Asales@lemontime.com

Here is the code: `lemonade sales`

Here is the output: [lemonade sales](mailto:sales@lemontime.com)

Appendix B - A Little HTML

Appendix C
InterNIC

Appendix C B InterNIC

How Do I Register My Domain Name

InterNIC is the government assigned agency which handles the registration and coordination of domain names. Domain name extensions are used for specific organizations. They include:

- **.com** For commercial sites.
- **.net** For networks.
- **.org** For non-profit organizations.
- **.gov** For government agencies

InterNIC Fees

When you purchase a domain name, InterNIC will bill you \$ 35 per year. They require a two year minimum to start. Your total first payment to InterNIC will be \$70.

As outlined in the instructions above, when you register you must identify 3 contacts. The Administrative Contact, Technical Contact, and Billing Contact.

Domain Name Registration Process

Get your domain name while you can! There are a lot of people purchasing domain names and availability is limited. To get your own domain name, you must contact InterNIC. Here is a step-by-step process to register domain names.

- 1) Go to **http://www.networksolutions.com..**
- 2) Enter the domain name that you wish to register and click the **Ago@** button. **Caution!** Make sure spelling is exactly right.
- 3) The next screen will tell you if the domain name is available or unavailable. If unavailable enter another domain name and click the **Ago@** button. Proceed until you find a domain name that you want that is available.
- 4) When you find a domain that is available click the **Acontinue@** button.
- 5) Click the Register button.
- 6) Enter your:
 - a E-mail address.
 - b Organization Name.
 - c Organization Address to include zip code and country.
 - d In Administrative Contact click in the circle next to **Aor provide contact information@**.
 - e In Technical Contact put **DA12719-OR** in the box next to use assigned NIC Handle:
 - f In Billing Contact click in the circle next **ASame as Administrative Contact@**.
 - g Enter **NS1.ICSERV.NET IN** Primary Server Hostname.
 - h Enter **209.210.234.10** in Primary Server Netaddress.
 - i Enter **NS2.ICSERV.NET** in Secondary Server Hostname.
 - j Enter **12.23.66.24** in Secondary Server Netaddress.

Appendix C B InterNIC

- k Scroll down to Administrative Contact Information.
- l Enter your Name.
- m Enter your Organization Name.
- n Enter your Address to include zip code and country.
- o Enter your Telephone Number.
- p Enter your Fax Number if you have one.
- q Enter your e-mail Address.
- r Scroll up to the button **ASUBMIT THIS FORM FOR PROCESSING@** and click on the button.
- s InterNIC will generate an e-mail that is sent to you with the information that you provided. Review the information to make sure that it is correct
- t Once you have reviewed the information, **forward** the e-mail to InterNIC.
- u InterNIC will send you an auto-response tell you that they received the request. **Hint!** If you do not receive this response within an hour re-send the information to InterNIC.
- v Once the domain name is registered you will receive an e-mail from InterNIC stating that your registration is complete.
- w When this is complete contact us at support@eznettools.net with your domain name and user ID.

Appendix C B InterNIC

How Do I Change My Existing Domain Name To Your Server

Change Domain Name Registration

- 7) Go to <http://www.networksolutions.com>
- 8) Under Current Customers, click on **Make Changes**.
- 9) Enter your domain name and click **Go@**.
- 10) Click on the link **Domain Name Registration Agreement**.
- 11) Enter your e-mail address and domain name, then click the **Proceed@** button
- 12) Do the following:
 - a Verify Organization Information
 - b Make sure you are listed as the Administrative Contact
 - c In Technical Contact put **DA12719-OR** in the box next to Use assigned NIC Handle.
 - d Make sure you are listed as the Billing Contact
 - e Enter **NS1.ICSERV.NET** in Primary Server Hostname
 - f Enter **209.210.234.10** in Primary Server Netaddress
 - g Enter **NS2.ICSERV.NET** in Secondary Server Hostname
 - h Enter **12.23.66.24** in Secondary Server Netaddress
 - i Scroll down to the button **SUBMIT THIS FORM FOR PROCESSING** and click on the button.
- 13) InterNIC will generate an e-mail that is sent to you with the information that you provided. Review the information to make sure that it is correct.

Once you have reviewed the information you will forward the e-mail to InterNIC.

InterNIC will send you an auto-response to tell you that they received the request. If you do not receive this response with in an hour resend the information to InterNIC.

Once the domain name is registered you will receive and e-mail from InterNIC stating that your registration is complete.

When this is complete contact us at support@eznettools.net with your domain name and your user ID.

Appendix C B InterNIC

Important!!!!

If you are not listed as the administrative contact or the technical contact you will not be able to make changes to your domain name registration. You will need to contact the administrative contact or technical contact to make the change.

If they want you to generate the change follow the procedures above to step 6 step 1. After you have received the auto response contact the administrative contact or the technical contact and tell them to mark yes on the form and forward the form back to InterNIC. If they will not forward the form back to InterNIC with the change contact us at support.

Remember, to own your domain name, you should list yourself as the Administrative and Billing Contact. If you fail to do this, you risk losing your domain name!

Appendix C B InterNIC
