

The Building of a....



Better Web Site Vol.1



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About Inetek, Thomas Prendergast and this book.

Tom was born an artist, a child prodigy. His grade school teachers noticed his amazing artistic talent at an early year and encouraged him to pursue this God given blessing.

Tom did just that and has been an "artist" his whole life. Never wanting a job and before leaving high school, Tom was in business for himself and making a living as an artist from the start. In 1982, Tom started an Ad and Design Agency with his wife, Teresa. The company grew to \$2 million in revenue by 1988 with 18 employees and a customer list of Fortune 500 companies. Their specialty service was "Direct Marketing."

Tom entered the Internet in 1990 and immediately started a home-based business as an advertising and Internet consultant.

In 1993 he started to develop an automated marketing system to use for recruiting and training downline. This system resulted in building huge downlines in very little time.

Tom is accredited with building many firsts on the Internet, such as the first self replicating web sites, FFA submission systems, sequential email systems [autoresponders], self replicating ebooks, the first fax check software and the ability to pay subscribers right from their web sites with his checks online systems. What others aspire to have, Tom has already built many years ago. He has over 75,000 hours online and has built over 900 web sites and thousands of web pages, possibly millions. He has also developed some of the best Internet communities that really work. Tom has built a reputation of doing exceptional design, quality and utilizes today's technologies yet continues to deliver user-friendly systems.

By the way, this ebook is another one of his innovations. It self replicates and is personalized to the distributor you acquired this ebook from.

He is known in the Industry as an Internet genius, The Bomb by his friends and a major threat by his competitors. He resides in Del Mar, CA with his wife, Teresa, his daughter, Taylor, and his son, Franklin.



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Part I: Getting Started

I have been pursuing the quest of building a better Web site for years. I am sure you wish to learn to do the same. For starters, you've probably visited a lot of other sites. So you already have some general ideas about what you want to communicate with your own site and an understanding of how it will be used. As you'll see in just a minute, understanding your site's goals and objectives is vitally important to its success.

But it's also important to realize that you don't have to spend a fortune or invest a tremendous amount of time to find great resources to help you build your site! You can find outside services for additional help, like hosting, in the Appendix A: Resources so you can have your site up and running quickly and without the hassle of conducting a search for a Web site design firm. So read on: This guide provides you with a wealth of strategic, practical information that will help you make your decisions and then **make the most of** your own Web site.

1. How Do I Get Started?

What's the order of events here? How do you go from an interesting idea to a full-fledged winning Web site? Here's a quick rundown of what's involved in the planning and execution of your Web site and how this guide will help. Each step is covered in detail throughout this guide and resources to help you continue in your quest to create the perfect Web site are included at the end.

Define it. Defining your site. Issues like what it will include, how it will be organized, what it's meant to accomplish can often be the most difficult challenge. It's critical that you understand your goals and objectives and work to ensure that the site you plan for can deliver the desired results. You'll read about how to strategically approach your Web site and how to create an organized view from the top.

Name it. On the Web, sites are accessed by an online address or domain name. You need to come up with one for your site that's easy to say, spell and remember. And you need a name that isn't already being used. You'll find out how to go about searching for available names and then how to register the name you want.

Build it. Whether you use a service from the resources appendix to dynamically and instantly create your pages with your input or you go it alone, building your pages step-by-step is next. That means creating content and coming up with a design that works well for you and your business. You'll find this section is loaded with useful ideas for building the right site for you. From posting useful content to processing credit card orders online, everything you need to consider is included here.

Publish it. Next you take the Web address you've set up and publish your pages to that address. It's sort of like moving your belongings into your new home or office. You'll get basic insight into how your pages and files go from your computer to your Internet space and, if you prefer, you can learn about resources you can cost-effectively rely on to publish files for you!

Market it. Once your site is up and running, it's time to get the promotional machine in gear. From registering with search engines to direct e-mail marketing campaigns and adding forms to help you create marketing lists and programs, you need to come up with an effective marketing plan to drive traffic to your site.

Evaluate it. Good Web sites aren't like traditional marketing collateral pieces that are updated only quarterly or annually. They're more of an ongoing process that changes and grows as you learn what works and what doesn't. This section briefs you on what to do post-launch to ensure your site remains effective.

Now its time to get started! The rest of this guide details the first 4 steps and gets you well on your way to building a winning Web site! Good luck.

Part II: Define Your Web Site

After years of research and designing, there are four things I have determined your site should address in this order.

Configuration of your site so it ranks in the top of the search engines, primarily Yahoo.
Information your prospects need to know in order to buy from you.
Information you know that will convince prospects to buy from you.
Subscription services so your prospect will give you their verified contact information.

2. Determine What the Search Engines Need to Know

In her ebook Harmony Major's YahooSecrets (online at <http://yahoosecrets.com>) discloses exactly what it takes to get your site listed at or near the top of the Yahoo search engine. Why concern yourself with search engine placement first before anything else? How about 2 to 3 thousand unique visitors each and everyday. I will discuss the design elements later in this book, but search engine design is number one and KEY!!!

3. Determine What Prospects Need to Know

The information your prospects need to know in order to buy from you is the product or service information a serious potential buyer is likely to ask for. This "need to know" stuff includes:
An overview of your products or services.
Pages on individual products and services.
Additional product information, specs, features, options, accessories, models, ratings, upgrades.
Customers who buy from you?
Projects your firm has handled?
What applications are your products or services used for? What industries do you serve?
Testimonials: Are your customers satisfied? What do they say about you?
Allow viewers to drill down to the level of detail they need. One manufacturing company has links in its product brochures to Spec sheets, on the safety features of it's equipment. A prospect with a particular safety concern can get his question immediately answered by accessing the Spec sheets online.

4. Determine What You Want Prospects to Know

Your Web site should not only contain everything the prospect wants and needs to know about you, but also everything you want to tell them.
There are certain facts and information a prospect may not look for or ask about, but that you would want to tell them, nonetheless. These are items that establish credibility and expertise. Inetekk.com Inc., an Internet Marketing firm, has a section dedicated to email abuse, Spam problems and policies. You may not be looking for the protection offered by Inetekk's verification system. But it is integral to marketing on the Internet with email databases and email is the number one tool to succeed on the Internet. See: http://www.boldfish.com/BF_emguide/scalability.html

4. Compel all your visitors to give you their contact data.

Last but not least, you need to have several areas of interest where you offer valuable services for free in return for your visitors' name, address, phone and email data.

On my Web site for my free information on tax savings, environmental issues, culture and online business opportunity, I also offer a free 500+ ebook on writing compelling email letters. To get to this information, you must fill out a form [subscribe] to enter. This verifies the prospect's information before allowing them access to this valuable information and the ebook that is worth \$50. You can see this process in action at:

<http://parenti.veretekk.com>

They can also click on many links to acquire many free services that have great value to the industry if they subscribe. This helps build credibility and trust, which is the foundation to a working business relationship, which is what you want to build a network with.

I have many sites and hundreds of domains. This is important as the many domains cover many different areas of the search engines and all of them offer some sort of free service which in turn allows me to use email to drive these contacts to the end result site where I ultimately do business. These are called traffic portals. Samples of these traffic portals all follow the same design rules established in the 50s by the master of advertising, David Ogilvy. After years of research and millions of dollars David came up with the following rules of ad design. If you want a successful site. Follow these rules:

1. A display subhead of two or three lines, between your headline and your body copy, will heighten the reader's appetite for the feast to come.
2. If you start your body copy with a large initial letter, you will increase readership by an average of 13 percent.
3. Keep your opening paragraph down to a maximum of eleven words. A long first paragraph frightens readers away. All your paragraphs should be as short as possible: long paragraphs are fatiguing.
4. After two or three inches of copy, insert your first cross-head, and thereafter pepper cross-heads throughout. They keep the reader marching forward. Make some of them interrogative, to excite curiosity in the next run of copy. An ingenious sequence of boldly displayed crossheads can deliver the substance of your entire pitch to glancers who are too lazy to wade through the text.
5. Set your copy in columns not more than forty characters wide. Most people acquire their reading habits from newspapers, which use columns of about twenty-six characters. The wider the measure, the fewer the readers. {Exception rule for the Internet: We have found, by setting the columns on their sides, you create the same effect with rows that are kept at about 5-7 lines, and this works better with the nature of the Internet.}
6. Type smaller than 9-point is difficult for most people to read. This book is set in 10 point.
7. Serif type like this is easier to read than sans serif type like this. [Exception rule for the Internet: Sans serif type like Arial and Verdana read better from web pages than Times does].
8. When I was a boy it was fashionable to make copywriters square up every paragraph. Since then it has been discovered that "windows" increase readership, except at the bottom of a column, where they make it too easy for the reader to quit.
9. Break up the monotony of long copy by setting key paragraphs in boldface or italic.
10. Insert illustrations from time to time.
11. Help the reader into your paragraphs with arrowheads, bullets, asterisks, and marginal marks.
12. If you have a lot of unrelated facts to recite, don't try to relate them with cumbersome connectives; simply number them, as I am doing here.
13. Never set your copy in reverse (white type on a black background), and never set it over a gray or colored tint. The old school of art directors believed that these devices forced people to read the copy; we now know that they make reading physically impossible
14. If you use leading between paragraphs, you increase readership by an average of 12 per cent..

David Ogilvy Quotes:

"It has been found that the less an advertisement looks like an advertisement, and the more it looks like an editorial, the more readers stop, look and read. Therefore, study the graphics used by editors and imitate them. Study the graphics used in advertisements, and avoid them"

"Test your promise. Test your media. Test your headlines and your illustrations. Test the size of your advertisements. Test your frequency. Test your level of expenditure. Test your commercials. Never stop testing, and your advertising will never stop improving".

"Most readers look at the photograph first. If you put it in the middle of the page, the reader will start by looking in the middle. Then her eye must go up to read the head-line; this doesn't work, because people have a habit of scanning downwards. However, suppose a few readers do read the headline after seeing the photograph below it. After that, you require them to jump down past the photograph which they have already seen. Not bloody likely"

For more on Ogilvy [Great Books of His] go to:

Ogilvy on Advertising <http://www.amazon.com/Ogilvy on Advertising>

Confessions of an Advertising Man <http://www.amazon.com/Confessions of an Advertising Man>

4. Eight Steps to Defining Your Web Site


1. Write down your marketing objective. Is it to generate leads? Build a database of names with e-mail addresses? Give your business a storefront on the Web? Put your product catalog online to eliminate the time and expense of mailing print catalogs?

2. Now quantify your objectives. Do you think having a presence on the Web can increase your sales 10% to 15%? Are you looking to attract a million visitors a month? If you don't know what these numbers should be, make your best guess.

3. Make sure your Web site has the information your visitors need to make a decision and take the action you want them to take. If you are selling a product, the prospect won't buy unless there's a clear description of each product along with its features and benefits. If you are selling a service, the prospect must be able to get a price on the site or at least be given a phone number to call for an estimate.

4. The prospect must be able to get all his questions answered while on your site. The easiest way to do this is with an FAQ, or; Frequently Asked Questions' page. The FAQ lists the most common questions visitors ask, along with the answers. A number of software products now allow visitors to interact with a customer service rep while viewing sites either via e-mail or on the telephone.

5. Create your content inventory. Organize the content for your site and define the basis for your site's structure. Start out simply ó creating basic pages and define the relationships between each. For example, organize all your company background, executive profiles and press releases into an **About Us** section. Sketch out your site structure to keep you organized and focused when you begin building your pages.



6. Add strategic hyperlinks and site maps to guide visitors to where they want to go and also to where you want them to go. For instance, if you sell mixers and have an articles library on mixing, you might put links on the articles about particular applications to the description of the particular model mixer that handles each application best. Don't be afraid to aggressively lead the visitor toward the solution you want to sell, not just the nice free stuff you give away.

7. Study competitive sites carefully. Creatively plagiarize site features and Web techniques they are using to sell products similar to yours. There's no need to reinvent the wheel. This is particularly useful for structure and content suggestions.

8. Take a tip from the Yellow Pages. When people open the Yellow Pages, they have an immediate need and are looking for a solution. So the ads are heavy on content, light on fancy design or marketing fluff. Your site visitor may not have as immediate a need as the Yellow Pages user, but she still has some interest or she wouldn't have come to your site. So while prize-winning Web design is fine, copy and content that sell are even more important.

Part III: Name Your Web Site

Now that you know what you're planning to include on your site, you need to come up with a name for it. So ... what makes for a good name on a Web site? Debate rages, but here are three criteria that are hard to disagree with:

Memorable. Why is an online bookstore called Amazon.com? Simply because its easy to remember. Same thing with a portal called Yahoo.

Logical. Another tactic that works is to select a name that logically ties in with what you do. Examples: Printing.com for a printer and flowers.com for a florist. Or, simply make the domain name the same as your company name. IBM's domain name is IBM.com. Inetekk.com, Inc. my company is

Short. Some marketers prefer longer domain names because they can be more descriptive. For instance, one printer has a Web site www.printingforless.com. It gets a message across, but will you really remember that when you are online and need printing? Shorter, like www.printer.com, is better. Think about the Web site URLs you can recall off the top of your head without going to your bookmarks. How many of them are more than one word long? As for what not to do, just a couple of tips:


1. Try to avoid having "and" in a domain name. I can never remember if it's Barnes&Noble.com or BarnesandNoble.com. I bet lots of other folks can't either.
2. Having the last letter of your first word the same as the first letter of your last word also creates problems, because people can't figure out whether to use the letter once or twice. Our newest service verified email, went through several levels to determine an easy to remember name without confusion. We had several choices; veriemail.com, vereemail.com but we settled on veremail.com. Why? The first three letters represented our new service for a well know vehicle, email. Hence, our focus groups found ver email combined to veremail.com was by far the easiest to remember and hence the best one to brand with.
3. Make sure your URL is easy to say. People should remember it if it's repeated on TV commercials, plastered on billboards, or sung in a radio jingle. Sheraton had great success promoting a toll-free reservations number with a catchy TV jingle. Can you remember? "Eight-oh-oh, three-two-five; three-five, three-five"?

5. The Exclusivity Factor

You can't copyright, patent or register human names and book titles, which means multiple people can have the same name, and different books can have the same title.

But domain names, like phone numbers, are unique. So when in doubt, it pays to register any name you might want and hold it, rather than risk letting it go to someone else.

Register your Internet domain name early. When in doubt about a name, register it anyway. Registration is cheap when you get the name from Dotster.com before someone else has.



To check to see if the name you want is available, go to: <http://dotster.com> and conduct a quick search.

Some marketers, finding the domain name they want is already taken, do a close variation with a small typographical change. For instance, Refferalware is a competitor of ours, so we went and purchased referalware.com, which drives some business to us when a prospect of theirs types the domain in misspelled. We recommend a more conventional approach, such as relying on an online tool like the NameSpin, from [Dotster](#), which lets you enter up to three keywords to conduct searches and uncover available web addresses that might meet your needs. You'll see the NameSpin on the left column of listed services on the main Dotster.com site.

Will we ever run out of good domain names, the way we exhausted the supply of available 800 numbers? New domain names are registered every 3.9 seconds. With more than 15 million .com domain names registered to date, that leaves more than 99% (literally) of all possible .com domain names still available. Don't forget that .net and .org are also available to anyone. Not to mention all the new top-level domains coming out like .ws, .to, .info, .tv, etc.

6. Registering Your Name

Once you've identified the name you want and confirmed its availability with [Dotster](#), it's time to register it. Remember that if you're taking advantage of a Web-site building tool, such as [GU!stuff.com](#), you will also need to host your pages. We recommend [Communitech.net](#). We still use their services for a couple of our own domains because they are so good. We have our own servers, but we like the idea of a couple of our domains separated from the main core to increase our redundancy incase of emergencies. FYI, Inetekk owns over 900 domains. Communitech also registers your domains for you, but they are a lot more expensive to use for domain registration, however, they are very reasonable for hosting and they come with a ton of great tools too for less than \$15.00 per month.

Part IV: Build Your Web Site

The way people design and construct their Web pages is not a secret: A quick surf through the web will show you hundreds of different sites, each with a different design, structure and approach to conveying information.

Before we get into specifics, let's address the fundamentals of a winning Web site:

1. Good clean graphics. Do not over design your Web site. The more graphics you put into it, the slower the pages download to the viewer.
2. Readability (e.g., no green type on a blue background), keep your page designs straightforward.
3. Good, useful content that helps you reach your goals and objectives.
4. Simple approach to conveying information
5. Ease of use.
6. Speed.

A survey from the Boston Consulting Group, published in *American Demographics* (August 2000, p. 46), offers quantitative data on what site visitors want and what ticks them off:

1. Slow downloading drives visitors crazy. Almost half of online shoppers surveyed said they left sites when pages took too long to download. According to Zona Research, Web pages take anywhere from 3 to 11 seconds to download, depending on the user's modem and Internet connection. The average viewer will bail out by clicking off the site onto another if a page takes more than 8 seconds to download.
2. People crave easy site navigation. One of the reasons for Amazon.com's popularity with consumers is the clear, simple design of its online shopping process. In the survey, 45% said they had been frustrated on sites that were too difficult to use. When designing Web sites, apply the KISS principle (Keep It Simple, Stupid).
3. Keep a good inventory or have drop ship relationships with your suppliers. Almost one in three Internet users surveyed said they hate it when the product they want to order is not in stock.

7. Home Page Guidelines

As the name implies, a "home" page should make your visitor feel at home on your site. Since visitors access so many sites, don't try to be all things to all people. Your home page should establish you as the Internet resource for your particular niche topic or product. If you've followed our first step, Define It, you should have a solid sketch of the information you want to include.

Here, for example, is the lead home page copy for <http://parenti.veretekk.com>, an opportunity site using an ebook for the vehicle [I love ebooks]:

"HOW TO EARN 1 MILLION DOLLARS FROM YOUR PC WITHIN ONE YEAR: ALL THE HIDDEN FACTS ABOUT INTERNET BUSINESS REVEALED!"

- Do you think you have wasted many years of your life looking for something better to do?
- Do you think your present income is just not enough for what you want to do?
- Are you SERIOUS about making a LOT of money?

If your answer to any of the above questions is yes then stick to this page. The 5 minutes that you will spend reading this will pay you for years to come. I will tell you a shocking way of making 1 Million Dollars on the Internet.

GUARANTEED!

Whatever your specialty, your site is the premier source of ideas and information for that topic. All of the elements below can be used to support this positioning:

Seven things you **MUST** have on your home page

Your home page, at minimum, should contain the following elements:

1. **A strong headline.** The headline can welcome visitors to the site (Welcome to the world of Income), reinforce the company positioning (your online homebased business solution), or state a benefit (Find a job fast).
2. **A site introduction.** Two to three concise paragraphs directly under your headline should explain your site's reason for being and how it can help you. The introduction should orient the reader to where he is on the Internet (your site) and why he came (the information or help you offer).
3. **A site menu.** A series of buttons or links the reader can use to access the various sections or pages of the site. These should remain at the sides, top, or bottom of the screen as the user navigates through the site.
4. **What's new.** Internet users are always looking for what's new, so highlight news and new features on your home page, either with a What's New button or a banner advertising special offers and new information.
5. **Contact information.** Make it easy for the visitor to find your Internet address, snail mail address, e-mail, phone and fax numbers. You never know when or how a potential customer may want to contact you. A buyer with an immediate need may wish to speak with a live person on the spot and not wait for e-mail reply.
6. **E-mail reply.** On the home page and elsewhere display a button or link that lets visitors send e-mail to you. Be sure someone in your office reads and responds to the incoming e-mails at least daily.

- 
7. **Privacy statement.** Show visitors you respect their electronic privacy by posting a privacy statement on your home page. Nike's privacy statement reads: "OK, so you're on your computer minding your own business and you get an e-mail telling you about a special offer from Nike for free shoes, or some other golden opportunity. Don't believe it. It's not real. For the record, Nike doesn't send out unsolicited e-mails. From time to time we'll notify consumers who let us know they want to hear from us. Otherwise, any information on the Internet from Nike to the public comes on www.nike.com or www.nikebiz.com."

More home page benefits

The more interactive you can make your home page, the more visitors will get involved. The more involved they get, the longer they'll stay and the more likely they will be to buy.

Netscape's home page continually changes the latest featured news articles, so visitors know they can always get the latest news. Think about what's important in your field to the visitor and give it to him. If you have a financial Web site, people who click onto your home page should get a summary of the day's market activity along with your analysis of what it means, so they can be instantly informed and guided.

Another technique that works is to display on the home page a link to an online survey. People love to tell you their opinions. With online polling, you can also display the result in real time, so that visitors also get valuable information.

Keep your focus on the site's goals


Whatever you offer your visitors, present it on a Web site that's easy on the eye and enticing to read. Everything; pictures, words, buttons, functions, should be designed to give customers what they need and want. If you've carefully defined your Web site strategy, this should be an obvious task as you go about creating and designing your pages.

Go back to the roots of the product or service being offered. "Why does it exist in today's world, and why does your company sell it? A good Web site communicates this proposition and the product benefits.

Many sites commit the deadly sin of being flat, sober and boring, because they think Internet users are adverse to being sold. Make your Web sites lively and exciting.

The Web today is a text-based medium and you've got to quickly capture the reader's interest and attention. You have to establish a relationship with the reader and therefore write with energy, enthusiasm and personality.

One way to do this is to stress benefits instead of features in product descriptions. The benefits should be linked to the features that enable the product to deliver the benefit to the user. A benefit is anything that will make a customer's life better by using your product or service.



I also recommend giving Web site visitors an incentive to order now, from the Web site. This could be a limited-time offer, free shipping and handling, a special bonus gift, or an extended warranty.

Discounts also work. Tell online shoppers that you offer them lower prices than you do through offline channels of distribution. Explain the rationale: Doing business online reduces your costs, and you pass on some of the savings to the customer as lower prices. It's a win-win situation.

8. Attracting People to Your Site with Great Content; Free or Fee

Web marketers often speak of the 3 Cs' of Web sites: Commerce, Community and Content.

Commerce is the ability to take orders over the Internet. Community means the site provides a forum, chat group, bulletin board or other mechanism for visitors to share thoughts, opinions and information about the subject of the site. Content is the information available to visitors on the site.

Many people, Web experts as well as users, believe that on the Internet "Content is king". The very essence of Internet culture is the sharing of information, traditionally freely and without charge. The notion of using the Internet to actually make money is a fairly recent development, albeit one that rapidly revolutionized the business world.


Today, Internet content comes in two flavors: free and fee. "Free" means content given away for free as a marketing tool. "Fee" means content that is sold as a product, such as a proprietary online automated marketing system, like Inetekk.

Content as a marketing tool

In the old model of printed publishing, information was produced as books and articles and sold to the reader for a fee.

In the new model of the Internet, content is published on Web sites and given away for free for a variety of purposes. As a public service, to promote a viewpoint, to market goods and services, to attract traffic to those Web sites and ultimately offer free services for verified contact information database.

The idea of publishing and giving away free content is not new: Marketing companies, for example, have long been offering free services and trial versions for along time. FreeFFAs.com offers a full version, FFA system that delivers free email leads just like their competitors offer for \$20 per month. However, FreeFFAs.com gives this valuable service away in turn for their prospects full name, address, city, state, zip, phone and email. FreeFFAs.com then calls and verifies this information before fully activating the system. An ingenious lead generator for the owners of FeeFFAs.com and it works, **MASSIVELY**.



Look, for example, at www.Dailymessageonline.com or any Web site that offers motivational content for the Internet marketer. Many give away extractions or samples of their training, content or insights to entice you to signup for more of the service or content.

As one of the 3 Cs, content is critical to your Web site's success. People who come to your site expect to learn something or take away free information or a service when they leave. The more free content or services you offer, the more likely they'll visit again and again. And, if you have done your system correctly, once they have visited, you now have their contact information, which allows you to inform them of new services, products and opportunities you have to offer, over and over, all verified and legitimate.

How to get content for your site

Content is not terribly difficult to come by. You don't have to write your own content or even post original material.

For instance, if you are a marketer and subscribe to industry newsletters, online training, web-seminars, etc. like: <http://www.AllTheSecrets.com>, <http://successarsenal.com> and my favorite <http://www.mimbifish.com> by Joe Schroeder. Talk about sources for content! Shhssshh!

You can post content from other sources, often for free, simply by asking. Many authors will grant permission for you to post their articles on your Web site, in exchange for a link from the article to their own site. Most will even e-mail you the text as an electronic file upon request.

Soon other Web site owners will be calling or e-mailing you, asking to post your articles on their sites. If you hold the copyright, you should grant permission in exchange for a link to your site. You can generate lots of traffic and even sales at zero cost this way.


Stuck for content? Here's a secret very few people know: The U.S. government publishes tons of free information on all sorts of business and consumer topics, and almost none of it is copyrighted.

You can just zip over to a Web site like www.pueblo.gsa.com, find a report or booklet you like, and make this content available on your site to your visitors. They'll appreciate it since they'd never find the content on their own. All that Uncle Sam asks in return is that you acknowledge the government as the source.

Content as a product

Content as product means the information you create is not written to promote some other cause or sell some tangible product; the product is the information itself. Authors, freelance writers, publishers and information marketers all follow this model.

A publisher of financial newsletters, for instance, publishes reports on stocks, which she sells as advice to paying subscribers. A brokerage also publishes reports on stocks, but these are distributed free to clients to persuade them to buy the stock, and the broker makes his money from commissions on stock orders.



When content is the product, there are a number of perceived advantages, not the least of which is objectivity. Since you are paying for the advice up front, the writer's sole interest is giving good advice; otherwise, you'll cancel your subscription. Therefore we assume the financial newsletter's advice is objective and unprejudiced; there's no hidden agenda, no product to sell.

The big question facing content-for-pay publishers now is: With information available everywhere, anywhere, at any time, will people continue to pay for it? While many businesses are profitably selling products through e-commerce, Internet content sales are not yet profitable for most publishers.

9. Building Web Site Success with a Community of Interest

A community of interest on the Web is a group of like-minded people sharing information, experiences and anecdotes on a topic of common interest. Why should you consider establishing such a community of interest on your site? Here's what's in it for you:

First, community increases Web site stickiness. If your Web site is not merely a place to buy products or read articles, but rather a place to gather, visitors will stay longer and come more often. To understand the importance of a gathering place in marketing, merely visit any Starbucks. People come for the coffee but stay for the environment.

Second, you can add community features at modest cost. It's a lot of added value for a small investment.

And third, as the supervisor or manager of your online community, you see and hear everything that goes on. This can tell you a lot about your visitors and what they want.

Focus, focus

Most online communities focus on a specific topic aimed at a specific audience. Example: Inetekk.com's many portals aim at generating leads for it's subscribers by becoming a community of traffic portals, forums and boardrooms. The subscribers interact with the prospects that flock to the many free services and forums, therefore giving the subscribers the ability to become consultants to the prospects and eventually lead to acquiring new business from cold markets.

Pwrnet.com has about 20 communities of interest. Their forums have tens of thousands of visitors and thousands of subscribers all co-mingling in a common area of interest. This creates a superior environment for selling their goods, services and opportunities.

The key to creating community on your Web site is having some kind of mechanism where visitors can exchange ideas, information, opinions and resources on the topic of your site. For instance, if you sell computers, your community should deal with tips, techniques and problems encountered in computing.

What promotes your product line is the fact that this community exists on your site. When participants need computer equipment or supplies, and their community is on your site, they are likely to look there first to fulfill their needs.

10. Make Web Surfers Stick to Your Site Like Glue

Web marketers today are increasingly talking about making their sites “stickier”. What does that mean?

Some define stickiness as the amount of time people stay on your site during a visit. The theory is: the longer Web surfers stay on a particular site or even a particular page, the more engaging and effective it must be.

Others gauge stickiness by how many times Web surfers return to the site. If they revisit five times in three days, obviously there’s something that piques their interest.

Thomas Prendergast (See <http://prendergast.net>), CEO of inetekk.com, Inc. offers a better definition of stickiness. Prendergast defines stickiness as “a process of how much information you get from your visitors repeated visits to a conglomerate of sites, domains and systems they are compelled to visit and subscribe to”.

The metric, then, would be the overall number of minutes a viewer devotes to your site(s) over a given time period, e.g., a month. The total time is increased both by length of visit as well as frequency of visits, of which it doesn’t matter which one is the prime contributor. The overall success factor is the ability to create a relationship with your visitor by leveraging the data these sites create for you.

However, what’s obvious is that if we can increase most of these factors, or all, we can improve our stickiness.

The benefit? The more time a visitor spends on a site, and/or develops trust through the relationship building, the more likely he is to buy something.


This is the Barnes & Noble theory of retailing. Barnes & Noble put coffee shops in its super-stores not to make money selling coffee but to get people to stay in the store longer. And it worked: The more people browsed, the more they bought. Web site stickiness operates on a similar theory.

Getting them to come back

Previously, we discussed the “3 Cs of Web sites” commerce, content and community. As you will recall, commerce is the ability to take orders over the Internet. Content is the information available to visitors on the site. Community means the site provides a forum, chat group, bulletin board, or other mechanism for visitors to share thoughts, opinions and information about the subject of the site.

Millions of Web site domains have been registered and continues to climb. So why in the world should anyone take the time to see yours? Strong content, free offers of valuable services, interactivity and strong relationships can lure people to the site, and plenty of it can keep them coming back.

Despite the rapid growth of e-commerce, the Internet still has somewhat of a “gift culture” mentality. When people visit a site, they might expect products for sale, but they also expect something free, and that something is either content, services or trust or any combination thereof.



Be sure your site is packed with lots of special reports, free services, white papers, articles, newsletters and other useful content. The more you have, the more visitors will stick assuming it meets the challenge of organizing information logically and it's easy to find relevant information on your site.

Conversely, when people visit your site and find only production and promotional pages, and no free information, they are disappointed. Free content is an expectation on the part of the visitor. If it is not there, they will not see your site as a resource, and will be less likely to bookmark it and return.

Content on the Web does not have to be static and two-dimensional, as in print. Think about sharing your knowledge and data with visitors as an online tool or capability.

At www.etracking.net, marketers can use an online search engine to get search information about the services customer support ratings, 800 numbers, number of employees, etc to help determine whether they want to do business based on this criteria.

At www.money-machine.net, visitors can watch a compelling Flash presentation on the origins of the Internet, The history of business and the Future trends, then follow up with a survey and intro into an Interactive Passport system.

Getting them to stay longer

Of the 3 Cs, community is the one most able to get visitors to stay longer on your site, with content being a close second. If you can moderate a discussion on welding, cryogenics, gardening or whatever your site covers, people will stay for minutes at a time to participate in these discussions.

The third C, commerce, can also get people to stay longer and return more often, especially if it's targeted to your visitors' preferences.

For example, National Geographic surveyed its online gift shop to determine the most popular item, which turned out to be greeting cards.

They then sent out e-mails feature images of four of the cards. The e-mail encourages the recipients to go to the National Geographic site, view the full selection of cards, and then e-mail them to friends.

The click-through rate, the number of e-mail recipients who clicked on an embedded URL in the e-mail to go to the viewing page on the site, was 32%. And National Geographic added 25,000 new names to its opt-in database within 3 weeks.

11. Selling on Your Site: Not the Impossible Dream

Having a full-blown e-commerce capability like Amazon.com is not the only option for Web selling.

There are three phases in enabling purchasing on your site, and you can start with phase I right away, then gradually evolve your capability as your site expands.

The 3 phases of e-commerce

How can you make it easy and pleasant for Web site visitors to shop online?

In phase I, you go beyond merely having product descriptions posted on your Web site to giving actual prices. You also include ordering instructions along with shipping and handling options. You then take orders offline. Web site visitors can call an 800 number posted on your Web pages, just like in your offline catalog.

Add an HTML or PDF order form to your Web site. Encourage people to print the order form, fill it out, and fax or mail it to order, again, just like an order form in a catalog.

In phase II, you replace the HTML or PDF order form with an online order form that is interactive. Visitors no longer have to print the order form and fill it in by hand. They can enter information to fill in fields on the screen and click boxes to indicate their preferences (e.g., regular vs. priority shipping).

When they are finished, they submit the order form with their payment, which is typically credit card information.

On your end, you have to run the credit card number manually to get approval. You may also have to transfer the customer information to a database to keep a record of the transaction. If there is a problem with the credit card, you can send an e-mail to notify the customer and resolve it.


You do not have to create such an interactive online order form yourself. You can find several at <http://www.scriptsearch.com>. Pick one and download it for use on your own site.

In phase III, you have a full-fledged online catalog or shopping cart system on your Web site, similar to Amazon.com or other high-traffic commerce sites such as Victoria's Secret.

Phase III is the online equivalent of a mail order catalog or retail store. You can flip through the pages or walk the aisles, pick the merchandise you want, put it in your cart or on your order form, then check out at a cash register to finalize your purchase.

Unlike phase II, a phase III e-commerce site usually checks, authorizes and charges the credit card automatically, eliminating the need to do this manually. If there is a problem with the credit card, the site automatically notifies the customer and does not accept the order until it is corrected.

Almost all e-commerce Web sites, whether in phase I, II or III, offer online shoppers a money-back guarantee of satisfaction. If you do not, online buyers will go elsewhere.



When you implement e-commerce phase I, II or III, promote your product sales on your Web site. One way to do this is with banners that pop up announcing specials and sales.

Special offers should appear in the upper-right-hand corner of your home page, because this is the most read area of your site.

Make some noticeable change to your home page frequently, every 8 to 10 days. These changes can include new banners announcing new specials, news items or graphics. Basic colors and navigation tools should not be changed.

Credit cards and cybercash

Although some e-commerce sites permit customers to pay with check or C.O.D., the best method is to accept major credit cards at the time of the transaction. It's convenient for the customer and ensures that you get your money.

An article in The Interactive Multimedia Sourcebook 1997 says that nearly 90% of online shoppers pay by credit card. Of 220 million Americans, 144 million have Visa, 93 million have MasterCard, 41 million have Discover, and 25 million have American Express.

Yet, according to Business Week (April 17, 2000, page 10), only 28% of large businesses surveyed say they can process a transaction online.

If you plan on taking orders on your Web site, get a merchant account with, at minimum, American Express, Visa and MasterCard. Merchant status allows you to accept credit cards for purchase payments both online and offline.

If your business caters to certain market segments, you may want to consider other types of credit cards. For example, if many of your customers are Japanese, you probably want to accept orders from JCB (Japan Credit Bureau) cardholders. For European customers, consider Diner's Club.

To get established as a Visa and MasterCard merchant, start with your own bank. If you have a long-term good relationship with your bank, that gives you some powerful leverage. Be willing to use that leverage to get what you want. After all, banks are in business for the same reason as the rest of us ó to serve their customers and to make a profit.

Another payment option is to work through a service bureau that can process the online payments for you. One such company is [ClickBank](#). [ClickBank](#) is the online billing solution used by thousands of web businesses that deliver unique products and services over the Internet itself (via web pages, files, or email).

Simply place their special "sales link" at your web site, and [ClickBank](#) will:

- Enable real-time sales of your digital goods or services.
- Provide international fraud screening by ccScan®.
- Handle all customer billing, billing inquiries, and bank inquiries.
- Process all of your sales volume. We have no sales caps.
- Connect your web site to our network of over 100,000 affiliate sites.
- Provide you and your affiliates with real-time sales reporting.
- Send you and your affiliates a paycheck twice each month.

They process Visa, Mastercard, American Express, Discover, Eurocard, and Visa-Debit, MasterCard-Debit, and Novas cards. For more information go to <http://clickbank.com>.



12. Design for Your Visitors... Not for You

Let's delve into the design of your site. Visitors want fast downloads, light graphics, we've already established that. So keep it simple. There's nothing more depressing than watching a user on a dial-up connection attempting to download a page that's comprised of dozens of hefty images.

Loading speed can make the difference. One site decreased visitor bail-out rates from 30% to 8% just by reducing its download time by 1 second per page! One study found that 84% of Web sites examined downloaded too slowly. Don't fall into this trap!

There are many good software programs available today to help you effectively design your Web pages and create graphics and background treatments. You can find these programs at our software download center by [clicking here](#). And, of course, there are great, cost-effective services, such as Hypermart.com and Ehomeportal.com, that take the hassle out of this step of the process by offering you one-click access to a variety of sophisticated, professionally designed templates. Using either one of these services, you can browse an extensive library of templates and choose the one that suits your site and your business. All templates are optimized and are fast loading. Finally, you can also hire a Web design professional. But beware and be clear! Make sure you specify **up front** that fast downloads are a priority!

And as with any other work-for-hire project, be sure to get a proposal in writing that includes details on pricing and specific deliverables.

However you choose to design your pages, you must test download ALL of them on the lowest common denominator, a dial-up Internet connection. Don't assume all your visitors have high-speed access.

Testing is also a critical component when it comes to links on your page. It's important to review all your pages, and have colleagues, family and friends do the same, to ensure you've put everything in the right place, corrected typos and set up links to other pages or sites correctly.



Part V: Publish Your Web Site

Once your name has been set up and your pages are complete, you're ready to publish. In the Web world, publishing simply means taking your pages and graphics and copying them from your computer onto the Web site through a process known as File Transfer Protocol (FTP).

FTPing files to the Web is actually pretty painless if you have good software, and there are lots of well-done programs available for this purpose. Again, you can find a good resource for this at our [Software-Download](#) center. You'll need to enter in some basic information about your site and where it's hosted, information your hosting company or service provider can easily help you obtain.

It bears repeating, too, that if you use a Web hosting/site building, this process is done for you automatically and without any work required on your part once your pages are complete! So if a simple solution is what you're after, you really should consider using such a service to get you up and running quickly, and without any special knowledge or software required.

Then, each time you adjust a page or create a new one, you simply FTP that information to your site.

To learn more about available FTP programs, visit the [Software-Download](#) center, which also has great information on HTML editors and more.

Now you're ready to create your own unique Web site! Visit [Ehomeportal.com](#) and see how easy it is to point and click your way through the easy setup system. If you have any questions along the way, our live support team is available 7 days a week. Make changes to your site, add pictures, and even change your design! And once the site is exactly the way you want it, you can use your matching e-mail to announce your site to customers and friends!

Appendix A: Resources

Books

Advertising on the Internet by Robin Zeff and Brad Aronson (John Wiley & Sons)

A Small Business Guide to Doing Business on the Internet by Brian Hurley and Peter Birkwood (Self Counsel)

Business-to-Business Internet Marketing by Barry Silverstein (Maximum Press)

Connections: A Guide to Online Writing by Daniel Anderson, Bret Benjamin, and Bill Paradese-Holt (Allyn and Bacon)

Cybertalk That Sells by Herschell Gordon Lewis and Jamie Murphy (Contemporary Books)

Cyberwriting by Joe Vitale (Amacom)

Guide to Web Content and Design by Roger C. Parker (MIS Press)

How to Make a Fortune on the Information Superhighway by Laurence A. Canter and Martha S. Siegel (HarperCollins)

Internet Direct Mail: The Complete Guide to Successful e-mail Marketing Campaigns by Steve Roberts, Michelle Feit, and Robert Bly (NTC Business Books)

Making Money on the Internet by Alfred and Emily Glossbrenner (McGraw-Hill)

Marketing Online by Marcia Yudkin (Plume)

Marketing on the Internet by Judy Strauss and Raymond Frost (Prentice Hall)

The One-to-One Fieldbook by Don Peppers, Martha Rogers, and Bob Dorf (Bantam Books).

Online Marketing Handbook by Dan Janal (John Wiley & Sons)

Permission Marketing by Seth Godin (Simon & Schuster)

Poor Richard's e-mail Publishing by Chris Perillo (Top Floor Publishing)

Poor Richard's Internet Marketing and Promotions by Peter Kent and Tara Calishain (Top Floor Publishing)

Simple Steps to E-Mail Writing Success by Joy Van Skiver (The Writing Exchange)

The Internet Marketing Plan by Kim Baynes (John Wiley & Sons)



The 3Rs of E-Mail by Diane B. Hartman and Karen Nantz (Crisp Publications)

Untangling the Web by Michael L. Kasavana (Educational Institute)

Web Site Wizardry by Marianne Krcma (Coriolis Group Books)

Web Wealth by Dr. Jeffrey Lant (JLA Publications)

Writing.com by Moira Anderson Allen (Allworth Press)

Writing Effective E-Mail by Nancy and Tom Flynn (Crisp Publications)

Writing for New Media by Andrew Bonime and Ken C. Pohlman (John Wiley & Sons)

Periodicals

Adweek
IQ Interactive Report
1515 Broadway
New York, NY 10036
Phone: 212-536-5336

CIO Web Business
492 Old Connecticut Path
PO Box 9208
Framingham, MA 01701-9208
Phone: 800-788-4605
<http://www.cio.com>

E-ZineZ: The E-Zine About E-Zines!
1112 First Street, Suite 167
Coronado, CA 92118
Phone: 800-305-8266
E-mail: kate@e-zinez.com
<http://www.e-zinez.com>

Industry Standard
315 Pacific Avenue
San Francisco, CA 94111
Phone: 415-733-5401

Interactive Week
Quentin Roosevelt Blvd., Suite 400
Garden City, NY 11530
Phone: 516-229-3700



Internet World News
50 E. 42nd Street, 9th floor
New York, NY 10017
Phone: 212-547-1811

Silicon Alley Reporter
Rising Tide Studios
101 East 15th Street, 3rd floor
New York, NY 10003
Phone: 212-475-8000

Internet Marketing Report
Progressive Business Publications
376 Technology Drive
Malvern, PA 19355-1315
Phone: 800-220-5000
<http://www.pbp.com>


I-Marketing News
100 Avenue of the Americas
New York, NY 10013
Phone: 212-925-7300

Marketing With Technology
370 Central Park West, #210
New York, NY 10025
E-mail: sarah@mwt.com
Phone: 212-222-1713

Search Engine Report
<http://www.searchenginewatch.com>

Wall Street & Technology
Miller Freeman
PO Box 1054
Skokie, IL 60076-8054
Phone: 800-682-8297
<http://www.wstonline.com>

Web Techniques
600 Harrison Street
San Francisco, CA 94107
Phone: 415-908-6643



What's Working Online
Georgetown Publishing
1101 30 th Street, NW
Washington DC 20007
Phone: 800-915-0022

Web Sites

<http://www.dotcom.com>

Billed as the Knowledge Center for the new economy, <http://www.dotcom.com> provides free statistics, tips and strategies on the dot.com marketplace ó including fun facts, market research, stock watch, industry profiles, plus a free online newsletter.

<http://www.theadstop.com>

Online media buying service for banner advertising. Includes listings of sites that accept banner advertising with descriptions, traffic, and pricing.

<http://www.clickz.com>

Articles, news and services for Internet direct mail, Web site design, banner advertising and other Internet marketing.

<http://www.the-dma.com>

Direct Marketing Association
Opt-out form for preventing Spam to your e-mail address.

<http://www.faqs.org/faqs/www/webannounce-faq/>

Good source of information on newsgroups.

<http://www.hitbox.com>

Ranks Web sites by traffic.

<http://www.marketingcentral.com>

Web-based applications for marketers.

<http://www.robfrankel.com>

Web site from a leading Web marketing consultant and author. Subscribe to his e-zine, FrankelBiz.

<http://www.mrfire.com>


Articles on offline and online marketing.

<http://www.statmarket.com>

Internet statistics and user trends.

<http://thomas.loc.gov/home/thomas.html>

E-marketing legislation.



<http://www.vertex.com>
Updates on taxation affecting e-commerce.

<http://www.worldprofit.com>

Inetekk Resource Sites:

Free Leads FFA system:
<http://veretekk.freeffas.com/parenti>

Free Blastomatic Massive search engine submission service:
<http://veretekk.blastomatic.com/parenti>

Free Classified ad system:
<http://veretekk.1-family.com/parenti>

Free Vacation Packages:
<http://veretekk.vacation-4-free.com/parenti>

Free Computers:
<http://veretekk.computer-giveaway.net/parenti>

Free Motivational everyday:
<http://veretekk.dailymessageonline.com/parenti>

Free Support Forums:
<http://veretekk.pwrnet.com/parenti>

Products, Services, and Information for Internet Marketers

Internet.com Corporation
20 Ketchum Street
Westport, CT 06880
Phone: 203-226-6967
Fax: 203-222-1679
Research Web site: <http://www.allnetresearch.com>
Corporate Web site: <http://www.internet.com>
The Superstore For Internet Research.

Web Digest
<http://www.wwwsdigest.com>
Sign up on this Web site to receive e-mail messages with the URLs of Web sites that match your areas of interest. Choose from business, finance, health, sports, travel, technology and more.

Webstat
<http://www.webstat.net>
Measures visitor activity on your Web site.

Web Site Garage
<http://www.websitegarage.netscape.com>
Online Web site tune-up and optimization.

Appendix B: Glossary

ASCII (American Standard Code for Information Interchange) One of the most common formats for transferring data from one place to another.

Banner Ad An advertisement in the form of a graphic image on the Web. Size is defined by pixel dimensions. Also known as buttons and tiles.

Baud Rate A unit of measure of transmission speed. Named after J.M.E. Baudot (1845 - 1903), French engineer. Originally, baud was used for telegraph transmissions, and meant one Morse code dot per second. Baud is a measure of the number of signal-state changes per second; for example, voltage or frequency changes. It is sometimes, but not always, the same as the number of bits per second.

Bits per second (bps) Baud rate is often confused with bits per second, which is a measure of transmission speed; the number of bits that pass a specific point per second.

Browser A Web access program that requests HTML documents from Web servers and lets you view it.

Bookmark Bookmarks allow quick loading of a Web site without retyping the URL.

Button A picture or icon, often with copy, that serves as a hyper link. Also known as banner ads and tiles.

Content Information on your Web site, such as background, product information, pricing and contact information.


Cookies The coding left on your computer by Web sites you have visited.

Daughter Window A second appearance of a browser window that displays specific information such as a demonstration or advertisement. Closing this window returns the visitor to the previous Web page. A daughter window can be any size, and is typically called daughter when the browsing page is small. If larger or equal to the size of the Web page displayed, it may be called a sister window.

Default A selection made automatically in a program if the user specifies no explicit selection, such as a display font type and size.

Directory path Device and directory names needed to locate a particular file in a given file system.

E-mail address Defines a user of a host server [computer and domain] (e.g., user@host.domain).



Firewall Security for Intranets is achieved through a firewall, which prevents unauthorized outsiders from gaining access to the server/computer. Insiders, however, may cross through the firewall to retrieve data from the net proper. Firewalls work by disabling part of the packet-switching activity of the Internet.

Front Door An intermediate Web page between a banner ad and an existing Web site. Typically, front doors will pay off the sales proposition of a banner and transition to a Web site. Also known as a splash page, bridge page, landing page or destination page.

GIF (Graphics Interchange Format) A type of graphics file. Graphics in Web documents can only be in .gif, .jpeg, or .jpg format.

GUI (Graphical User Interface) Pronounced gooey, GUIs make graphical Web browsers possible; they make it easy for users to see and use computerized information of all kinds.

Hit A measure of site or banner traffic. A hit is every call to a Web server. For example, an HTML-based banner ad has 2 images and the HTML supporting them, resulting in 3 hits.

HTML (HyperText Markup Language) The basic coding system used to create Web documents.

HTTP (HyperText Transfer Protocol) The data-transmission protocol used to transfer Web documents across the Internet. Adding a small 's' to this indicates it is a secure connection.

Hyper Link Links you can click on in HTML documents to go to other Web resources.

HyperText In a text of a file, hypertext links are highlighted in various ways (as blue words, for example). These are keywords that have the address of a new page embedded invisibly under them. When you click on a highlight, you are linked directly to the new page. Hypertext links may take you to other text, to pictures and graphics, to animations, to film clips, or to audio clips.


Impression A measure of how many times a banner is displayed. Count one impression each time the banner is shown.

Interstitial A Rich Media ad or demonstration that will load and interrupt a visitor's traffic pattern. An interstitial can be requested, or it can surprise the visitor, depending on its purpose and programming.

The Internet A series of computers linked together through a common language.

Intranet A private network within an organization; an Internet inside a company.

IP Address Within the machinery of the Internet, IP addresses are numerical.



ISP (Internet Service Provider) An ISP is any company that provides Internet access and services to its members.

JPEG (or JPG) JPEG stands for Joint Photographic Experts Group; it's the format you put graphical images such as photographs in to put them on your Web site. JPEG files take the extension .jpg.

K-weight The size of a file, as measured in kilobytes.

Layout The overall arrangement of the elements in a document.

Link A link connects a user with a section of the document or Web page you are currently on, or to a completely different document location.

Modem A peripheral device that allows computers to communicate with each other. Modems modulate the digital data of computers into analog signals to send over the telephone lines, then demodulate the data back into digital signals to be read by the computer on the other end; thus the name modem. Modems are used for sending and receiving electronic mail, connecting to bulletin board systems, and surfing the Internet.

Online Term meaning you are connected to the Internet.

Operating system The underlying control program on a computer that makes the hardware run and supports the execution of one or more applications.


Plug In Software or hardware added to a system that allows you to view features such as video.

Protocol A common protocol, or language, is used on the Internet so that people with different types of computers all over the world can correspond with each other.

Routers Specialized computers that store data packets and pass them between networks. Routers determine all possible paths to the destination address and pick the best route based on traffic load and number of hops. A router can be a hardware device or a combination of hardware and software.

Search Engine A special Web program that allows you to type in specific topics or words (aka keywords) and search for information on the Web that is related.

Server A computer where your information lives and often hosts several workstation computers backup files. Servers maintain large amounts of data such as Web sites and can receive requests for information from other computers based on queries and security protocols.



TCP/IP Internet protocol is called TCP/IP, which stands for Transmission Control Protocol/Internet Protocol. The function of the TCP is to break down Internet messages into small packets of data. The function of the IP is to attach an address to the packets so that the Internet knows where to send them.

Traffic Analysis The process of tracking Web visitors from an external Web source into a Web site and throughout the site. Measurement may include CTR (Click-Through Ratio), unique visitors, time spent on site, time of day activity occurred and post-click activity.

URL (Uniform Resource Locator) A Web address or domain name.

User A person who accesses data from computers and the Internet.

WWW (World Wide Web) A series of electronic texts, associated images and sounds with embedded hyper links to other nodes of text and images.

Inetekk.com's

Turn key automated marketing through the Internet!

Massive Lead generation, Internet Marketing, Training and Systems that are easy to learn!

Inetekk has the solution you need. Don't take our word for it. Ask our subscribers. If you use our systems, you will have more leads and business than you have ever had before. We have subscribers who are brand new to the Internet and Marketing who are achieving great results. The following testimonials are less than 30 days old. These are real people who have applied our systems and are succeeding on the Internet right now. Take the time to read and listen, because this can be you in 30 days from now!

The following people and more appear on our conference calls every week. These people are our subscribers. They do not work for us and they were not paid to make these endorsements. They are available if you wish to speak to them:



DEAR INETEKK,

I am a veteran networker who needs a ton of traffic and activity to keep my group happy. Guess what? I only use my Inetekk leads to generate business builders who want to work the Internet..PERIOD!!! The leads I get from the Inetekk Portals are by far the freshest most receptive internet leads I have ever found.

Best Regards, Steve Sigman



Dear Tom,

I signed up into your system through another one of your clients who found me by using your system. I use FFA systems and email those leads the Blastomatic Marketing system. To date I have signed up 2 people and have had unbelievable results. I am getting 60+ leads a day with real names and phone numbers! It works!

Thanks a million, Diane Hessin



Hi everyone,

I ran across the Inetekk system on the Internet and joined it. It makes your business a lot simpler to manage. We have been on the system for less than a month now and we have already had two enrollments and thousands of qualified leads. I suggest this system to everyone because it works.

Sincerely, John Schiavo

From an AOL message Board:

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