Contents

Acknowledgments \hspace{2cm} \hspace{2cm} \hspace{2cm} \hspace{2cm} xiv

Introduction \hspace{1cm} xvii

Part I \hspace{1cm} Leveraging the Web for Marketing—A Preview \hspace{2cm} 1

Chapter 1 \hspace{1cm} Internet Overview \hspace{2cm} 3
What is the World Wide Web (the “Web”)? \hspace{2cm} 4
How Big Is the Internet? \hspace{2cm} 5
Who Is Really on the Internet? \hspace{2cm} 6
Who Owns the Internet and the Web? \hspace{2cm} 13
From Here . . . \hspace{2cm} 14

Chapter 2 \hspace{1cm} Marketing on the Internet: The Big Picture \hspace{2cm} 15
What Is Working Out There Anyhow? \hspace{2cm} 15
CDnow \hspace{2cm} 15
Cybergrrl \hspace{2cm} 17
Book Stacks Unlimited \hspace{2cm} 18
Clorox \hspace{2cm} 19
PC Foods \hspace{2cm} 20
What Is the Nature of the Medium for Marketing? \hspace{2cm} 21
Internet Culture: When in Rome, Do as the Romans Do \hspace{2cm} 21
What’s the Buzz? Marketing Issues Raised by the Medium \hspace{2cm} 22
Marketing to the Internet \hspace{2cm} 22
Marketing Through Information \hspace{2cm} 23
Marketing to the Techno-Gadgeteer \hspace{23} v
Contents

Marketing to the Online Denizens 24
Marketing to the World 24
Marketing to the Niche 25
Internet Marketing Hazards 26
New Technologies and How to Utilize Them 26
From Here . . . 27

PART II Successful Marketing on the Internet 29

CHAPTER 3 The World Wide Web—Using It for Business 31
A Quick Web Tour 33
HTML, HTTP, and Multimedia—the Foundations of the Web 36
  HyperText Markup Language (HTML) 37
  HyperText Transfer Protocol (HTTP) 40
  Uniform Resource Locators (URLs) 40
Web Searching 42
Getting More Information About the Web 42
Using the Web for Business—Becoming Part of the Web 42
  Communication—Internal and External 43
  Information Management and Distribution 43
  Customer Service and Technical Assistance 46
  Presenting a Good Public Image 49
  Cost Containment 51
Using the Web for Marketing and Sales 51
Public Relations 53
  Press Releases 53
  Corporate Sponsorship 54
  Direct Sales 55
  Online Ordering 56
  Marketing Research 56
From Here . . . 60

Chapter 4 Effective WWW Marketing—An Integrated Approach 61
Internet and Web Demographics 62
Web Marketing—Getting Them Hooked 63
  Levels of Web Marketing Engagement 64
  HotWired 65
  Time Inc.’s Pathfinder 67
<table>
<thead>
<tr>
<th>Chapter 5</th>
<th>Caution, Security, and Customs of the Natives—A Cautionary Tale</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Acceptable Use</td>
</tr>
<tr>
<td></td>
<td>Advertising vs. Marketing on the Web</td>
</tr>
<tr>
<td></td>
<td>Security</td>
</tr>
<tr>
<td></td>
<td>Authentication and Secure Transactions</td>
</tr>
<tr>
<td></td>
<td>Site Security</td>
</tr>
<tr>
<td></td>
<td>Legal Issues</td>
</tr>
<tr>
<td></td>
<td>Copyrights</td>
</tr>
<tr>
<td></td>
<td>Trademarks</td>
</tr>
<tr>
<td></td>
<td>Globalization and Contests</td>
</tr>
<tr>
<td></td>
<td>Advertising</td>
</tr>
<tr>
<td></td>
<td>Privacy Issues</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value-Added Web Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Anywhere</td>
</tr>
<tr>
<td>EUnet</td>
</tr>
<tr>
<td>Quadralay Corporation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Integrating Your Web Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Lists</td>
</tr>
<tr>
<td>Usenet Newsgroups</td>
</tr>
<tr>
<td>Mail Servers and E-mail</td>
</tr>
<tr>
<td>Sig Files</td>
</tr>
<tr>
<td>Announcements</td>
</tr>
<tr>
<td>FAQs</td>
</tr>
<tr>
<td>FTP and Gopher</td>
</tr>
<tr>
<td>Plan or Profile Files—Using Finger</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>World Wide Web Service Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making Your Page Visible on the Web</td>
</tr>
<tr>
<td>Directories</td>
</tr>
<tr>
<td>Search Engine Registrations</td>
</tr>
<tr>
<td>Other Traffic and Visibility Builders</td>
</tr>
</tbody>
</table>

| Advertising on the Net          |
| Promoting Web Sites with Other Media |
| Corporate Identity and Your Web Site |
| How Do We Know It's Working? Measuring Success |
| Return on Investment             |
| Indicators of Marketing Success  |

| From Here . . .                  |

<table>
<thead>
<tr>
<th>Contents</th>
<th>vii</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td></td>
</tr>
<tr>
<td>70</td>
<td></td>
</tr>
<tr>
<td>73</td>
<td></td>
</tr>
<tr>
<td>74</td>
<td></td>
</tr>
<tr>
<td>76</td>
<td></td>
</tr>
<tr>
<td>76</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td></td>
</tr>
<tr>
<td>78</td>
<td></td>
</tr>
<tr>
<td>79</td>
<td></td>
</tr>
<tr>
<td>79</td>
<td></td>
</tr>
<tr>
<td>80</td>
<td></td>
</tr>
<tr>
<td>80</td>
<td></td>
</tr>
<tr>
<td>81</td>
<td></td>
</tr>
<tr>
<td>83</td>
<td></td>
</tr>
<tr>
<td>83</td>
<td></td>
</tr>
<tr>
<td>85</td>
<td></td>
</tr>
<tr>
<td>86</td>
<td></td>
</tr>
<tr>
<td>87</td>
<td></td>
</tr>
<tr>
<td>89</td>
<td></td>
</tr>
<tr>
<td>89</td>
<td></td>
</tr>
<tr>
<td>90</td>
<td></td>
</tr>
<tr>
<td>90</td>
<td></td>
</tr>
<tr>
<td>91</td>
<td></td>
</tr>
<tr>
<td>92</td>
<td></td>
</tr>
<tr>
<td>93</td>
<td></td>
</tr>
<tr>
<td>93</td>
<td></td>
</tr>
<tr>
<td>94</td>
<td></td>
</tr>
<tr>
<td>95</td>
<td></td>
</tr>
<tr>
<td>95</td>
<td></td>
</tr>
<tr>
<td>101</td>
<td></td>
</tr>
<tr>
<td>105</td>
<td></td>
</tr>
<tr>
<td>105</td>
<td></td>
</tr>
<tr>
<td>106</td>
<td></td>
</tr>
<tr>
<td>106</td>
<td></td>
</tr>
<tr>
<td>106</td>
<td></td>
</tr>
<tr>
<td>107</td>
<td></td>
</tr>
</tbody>
</table>
Resources
The Internet Engineering Task Force (IETF) 108
The Security for Businesses on the Internet Site 109
The GNN Personal Finance Center 110
The Advertising Law Internet Site 110
Usenet Newsgroups and Discussion Lists 110
From Here . . . 111

PART III Constructing Effective Web Sites 113

Chapter 6 Preparing HTML Documents for the World Wide Web 115
Preparation of a Very Simple Document 115
Adding HTML Features for New and Legacy Browsers 121
Combining Formatting Features 128
Linking Documents 129
Local Links 131
Remote Links 134
Adding HTML Style and Appearance Features 137
Font Sizes and Styles 137
Inline Images 138
External Images 140
A Look at a Finished Homepage 141
Online Resources for Learning HTML 145
Software Assistance in HTML Authoring 145
From Here . . . 147

Chapter 7 Adding Graphics, Sound, Databases, Action, and Interactivity to a Web Site 149
Graphics 150
Making Picture and Graphics Files 151
Processing Files 153
Converting Files 155
Presentation Variations 156
Creating Multiple Links from One Image 158
Sound 159
Creating Sound Files 160
Continuous Feed Sound 161
Action! 162
Movies 162
Java/JavaScript 164
Animated GIFs 165
Databases 167
Existing Databases 168
Offering Your Own Database 168
Input Forms 170
Frames 170
From Here . . . 171

Chapter 8 Homepages That Work: Best Practices for Marketing 173
Good Practices 174
Some Quick Authoring Tips 174
HTML Design Considerations 176
Writing Styles 177
Document Size Considerations 178
Images 178
Dealing with Web Browser Variations 179
Text vs. GUI; GUI with Images Turned Off 180
Paying Attention to the Page Visitor 181
Jumping In and Navigating 182
Menu and Tree Structures 185
Okay, What About Java, ShockWave, and RealAudio? 186
Using Forms Successfully 188
Using the META HTML Tag for Marketing Success 189
Successful Business Web Sites 191
From Here . . .

PART IV Online Resources for Internet Marketing 193
Chapter 9 Power-Searching the Web 195
Web Catalogs 196
Yahoo 196
Galaxy 198
Xplore 198
Search Engines 199
Boolean Searches 200
 AltaVista 203
Hotbot 204
WebCrawler 204
Chapter 10  Important World Wide Web Resources and Sites Supporting Internet Marketing

Helpful Web Resources

W3
Washington and Lee University Netlink
Yahoo! — A Guide to WWW
The Electronic Commerce WWW Resources Guide
A Business Researcher’s Interests:
   Electronic Markets & Electronic Commerce
CommerceNet
SBA: Small Business Administration Homepage
University of Houston College of Business Administration
   WWW Yellow Pages
TradeWave
The Global Network Navigator: The Whole Internet Catalog
Net.Value: Interesting Business Sites on the Web
The Tenagra Corporation
Open Market Commercial Sites Index
The Apollo Directory
BizNet—Blacksburg Electronic Village
GoldSite Europe
The British Broadcasting Corporation (BBC)
Small Business Help Center
Business on the Web, Management and Technology
Small Business Advancement National Center
Malls, Product and Sales Sites
   BizWeb
   The Internet Shopping Network
   Branch Information Services
Keeping Up to Date and Additional Resources
From Here . . .
Chapter 11  Business to Business: Cyber-Advertising Agencies, Venture Capital, Web Services, and Information

Advertising Agencies

  adfx—Virtual Advertising
  259
  Dainamic Consulting
  260
  Dataquest Interactive
  262
  Sparky at Cyberzine.Org
  263
  CyberSight
  264
  The Online Ad Agency
  264
  Poppe Tyson Advertising
  265
  Tech Image
  266
  Webvertising
  268
  Werbal: Advertising Agency
  269
  Winkler McManus Advertising
  270
  Sources of More Net Advertising Information
  272

Venture Capital

  Accel Partners—Venture Capital for the Internet
  274

Finding Web Service Providers

  Bedrock Information Solutions
  276
  InfoMatch Communications, Inc.
  277
  ITRIBE
  278
  Mainsail Marketing
  279
  Teleport
  280
  XOR Network Engineering/The Internet Plaza
  281

Locating Web Services

  Open Market
  282
  Yahoo
  283
  Leasing a Server Page
  284
  TradeWave Galaxy
  284
  Budget Web
  284

From Here . . .

Chapter 12  Expanding Your Internet Marketing Tool Kit

Real-time Audio and Conferencing

  IPhone
  287
  NetMeeting from Microsoft
  288
  CoolTalk from Netscape
  289
  Internet Conference
  291
Videoconferencing
  CU-SeeMe
  Other Video Applications
Broadcasting
  RealAudio
  MBONE
Virtual Worlds
  AlphaWorld
  The Palace
  Virtual Places
  Live3D
  PowWow
Web Chat
  Global Stage Chat—Prospero Systems Research
  The Chat Server
Finding More Information
From Here . . .

Epilogue: The Future—Think Months, Not Years

Data Transmission—Emphasis on “The Last Mile”
More Multimedia
Virtual Reality
New and Improved Transfer Protocols
More Sophisticated Search Engines
Increased Security
Some Final Thoughts

Appendix A Getting Internet Access for Marketing on the World Wide Web

Browsers
  Graphical User Interfaces (GUI) Browsers
  Text-Based Browsers
Access to the Internet
  Becoming a Node
  SLIP and PPP
  Integrated Services Digital Network (ISDN)
  Shell or Dial-up Access
Getting Connections
  Integrated Services Digital Network (ISDN)
  Dedicated Leased Lines
Locating Internet Service Providers 321
Choosing Services: Browsing vs. Marketing Presence 324
  Access as an Individual User 325
  Connections for Marketing—Making Decisions 326
And in the Future . . . 327

Appendix B  Using Browsers to Get Online 329
The Keys to the Internet 329
Web Browsers 330
  Netscape, Mosaic, MS Internet Explorer, and More 333
System Requirements for Running Most Windows-based GUls 347
Where Can I Get a Browser? 348
  NCSA Mosaic 348
  Quarterdeck 349
  Netscape 350
  Microsoft Internet Explorer 350
  Cello 350
  Trumpet Winsock 350
  SlipKnot 350
Other Useful Client Applications 351
  Client Software 351
  Ultimate Winsock Collections 352

Appendix C  Lynx—A Text Browser 355
Basic Lynx Commands and Navigation Methods 356
  Navigation Aids 359
  Bookmarks 361
  Keyboard Options 362
  History Option 364
  Search Options 365
  Document Retrieval 367
Links to Information Outside of the World Wide Web 371
  Gopher Links 371
  FTP Links 373
  Usenet Links 374
Other Useful Lynx Commands 377
  Comments 377
  Viewing Unprocessed HTML Files 378
  Configuration Options 380
  Refreshing the Screen 380